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# Tourism and Community Well-being: Social Impacts of Tourism in Australian Tropical Communities

PhD thesis submitted by

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For the degree of Doctor of Philosophy  
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## Statement of contribution of others

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Field work for this thesis complies with the current laws of Australia, and permits necessary for the project's research activities were obtained from JCU Human Ethics H5458 and H5774

## Publications associated with this thesis

<i>Chapter#</i>	<i>Details of publication on which chapter is based</i>	<i>Nature and extent of the intellectual input from each author, including the candidate</i>
1	<p>Konovalov, E., Murphy, L., &amp; Moscardo, G. Community Well-being: Uses and Abuses in Tourism.</p> <p><i>Journal Article has been prepared for submission to Annals of Tourism Research</i></p>	<p>The candidate reviewed the literature, proposed the theoretical framework and definition, and wrote the first draft of the paper.</p> <p>Both supervisors were involved with finalising the theoretical framework and proposed definition, as well as assisted with revisions and editing of the draft</p>
2	<p>Konovalov, E., Murphy, L., &amp; Moscardo, G. (2013). <i>Measuring Tourism: Developing a Regional Level Framework for assessing Tourism Impacts</i>. Paper presented at the BEST EN Think Tank XIII: Engaging Communities in Sustainable Tourism Development, 23-26 June 2013, Kuala Lumpur, Malaysia.</p> <p><i>An expanded version of the conference paper on which the chapter is based has been prepared for submission to Tourism Analysis</i></p>	<p>The candidate reviewed the literature, proposed the framework of measures, surveyed and analysed available secondary data, and wrote the first draft of the paper</p> <p>Both supervisors provided guidance in discussions about possible tourism measures, as well as assisted with revisions and editing of the draft</p>
3	<p>Konovalov, E., Murphy, L., &amp; Moscardo, G. An Exploration of Links between Levels of Tourism Development and Impacts on Social Facet of Residents' Quality of Life.</p> <p><i>Book chapter submitted for publication in edited Springer volume titled "Best practices in Hospitality and Tourism Marketing and Management: A Quality-of-Life Perspective"; currently under review</i></p>	<p>The candidate reviewed the literature, proposed the theoretical framework, developed the questionnaire, collected and analysed primary data, and wrote the first draft of the two papers and a report to study communities.</p> <p>Both supervisors provided guidance in development of the theoretical framework and the questionnaire. Prof G. Moscardo assisted with data collection in one of the study communities. Both supervisors assisted with interpretation of data and revisions and editing of the manuscripts</p>

4	<p>Konovalov, E., Murphy, L., &amp; Moscardo, G. (2016). Developing tourism strategies to enhance social aspects of destination communities' well-being.</p> <p><i>Journal article has been prepared to be submitted for review in Tourism Management.</i></p>	<p>The candidate reviewed the literature, organised the workshops, facilitated discussions at workshops, recorded the generated qualitative data, and wrote the first draft of the paper and reports on the study for study communities.</p> <p>Both supervisors provided guidance in design of the workshops, were involved in conducting the workshops as facilitators of discussions, and recorded the generated qualitative data, as well as assisted with revisions and editing of the manuscripts</p>
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*Publications the thesis author has been involved in during the candidature:*

- Murphy, L., Moscardo, G., McGehee, N., & Konovalov, E. (2012). *Blurred boundaries: the implications of new tourism mobilities for destination community well-being*. Paper presented at the BEST Education Network Think Tank XII: Mobilities and Sustainable Tourism, June 24–27, 2012, Gréoux les Bains, France.
- Moscardo, G., Konovalov, E., Murphy, L., & McGehee, N. (2013). Mobilities, community well-being and sustainable tourism. *Journal of Sustainable Tourism*, 21(4), 532-556. doi:10.1080/09669582.2013.785556
- Moscardo, G., Schurmann, A., Konovalov, E., & McGehee, N. G. (2013). *Using tourism to build social capital in communities: new pathways to sustainable tourism futures*. Paper presented at the BEST EN Think Tank XIII: Engaging communities in sustainable tourism development, 23-26 June 2013, Kuala Lumpur, Malaysia.

# Thesis Abstract

Tropical communities often rely on tourism to support and enhance their well-being. However, traditional tourism planning processes rarely take into account the specific needs of tropical destination communities, and instead approach destinations as collection of resources that can be marketed to attract visitors. This approach, however, does not often deliver the tourism benefits expected by communities. This research project examined tourism as resource for communities, and utilised a community-centred research position. The principal aim of this research project was to explore opportunities that are offered by tourism to improve the well-being of tropical destination communities. More specifically, the research project focused on the social aspects of community well-being and the main research question was: ‘How does tourism impact social aspects of community well-being in Australian Tropical communities?’ Secondary purpose of the research project was to establish a research process that would facilitate research of social impacts of tourism in other destinations. The thesis utilised a mixed methods facilitation approach, that is quantitative research (studies one and two) informed the follow up qualitative research (study three). Introduction to the thesis describes the research rationale, the four research questions for the thesis, thesis structure and the three study sites in Tropical North Queensland, Australia, each with a different scale and style of tourism development.

**Chapter one** provides a literature review on the topic to address the first thesis question: ‘What is community well-being and how can we conceptualise tourism impacts on it?’ It explores the community well-being concept, and links the discussions on the topic in tourism impact research to the broader social science literature. After a review of the research and relevant theoretical frameworks, a detailed definition of community well-being and a model for understanding tourism impacts on it is proposed. Building on previous research, it is proposed that community well-being consists of three integral dimensions: the external conditions of residents’ life, residents’ response to these conditions, and a subjective evaluation of these conditions by residents. Tourism directly impacts the first two of these dimensions, and through affecting these indirectly impacts residents’

subjective evaluations. It is argued that a holistic assessment of tourism impacts on community well-being should assess all the changes in these three dimensions of community well-being that can be linked to tourism. It is further argued that this identification and separation of impacts on the three different dimensions of community well-being can be used to synthesise the findings of the existing tourism impact research as well as pave the way for future theoretical progress in the field.

**Chapter two** describes study one which investigated second thesis question: ‘How do we measure the style and scale of tourism at a local destination for the purpose of comparison of destinations?’ The aim of the study was to develop a tourism measures framework which would provide a systematic assessment of the style and scale of tourism development at a specific destination and facilitate comparison of tourism destinations, with particular relevance to the research on social impacts of tourism. The study reviewed relevant research on the topic and identified that tourism can be compared on four facets: (1) Stage of tourism development; (2) Tourist/resident ratio; (3) Type of tourists, and (4) Seasonality. Review of research on each of the four identified tourism facets resulted in the establishment of specific variables and measures of those variables for each facet. Analysis of available secondary data for the three study locations was then undertaken. Results described the degree and type of tourism development at each of the three destinations. The study demonstrated that devised set of measures enables construction of suitably detailed tourism profiles for tourism destinations that are representative of the actual tourism development at a destination. The devised framework of measures for tourism facilitates comparative research and can be applied to destinations in Australia, or other countries (by using parallel measures for the identified variables).

**Chapter three** describes study two which investigated the third thesis question: ‘Can we identify links between tourism and social aspects of community well-being?’ The aim of the study was to develop a theoretical framework and measurement instrument to access social aspects of community well-being, as well as assess residents’ perceptions of tourism impacts, and perceptions of impacts by different types of visitors. Building on the previous research on the topic, a theoretical framework of social aspects of community well-being was proposed. A survey of residents was conducted at each of

the three study communities that assessed social aspects of community well-being and residents' perceptions of tourism. Results revealed that the proposed theoretical framework of social aspects of community well-being was mostly supported by data. Further data analysis identified specific links between social aspects of community well-being and type of tourism development. Consistent with previous research, a higher scale of tourism development was linked to increased crime, reduced volunteering, less perceived influence over community development, and more/better community services. However, the results for the study community with most developed tourism did not demonstrate a higher emotional connection to place, community pride or needs fulfilment, which are commonly described as benefits of tourism development. Finally, contact with different types of visitors and its links to support for tourism development were investigated. The results indicate that more involved contact with visitors contributes to more positive impact evaluation, which in turn contributes to support for tourism development. However, while the link between impact evaluation and support for tourism was quite clear, only a small proportion of variance in the impact evaluation was explained by the contact variable. This confirmed that, besides contact with visitors, other significant predictors play important role in shaping residents' evaluations of tourism impacts.

**Chapter four** describes study three which investigated that third and last thesis question: 'How can we devise tourism strategies that maximise tourism's potential to make a positive contribution to social aspects of community well-being?' The aim of the study was to use action research to identify ways in which sustainable tourism development could contribute to social aspects of community well-being. Workshops were organised with community stakeholders at each study destination. Workshops consisted of a short research findings presentation and a structured brainstorming activity aimed at generating tourism development strategies. The generated tourism strategies addressed specific community issues in the area of social aspects of community well-being, and the process employed provided a useful method for other rural communities to use for tourism planning discussions.

**Chapter five** consist of conclusions and recommendations and addresses the main research question of the thesis: 'How does tourism impact social aspects of community well-being in Australian

Tropical communities?’ The findings of the three studies are linked together and discussed relevant to the previous tourism impact research. The relationships between tourism and social capital, human capital, community identity and pride, and community services are discussed. The PhD contributes to understanding of social impacts of tourism on community well-being in destination communities and describes a research process that facilitates in-depth analysis of the relationships between tourism and the social facet of community well-being at specific communities.

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## Abbreviations

ABS – Australian Bureau of Statistics

ASGC – Australian Standard Geography Classification (a geographical framework)

ASGS – Australian Statistical Geography Standard (a geographical framework)

IVS – International Visitor Survey

LGA – Local Government Area (a geographical unit)

NVS – National Visitor Survey

QOL – Quality of Life

SA2 – Statistical Area Level 2 (a geographical unit)

SLA – Statistical Local Area (a geographical unit)

STA – Survey of Tourist Accommodation

SWB – Subjective Well-being

TR – Tourism Region (a geographical unit)

TRA - Tourism Research Australia

WB – Well-being

# Introduction

One of the fundamental questions faced by societies all over the world is: “How to improve life in our society?” This question can be approached through the concept of well-being. The concept of well-being, while closely linked to happiness, encompasses the wider state of being well. As with happiness, well-being means different things to different people, different communities and different nations. This is a multifaceted interdisciplinary concept that has been applied by researchers to a wide variety of problems.

There are many initiatives in Australia and around the world reporting on the well-being of a community or a nation. Examples include the “Your Better Life Index” by the Organisation for Economic Co-operation and Development (OECD), the Canadian Index of Well-being (CIW), the Measures of Australia’s Progress (MAP) maintained by Australian Bureau of Statistics, the Australian Unity Well-being Index created by Australian Centre on Quality of Life at Deakin University, and Community Indicators Victoria. Despite such an array of initiatives, they differ greatly in their approach to well-being and data collecting techniques. The debate on what well-being is and how it can be measured is continuing in scientific literature and requires further research.

Tropical communities often rely on the tourism industry to support and enhance their well-being. A region’s reliability on tourism for its economic well-being and prosperity has become a concern in Australia due to the effects of unpredictable and uncontrollable events, such as the global financial crisis (Hall, 2009) and extreme natural events (Specht, 2008), which can have a great effect on the flow of tourists to and in Australia. The Department of Resources, Energy and Tourism (DRET) has commissioned a report analysing Australia’s Top 20 Tourism regions in order to assess their economic reliance on tourism (Access Economics Pty Limited, 2009). The report found that the Tropical North Queensland tourism region has the highest economic dependency on tourism. The tourism sector accounts for nearly 20% of the region’s employment and 15.5% of region’s net output. Such high economic dependency of the region on tourism clearly demonstrates that tourism plays an essential role in community well-being and has an impact on community life.

Tourism is frequently promoted as a development tool and a way to improve the well-being of communities and regions in the Tropics. When tourism development is discussed the first question that usually gets asked is ‘what does our community have that can attract tourism?’ In other words, communities are seen as a collection of resources that can be used to attract tourism. Not much thought is given to what type of tourism would be better for a given community to attract or why. This approach sometimes leads to small destination communities being ‘taken over’ by tourism development and the original local population being driven away due to increased prices for property and everyday essentials and other negative impacts. Research has shown that tourism has both, positive effects on destination community well-being through things such as increased job opportunities and negative impacts, which can include environmental, social-cultural and economic costs (Moscardo, 2008b). Planning and managing tourism are indeed some of the major challenges faced by destination communities that seek to benefit from tourism development.

Generally, tourism impacts on community well-being are separated into three broad headings: economic, social and environmental. Traditionally tourism impact research has focused on economic and environmental impacts of tourism with social impacts gaining wider recognition more recently. The social impact of tourism refers to the effects of tourism on social aspects of community well-being, such as the lifestyle of residents, their social life, daily routines, habits, beliefs and values, family relationships, safety levels, moral conduct, creative expression, traditional ceremonies and community organisations (Butler, 1974; Dogan, 1989; Fox, 1977). Compared to economic and environmental impact of tourism, social impacts are more difficult to quantify, measure and report on, and this is the area that requires further research.

This PhD project explored tourism and its relationships with, and potential contributions to, destination community well-being, with the main focus on social impacts of tourism. This research project, in contrast to more traditional approaches, viewed tourism as a resource for communities and the principal aim of the project was to explore opportunities that are offered by tourism to improve the social aspects of well-being of tropical destination communities in Australia. A second purpose of the

research project was to establish a research process that would facilitate research of social impacts of tourism in other destinations. The main research question of this project was: ‘How does tourism impact social aspects of community well-being in Australian Tropical communities?’ To fulfil the aims of the project four questions required to be investigated:

1. What is community well-being and how can we conceptualise tourism impacts on it? This question was investigated through a literature review described in Chapter 1.
2. How do we measure the style and scale of tourism at a local destination for the purpose of comparison of destinations? This was the main research question for study one described in Chapter 2.
3. Can we identify links between tourism and social aspects of community well-being?  
Answering this question included assessing social aspects of community well-being and residents' attitudes and perceptions of tourism. This question was investigated in study two described in Chapter 3.
4. How can we devise tourism strategies that maximise tourism’s potential to make a positive contribution to social aspects of community well-being? This was the main research question for study three described in Chapter 4.

The last chapter of the thesis offers a summary of the conducted research and findings and recommendations for further research. The thesis structure is presented in Figure 1.

### Thesis structure

#### Chapter 1 Community Well-being: Uses and Abuses in Tourism

Literature review focused on defining community well-being and linking community well-being to tourism impacts  
Development of the theoretically-based approach for research of tourism impacts

#### Chapter 2 How to Measure Tourism at Local Destinations: Developing a Systematic Framework for analysing Tourism Impacts

Literature review focused on features of tourism contributing to tourism impacts; development of tourism measures framework  
First study – secondary data analysis to develop tourism profiles for study communities

#### Chapter 3 An Exploration of Links between Levels of Tourism Development and Impacts on the Social Facet of Community Well-being

Literature review focused on social impacts of tourism and its links to style and scale of tourism; development of theoretical framework of the social facet of community well-being  
Second study – survey of study communities' residents on social aspects of community well-being and perceptions of tourism

#### Chapter 4 Developing Tourism Strategies to enhance Social Aspects of Destination Communities' Well-being

Literature review focused on sustainable tourism development and participative community engagement approach; development of a practical process of informed community-centred participative tourism planning process  
Third study – workshops with community stakeholders to develop alternative tourism futures

#### Chapter 5 Improving Well-being of Regional Tropical Communities: Opportunities offered by Tourism

Conclusions and recommendations

**Figure 1.** Thesis structure

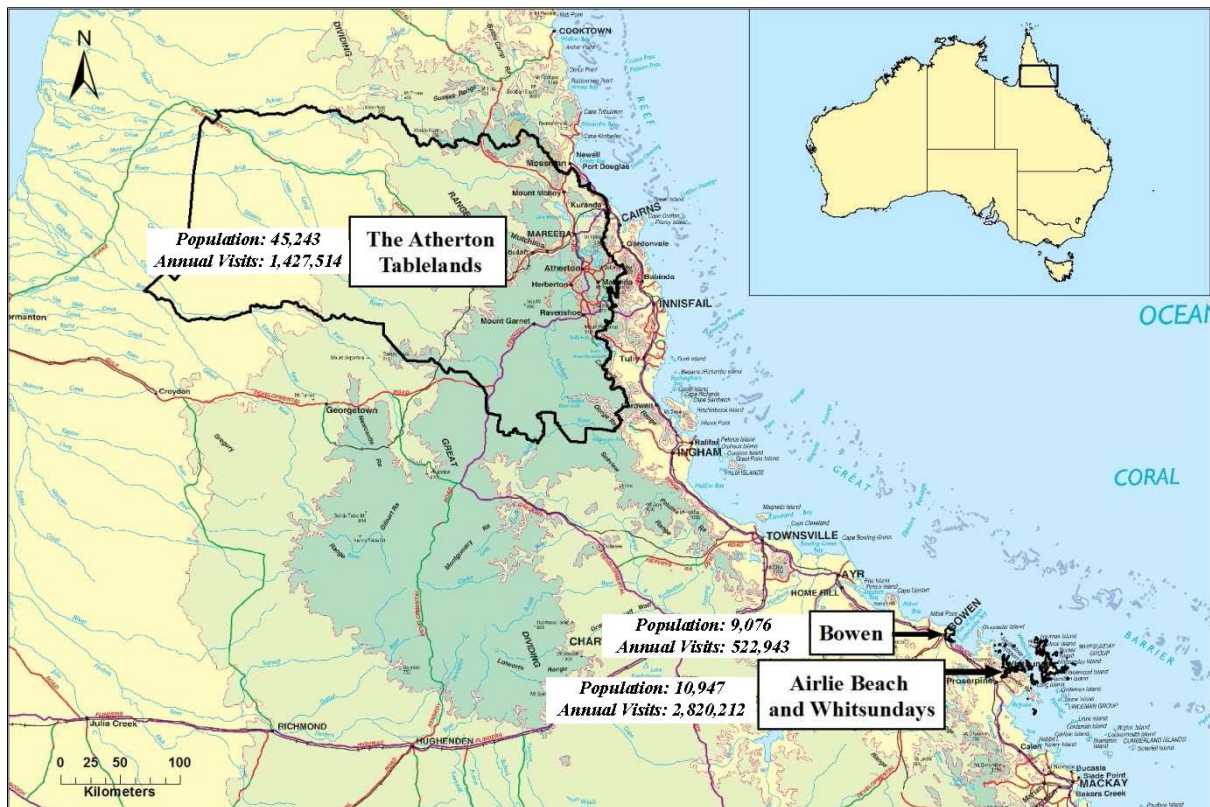
This PhD thesis is a blended thesis. The individual chapters (i.e. chapters 1-4) were originally developed and prepared as separate research papers and then connected together with additional information to create a thesis (please refer to JCU HDR Thesis Format Guidelines, point 10 ‘Incorporating Published Material in the Thesis’ for more details: <https://www.jcu.edu.au/graduate-research-school/forms-and-policies/policies-and-procedures/hdr-thesis-format-guidelines>). Chapters 1, 2 and 4 are very close to the developed papers, while Chapter 3 combines one paper (Section 3.1) and some additional analysis (Section 3.2).

The PhD research utilised a mixed methods facilitation approach, that is quantitative research (the first and second study) informed the follow up qualitative research (the third study). The first study was quantitative and consisted of analysis of secondary data, the second study was also quantitative and consisted of collection and analysis of primary data (supplemented by analysis of some relevant secondary data), and the third study was qualitative and consisted of collection and analysis of data from workshops with community stakeholders. The research applied a ‘small N’ comparative research method with a small number of cases for comparison carefully selected by the

‘most similar systems design’ method (Przeworski & Teune, 1970). Three tourism destinations with varying scale and style of tourism development but similar in other terms were selected and carefully compared.

As the focus of the project was on the links between tourism development and community well-being in tropical Australian destinations, it was necessary to identify tourism destinations that differed in the scale and style of their tourism in order to establish links between the level and characteristics of tourism development and associated impacts on social aspects of community well-being. The research focused on small-scale communities as tourism can have a bigger overall impact on these compared to urban centres, where tourism blends in with other industries. This can make it more difficult to single out changes in well-being of urban communities that are principally caused by tourism. As a means of achieving the research goal, three destinations were sought with varying degrees of tourism development: one with a very prominent tourism industry, one with the tourism industry being a part of the economic mix along with other major industries in the region, and one with an emerging tourism industry. Analysis of background documents and previous research experience of the two supervisors led to the selection of the following three destinations:

- Airlie Beach - as the destination with the highest tourism profile. This area is recognised as a world famous tourism destination due to its unique environmental settings and includes Airlie Beach town which serves as a gateway to exploring the Whitsunday Islands, and the islands themselves;
- Bowen - as the destination with an emerging tourism industry. The town serves as a local centre for mining, is a major industrial port, and has beaches and a relaxed atmosphere attractive to visitors; and
- The Atherton Tablelands Region - as the destination with a limited but established tourism industry. The region’s main industry is agriculture and tourism is seen as a complementary opportunity for economic development.



**Figure 2.** The three study regions: the Atherton Tablelands, Bowen, and Airlie Beach.

*Population figures are for 2011; Annual visits is an aggregated number of day visitors and international and domestic visitor nights*

*Data sources: Australian Bureau of Statistics, Tourism Research Australia, Geoscience Australia and Queensland Government Information Service. Map was generated using ARC Map software.*

A map of the regions with residents' and visitors' numbers is presented in Figure 2. Each of the three studies were carried out at each of the study regions. Analysis of data between and across regions allowed comprehensive examination of the project research questions.

Early into the candidature, the author of the thesis participated in a qualitative research at the three study communities organised by the two PhD supervisors (for details please refer to Moscardo, Konovalov, Murphy, & McGehee, 2013; Murphy, Moscardo, McGehee, & Konovalov, 2012). This research focused on exploring links between community well-being and tourism and consisted of interviews with community stakeholders. While this research did not form part of the thesis, it has aided the development of thesis's research questions and methodology. Additionally, involvement in this research project provided the author of the thesis with insights in the communities and helped to established initial contact with community stakeholders, which assisted with the conduct of the PhD research.

# CHAPTER 1

## Community Well-being: Uses and Abuses in Tourism

### Thesis structure

#### [Chapter 1 Community Well-being: Uses and Abuses in Tourism](#)

Literature review focused on defining community well-being and linking community well-being to tourism impacts  
Development of the theoretically-based approach for research of tourism impacts

#### [Chapter 2 How to Measure Tourism at Local Destinations: Developing a Systematic Framework for analysing Tourism Impacts](#)

Literature review focused on features of tourism contributing to tourism impacts; development of tourism measures framework  
First study – secondary data analysis to develop tourism profiles for study communities

#### [Chapter 3 An Exploration of Links between Levels of Tourism Development and Impacts on the Social Facet of Community Well-being](#)

Literature review focused on social impacts of tourism and its links to style and scale of tourism; development of theoretical framework of the social facet of community well-being  
Second study – survey of study communities' residents on social aspects of community well-being and perceptions of tourism

#### [Chapter 4 Developing Tourism Strategies to enhance Social Aspects of Destination Communities' Well-being](#)

Literature review focused on sustainable tourism development and participative community engagement approach; development of a practical process of informed community-centred participative tourism planning process  
Third study – workshops with community stakeholders to develop alternative tourism futures

#### [Chapter 5 Improving Well-being of Regional Tropical Communities: Opportunities offered by Tourism](#)

Conclusions and recommendations

**Abstract:** The concept of community well-being is often cited in papers and research into tourism impacts, but has only recently been examined in any detail. Despite tourism impacts having been the subject of active research for more than 50 years, recent reviews of this area have highlighted and criticised the lack of theoretical progress in the field. The first chapter of the thesis seeks to critically examine the concept of community well-being and argue that this concept may offer the foundation for theoretical development in the area of tourism impacts on destinations. It is argued that to understand complex relationships between tourism and community well-being first we must clearly describe and examine the key concepts. The principal aim of the first chapter is to provide a description of the community well-being concept based on relevant discussion in the broader social science literature. The review of interdisciplinary research on the well-being concept identified two theoretical frameworks of potential value in better understanding tourism impacts: a capitals framework and a systems theory framework. Building on a more sophisticated definition of community well-being, a synthesis of the frameworks is offered as a way of conceptualising tourism impacts on community well-being. Potential applications of the proposed approach are discussed with examples that offer guidelines for further research in this area.

## Introduction

Recent media reports indicate that in many tourism destinations residents are increasingly concerned about the significant negative changes that tourism can bring to their lives. For example, a news article published in June 2016 reports that locals in Barcelona, Spain are growing frustrated with visitors as they feel that “tourists are taking over town centres, disturbing lives of locals and putting a strain on resources” (McMah, 2016). Similar issues have been raised by residents in Hawaii with some groups arguing that any benefits that tourism brings are outweighed by its negative consequences (McAvoy, 2016). Locals at tourism destinations want to preserve their lifestyle and are increasingly lobbying local tourism and government officials to recognise that more visitors do not automatically lead to better lives for local residents (Becker, 2015). In Denmark ‘quiet zones’ have been introduced and foreigners are prohibited from buying coastal vacation homes, while Barcelona implemented a ban on new tourist accommodation establishments (Becker, 2015).

These examples demonstrate that assessing and managing tourism impacts on the well-being of the community at tourism destinations remains a major challenge for tourism and government professionals. Tourism impact research has often focused on residents’ perceptions/attitudes/reactions towards tourism development, with the goal of identifying how those are formed and influenced (Deery, Jago, & Fredline, 2012; Wall & Mathieson, 2006). The considerable body of literature on resident perceptions of tourism impacts has produced a variety of lists of perceived impacts, but very little insight into the formation of perceptions and/or the procedures for influencing them (Deery et al., 2012; Sharpley, 2014). The majority of this resident perception research can be characterised as highly specific to a destination area, with limited attention to the theoretical foundations of research (Harrill, 2004). There has also been a strong focus in this research on identifying the characteristics of the resident/respondent that influence their perceptions of, or attitudes towards, tourism impacts, with little attention paid to characteristics of the tourism industry itself or the processes that link features of tourism to residents’ perceptions (Benckendorff et al., 2009). It is common to find papers making statements that tourism has either a positive or a negative impact on the well-being of those who live

and/or work in and around tourism destinations but with no further discussion of how these impacts arise (cf., Byrd, Bosley, & Dronberger, 2009; Sinclair-Maragh, Gursoy, & Vieregge, 2015; Vareiro, Remoaldo, & Cadima Ribeiro, 2013).

The question “What is community well-being?” has generally been ignored in this tourism research. While there is a shift in recent publications on the topic towards investigating the relationships between tourism and community well-being (cf. Andereck & Nyaupane, 2010; Kim, Uysal, & Sirgy, 2013; Moscardo, Konovalov, et al., 2013; Moscardo & Murphy, 2016; Naidoo & Sharpley, 2016), the concept of community well-being remains unclear. This chapter argues that a thorough comprehension of the community well-being concept is necessary in order to better understand the impacts of tourism. This chapter summarises the key elements of the wider social science literature on wellbeing to describe a detailed theoretically grounded definition of community well-being. Then, building on the existing research, a preliminary model connecting tourism to destination community well-being is proposed.

### *Clarifying terms*

Due to the existence of multiple definitions and approaches for key terms used throughout the thesis, first some broad definitions of those terms are provided. Selected definitions have been chosen from a multitude of definitions available in the literature and have addressed the following criteria: to be reflective of ‘true’/intuitive meaning, be suitable for diverse research situations and be consistent with the purpose of the thesis. Community can be defined in multiple ways depending on field of the research and research situation. In tourism research ‘**Destination Community**’ is mostly used to represent a geographically-bound population of tourism destinations (Beeton, 2006), and this is how this term will be applied in this thesis. ‘**Tourism**’ for the purpose of this thesis is defined as a phenomenon, which “involves the tourists, the destination and its people, and the routes and means by which they are brought together” (Wall & Mathieson, 2006, p. 17). This definition incorporates the main elements of tourism impact research.

The terms '**Well-being**' (WB) and '**Quality of Life**' (QOL) are treated in the thesis as synonyms. This approach is consistent with a number of studies in the field, where WB and QOL terms are often used interchangeably or treated as synonyms (see for example Faggian, Olfert, & Partridge, 2011). Both concepts are extensive and multidimensional, therefore, it is impossible to identify actual boundaries between the terms (for a detailed discussion on QOL and WB definitions the reader is referred to Galloway, Bell, Hamilton, & Scullion, 2006). The term '**well-being**' is used throughout this thesis as a representation of both terms, QOL and WB (with the exception of section 3.1. which was originally prepared as a separate book chapter and use of the term QOL was required by the book editors). The use of 'community well-being' was decided on as a preference for the thesis overall to keep consistency with prior research by the thesis' supervisors. This term also better reflected that the focus of the PhD research was at destination community level. '**Community Well-being**' is broadly defined as "a function of the actual conditions of life and what a person or community makes of those conditions" (Michalos, 2008, pp. 349-350). This definition can be applied to both individual and community well-being by varying the unit of analysis. A more detailed definition of community well-being will be given in the main body of the chapter after greater explanation of the theory behind the definition.

### **Complexity of tourism impacts**

Tourism impacts have been a focus of active research for more than fifty years with the first research publications on the topic dating back to the late 1960s (Sharpley, 2014). Generally, three categories of tourism consequences for destination communities are identified: economic, social and environmental (Andereck, Valentine, Knopf, & Vogt, 2005). Assessing tourism impacts faces a number of theoretical dilemmas due to interrelated characteristics with other developmental impacts, and time and space separation between cause and effect (Wall & Mathieson, 2006). Perhaps due to these difficulties, most of the studies on the topic assess the impacts indirectly by gathering residents' perceptions of tourism in their community and of the ways in which their community is affected by tourism. A typical tourism impact study assesses residents' positive and negative perceptions of

tourism impacts on community well-being and produces list of those impacts at a specific tourism destination. More recent studies tend to also examine resident variables that influence their perceptions of tourism impacts, such as demographic variables, level of economic dependence on tourism, distance of place of residency from tourism hubs, level of contact with visitors, community attachment, and social/political/environmental values (Deery et al., 2012).

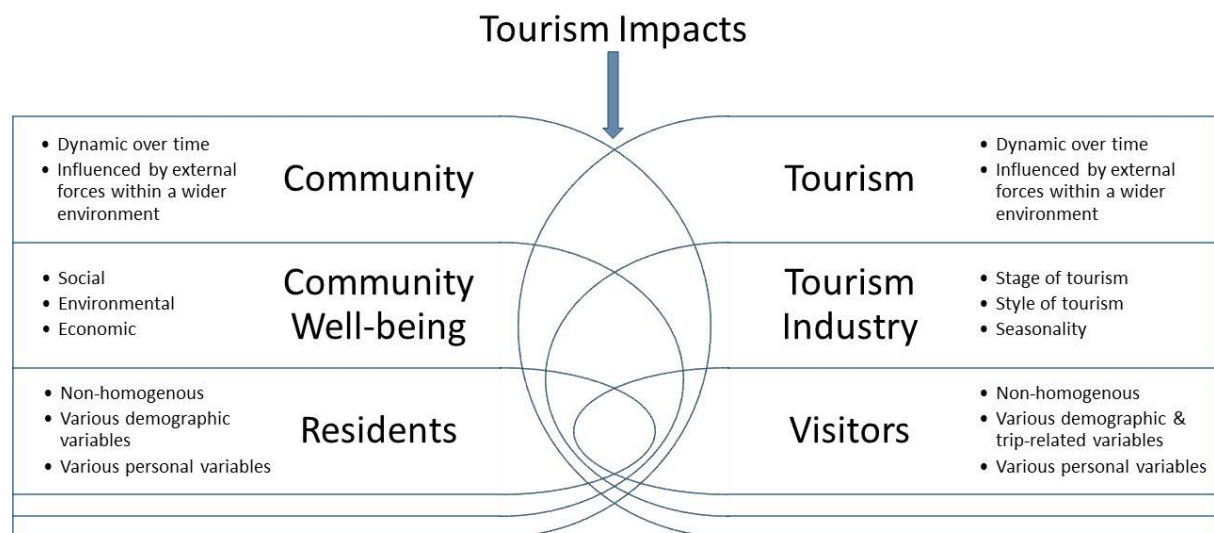
Andereck and Nyaupane (2010) summed up the perceptions of tourism impact research by naming three findings that have been consistently confirmed by a number of empirical studies. Firstly, the empirical findings of perceptions research allow us to state that there is an absence of consistent relationships between traditional demographic variables (age, gender, education, ethnicity, length of residence) and attitudes of residents towards tourism development. Secondly, studies have identified causal relationships between employment in the tourism industry and economic and/or personal benefit from it and more positive tourism attitudes. Thirdly, empirical research has shown that there are “some relationships” between knowledge about the tourism industry and the level of contact with tourists and attitudes to tourism, with reports that “residents who are more engaged with tourism and tourists are more positively inclined toward tourism and express more positive attitudes” (Andereck & Nyaupane, 2010, p. 250). Empirical testing of other variables, such as, community attachment, proximity to tourism development, and local and personal characteristics, has produced mixed results (Almeida-García, Balbuena-Vázquez, & Cortés-Macías, 2015; Harrill, 2004). Harrill (2004, p. 262), in his review of the field, suggests that variations in results may be due to the “high degree of context sensitivity” of research situations, which usually are not adequately addressed by the researchers.

Research on the perceptions of tourism impacts has been the subject of significant criticism. Reviews by Ap (1990), Deery et al. (2012), Harrill (2004), and Sharpley (2014) point out theoretical weaknesses of the research, and specifically the lack of explanatory progress. The research so far can be characterised as being mostly descriptive in nature, producing lists of tourism impacts and resident attitudes towards tourism development, but failing to explain why certain impacts or attitudes have formed (Deery et al., 2012). A number of theories have been considered in the research, including

Equity theory, Growth Machine theory, Lifecycle theory, Power theory, Social Exchange theory, and Stakeholder theory (Easterling, 2004). However, as Sharpley (2014, p. 45) concludes in his recent review, “the contribution of these theoretical frameworks to explaining or understanding residents perceptions remains unclear”. This limited progress could be due to the fact that the research so far used resident perceptions of tourism impacts as proxies for actual impacts, without detailed investigation of how suitable such substitutions might be. This perceptions research is guided by the ‘demand’ perspective, i.e. success of tourism development is linked to resident support for tourism, which in turn is linked to resident perceptions of tourism impacts. However, the most recent debate in the research is guided by the ‘supply’ perspective. It is focused on well-being of residents, and how it actually is impacted by tourism in a community, and what can be done to minimise tourism’s negative impacts and to maximise its benefits (Andereck & Nyaupane, 2010; Kim et al., 2013; Moscardo, Konovalov, et al., 2013; Moscardo & Murphy, 2015, 2016; Naidoo & Sharpley, 2016). More research is needed on (1) the actual tourism impacts, and (2) how the actual tourism impacts align with resident perceptions of those impacts.

Tourism impacts are the results of interactions within a complex and dynamic system which on one hand includes community and on the other tourism (see Figure 3). Both, community and tourism are subject to influences from the wider external environment. For the purpose of tourism impact research, the community overall, community well-being more specifically and individual residents, are all elements that are both affected by tourism and can, in turn, affect tourism. Community well-being is frequently conceptualised as consisting of social, environmental and economic dimensions (Slapper & Hall, 2011), while recent tourism impact research highlights that residents are a non-homogenous group that vary on their demographic and personal variables (Deery et al., 2012; Harrill, 2004). Conversely, tourism can be conceptualised as consisting of the tourism industry and visitors. The tourism industry at a destination can be profiled by stage and style of its development, and various patterns of seasonality (Faulkner & Tideswell, 1997), while visitors, similarly to residents, are a non-homogenous group that can be separated into certain types based on their demographic, trip-related and personal characteristics (Uriely, Yonay, & Simchai, 2002). Thus tourism impacts,

resulting from the interactions of these elements, can be viewed as a complex and layered phenomenon. It is argued that the research so far has oversimplified the interactions underlying the process of tourism impacts. Advancement in understanding of tourism impacts requires a clear understanding of all the components involved. Community well-being is one of the key concepts in tourism impact research, and arguably, the one that is the least understood by researchers.



**Figure 3.** Layers of Tourism Impacts on Community Well-being

## Community well-being

Well-being is a multidimensional and interdisciplinary concept that has been studied in social (Kahn & Juster, 2002; Rapley, 2003; Sirgy et al., 2006; Tsai, 2011), economic (Clark & Oswald, 1994; Di Tella, MacCulloch, & Oswald, 2003; Mullis, 1992; Oswald, 1997) and health sciences (Armstrong & Caldwell, 2004; Haas, 1999; Schalock, 2004; Taillefer, Dupuis, Roberge, & Le May, 2003). It can relate to an individual, group of individuals (e.g. children/adolescents/adults, women/men, workers in a particular occupation, people with a particular health condition, etc.) or a geographical unit (e.g. community, country/nation, the world). As a result, an abundance of well-being definitions exist consisting of often contradictory meanings. Practitioners from health, planning, sociology, economics, and tourism all interpret the concept differently. Romney, Brown, and Fry (1994) identify the following reasons for the absence of a universally acceptable definition for well-being: the application

of various conceptual lenses for interpretation of the concept by researchers from diverse disciplines; the influence of personal opinions of the researcher, or the value-laden characteristic of well-being research; and the close links to societal development, which is a highly complex and debatable field. Consequently, considerable debate and confusion surrounds the definition of well-being.

### *Brief overview of well-being research*

Historically, the concept of well-being was based upon human reflections about happiness. The first science to see happiness as a subject was philosophy (Sirgy et al., 2006; Tatarkiewicz, 1976). Later the topic of happiness was expanded to the well-being concept and adopted first by economics, and then by sociology. Eventually the concept found its way into the majority of social sciences, medicine and psychology (Sirgy et al., 2006). Well-being in research is approached either from a scientific or a philosophical perspective. Diener and Suh (1997) identify three broad philosophical approaches to well-being, where well-being is classified according to its source: religious/philosophical/social well-being (we have a good life if we follow normative ideals); utility or economic well-being (we have a good life if we can possess things we desire); and, subjective well-being (we have a good life if we experience it as a good life).

From a scientific perspective, well-being is studied using ‘objective’ and ‘subjective’ measurement techniques, therefore well-being usually represents “either how well human needs are met or the extent to which individuals or groups perceive satisfaction or dissatisfaction in various life domains” (Costanza et al., 2007, p. 268). This description highlights the dual nature of well-being research. The extent to which human needs are met is researched using social indicators or, as they are sometimes called, objective measurement techniques. Social indicators are quantitative statistics that “reflect people’s objective circumstances in a given cultural or geographic unit” (Diener & Suh, 1997, p. 192). Perceived satisfaction is explored by subjective well-being research. This dimension of well-being is measured using “subjective” techniques, which “directly measure the individual’s cognitive and affective reactions to her or his whole life, as well as to specific domains of life” (Diener & Suh, 1997, p. 200). In other words, subjective well-being (SWB) is measured by asking individuals directly

about how they perceive their life, with one of the common techniques being a series of questions about personal satisfaction with life as a whole or specific well-being domains (Diener, 2000). As this thesis is concerned with a scientific, rather than philosophical perspective of well-being research, subsequent discussion focuses on objective and subjective approaches to the well-being concept. Community was selected as the main unit of analysis as tourism impact studies are mostly carried out at destination communities.

Previous research on tourism impacts has been criticised for not providing tools for tourism management and/or planning (Harrill, 2004; Sharpley, 2014). A review of existing research in the wider field of community well-being was carried out with the goal of identifying frameworks suitable for guiding both research into the concept within the context of tourism impacts and tourism management and planning. Two frameworks were identified: the community capitals framework and the systems theory framework.

#### *Community Capitals framework*

The Community Capitals framework sees community well-being as encompassing various types of capitals that have to be fostered in order for a community to progress (Emery & Flora, 2006; Flora, Flora, & Fey, 2004). The framework includes:

- Natural capital – the community's natural environment;
- Cultural capital – which includes traditions, language, values, cultural heritage;
- Human capital – referring to the skills and abilities of community residents;
- Social capital – the connections and networks among people and organisations within the community (bonding social capital), as well as to outside of the community (bridging social capital);
- Political capital – the ability of residents to engage and influence decisions affecting their community;

- Financial capital – the financial resources available for investing in community development; and
- Built capital – the community’s infrastructure and public facilities.

Emery and Flora (2006, p. 20) argue that the framework allows researchers and practitioners “to analyse community and economic development efforts from a systems perspective by identifying the assets in each capital (stock), the types of capital invested (flow), the integration among the capitals, and the resulting impacts across capitals”. The framework has been utilised by community development practitioners and researchers as a method for monitoring and measuring community development initiatives and resulting improvements in community well-being (Gutierrez-Montes, Emery, & Fernandez-Baca, 2009).

Capitals in the framework are interlinked. As argued by Emery and Flora (2006), positive changes, or investment/growth, in one type of capital creates positive changes in other types of capital (“spiralling up”) and alternatively, negative changes, or decrease/loss in one of the capitals can lead to negative changes in other capitals (“spiralling down”). They applied the community capitals framework for analysing community development initiatives in Valley County, Nebraska, United States, and found that investment in human and social capital led to an increase in the other five community capitals. Stofferahn (2012), in his study of a community recovery from a natural disaster in Northwood, North Dakota, United States, found that a community’s substantial stocks of cultural, social, and human capital mobilised political capital, that in turn mobilised the financial capital necessary for repairs in built and natural capitals. However, a recent empirical investigation in United States by Pigg, Gasteyer, Martin, Keating, and Apaliyah (2013) that involved analysis of over 200 community development projects in 20 communities across five states suggests that relationships between capitals are somewhat different to ‘spiralling up’ or ‘spiralling down’. Their research results confirmed the inter-relatedness of the community capitals, however the relationships between capitals observed in the investigated projects were found to be more complex. The results suggest that depending on the nature of the initiative, related community capitals formed clusters – investment in one capital in a certain cluster led to an increase in the rest of the capitals within that cluster, but did

not necessarily contribute to other capitals outside of the cluster. It was found that financial, built and natural capital tend to form a cluster together, while social, political and human capital formed another cluster. Cultural capital was not linked to a cluster and its relationships with the other two clusters were unclear. While the exact type of relationships between capitals has not yet been clarified, the community capitals framework was found to be a useful tool for understanding the nature and scope of community development initiatives and for monitoring changes in community well-being (Pigg et al., 2013).

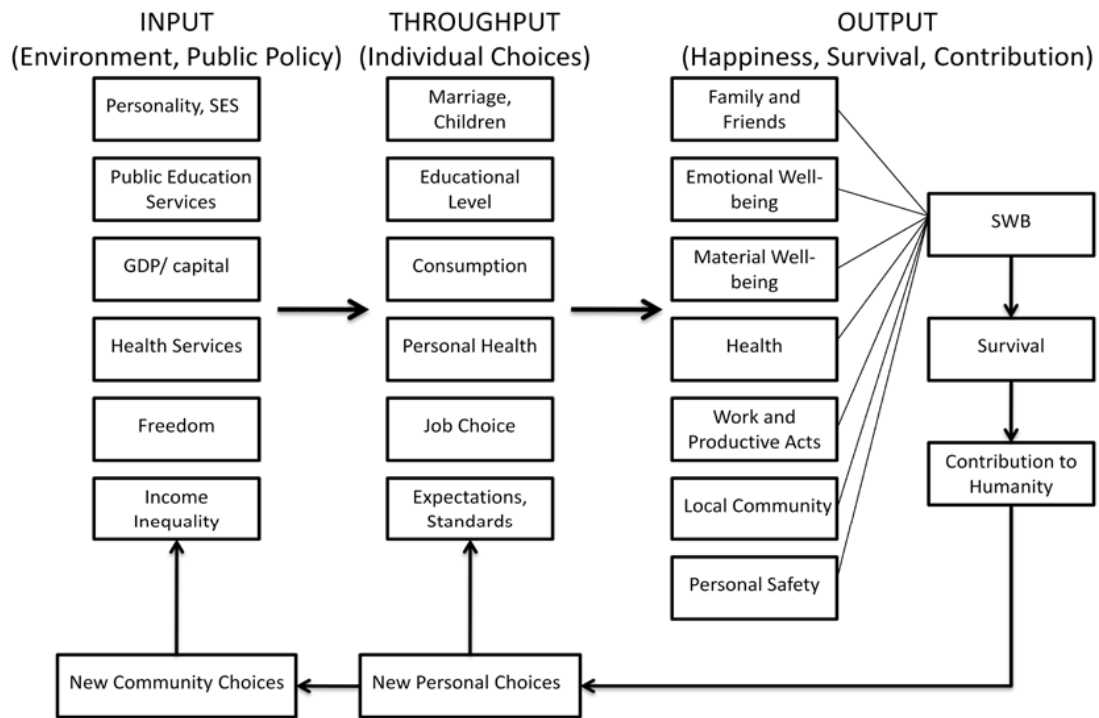
The capitals framework has been applied for assessing tourism impacts on communities and is relatively well-known among tourism impact researchers (Moscardo, 2008a, 2009; Moscardo & Murphy, 2016). Tourism impacts on community well-being within this framework are conceptualised as consequences of tourism that are contributing to or detracting from community capitals. For example, Griffin (2013) discusses the effects of visiting friends and relatives tourism on community capitals and McGehee, Lee, O'Bannon, and Perdue (2010) developed tourism-specific variables for the community capitals. Moscardo, Schurmann, Konovalov, and McGehee (2013) described tourism's potential for building social capital at destination communities, while Macbeth, Carson, and Northcote (2004) analysed links between tourism and social, political and cultural capitals. Macbeth et al. (2004) also outlined strategies for using these capitals for determining communities' readiness for tourism development and potential benefit from it. Similarly, Bennett, Lemelin, Koster, and Budke (2012) applied the capitals framework for measuring aboriginal communities' capacity for engaging in tourism, and found that the framework holds a significant potential for similar research. Thus the community capitals framework for well-being evidently offers a useful tool for tourism impact researchers.

#### *Systems Theory Framework for Well-being*

The systems theory framework for well-being was proposed by the Committee for Societal QOL Indexes of International Society of Quality of Life Studies (Hagerty et al., 2001). The committee, consisting of prominent researchers in the field, conducted a review of the 22 most-used QOL indexes

from around the world and found that the majority of indexes were useful for public policy and allowed the monitoring of progress over time. However, the review also identified a number of important issues that were not addressed by the research at the time. Firstly, the committee found a lack of evaluation and systematisation in the field. The majority of indexes were not based on well-established theory, that is, causal paths between variables within most indexes were either not specified, or if specified, were not empirically tested. Secondly, the committee found that none of the indexes were able to demonstrate predictive validity, that is, to predict impacts of public policies on subjective well-being.

In an attempt to address these problems, the committee proposed a systems theory framework for the well-being concept. This framework builds on the work of Veenhoven (2001), who identifies three main dimensions of well-being: quality of environment (external to an individual conditions of living), quality of performance (inner ability of an individual to respond to external living conditions), and quality of the result (actual satisfaction/dissatisfaction with life). The committee placed Veenhoven's three dimensions of well-being into a system framework and aligned them with input, throughput and output variables by proposing a series of causal relationships between them in accordance with systems theory. This formed a framework for well-being, which they titled 'Systems theory structure of Quality of Life concepts and causes' (see Figure 4). The input column (environment) represents exogenous or independent variables, which affect output (subjective well-being of an individual) by affecting throughput (individual choices). The output column in this system represents the endogenous or dependent variables, which denote overall contentment with one's life.



**Figure 4.** Systems theory structure of Quality of Life/Well-being concepts and causes (Hagerty et al., 2001)

Broad domains of well-being and their representations for input, throughput and output were specified by the committee. The well-being domains are proposed as “a starting point for theoretical and empirical investigation into the domain structure of [well-being]” in an attempt to introduce “standardized terminology for [well-being] domains” (Hagerty et al., 2001, pp. 74-75). However, the committee recognises that for certain research situations additional domains may be required in order to capture factors influencing well-being. For example, ‘leisure’ is mentioned as a particularly appropriate domain for measuring well-being in developed countries. ‘Political participation’ is suggested as appropriate to include along with other domains in countries where democratic changes are occurring (Hagerty et al., 2001). Therefore, the systems theory framework can be adapted for different research situations with justified changes.

The causal relationships between external conditions (which in the systems theory framework are labelled environment) and subjective well-being have been confirmed empirically. Veenhoven (1994)

tested the assumption ‘better living conditions lead to better SWB’ against ‘trait’ theory. ‘Trait’ theory sees happiness as “a fixed ‘trait’, rather than a variable ‘state’”, independent from outside conditions and inner-driven (Veenhoven, 1994, p. 103). Through the analysis of 26 longitudinal studies Veenhoven concluded that better societies have the potential to make their citizens happier, or as he puts it “happiness is not so invariable a matter that it is insensitive to improvement or deterioration of living conditions”(Veenhoven, 1994, p. 144). These findings are consistent with the systems theory framework for well-being and provide empirical evidence that the ‘input’ (environment or living conditions) contributes to the ‘output’ (happiness/SWB).

The committee (Hagerty et al., 2001) argues that analysing relationships between the three dimensions of well-being and not treating them as separate entities enables accurate diagnosis of existing problems in a society and monitoring of the effects of government programs on communities and individuals. Massam (2002, p. 178), in his review of the well-being concept from a public planning perspective, explicitly states that, research on the concept should be conducted in a way that allows implementation of the findings by public planners. Monitoring of variables in the input column (community environment and changes in it) and monitoring of variables in throughput column (individual choices/reactions to the changes) can be done by government and other official bodies using available statistical data. Indicators existing for the input and throughput columns, when subjected to a statistical analysis will identify certain trends and provide feedback for government agencies. The ‘Output’ (happiness/subjective well-being) is seen by the committee as the ultimate goal, to which both input and throughput contribute. Subjective measuring techniques should be applied for measuring variables in the output column (subjective well-being) as it can only be evaluated by the individual experiencing it (Hagerty et al., 2001; Veenhoven, 2001). The analysis of data for subjective well-being, input (environment) and throughput (individual choices) relative to each other can potentially reveal greater insights into well-being of a society and enable public planners to evaluate effectiveness of development programs.

Sirgy (2011, p. 1) in his work titled “Theoretical Perspectives Guiding QOL Indicator Projects” referred to the publication by Hagerty et al. (2001) as a “seminal article” for well-being research. However, despite the explanatory potential of the systems theory framework for wellbeing, to date there are only a limited number of studies that have used the framework to guide their empirical investigations. Pospech, Delin, and Spesna (2009) applied the framework for assessing quality of life in Czech rural areas. Within tourism research, Pyke, Hartwell, Blake, and Hemingway (2016) adopted the framework for investigating tourism potential to enhance well-being of visitors. In their qualitative investigation the authors identified barriers and enablers for the idea of well-being as a tourism product used for attracting visitors.

### **Proposed Definition of Community Well-being and Tourism Impact Model**

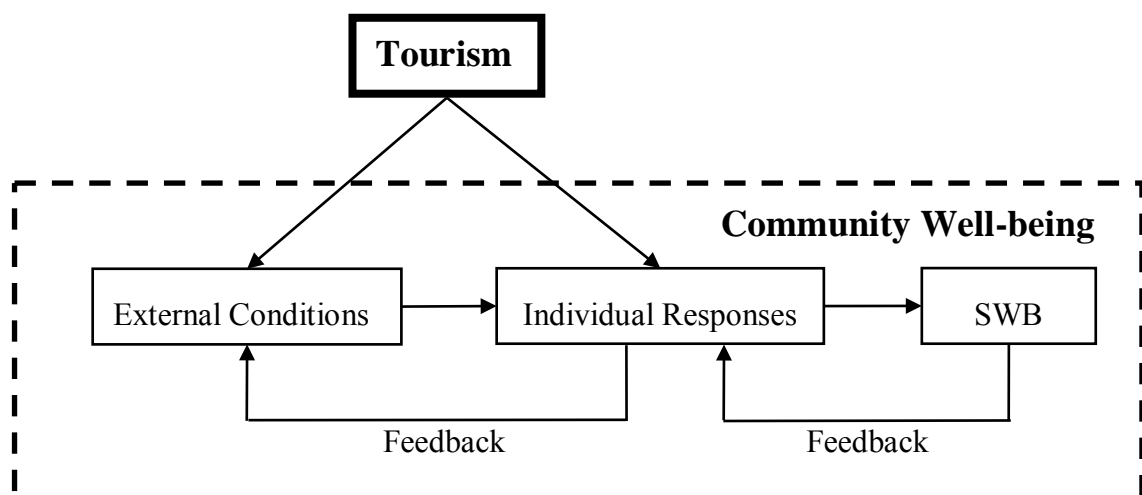
The review of the research in the interdisciplinary field of well-being revealed that a holistic approach to community well-being should incorporate both, objective and subjective measures of the concept (Costanza et al., 2007; King, Renó, & Novo, 2014). Hagerty et al. (2001) concluded that analysis of data on both objective and subjective measures of well-being over periods of time can facilitate the establishment of trends and design of more effective public policy and programs. Building on the systems theory framework described above and on the definition of well-being by Michalos (2008) offered in the introduction, the following definition of community well-being is proposed:

*Community well-being is a concept that encompasses three integral dimensions: external conditions of residents' life, residents' response to these conditions and a subjective evaluation of these conditions by residents.*

This definition clearly states that community well-being has three dimensions specified by the systems theory framework. Names of the dimensions provided by Hagerty et al. (2001) were rephrased in order to provide a clearer description of what each dimension is at the community level. Specifying each dimension provides a way of classifying community well-being measures, which is essential for bringing some order to the research of the concept. Subjective well-being measures can

be further complemented by measures of external conditions and by measures of individual responses to these conditions to reveal reasons for the formation of certain resident perceptions. These three types of measures should not, however, be combined without an understanding of their principal differences and causal relationships between them.

By implementing the systems theory framework for well-being (Hagerty et al., 2001) into tourism impact research a new model for tourism impact research is proposed (see Figure 5). In the proposed model separation is made between direct tourism impact (tourism impact on external conditions and on individual responses to the conditions) and indirect tourism impact (tourism impact on subjective well-being as a result of direct tourism impacts).



**Figure 5.** Tourism impact model

From the proposed tourism impact model a holistic approach for assessment of impacts of tourism on community well-being can be designed. This approach must synthesise the research in three dynamic dimensions of community well-being, or more precisely be able to assess three categories of changes: changes which arise in external conditions due to tourism (macro studies of tourism); changes in individual responses which occur due to tourism influence (micro or community tourism studies); and changes in individuals' subjective well-being, influenced by both changes in external

conditions and changes in individual responses due to tourism (perceptions/attitudes of tourism impacts studies).

As Hagerty et al. (2001) specify, objective measuring techniques should be applied for assessing external conditions (input) and individual responses (throughput). Applying this to research of tourism impacts implies identifying variables of well-being that are affected by tourism, selecting suitable measures for 'external conditions' and 'individual responses' dimensions of those variables, and quantifying changes in these indicators that were caused by tourism. This way the actual, rather than solely perceived, contribution of tourism development to community well-being can be established. While in some cases this is relatively straightforward, such as with crime rates, in others this quantification of tourism impacts is problematic, particularly in the field of social tourism impacts where for example, it is difficult to quantify tourism effect on social and moral values. In these cases suitable substitutions of quantitative indicators should be considered by researchers, such as independent observations or, indeed, perceptions of residents. However, it is of extreme importance that use of such proxies is explicitly acknowledged by researchers and interpreted carefully (Northcote & Macbeth, 2005).

Subjective well-being can only be measured through subjective measurement techniques, as one's SWB "can be appraised only [by] the subject himself" (Veenhoven, 2001, p. 2). As proposed by systems theory, both 'external conditions' and 'individual response' contribute to SWB. Assessing tourism impacts on SWB provides residents' positive or negative evaluation of the objective indicators, without which researchers can only assume their relevance. For example, if measuring tourism impact on social capital, different variables of social capital need to be assessed and the way those variables are affected by tourism needs to be established. One variable within social capital is 'everyday sociability' of residents. Applying the systems theory approach, this variable should be assessed by measuring (1) opportunities for residents to socialise in public places (external conditions, objective measure), (2) frequency of residents socialising in public places (individual responses, objective measure), and (3) how satisfied the residents are with their level of socialising (SWB,

subjective measure). To assess how tourism impacts that variable of social capital researchers could establish (1) number of extra recreational and public places and/or events that are supported by tourism (direct objective contribution to external conditions), (2) residents' use of these spaces and/or attendance of extra events and activities that are supported by tourism (direct objective contribution to individual responses), and (3) resident positive or negative evaluation of tourism impact on socialising in their community (subjective evaluation of direct impacts). This is contrast to current approaches that typically measure only the third option and assume it is a reflection of 1 and 2.

### **A theoretically based approach to studying tourism impacts**

Application of the proposed tourism impact model can be achieved through a synthesis of systems theory and capitals frameworks for well-being. It is suggested that the community capitals to be incorporated in the systems theory framework instead of the original domains due to existing tourism research utilising the capitals. The application of this approach will identify a system of measures for community well-being variables affected by tourism. Specific variables of community well-being affected by tourism (tourism related community well-being variables) can be identified through a review of existing tourism impact research. Creation of this system will enable researchers and public agencies to assess *the total impact of tourism on community well-being*, i.e., the three categories of changes in community well-being due to tourism: changes in external conditions, changes in individual responses and changes in SWB. An example of this system is provided in Table 1.

**Table 1.** An example of a system of community well-being measures for assessing the total tourism impact on community well-being

	External Conditions	Individual Responses	SWB
Natural Capital	E.g. Ecosystem including wildlife, air, water, soil	Access to/ frequency of use of natural environment	Satisfaction with access to natural environment
Cultural Capital	E.g. Cultural heritage and activities	Participation in community life	Satisfaction with feeling of belonging to community
Human Capital	E.g. Opportunities for Work and education	Personal income and employment	Satisfaction with personal income and employment
Social Capital	E.g. Social Networks	Personal and group interactions	Satisfaction with amount of personal and group interactions
Political Capital	E.g. Power structure	Participation in community meetings	Satisfaction with ability to influence political decisions affecting community life
Financial Capital	E.g. Regional economic structure	Support for local produce and businesses	Satisfaction with economic situation in the community
Built Capital	E.g. Public and recreational services	Access to/ frequency of use of public and recreational services	Satisfaction with availability and quality of public and recreational services

This literature review demonstrates that there is much confusion in the way community well-being is measured in tourism impact research. For example, Easterling (2004) observes that tourism impacts studies have identified the following negative social impacts of tourism: erosion of social fabric of communities, as well as of traditional values, and increase of labour burden (tourism impacts on external conditions); loss of native language, increase in prostitution, diminishment of friendly relationships and inauthentic behaviours by residents (tourism impacts on individual responses); worsening of residents attitudes over time (tourism impact on SWB). All these different types of measures are combined by tourism researchers without acknowledgement that these measurements report on changes in different dimensions of community well-being.

The proposed new approach has potential to address limitations of perceptions of tourism impact research. It can help policy makers and planners to identify all the factors that contribute to resident negative perceptions/attitudes of tourism. It compares measures of actual impacts and measures of resident evaluation of those impacts to potentially reveal whether resident perceptions are

actually founded on direct experience of real changes linked to tourism, or whether those perceptions result from media/public relation campaigns or other influences. This theoretically based approach also provides possibilities for extensive and specialised research. For example research projects can focus on just one of the columns (dimensions of community well-being) or just one of the rows (various measures of variables for a specific community capital affected by tourism), or just one of the cells (certain type of measures for certain dimension of community well-being). This way tourism impact research can achieve what has been elusive so far, the synthesis of research, which could lead to further theoretical progress. The approach, however, is not without potential difficulties, such as determining the criteria for selecting appropriate indicators and the issue of weighting of the different variables. Nevertheless, these problems are not new to research and there are techniques for addressing those (Hagerty et al., 2001; Hagerty & Land, 2007).

### **Concluding summary**

“Especially in the social sciences, few phenomena of interest depend on just a single cause and effect. Social science phenomena usually involve many different kinds of events, determined by a number of different things, each affecting a number of other things” (Heise, 2001, p. 27). This observation by Heise is very relevant to the well-being concept and explains difficulties that have to be resolved by researchers, particularly when it comes to the research into tourism impacts on community well-being. For tourism impact research to move forward, current research on perceptions of tourism impacts has to be re-evaluated. Harrill (2004, p. 259) states: “in some respect, the entire research program on residents’ attitudes toward tourism development does not seem to have yielded much information to researchers and practitioners for use in further scholarship and applied projects.” Similarly Sharpley (2014, p. 47) in his review of the field ten years later concludes “the research has undoubtedly contributed to a wider understanding and knowledge of the phenomenon”, but it “has not contributed to the development of a broader conceptual foundation for understanding residents’ perceptions; the value of the research remains primarily case-specific”.

This chapter argues that such limited progress is due to the fact that research has mostly used resident perceptions as proxies for actual impacts, particularly for variables that are difficult to quantify. However, research has not yet examined in detail how well resident perceptions of tourism impacts represent the actual impacts (please see the detailed discussion on the topic in Northcote & Macbeth, 2005). Understanding the complexity of the community well-being concept, which consists of not just subjective well-being, but external conditions and individual response dimensions, provides tourism impact research with new research directions. In this chapter interdisciplinary research on the well-being concept was reviewed and two of the existing frameworks for well-being described: the capitals framework (Flora et al., 2004) and the systems theory framework (Hagerty et al., 2001). The systems theory framework for well-being was selected as a theoretical foundation for the proposed definition of community well-being and for proposed model of tourism impacts; and a synthesis of the frameworks was used for devising a theoretically-based approach for assessing the impact of tourism on community well-being.

The systems theory framework represents the well-being concept as encompassing the three dimensions, external conditions, individual responses and SWB. Identification of the three dimensions of well-being provides a framework for future tourism impact research. In order to measure the total impact of tourism on community well-being, research must answer the following questions: how does the tourism industry affect external conditions of community life; how does the tourism industry affect individual responses to the external conditions and changes within it; and how do the factors identified for the previous two questions affect individuals' subjective well-being. Incorporating this view, a model of tourism impacts was proposed. This model depicts the complexity of tourism impacts and provides directions for future research of the phenomenon. Current tourism impact research which focuses on examining residents' perceptions has attracted much criticism from researchers in the field due to it being unable to provide explanations for complex consequences of tourism for destination communities. The proposed model aligns tourism actual impacts and perceptions of those impacts, and directs the investigation of the phenomenon in a way that can identify the causes of specific issues in tourism development at a particular community. Following the

proposed model of tourism impacts, it is suggested that research needs to refocus on examining the actual tourism impacts and investigation of how precise are perceptions of those impacts by residents, as well as use a combination of described types of measures to fully assess tourism impacts at destinations.

Synthesis of the capitals framework and the systems theory framework facilitates identification of community well-being variables and a holistic measurement of the concept, as well as tourism impacts on it. Tourism impact research guided by this theoretically based approach has the potential to provide greater insights into complex relationships between tourism and community well-being, which has been problematic for the research so far. The knowledge produced by the research can be used by local communities in order to maximise positive impacts of tourism and minimise negative impacts of tourism and to control how and what type of tourism has been developed in their community.

The Chapter reviewed well-being and tourism impacts research and provided a framework for the next stage of the PhD research. The goal of the chapter was to provide an answer to the first thesis question ‘What is community well-being and how can we conceptualise tourism impacts on it?’ The theoretically grounded definition of the concept was provided and theoretically based approach to research was described. The definition and proposed model of tourism impacts guided the development of the three studies of the PhD project described in the Chapters 2-4.

## CHAPTER 2

### How to Measure Tourism at Local Destinations: Developing a Systematic Framework for analysing Tourism Impacts

#### Thesis structure

##### [Chapter 1 Community Well-being: Uses and Abuses in Tourism](#)

Literature review focused on defining community well-being and linking community well-being to tourism impacts  
Development of the theoretically-based approach for research of tourism impacts

##### [Chapter 2 How to Measure Tourism at Local Destinations: Developing a Systematic Framework for analysing Tourism Impacts](#)

Literature review focused on features of tourism contributing to tourism impacts; development of tourism measures framework  
First study – secondary data analysis to develop tourism profiles for study communities

##### [Chapter 3 An Exploration of Links between Levels of Tourism Development and Impacts on the Social Facet of Community Well-being](#)

Literature review focused on social impacts of tourism and its links to style and scale of tourism; development of theoretical framework of the social facet of community well-being  
Second study – survey of study communities' residents on social aspects of community well-being and perceptions of tourism

##### [Chapter 4 Developing Tourism Strategies to enhance Social Aspects of Destination Communities' Well-being](#)

Literature review focused on sustainable tourism development and participative community engagement approach; development of a practical process of informed community-centred participative tourism planning process  
Third study – workshops with community stakeholders to develop alternative tourism futures

##### [Chapter 5 Improving Well-being of Regional Tropical Communities: Opportunities offered by Tourism](#)

Conclusions and recommendations

**Abstract:** In the field of research focusing on tourism impacts it is often assumed that certain characteristics of tourism are related to the nature and extent of tourism impacts on the destination's community well-being. However, a standard set of measures for tourism that allows comparison between destinations and facilitates the examination of causal relationships between specific characteristics of tourism and associated impacts have not yet been established. Previously, Faulkner and Tideswell (1997) introduced a framework for monitoring social impacts of tourism which identifies four facets of tourism at a destination: stage of tourism development, visitor-resident contact, types of visitors, and seasonality, as key variables influencing the nature and extent of tourism impacts. A set of measures using existing data for these facets was devised and tested in the three study communities. This chapter reports on the process of developing the measures and collecting and analysing the available data on tourism. The chapter addressed the second thesis question 'How do we measure the style and scale of tourism at a local destination for the purpose of comparison of destinations?' The study found that the devised framework facilitates systematic comparison of tourism development across destinations and the classification of tourism destinations according to the scale and style of tourism development. Such a framework allows for new directions in tourism impacts research and the chapter concludes by outlining future directions for such research.

## Introduction

*“Failure to specify details of the precise nature of tourists – their numbers, distributions, activities and other characteristics, as well as the settings in which tourism takes place – results in communication failures among researchers and between researchers and policy makers.” (Wall & Mathieson, 2006, p. 63)*

Tourism is frequently promoted as a developmental tool and a way to improve communities' well-being. However, as pointed out by McKercher (1993), the tourism industry consumes valuable community resources, requires specific infrastructure, and creates waste, all of which, if not properly managed, can lead to negative consequences for destination communities. Planning and managing tourism are indeed some of the major challenges faced by destination communities that seek to benefit from tourism development (Hall, 2008). Sustainable tourism development should protect community interests and enhance residents' well-being. Assessing the sustainability of tourism development at a destination includes assessment of its impacts on both human and environmental systems (Ko, 2005), and requires a systematic and holistic approach. Tourism researchers have examined the effects of tourism on the economy (by analysing the contribution of tourism to income, sales, employment, government revenue, and imports), environment/land use, political environment/governance and society and culture, with relatively fewer studies focusing on social impacts of tourism (Sharma, Dyer, Carter, & Gursoy, 2008).

In the field of research focusing on tourism impacts it is often assumed that certain characteristics of tourism determine the nature and extent of tourism impacts on the destination's community well-being, but with limited research evidence describing the specific links. McMinn (1998, p. 675) stated “[r]esearchers have long recognised that different forms of tourism will have variable impacts”; and studies by Haukeland (1984), Nyaupane, Morais, and Dowler (2006), Slee, Farr, and Snowdon (1997), Stoeckl, Greiner, and Mayocchi (2006), and Tsartas (1992) have found that different types of visitors and styles of tourism development are associated with different impacts on a destination community's well-being. However, a standard set of measures for tourism that allows for the systematic comparison of tourism development between destinations and facilitates the

establishment of causal relationships between specific characteristics of tourism and its associated impacts has not yet been established.

The aim of the study reported on in this chapter was to develop a systematic tourism measures framework, which would provide a detailed assessment of the scale and style of tourism development at a specific destination with particular relevance to extending research into the social impacts of tourism. The chapter will begin with a short review of research on the social impacts of tourism and then focus on Faulkner and Tideswell's (1997) theoretical framework for analysing the social impacts of tourism before outlining objective measures for each of four facets of tourism described in Faulkner and Tideswell's framework. The chapter will proceed by describing the application of the identified set of measures for tourism in the three study communities. The applicability of the tourism measuring process for destination communities in other countries will also be considered for each of the tourism facet. In the concluding remarks the challenges involved in systematically measuring the nature of tourism development in small-scale destination communities and lessons learned through this research process are discussed.

## **Social Impacts of Tourism**

'Social impacts of tourism' is an umbrella-like term that is used to describe the impacts of tourism on the lifestyle of residents (Butler, 1974); their social life, daily routines, habits, beliefs and values (Dogan, 1989); and on individual behaviour, family relationships, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisation (Fox, 1977 as cited in Ap, 1990). Brunt and Courtney (1999) note that tourism development can lead to changes in the structure of society including such things as income growth, increased employment opportunities and local infrastructure and services, which tend to be perceived positively by destination residents. However, tourism can also lead to the emergence of new economically powerful groups, the alteration of traditions to suit the needs of visitors and changes to social and family values, which are often perceived negatively. Compared to economic and environmental impacts, social impacts of tourism are not as obvious, and their quantification and direct measurement are problematic. The difficulties associated with measuring social impacts have led to the use of indirect measures, such as assessing

resident perceptions of social impacts (Milman & Pizam, 1988).

Research into the perceptions of social impacts has developed and matured over time moving from the setting of definitional and conceptual boundaries in 1980s, through theoretical and model development in 1990s, to the design and development of instruments and their testing in recent decades (Deery et al., 2012). A significant number of studies assessing residents' perceptions of social impacts of tourism in various locations have been published (see Ap, 1990; Deery et al., 2012; Pearce, Moscardo, & Ross, 1996 for reviews). Although useful for creating lists of tourism impacts that occurred in particular settings, these studies often lack explanatory insights and produce conflicting findings. Harrill (2004) notes that most studies of the perceptions of tourism impacts are highly specific to the area, are one off research projects, and usually pay limited attention to theoretical foundations of research. Deery et al. (2012, p. 65) in their recent critical review of research on social impacts of tourism conclude: "[t]he research has reached a stage where, using a medical analogy, the symptoms of the problem are being examined rather than its deep seated causes", with the authors arguing that more research is needed in this area to understand the mechanisms underlying residents' perceptions of tourism. This chapter argues that having systematic quantitative or objective measures of tourism<sup>1</sup> at a destination and of the destination community's characteristics are essential for further research into the formation and extent of specific social tourism impacts on community well-being.

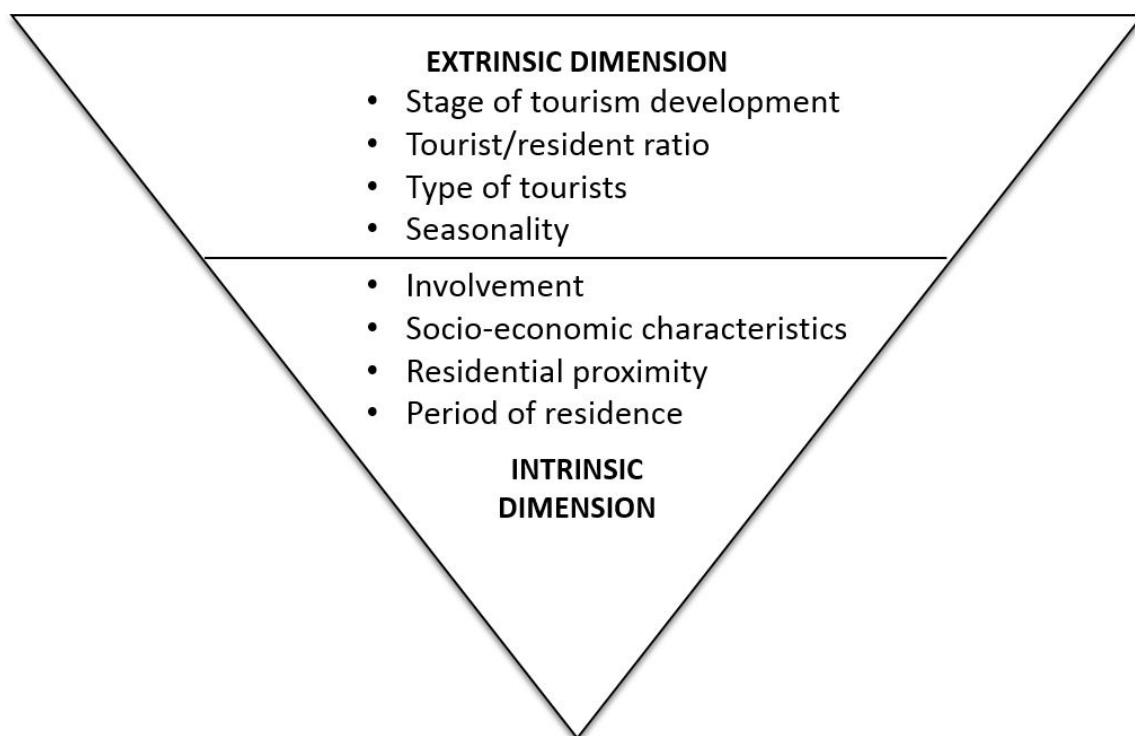
### **Research on the Extrinsic Dimension of Social Impacts of Tourism**

Faulkner and Tideswell (1997) introduced a theoretical framework for analysing the social impacts of tourism on community well-being which synthesised existing theoretical approaches in the field. The authors' review of research on social impacts identified a research gap in consistent comparative analysis methodology, and the devised framework aimed to address this gap (see Figure 6). The framework identifies two key dimensions of social impacts of tourism: the extrinsic dimension, or characteristics of the tourism destination and the nature of tourism it attracts; and the intrinsic

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<sup>1</sup> The term 'objective measures' is used throughout this chapter to represent measures capturing characteristics of a social phenomenon that can be expressed in terms of quantity or frequency (Land, Michalos, & Sirgy, 2011).

dimension, or characteristics of residents' response to this tourism. Research into the extrinsic dimension of tourism impacts identifies differences between communities and the research into the intrinsic dimension identifies differences within a single community (Fredline, Deery, & Leo Jago, 2006). Social impacts research has mostly utilised residents' perceptions of the impacts as proxies for the actual impacts. The resident perception approach has been used to study both the extrinsic (Diedrich & García-Buades, 2009; Johnson, Snepenger, & Akis, 1994; Sheldon & Var, 1984; Weaver & Lawton, 2001) and the intrinsic dimensions of the social impacts of tourism (Andriotis & Vaughan, 2003; Fredline, Jago, & Deery, 2003; Nunkoo & Ramkissoon, 2009; Ritchie & Inkari, 2006). Studies of the intrinsic dimension, however, represent the majority of research on perceptions of social impacts of tourism (Fredline et al., 2006). The extrinsic dimension of social impacts remains significantly under-researched. Faulkner and Tideswell (1997), based on work by Butler (1980) and Doxey (1975), proposed the following facets of the extrinsic dimension as important for understanding impacts: stage of tourism development, tourist/resident ratio, type of tourists and seasonality. These broad categories are described in the following sections.



**Figure 6.** A framework for analysing social impacts of tourism (adapted from Faulkner and Tideswell, 1997).

### *Stage of Tourism Development*

Usually destinations go through a development cycle with visitors initially coming in small numbers discovering the destination and its unique characteristics, then as awareness grows the destination becomes ‘popular’ and more visitors arrive, which in some cases leads to the destruction of the very features that attracted those visitors in the first place, and as a result tourism stagnates or decreases. Butler’s Tourism Area Life Cycle (TALC) model is based on a product life cycle model and represents the idea of a destination passing through a number of stages over time: an initial slow increase in tourists numbers, followed by a rapid growth and subsequent stabilisation/decline/rejuvenation (Butler, 1980). The TALC model is arguably the best known and the most extensively applied model of destination growth and change, as evidenced by the publication of a two volume edited book summarising the research on the model since 1980 (Butler, 2006a, 2006b). Despite the extensive application of the model, operationalisation of the model varies from study to study. Some studies use a single measure as a proxy of stage of tourism development, such as percent of retail sales attributed to tourism (Allen, Long, Perdue, & Kieselbach, 1988; Long, Perdue, & Allen, 1990; Meng, Li, & Uysal, 2010), or number of visitors and beds in tourist accommodation establishments over time (Foster & Murphy, 1991; Ioannides, 1992; Pulina, Giovanna Dettori, & Paba, 2006), while others rely on a variety of measures (Hovinen, 2002; Johnson & Snepenger, 1993; Zhong, Deng, & Xiang, 2008). The measures by which the model is empirically tested are intended to determine the following characteristics of tourism development: its diversity, variation in growth patterns (i.e. speed or pace of tourism development), and its scale, all of which are claimed to influence the impacts of tourism on a destination (Haywood, 2006). As a destination passes through the stages of the TALC model, the nature and extent of impacts of tourism on the community’s well-being are said to change.

### *Visitor-Resident Contact*

Contacts between residents and visitors vary in their regularity, intensity and type, with some encounters resulting in conflict (Barber, 2010). Typically, an increase in the number of visitors to a destination is associated with an increase in the intensity of some tourism impacts and the emergence

of others, such as crowding, litter and noise. Within the extrinsic dimension the intensity of contacts between visitors and residents is usually represented by density of tourists at a destination. The usual measure is average daily visitor density per 1000 population (or per square kilometre) which represents an average measure of domestic and international overnight visitors as well as day visitors that are present at a destination at any given day (de Albuquerque & McElroy, 1992; Liu, Sheldon, & Var, 1987; McElroy & de Albuquerque, 1998; McElroy & Hamma, 2010; Padilla & McElroy, 2005). As numbers of visitors relative to the local population and land area change, the intensity of impacts change. This measure provides an easy to interpret indicator of the relative size of tourism at a destination, however other variables such as types of visitors and seasonality of their visits are also instrumental in understanding the nature of tourism impacts.

#### *Types of Visitors*

Different types of visitors are associated with different impacts on community well-being (Stoeckl et al., 2006). Depending on the needs of a particular community some visitors may be welcomed, while others may be perceived as nuisances. Uriely et al. (2002) argue that a distinction should be made between ‘type’ and ‘form’ related attributes of tourism. Form represents “visible institutional arrangements by which tourists organise their journey” (based on a typology by Cohen, 1972), and type represents “less tangible psychological attributes” (based on a typology by Cohen, 1979) (Uriely et al., 2002, p. 521). While these two categories are not independent of each other, they represent separate units of analysis for the research on types of visitors. As this study is focused on the extrinsic dimension of tourism the form-related characteristics of visitors were chosen as a primary focus. Research on types of visitors has established that particular travel choices are associated with particular demographic characteristics of visitors (Johns & Gyimóthy, 2002), therefore segmentation of visitors according to both trip related (such as length of stay and travel party) and demographic characteristics (such as age) is thought to facilitate the identification of certain types of visitors and their relative prevalence in a destination.

#### *Seasonality*

Variations in seasonality at tourist destinations can be visualised on a continuum, with destinations

where visitors are only present for a short period during a year on one end and destinations where the number of visitors remains relatively steady during the year on the other end (Hartmann, 1986). It is commonly recognised that seasonality is caused by two main groups of factors: natural (related to climate/weather at a destination) and institutionalised (related to social norms, such as time of the year assigned for holidays) (Koenig-Lewis & Bischoff, 2005). Seasonality is associated with a higher intensity of social impacts of tourism at peak times and lower intensity during other times. Building on previous research, De Cantis, Ferrante, and Vaccina (2011) propose a framework for analysing seasonality. They argue that seasonality of tourism at different destinations can be compared through analysis of two main features: pattern (changes of occupancy rates through the year) and amplitude (the difference between the off-season and peak-season occupancy rates).

### **Developing the Preliminary Framework**

The commonly used variables and measures for the four facets of the extrinsic dimension of tourism are summarised in the Table 2. The summary provided in the Table 2 suggests a set of measures that facilitate the construction of a comprehensive profile of tourism at a destination and the objective comparison of destinations to each other. This section outlines the process of applying and evaluating these measures at a destination level in Australia, including the selection of an appropriate geographical unit of analysis, a survey of available secondary data, and a description of the methods used for analysis of the available data. Even though the particular details of this section are specific to the Australian context, the principles used for the development of the framework, such as close attention to the nature and limitations of the secondary data, substitution of the commonly applied variables and measures with suitable proxies where data are limited, and the examination of data across various geographical units, are universal. Where appropriate, examples from other countries are provided to illustrate the possibility of using the devised framework of measures for profiling tourism at destinations in other countries as well as to demonstrate existence of similar research challenges to those encountered in this Australian case study.

**Table 2.** Variables and Measures of the Extrinsic Dimension of Social Impacts of Tourism

	Variables	Possible Measures	Studies
<b>Stage of Tourism Development</b>	<ul style="list-style-type: none"> <li>• Scale of tourism development</li> <li>• Diversity of tourism development</li> <li>• Patterns of growth in tourism development</li> <li>• Control over development</li> <li>• Economic reliance on tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Number of visitors</li> <li>• Size of population</li> <li>• Number and type of accommodation establishments</li> <li>• Number of beds in accommodation establishments</li> <li>• Building activity</li> <li>• Percentage of foreign ownership</li> <li>• Employment in tourism</li> <li>• Percent of retail sales attributed to tourism</li> </ul> <p>(Note: time series analysis of the above measures should be applied)</p>	<p>For the survey of studies between 1980 and 2002 see Lagiewski, 2006</p> <p>Recent Studies: Agarwal, 2002 Diedrich &amp; García-Buades, 2009; Garay &amp; Cànoves, 2011 Hovinen, 2002 Meng et al., 2010 Pulina et al., 2006 Zhong et al., 2008</p>
<b>Visitor-Resident Contact</b>	<ul style="list-style-type: none"> <li>• Density of tourists</li> </ul>	<ul style="list-style-type: none"> <li>• Average daily visitors density per 1,000 population</li> <li>• Average daily visitors density per km<sup>2</sup></li> </ul>	<p>de Albuquerque &amp; McElroy, 1992 Liu et al., 1987 McElroy &amp; de Albuquerque, 1998 Padilla &amp; McElroy, 2005</p>
<b>Types of Visitors</b>	<ul style="list-style-type: none"> <li>• Trip related characteristics</li> <li>• Demographic characteristics</li> </ul>	<ul style="list-style-type: none"> <li>• Type of transport/ accommodation/ activities</li> <li>• Organised/ Independent trip</li> <li>• Length of stay</li> <li>• Travel party</li> <li>• Age/ Income/ Education</li> <li>• Family Lifecycle</li> <li>• Usual place of residence</li> </ul>	<p>Andereck &amp; Caldwell, 1994 Becken &amp; Gnoth, 2004 Graham &amp; Wall, 1978 Hsieh, O'Leary, &amp; Morrison, 1992 McMinn, 1998 Stoeckl et al., 2006 Uysal &amp; McDonald, 1989</p>
<b>Seasonality</b>	<ul style="list-style-type: none"> <li>• Pattern</li> <li>• Amplitude</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly occupancy rates of tourist accommodation establishments over time</li> </ul>	<p>De Cantis et al., 2011 Jeffrey, 1985 Jeffrey, Barden, Buckley, &amp; Hubbard, 2002 Koenig-Lewis &amp; Bischoff, 2005 Lim &amp; McAleer, 2001</p>

### *Selection of Geographical Unit of Analysis*

The selection of an appropriate geographical unit of analysis was the first step in developing the measurement framework. Geographical units of analysis vary depending on the aims of a research project. For assessing the social impacts of tourism on community well-being, the analysis should be performed at a tourism destination level, as specific destinations tend to attract specific types of

visitors that require specific types of infrastructure. Aggregated levels of analysis performed at state and nation wide scale average out specific impacts and provide limited insights for policy-making and tourism management bodies at the local destination level. The main goal of a researcher should be to establish geographical units that align with the boundaries of destinations as perceived by visitors and as promoted by local tourism authorities. It is common within a single country to have an overlay of different geographical frameworks as different government agencies publish data organised into geographical units that frequently do not align. One of the most complex arrangements of geographical frameworks exists in the UK, where there are administrative, electoral, census, health, postal and various other systems each with its own set of geographical units (ONS, 2013). Australia has three geographical frameworks to be considered when choosing the unit of analysis at a destination or community level, with the majority of the available databases organised in the geographical units of those frameworks:

- Australian Statistical Geography Standard (ASGS), established July 2011 (Pink, 2011b) replacing the Australian Standard Geography Classification (ASGC) (Pink, 2011a). The smallest geographical unit of data in the intercensal years within the ASGS is Statistical Area Level 2 (SA2), which replaced slightly bigger Statistical Local Areas (SLA) within the ASGC framework. There are 2,196 SA2 units for the whole Australia;
- Tourism Regions (TRs), which are much bigger regions than SA2, with only 78 TRs for the whole of Australia (ABS 2011a, 2012c); and
- Administrative divisions with Australian States and Territories subdivided into Local Government Authorities (LGAs) (ABS 2011a, 2012a). There are 568 LGAs for the whole Australia.

Like the UK there are also Postal Areas, Electoral Divisions and State Suburb geographical frameworks, but the data organised in those geographical units are limited. In some cases this multiple geographical units align perfectly, while in other cases there is no alignment and borders of various geographical units criss-cross each other. Additionally, in many places a tourism destination can be smaller or bigger than the geographical unit the data is reported on. While this can make exact analysis of data on tourism quite difficult, unfortunately this is a common problem.

The selected study regions were described in ‘Introduction’ section of this thesis (see pp.5-6). These destinations best aligned with the ASGS geographical framework. Airlie Beach and Bowen represented single SA2 units: Airlie-Whitsundays SA2 and Bowen SA2. The Atherton Tablelands is more geographically dispersed area and consists of six SA2 units. Geographically all six SA2 units within Atherton Tablelands region are within a close proximity to each other (half an hour drive) and represent a single destination from the visitors’ point of view.

### *Secondary Data Survey*

In Australia there are two main bodies maintaining databases on communities and tourism: the Australian Bureau of Statistics (ABS) and Tourism Research Australia (TRA). This situation where data on tourism is collected by different government agencies appears to be typical. Lam and McKercher’s (2013) research into type and quality of official tourism information across more than 110 countries found that responsibility for collection of tourism data is assigned to tourism commissions, tourism promotional bodies, economic development agencies, national census and statistics bureaus, regulatory bodies and other agencies, making it challenging to find, combine and meaningfully interpret the available information. Furthermore, Lam and McKercher (2013) concluded that the data provided are often more suitable for the purpose of macro-level analysis with limited disaggregated data available.

A review of available Australian data was conducted in order to identify databases that satisfy two criteria: the databases should provide data for the identified measures for tourism and destinations (see Table 2), and be available at the SA2 unit level of analysis. The main features of the databases that met these criteria are summarised in Table 3 and the databases are described in more detail below.

**Table 3. Identified Databases**

Database	Provider	Type of Survey	Availability	Periodicity of Data	Years available at SA2 level
<b>International and National Visitor Survey</b>	TRA	Sample Survey	Paid subscription	Monthly/ Quarterly/ Annual Estimates	IVS – 1999 onwards  NVS – 1998 onwards
<b>Survey of Tourist Accommodation (STA)</b>	ABS	Census	Publicly available	Quarterly	2012 onwards*
<b>Counts of Australian Businesses</b>	ABS	Census	Publicly available	Annual	2009 onwards**
<b>Census of Population and Housing</b>	ABS	Census	Publicly available	Every 5 years	2011***
<p>* At the SLA level Survey of Tourist Accommodation data are available from 2001; however in 2003 a further 132 establishments were added to the STA frame in the June Quarter, adding approximately 3% to the figures. Due to this reason data at SLA level can only be used as a consistent time series from 2003 onwards.</p> <p>** At SLA level Counts of Australian Businesses Data are available from 2003; however changes have occurred to business classes and criteria of addition to the frame since then.</p> <p>*** At SLA level Census of Population and Housing data are available from 1996.</p>					

- *National Visitor Survey (NVS) and International Visitor Survey (IVS) Database*

The NVS and IVS are conducted by Tourism Research Australia (TRA). The collected data are organised into separate databases for international (from 1999 to present) and domestic visitors (from 1998 to present), with domestic visitors further separated into domestic overnight and domestic day visitors. Information about numbers, characteristics and travel patterns of visitors can be extracted from the databases to create custom tables. The NVS and IVS data represent estimates calculated from a sample of international and domestic visitors. Estimates are produced through a weighting procedure – each respondent is given a ‘weight’ equalling how many visitors he/she represents: IVS respondents are weighted according to the data on international visitors’ numbers (Overseas Arrivals and Departures data, ABS) (TRA, 2011a); NVS respondents are weighted according to the estimates of Australia’s population aged 15 and over (Census of Australian Population and Housing data, ABS) (TRA, 2011b).

- *Survey of Tourist Accommodation (STA), Small Area Data*

The STA database provides information on the number, type and business activity of tourist accommodation establishments, with data released quarterly. The STA is a census and the frame of the survey lists all eligible establishments within Australia (ABS, 2011d). However, for some regions with only a few tourist accommodation establishments, data are not provided due to issues around privacy and confidentiality. Another issue with the STA is that the establishments for which data are consistently collected, are hotels/resorts, motels/private hotels/guest houses and serviced apartments with 15 or more rooms. Data for (1) holiday flats and units, (2) hotels, motels and serviced apartments with five to fourteen rooms, (3) visitor hostels, and (4) caravan parks (used by campers, recreational vehicles and towed caravans) are provided as supplementary data and published irregularly. For some of the regions those latter types of accommodation establishment represent a considerable proportion of total tourist establishments in the region. Therefore caution should be exercised when interpreting STA data, and ideally additional background documents and reports should be studied to prevent inaccurate conclusions.

- *Counts of Australian Businesses, including Entries and Exits*

The data are sourced through a census of business organisations. Businesses are classified into industry classes (such as ‘agriculture, forestry and fishing’, ‘retail trade’, ‘accommodation and food services’, etc.), with each business allocated to a single industry class according to its main source of income, and further detailed by size of employment and turnover. There are certain criteria by which businesses are entered into the census, specifically those below the threshold turnover of \$75,000 do not get counted (ABS, 2010a), meaning that smaller tourism businesses are not likely to be included. Another issue for use of this data at the destination level is that businesses can operate in more than one location. Multi-location businesses are only attributed to a single location, according to their main business address. Therefore, interpretation of the data for a particular destination should be done with caution, as it does not represent all business operations within that area.

- *Census of Australian Population and Housing*

The Australian Census provides the most accurate data on the number of people and dwellings and a range of their key characteristics for small geographic areas (ABS, 2011c). In Australia, it is a legal requirement to complete a Census of Australian Population and Housing form which ensures the data accuracy. Regularity of the Australian Census, which is performed once every five years, is unusual with many countries conducting a regular census once a decade, and some not performing regular censuses. Additionally, the ABS produces a number of publications that are derived from census data but available in annual estimates (ABS, 2012b). In 2011, a new geographical framework was implemented resulting in a change of geographical units used to report Census data. This change means that there will be break in time series data, which limits data usability.

Analogous datasets to the ones identified in Australia are maintained by other countries. For example, visitor/travel surveys are carried out in the UK (International Passenger Survey - <http://www.ons.gov.uk> and Great Britain/UK Tourism Survey - <http://www.visitengland.org>), Iceland (International Visitor Survey - <http://www.ferdamalastofa.is/en/> and Travel Survey - <http://www.statice.is/>), New Zealand (International Visitor Survey - <http://www.med.govt.nz/> and Travel Survey- <http://www.transport.govt.nz/>), the USA (Survey of International Air Travelers - <http://tinet.ita.doc.gov/> and Domestic Travel Market Report - <https://www.ustravel.org>), and Canada (International Travel Survey and Travel Survey of Residents of Canada – data from both are published at <http://www.statcan.gc.ca>). Tourist Accommodation data are also readily available in many countries and usually published by national statistical bodies, as is the case in Finland ([https://www.stat.fi/index\\_en.html](https://www.stat.fi/index_en.html)), Slovenia (<http://www.stat.si/eng/index.asp>), the Republic of Macedonia ([http://www.stat.gov.mk/Default\\_en.aspx](http://www.stat.gov.mk/Default_en.aspx)), and Indonesia (<http://www.bps.go.id/eng/index.php>). National population and housing censuses are carried out by a majority of countries, with 228 countries scheduling at least one census round in the 2005-2014 period (UN Statistics Division, 2013). However, it needs to be acknowledged that for some countries obtaining similar datasets is not currently possible. For example, Moswete and Darley (2011) highlight the challenges of tourism data collection in Sub-Saharan African countries, where even census data (collected every ten years) may not be readily available or are outdated by the time it is

released.

## **Methodology**

This section will describe in detail the way the identified datasets were used to populate the devised framework. In particular it will highlight the challenges faced because these are likely to exist beyond the specific Australian cases and the lessons learnt may be of value to others in this area of research.

### *Stage of Tourism Development*

Unfortunately, time series data on the identified stage of tourism development variables and measures for a sufficient number of years were not available for the destinations at SA2 or SLA level; therefore it was not possible to establish how the tourism at the selected destinations developed over time. Also current data on control over development (foreign versus domestic) were not available. However, it was possible to construct current accommodation profiles using STA data for the three locations (data for corresponding SLA units were used, as the detailed data for the SA2 units were unavailable, data source: ABS, 2010b). These accommodation profiles were used as proxies of scale and diversity of tourism development at each destination. For the current economic reliance on tourism, data on employment in the accommodation and food services industry in the three locations sourced from Census of Population and Housing database (ABS, 2011b) were used as a proxy.

### *Average Daily Visitor Density*

McElroy and de Albuquerque (1998) introduced the tourism penetration index which aggregates economic, environmental and social penetration measures. They measured social penetration as average daily visitor (stayover and excursionists) density per 1000 population:  $[(\text{Overnight Visitors} \times \text{Stay} + \text{Day Visitors}) / (\text{Population} \times 365)] \times 1000$ . To be able to calculate this daily visitor density, data are required on (1) number of residents, and (2) number of visitors. Data on the resident population in Australia are collected through the Census of Population and Housing by ABS with annual estimates based on the Census data freely available for download from the ABS web-site (ABS, 2012b); while data on visitor numbers are collected through National and International Visitors

Surveys (NVS and IVS) and provided by Tourism Research Australia (TRA). TRA also provides the number of visitor nights, which represents a more accurate measure than just the number of overnight visitors multiplied by their average stay and this was used to calculate average daily visitor densities for the three locations.

Analysis of NVS and IVS data should be based on an understanding that data provided is not census data and confidence intervals for the given estimates should be constructed in order to be 95% confident that the ‘true’ parameter value is captured. Confidence intervals for available annual estimates of the number of international nights, domestic nights and domestic day trips for each of the three selected locations were calculated; and it was evident that they are unsuitably large and therefore could not be meaningfully interpreted. When analysing NVS and IVS data at SA2 level, confidence intervals tend to be very large (due to small sample sizes for specific geographic regions) and interpretation of the data is problematic. It is known that repeated sampling reduces sampling error (Reis & Judd, 2014). In order to obtain estimates with smaller confidence intervals, the means of 12 annual estimates were calculated making it possible to use the resulting estimates for calculation of the average daily visitor density (for further calculation details please refer to Appendix A).

Following McElroy and de Albuquerque (1998) average daily visitor density per 1,000 population ( $\overline{VD_d}$ ) was calculated by the following equation:

$$\overline{VD_d} = \frac{(\overline{IN_t + DN_t + DD_t})}{\bar{P} \times \bar{D}} \times 1000 \quad (1)$$

Where:

- $(\overline{IN_t + DN_t + DD_t})$  is an average of 12 annual estimates of total daily visitors calculated as the sum of international nights, domestic nights and domestic day visitors in a given year;
- $\bar{P}$  is an average of the corresponding 12 annual estimates of the number of destination residents; and
- $\bar{D}$  is an average of the number of days in the corresponding 12 years.

Average daily visitor density per square kilometre was also calculated by replacing  $\bar{P}$  with size of the land area in square kilometres (data source: ABS, 2011b) and not multiplying the resulting value by 1000.

### *Visitor Types*

The NVS and IVS also collect data for selected visitor characteristics which can be organised by preferred categories, thus relevant proportions of visitors in different categories can be calculated. Of the available variables the most useful categories for assessing types of visitors prevalent in a destination were length of stay, age and travel party. Again, due to large confidence intervals for annual estimates at the SA2 level, the means of available annual estimates were calculated. Analysis of confidence intervals for the calculated means proved that there were no significant variations in proportions of categories relative to each other (i.e. when analysing data on visitors' length of stay for a given location, percentage of day visitors in overall mix of visitors was relatively consistent across the years, as well as percentages of other 'length of stay' categories), therefore all percentages of visitors categories derived from NVS and IVS data were based on means of available annual estimates.

### *Seasonality*

Traditionally tourism seasonality analysis implies an analysis of visitor arrivals data. For small-scale destination communities this type of data is often not available or associated with large confidence intervals (as described above). Some of the previous studies of seasonality, faced with this limitation, used data on bed occupancy rates (De Cantis et al., 2011) or room occupancy rates (Koenig & Bischoff, 2004) as a proxy for visitor arrivals, as these are often collected by tourism establishments or reported by statistical bodies. ABS consistently collects and publishes room occupancy rates for hotels/motels/serviced apartments with fifteen or more rooms, but for the selected SA2 level units data were not available. Quarterly room occupancy rates for the corresponding SLA level units represented the most complete dataset and were used as proxy for the selected regions (ABS 2011e).

Seasonality analysis was carried out following the framework offered by De Cantis and colleagues (2011) and data were analysed to identify patterns (changes of occupancy rates through the year) and amplitude (the change between the off-season and peak-season occupancy rates) in room occupancy rates at the three locations. Seasonal indexes were calculated for each of the three destinations following a three step procedure, described by Lim and McAleer (2001). First, a centered moving average was calculated by the following equation:

$$MA_t = \frac{[A_{t+2} + 2 \sum_{k=1}^3 (A_{t+2-k}) + A_{t-2}]}{8} \quad (2)$$

Where

- $MA_t$  is the centered moving average for room occupancy rates for a quarter  $t$ ,
- $A_t$  is occupancy rates in a quarter  $t$ ,
- $k$  is number of lags.

Ratios of observation-to-moving average ( $P_t$ ) were then calculated by dividing original room occupancy rates by the corresponding moving average figure for each quarter:

$$P_t = \frac{A_t}{MA_t} \quad (3)$$

Finally, the calculated ratios were averaged by quarters after deleting the lowest and the highest values in order to eliminate irregular movements and obtain the seasonal components. The resulting seasonal indexes for each of the quarters characterise patterns of seasonality at the three locations, with values above one corresponding to the high tourism season and values below one indicating the low tourism season. To assess the amplitude of seasonality the lowest quarter seasonal index was divided by the highest. The resulting ratio provides information about the intensity of seasonal swings – the higher the value the more evenly tourist arrivals are distributed throughout the year with 100% indicating the absence of seasonality at a location.

## Results

Analysis of the available data was performed as described above and the main findings are

summarised in the Table 4. As expected from onsite visits and previous experience with the three locations, the chosen destinations had significant variations in the scale and style of tourism development. Airlie Beach had the most developed tourism industry of the three regions, with tourism in Bowen and Atherton Tablelands regions being significantly smaller in absolute and relative terms.

**Table 4.** Summary of the findings (data sources: Australian Bureau of Statistics and Tourism Research Australia)

Dimensions	Variables	Available Measures	Airlie Beach and Whitsundays	Bowen	The Atherton Tablelands
<b>Stage of Tourism Development</b>	Scale and Diversity of Tourism Development <sup>a</sup>	Number and type of accommodation establishments (Abbreviations: CP – caravan parks, SA – serviced apartments, H – hotels, M – motels, (15+) - with 15 or more rooms, (5-14) – with 5 to 14 rooms)	Total number - 59 Hostels 10% Flats/Units 8% CP 15% SA (15+) 24% M (15+) 10% H (15+) 14% H/M/SA (5-14) 19%	Total number - 23 Hostels 13% Flats/Units 4% CP 30% SA (15+) none M (15+) 22% H (15+) 9% H/M/SA (5-14) 22%	Total number - 39 Hostels 5% Flats/Units 2% CP 26% SA (15+) none M (15+) 18% H (15+) 5% H/M/SA (5-14) 44%
		Average Bed Spaces (excluding H/M/SA(5-14))	220	80	56
		Economic Reliance on Tourism	Employment in 'Accommodation and Food Services' Industry Number 1,514 % total employment 26.3%	Number 363 % total employment 9.1%	Number 1,097 % total employment 6.2%
	Density of visitors	Average daily visitor density per 1000 population <sup>b</sup> Average daily visitor density per km <sup>2b</sup>	Between 1071 and 662 per 1000 residents 34 – 21 per km <sup>2</sup>	Between 201 and 62 per 1000 residents 34 - 11 per km <sup>2</sup>	Between 109 and 60 per 1000 residents >1 per km <sup>2</sup>
<b>Type of Visitors</b>	Demographic and Trip Related Characteristics	Visitors by Length of Stay	Day Visitors 16% 1 night 8% 2-4 nights 40% 5-8 nights 27% 9-30 nights 7% 31 or more nights 1%	Day Visitors 47% 1 night 16% 2-4 nights 23% 5-8 nights 6% 9-30 nights 5% 31 or more nights 3%	Day Visitors 65% 1 night 8% 2-4 nights 13% 5-8 nights 6% 9-30 nights 7% 31 or more nights 2%
		Travel Party + Age + Length of Stay (% of annual domestic and international overnight visitors mean) <sup>c</sup>	Adult Couple, 25-64, 2-8 nights – 15% Unaccompanied Traveller, 15-44, 2-8 nights – 12% Family Group, 25-44, 2-8 nights – 7% Friends/Relatives, 15-44, 2-4 nights – 6%	Friends/Relatives, 15-24, 1-4 nights – 12% Unaccompanied Traveller, 15-64, 2-4 nights – 10% Adult Couple, 45-64, 1-4 nights - 8% Family Group, 15-44, 2-4 nights – 6%	Adult Couple, 45-64, 1-30 nights – 10% Friends/Relatives, 15-44, 1-4 nights – 7%
		Percent of International Visitors	30%	6%	4%
		Interstate/Intrastate Overnight Domestic Visitors (ODV) Ratio	50 interstate and 50 intrastate visitors per 100 ODV	16 interstate and 84 intrastate visitors per 100 ODV	21 interstate and 79 intrastate visitors per 100 ODV
<b>Seasonality<sup>a</sup></b>	Pattern	Seasonal Index (tourism seasons correspond to the index above one)	March Quarter 0.947 June Quarter 0.860 September Quarter 1.083 December Quarter 1.115	March Quarter 0.769 June Quarter 1.019 September Quarter 1.239 December Quarter 0.967	March Quarter 0.806 June Quarter 1.019 September Quarter 1.203 December Quarter 0.965
	Amplitude	Low Season/High Season Ratio	77%	62%	67%

<sup>a</sup> Scale of Tourism Development and Seasonality analysis is based on data for SLAs rather than SA2 units due to unavailability of detailed data at SA2 level.

<sup>b</sup> 95% Confidence Interval

<sup>c</sup> Data on domestic day visitors is not detailed by travel party and age.

Looking in more detail at the results in Table 4 allows for the description of detailed profiles of tourism for each destination. In Airlie Beach nearly every second person is a visitor, the most dominant type of accommodation is serviced apartments with 15 or more rooms and nearly one quarter of the local residents are employed in the accommodation and food services industry. There is a variety of travel party types among the visitors to the region, including adult couples, solo travelers, family groups and friends/relatives, but all of them on average tend to be relatively young and stay in the region for around a week. International visitors represent nearly one-third of all visitors to the area, and domestic overnight visitors are nearly evenly divided between visitors from other states and visitors from Queensland. Seasonality is not as pronounced as in the other two regions; the peak season occurs in the December quarter coinciding with summer holidays in Australia, with shoulder season occurring in the September quarter.

Bowen has a significantly smaller tourism industry compared to Airlie Beach. Tourist accommodation establishments here tend to be on a smaller scale (with five to fourteen rooms), with caravan parks being the most prominent form of accommodation. On average, visitors represent between 6 and 20% of the local population, and just below 10% of the local population are employed in 'Accommodation and Food Services' industry. Travel party types are as diverse as in Airlie Beach, but overnight visitors tend to stay only for a short while (between 1 and 4 days). Among visitors, just under one-half are day visitors. The proportion of international visitors and visitors from other states is relatively small (6% and 16% respectively). Seasonality here is the most pronounced among the three regions. High tourism season occurs in the September quarter with the shoulder season in the June quarter, reflecting the different to Airlie Beach style of tourism.

Similar to Bowen, tourist accommodation establishments in the Atherton Tablelands are on a relatively small scale with hotels/motels and serviced apartments with five to fourteen rooms being the most dominant type. As the land area of the region is much bigger than that of the other two destinations, on average there is less than one visitor per square kilometre. This is somewhat misleading as a significant area of the region is designated national park or state forest meaning that both residents and visitors are concentrated into a smaller land area. Employment of the local population in the 'Accommodation and Food Services Industry' is also relatively low (6.2%). Of the

three regions, visitors here are the least prominent, with an average daily visitor to population ratio estimated at between 6% and 10%. The majority of those visitors (65%) are only in the region for a day, coming from a nearby major tourism destination (Cairns). The overnight visitors tend to vary in the length of their stay with some coming for only short visits for up to four nights and others staying in the region for 31 nights or more. The region is mostly popular with mature adult couples coming for prolonged visits, or friends and relatives coming for a short stay. International visitors are a minority, representing only 4% in the overall mix of visitors, while there is a significant proportion of visitors from other states (21%). Seasonality is reasonably pronounced and follows similar to Bowen pattern while being different from Airlie Beach.

## **Discussion and Conclusions**

The nature and extent of tourism impacts on the destination's community well-being are often assumed to be influenced by both the characteristics of the resident community and the characteristics of the tourism (Mason, 2012). The previous research on tourism impacts has however focused much more on researching the resident community characteristics through extensive analysis of resident perceptions of tourism impacts. This research has typically sought to understand differences in these perceptions by analysing resident characteristics such as degree of involvement in tourism, socio-economic characteristics, proximity to tourism development and period of residence (Andereck et al., 2005; Faulkner & Tideswell, 1997; Harrill, 2004). Limited attention so far has been paid by researchers to systematically linking the characteristics of tourism at a destination to its impacts. Further, there have been no attempts at comparative analysis of destinations and the links between styles of tourism development and their associated impacts on community wellbeing. The aim of this study was to develop an objective tourism measures framework, which would allow for a systematic assessment of the scale and style of tourism development at a specific destination. The results of the study demonstrated that the devised set of measures assisted the systematic analysis of available secondary data and enabled construction of comparable tourism profiles for small-scale tourism destinations. The created tourism profiles identified distinct differences in both the scale and style of tourism development at the three study locations. The profiles were also consistent with resident

description of tourism generated in a prior qualitative study conducted in the three regions (Moscardo, Konovalov, et al., 2013). Thus it seems that the proposed destination level framework for measuring tourism does offer a reasonable description of the key characteristics of tourism.

The devised framework can be implemented in other destinations within Australia or adapted for destinations in other countries by following the process described in this paper. The identified variables of tourism development are universal, and as demonstrated in the chapter parallel datasets to the ones applied in this study exist internationally. The assessment of tourism development at a destination by means of objective measures reported in this chapter, consisted of the following steps: selection of a suitable geographical unit of analysis, survey of the available secondary data and investigation of the limitations of these data, selection of the suitable methods of analysis for the available data, and synthesis/evaluation of the findings. The challenges encountered during this process are also likely to apply elsewhere. A consideration of the challenges suggests a set of recommendations to be made for similar studies:

- it is essential to supplement the secondary data analysis with site visits and analysis of relevant documents and reports, as this will help to create familiarity with the study sites and will provide a ‘reality check’ for the sourced secondary data;
- in the absence of good quality detailed data for the required geographical units data can be used across geographical frameworks to enrich the final tourism profiles (i.e. using data for bigger regions as a proxy for the smaller ones);
- explanatory notes that accompany sourced data must be examined thoroughly and any questions should be clarified with the data publishers before the data analysis;
- and finally a variety of methods should be used to allow maximum extraction of information from the available data.

The challenges encountered in analysis of secondary data on tourism at destination level demonstrate that there is a need to think about and implement the following changes:

- There is a need to collect data on visitor numbers at destinations themselves and then aggregate the data up to the state and national levels, rather than derive the required

information at destination level from national samples. This way the visitor numbers would be more accurate and associated with lower uncertainty levels. This more precise data on tourism at a destination would be extremely useful for local tourism and government organisations and support more effective tourism and community development.

- There is a need to develop standard tourism measures across the whole system and continuously collect data on those measures without any significant changes. This would facilitate time series analysis and identification of trends and changes in tourism at a destination over time.
- There is a need for a better integration of tourism organisations into other government agencies. This will enable more alignment in methods and units used in data collection, as well as better cooperation between those bodies.

A key pillar of sustainable tourism development is an informed decision making process.

Communities deciding to pursue tourism development seek to maximise tourism's contribution to the wellbeing of the community and minimise its negative consequences, or in case of existing tourism development, effectively mitigate tourism impacts. It was noted previously that the perceptions of social impacts research has yielded limited information for tourism planners (Harrill, 2004; Sharpley, 2014). It is hoped that the devised framework can contribute to the tourism planning and management process by providing a valuable instrument for research on the social impacts of tourism.

The chapter aimed to answer the thesis's second question: 'How do we measure the style and scale of tourism at a local destination for the purpose of comparison of destinations?' The chapter described the process of developing a set of measures of tourism at a small-scale destination level to enable comparisons of destinations to each other by using only secondary data. The available secondary data for the three study regions was collected and analysed. The findings demonstrate that the devised set of measures allows systematic comparisons of destinations to each other on characteristics of tourism. The results of the study provided a sound bases for the next stage of research which is to look for links between these different tourism profiles of the study communities and tourism's social impacts on community well-being.

## CHAPTER 3

# An Exploration of Links between Levels of Tourism Development and Impacts on the Social Facet of Community Well-being

### Thesis structure

#### [Chapter 1 Community Well-being: Uses and Abuses in Tourism](#)

Literature review focused on defining community well-being and linking community well-being to tourism impacts  
Development of the theoretically-based approach for research of tourism impacts

#### [Chapter 2 How to Measure Tourism at Local Destinations: Developing a Systematic Framework for analysing Tourism Impacts](#)

Literature review focused on features of tourism contributing to tourism impacts; development of tourism measures framework  
First study – secondary data analysis to develop tourism profiles for study communities

#### [Chapter 3 An Exploration of Links between Levels of Tourism Development and Impacts on the Social Facet of Community Well-being](#)

Literature review focused on social impacts of tourism and its links to style and scale of tourism; development of theoretical framework of the social facet of community well-being  
Second study – survey of study communities' residents on social aspects of community well-being and perceptions of tourism

#### [Chapter 4 Developing Tourism Strategies to enhance Social Aspects of Destination Communities' Well-being](#)

Literature review focused on sustainable tourism development and participative community engagement approach;  
development of a practical process of informed community-centred participative tourism planning process  
Third study – workshops with community stakeholders to develop alternative tourism futures

#### [Chapter 5 Improving Well-being of Regional Tropical Communities: Opportunities offered by Tourism](#)

Conclusions and recommendations

This chapter reports on the second study of the PhD research, the survey of residents in the three study communities. The study aimed to address the research gaps by developing and implementing a set of measures of actual social aspects and features of community well-being, as well as perceptions of tourism at the three study communities. This study also adopted a comparative approach to identify specific links between the style and scale of tourism development and the social facet of community well-being through the combined implementation of objective and subjective measures.

Once the detailed tourism profiles for each of the study locations were constructed (as described in Chapter 2), it was possible for the research to progress onto the next stage and examine whether differences in tourism can be linked to different social impacts, which is focus of the third thesis question 'Can we identify links between tourism and social aspects of community well-being?' This was investigated at two levels:

1. Destination community level – the overall differences between the communities on various social indicators were analysed to see if these could be linked to differences in the tourism profiles; and
2. Individual resident level, which consisted of two parts:
  - (a) Firstly, links between the individual responses to questions about tourism perceptions and respondents' demographic characteristics and responses about social aspects of community well-being were investigated; and
  - (b) Secondly, the role of respondents' contact with different types of visitors in their evaluation of impacts of those type of visitors, as well as overall support for tourism development, was examined.

The chapter's structure reflects this dual level of data analysis. The chapter begins with a description of the survey design and the study details in the 'Methodology Overview' section. Then Section 3.1 presents a paper reporting on the destination community level analysis. Section 3.2 then presents results for the individual level analysis. The relevant literature is reviewed separately for these two sections.

## **Methodology Overview**

The research adopted an approach in which objective and subjective measures were combined, as well as primary and available secondary data. First the available secondary data on social aspects of community well-being were compiled for each community. Then, a questionnaire was developed to complement existing secondary data and to measure the components of the proposed theoretical framework relating to residents' experience with, and perceptions of, tourism. Thus the questionnaire had two distinct parts – section one was devoted to questions about social aspects of community well-being, while the second was about residents' contact with visitors and their perceptions of tourism.

The survey included questions utilised in previous research as well as some original questions developed specifically for this research project. A more detailed description of the method can be found in Appendix B, as well as the full questionnaire used (Appendix B, pp.216-224). Most of the

questions about social aspects of community well-being were based on a review of previous research on measures of human capital (Cuthill, 2003; Morton & Edwards, 2012), social capital (Burt, 2000; Knack, 2002; Narayan & Cassidy, 2001; Onyx & Bullen, 2000; Stone, 2001), community identity and pride (Baker & Palmer, 2006; McMillan, 1996; Peterson, Speer, & McMillan, 2008), and community services (Grzeskowiak, Sirgy, & Widgery, 2003; Sirgy, Gao, & Young, 2008; Sirgy, Rahtz, Cicic, & Underwood, 2000).

The survey questions about the social aspects of community well-being were designed to complement the available secondary data. The survey collected data for those objective measures of the framework's inputs for which secondary data were not available, as well as data for subjective measures of those inputs and data for outputs of the framework. For example, one of the identified inputs of Community Identity and Pride is 'influence over community development'. This input can be measured objectively (rates of public meeting attendance) and subjectively (degree of agreement with an influence statement). As no secondary data were available for public meeting attendance, the survey included a question that asked respondents to specify whether or not they attended a public meeting within last six months, as well as a question on how much do they agree with a statement "I have a say in what goes on in my community".

The survey questions about tourism included items developed to measure residents' contact with visitors and their perceptions of tourism impacts by various types of visitors. Specifically the survey assessed:

1. Respondents' contact with visitors.
  - Respondents were asked to state whether they had contact with visitors through work and/or contact with visitors outside their work environment in the last six months (this time period was specified to ensure that respondents were answering the questions about the current tourism situation in the region).
  - Respondents were then asked to specify what type of visitors they came in contact with. The following visitor types were offered from which to select: General Holiday Makers, Grey Nomads, Backpackers, Seasonal/Temporary Workers and Visitors on Organised Tour. Most

of these visitor types were identified by Moscardo, Konovalov, et al. (2013) in a qualitative study in the three regions. However, the visitor types used in this research were changed slightly due to focus of the research on impacts of tourism. The difference was that Green Nomads and Amenity Migrants, identified by Moscardo, Konovalov, et al. (2013) were removed and Visitors on Organised Tours were added following analysis of the secondary data on tourism in the regions. This change also ensured that each type of visitor is distinct and easily understood by the survey respondents. The respondents were also given an option to answer the contact question for any other type of visitors they come in contact with through provision of free text space titled 'Other visitors – please specify'.

- This was followed by questions assessing the overall type and frequency of respondents' actual contact with selected types of visitors, which were structured in a matrix format (see Figure 7). Three main types of contact were identified: (1) seeing/noticing visitors on the streets/parks/shopping malls; (2) having a chat with visitors; and (3) doing an activity together with the visitors (such as playing golf, or attending an art class). The following frequency categories were used for each type of contact: never, less than once a month, once a month, 2-3 times a month, at least once a week, daily.
- 2. Respondents' tourism impacts evaluation. Respondents were asked to evaluate the perceived impact of each visitor type on their community on a five point scale ranging from 'very negative' to 'very positive'.
- 3. Respondents' support for further tourism development, which was measured as a preference for a future increase/decrease in visitor numbers for the identified types of visitors, as well as visitors overall.

**37 If you answered 'Yes' for GENERAL HOLIDAY MAKERS** please specify what type of contact did you have with this type of visitors within last six months and how often.

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
I saw the visitors on the streets/ parks/ shopping malls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a chat with the visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did an activity together with the visitors (such as playing golf, or attending an art class)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Figure 7.** Survey question measuring type and frequency of respondents' contact with a type of visitors

The study utilised convenience sampling. A press release was issued in each region with information about the survey and a link via which the online survey could be accessed. Key community stakeholders were also asked to distribute the survey information and the survey link among their networks. The online survey was complemented by a week-long site visit at each of the study locations. Passers-by in various public places were invited to take the survey via iPads and survey flyers were distributed throughout the community. This boosted the survey responses and insured inclusion of people who did not have internet access.

Qualtrics software was used to administer the survey. It allows participants to complete questionnaires both online and also offline through an iPad app. Longer-term local residents were targeted through the use of screening questions on type and length of residency. The survey questions about community well-being and perceptions of tourism were only available to the participants that reported having lived in the area for more than six months. In cases where respondents reported living in the area for less than six months, they were guided to the final part of the survey which consisted of only demographic questions.

The final sample size was 597, with 170 responses from Airlie Beach, 180 from Bowen and 247 from the Atherton Tablelands. The main demographic characteristics of the sample are summarised in Table 5. A comparison to census data indicated that female respondents, older

respondents, respondents with high income and higher education were somewhat overrepresented in the final sample (for details refer to a table in Appendix B on p. 225). However, the objective of the survey was to explore links and explanatory elements of the research rather than establish absolute ratings and figures; and so while the sample did not necessarily provide a statistically representative analysis of the total population in the three regions, it did represent a diverse cross-section of the study communities. The convenience sampling adopted approach is consistent with other tourism impact research publications (see for example Chen, 2016; Mensah, 2012; Pranić, Petrić, & Cetinić, 2012; Wang & Chen, 2015) and was the only feasible option given time and funds constraints.

Persons' Chi Square tests identified that significant differences between the samples from the three study regions existed only on 'age' and 'length of residence' variables, with respondents in the Atherton Tablelands on average being older and living in the local community longer compared to the other two regions (see Table 5). These sample differences, however, are reflective of differences in the populations of the locations as established from Australian Bureau of Statistics census data and previous research projects at the study locations. Thus the observed differences in measured variables between the study regions are unlikely to be the result of differences in the samples.

At the completion of the study a detailed report of the survey findings and the findings of the first study, was prepared for the study community stakeholders. This report is attached to the thesis in the Appendix B. The report provides the full set of descriptive analyses of responses to the survey questions for each study site. It also links the survey questions to the secondary data indicators and provides comparisons of the three study destinations on all these measures.

**Table 5.** Sociodemographic characteristics of the survey respondents and study regions' population

		<b>Airlie Beach</b>	<b>Bowen</b>	<b>Tablelands Region</b>	$\chi^2$ <sup>a</sup>
		% in sample	% in sample	% in sample	
GENDER	Male	39.2	33.8	31.8	2.011, df = 2 $p = .366$
	Female	60.8	66.2	68.2	
AGE	Under 35	17.0	17.3	8.3	25.664*, df = 8
	35-44	19.7	23.2	12.6	
	45-54	21.1	26.1	23.3	
	55-64	21.8	22.5	31.6	
	65 and over	20.4	10.9	24.2	
EDUCATION	Some postgraduate work	16.7	14.6	18.3	16.277, df = 6 $p = .012$
	Bachelor Degree	14.6	13.9	25.8	
	Some post-school qualifications	45.1	38.7	31.9	
	School Education or below	23.6	32.8	23.9	
LENGTH OF RESIDENCE	Less than 12 months	8.9	4.5	2.4	17.037*, df = 6
	1 year – Less than 5 years	18.8	19.4	13.5	
	5 years – less than 10 year	18.8	19.4	15.2	
	10 year or more	53.5	56.7	68.9	
CONNECTION TO TOURISM	I work in tourism	14.4	5.3	11.2	10.996, df = 4, $p = .027$
	I work in industry which benefits from tourism	21.9	23.2	15.6	
	I work in other than tourism industry/ I don't work	63.7	71.5	73.5	

a Pearson Chi-Square test

\*  $p < .01$

### 3.1 Levels of Tourism Development and Impacts on the Social Facet of Residents' Quality of Life: What are the links?

**Please note that in this section Residents' Quality of Life/Community Quality of Life is used instead of and as a synonym for Community Well-being. This section was originally prepared as a separate book chapter and the use of QOL term was required by the book editors.**

**Abstract:** Tourism is often recognised as having significant impacts on the quality of life (QOL) of the people who live and work in tourism destinations. Despite an extensive body of literature on tourism impacts, very little research has focused detailed attention on tourism and the social dimensions of residents' QOL. The available evidence in this area suggests that social impacts of tourism are related to the level and type of tourism development at a destination. This section of the thesis will explore these proposed linkages by comparing the three study communities on a series of measures of residents' QOL. Consistent with previous research, a higher scale of tourism development was linked to increased crime, reduced volunteering and perceived influence over community development, and more/better community services. However, the results did not demonstrate a higher emotional connection to place, community pride and needs fulfilment that are commonly assigned to benefits of tourism development. The complex pattern of results that emerged from the analysis is described.

#### **Introduction**

Tourism is often promoted as a development opportunity for rural and small-scale communities based on the assumption that it will generate income and that higher income equates to improvements in Quality of Life (QOL) in destination communities. Research into community QOL, however, identifies a range of contributing factors often organised into economic, social and environmental dimensions, all of which are important, and progress in one is not always able to substitute for a decline in one of the others (Rogers & Ryan, 2001). Despite recognition of this, the majority of tourism impact research has focused on economic indicators, with some attention paid to environmental indicators and only limited research into indicators for social impacts of tourism (Sharma et al., 2008). While discussions of tourism impacts often include a range of social benefits

and costs associated with tourism development, there has been little research specifically focusing on identifying and explaining the links between tourism and the social dimensions of residents' QOL.

Planning and managing tourism in a way that positively contributes to local residents' QOL is a major challenge (Epley & Menon, 2008). In response to this challenge recent tourism impact research has concentrated on better understanding the links between tourism and the different community capitals that have been linked to QOL (cf. Andereck & Nyaupane, 2010; McGehee et al., 2010; Moscardo, 2009; Moscardo, Konovalov, et al., 2013). This part of the thesis explores these links further.

## **Overview of Research on Social Impacts of Tourism**

Theoretical discussion on the topics of social impacts of tourism is dominated by three main approaches.

- (1) Social exchange theory is the most common, proposing that resident perceptions of tourism result from weighing up the benefits, such as more jobs, against the costs, such as crowding (Ap, 1992).
- (2) The second are cumulative impact approaches like the Life cycle model (Butler, 1980) and 'Irridex model' (Doxey, 1975 ). These models propose that impacts develop as the level of tourism rises until they exceed the coping mechanisms of the residents, resulting in attitudes towards tourism becoming more negative.
- (3) Finally there is Social Representations Theory which argues that residents' perceptions are mostly determined by the everyday theories and images that residents have of tourism and tourists (Andriotis & Vaughan, 2003; Fredline, 2005).

The first two approaches assume perceptions follow actual impacts, while the third one proposes existence of only limited links between objective and subjective impact measures.

The majority of research into tourism's social impacts has examined resident perceptions (Sharpley, 2014). Researchers commonly rationalise this research position arguing that, for planning and managing tourism development, residents' perceptions of tourism are at least equally, or more

important than assessment of the actual tourism impacts (Deery et al., 2012). However, unlike economic and environmental tourism impact studies, for social impacts there has been little research into how well these subjective measures (residents' perceptions) match up to the objective measures (actual impacts) (Northcote & Macbeth, 2005). Therefore little evidence is available to evaluate these three main theoretical approaches.

The social impacts of tourism within this research project are theorised as interactions between two complex phenomena: (1) the social aspects of community QOL, or as they are later jointly referred to, 'the social facet' of QOL, and (2) the scale and style of tourism development.

### *Social aspects of Residents' QOL*

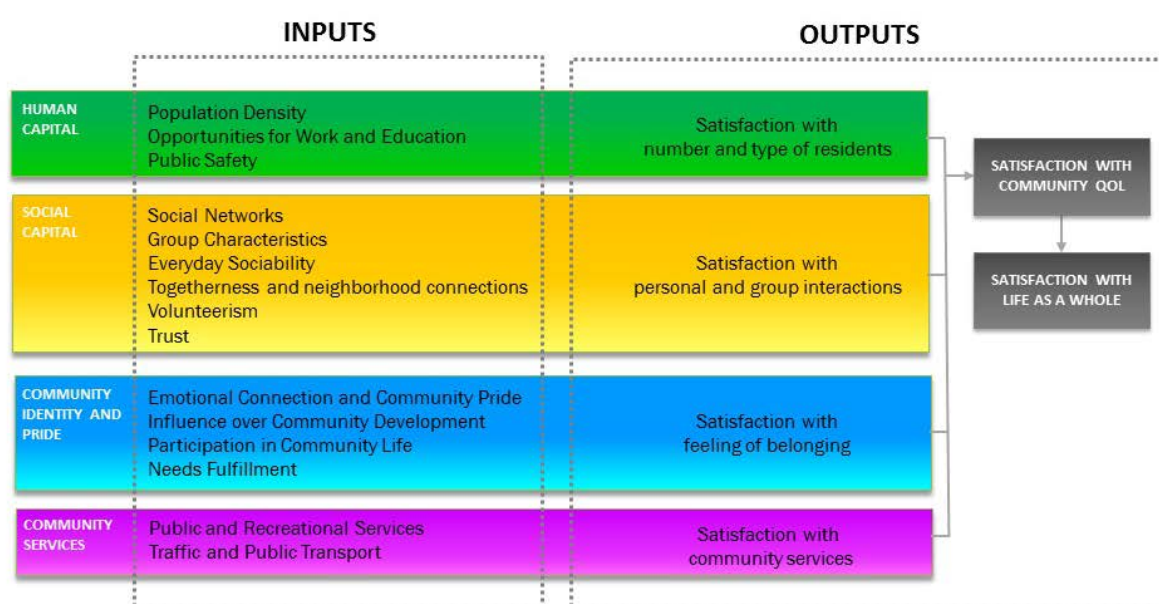
As described in Chapter 1, QOL is a complex concept used for different research purposes and defined in many different ways. One of the approaches for research of this concept is the triple bottom line approach, which states that QOL consists of three dimensions - economic, environmental and social (Slapper & Hall, 2011). The social dimension of community QOL represents the social fabric of community life, a community's way of life. Discussion of the social dimension/facet of QOL is linked to topics such as social justice, social well-being, engaged governance, human services, social infrastructure, community capacity building, and human and social capital (Cuthill, 2010).

Assessments of this dimension at a particular community can be summarised by the following question "How friendly, safe, supportive, tolerant, creative and participatory is this community?" (Rogers & Ryan, 2001, p. 283). For the purposes of this PhD, a review of tourism research papers was undertaken to identify the specific social dimensions of community QOL that are affected by tourism.

### *Proposed Theoretical Framework of the Social Facet of QOL*

An analysis of review papers on social impacts of tourism (Andereck et al., 2005; Deery et al., 2012; Easterling, 2004) identified four key social aspects of local residents' QOL: (1) Human capital, (2) Social capital, (3) Community Identity and Pride (linked to cultural capital) and (4) Community Services (linked to built capital). A simplified systems theory approach was then adopted and input and output measures were identified for each of those capitals. Figure 8 details the proposed

theoretical framework of the social facet of QOL. Inputs in this framework are the dimensions of the selected capitals representing the social aspects of QOL that have been previously linked to tourism. Outputs are dependent variables that are influenced by changes in inputs and which represent resident satisfaction with each of the selected aspects of community QLO, overall community QOL and the individual's life as a whole. It is proposed that satisfaction with the social aspects of QOL contributes to overall satisfaction with community QOL, which in turn contributes to individual satisfaction with life overall.

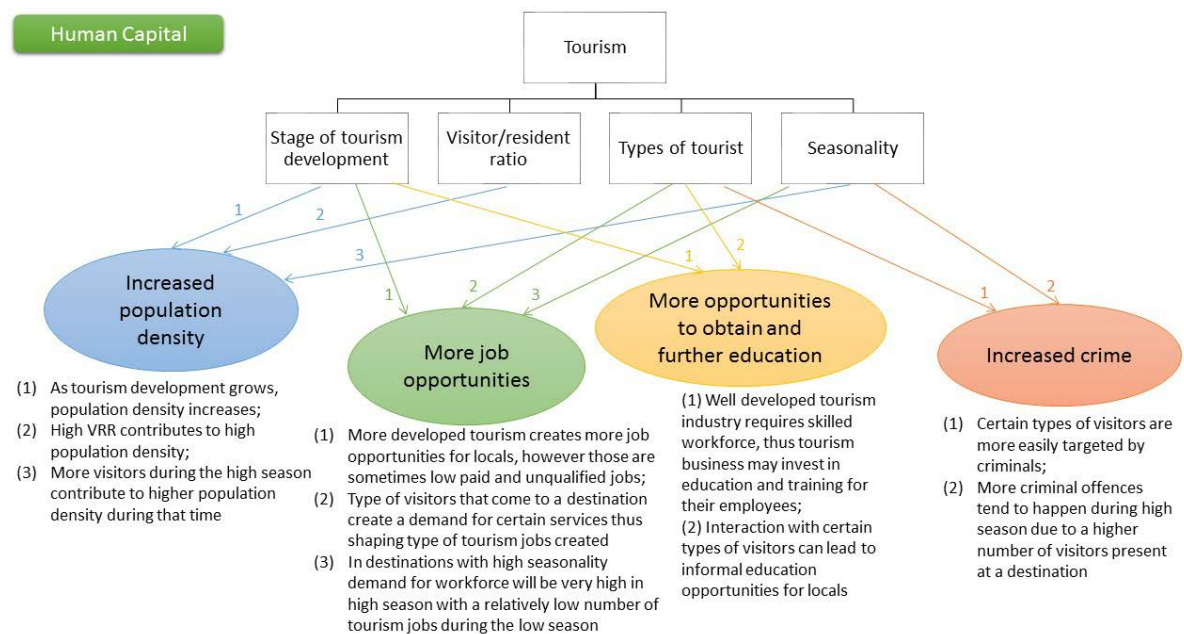


**Figure 8.** Proposed Theoretical Framework of the Social Facet of QOL

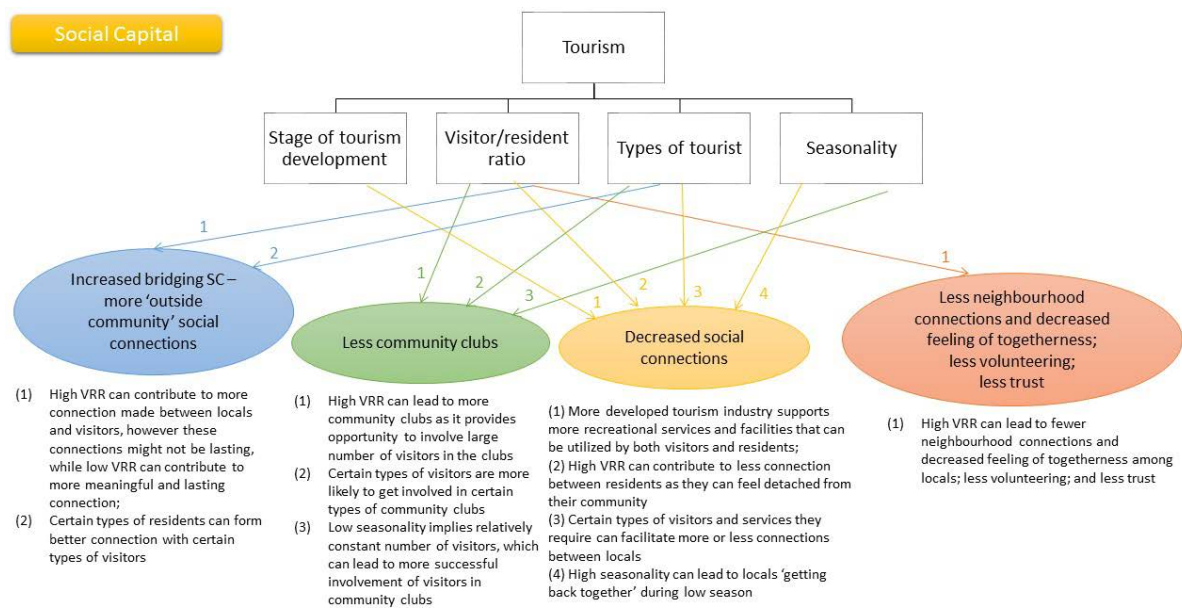
*Research suggested links between tourism features and the social facet of QOL*

As described in Chapter 2, tourism development at different destinations varies in its scale and style. Faulkner and Tideswell (1997) proposed that specific tourism impacts at a destination are determined by the following tourism features: (1) stage of tourism development, (2) tourist/resident ratio, (3) types of tourists, and (4) seasonality. Previous tourism impact research (see reviews of research in Andereck et al., 2005; Deery et al., 2012; Easterling, 2004; Harrill, 2004; Nunkoo, Smith, & Ramkissoon, 2013; Sharpley, 2014) suggested links between these tourism variables and social aspects of QOL (these variables are detailed in the proposed framework). The specific links

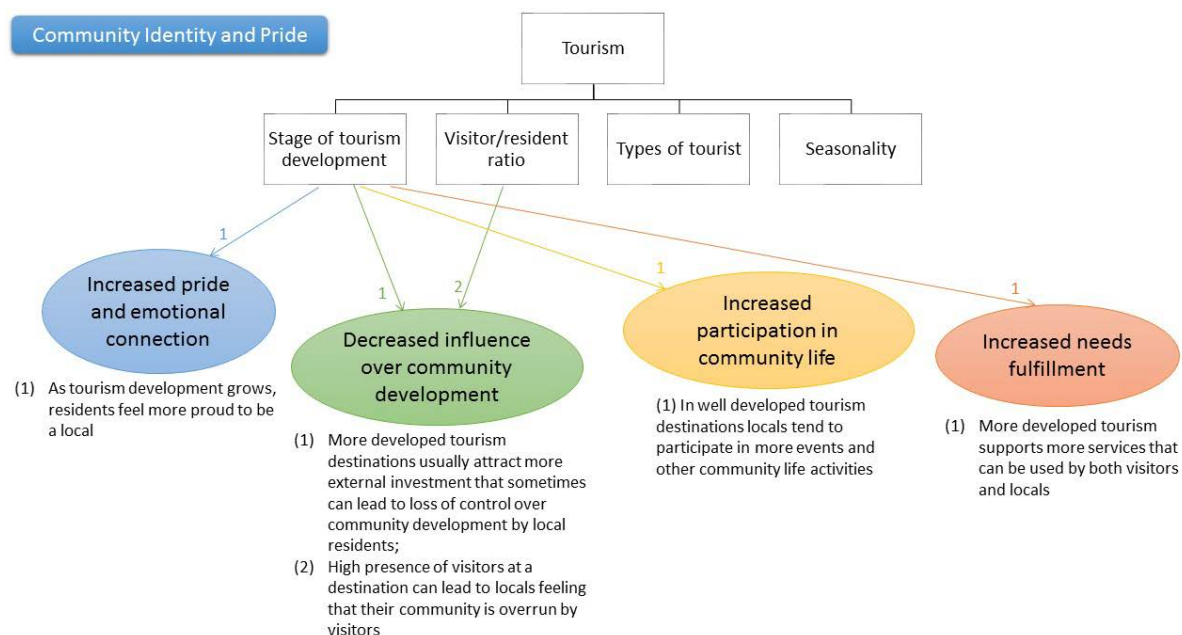
described/proposed/assumed by previous research are summarised in Figures 9-12. Circles in those figures describe the impact of tourism on a specific indicator of a social aspect, while rectangles denote the four features of tourism. The arrows from rectangles to circles represent specific links between a feature of tourism development and an indicator of a social aspect described in the research, which are detailed in text below the circles with corresponding numbers. The links that are summarised in the below figures, to date, have not been tested in a consistent way across destinations that differ on the identified tourism features.



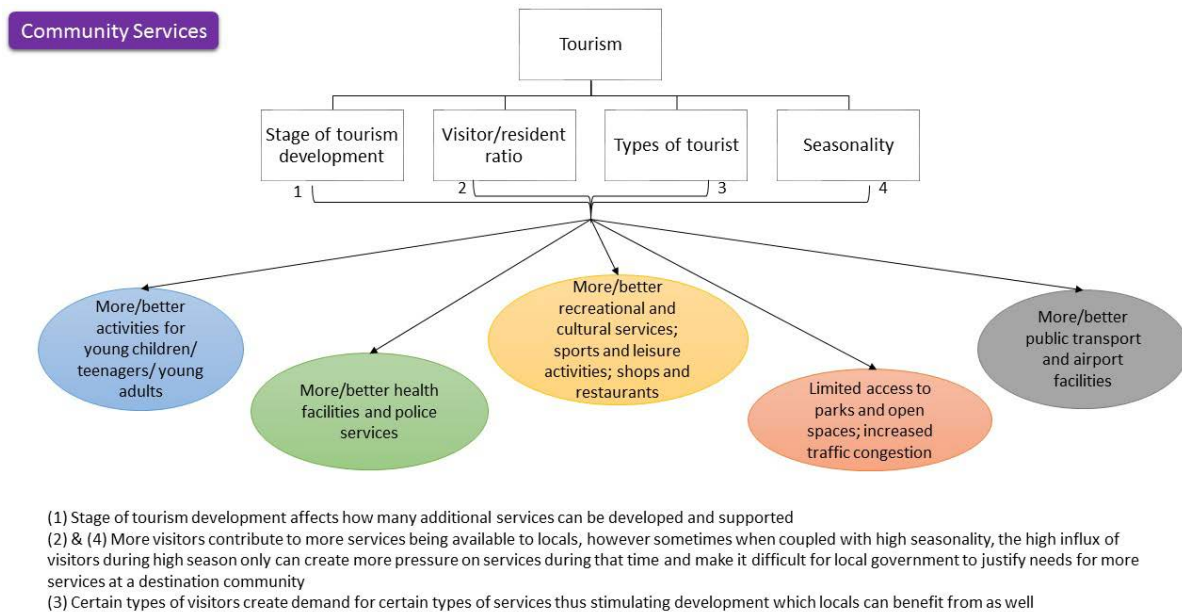
**Figure 9.** Proposed links between features of tourism and dimensions of Human Capital



**Figure 10.** Proposed links between features of tourism and dimensions of Social Capital



**Figure 11.** Proposed links between features of tourism and dimensions of Community Identity and Pride



**Figure 12.** Proposed links between features of tourism and dimensions of Community Services

### Expected links at the study locations

Connecting the tourism development profiles for the study locations constructed in study 1 (refer to Chapter 2, Table 4) with the links suggested in the research between tourism features and impacts on social aspects of QOL (Figures 9-12), indicates potential relationships between tourism and social aspects of QOL at the three communities. Based on the scale and style of tourism development, tourism impacts at Airlie Beach are expected to be more substantial compared to Bowen and the Atherton Tablelands. Specifically, we would expect to find here a higher population density, along with more opportunities for work and to obtain or further education. These benefits for human capital are expected to be offset by higher crime rates. In the area of social capital, in Airlie Beach we would expect to find increased ‘outside the community’ social connections, offset by lower within community connections, including fewer neighbourhood connections, less volunteering, fewer community clubs, decreased feelings of togetherness and less trust of other local residents. We would also expect Airlie Beach residents to have increased pride and emotional connection to the local area, increased participation in community life and increased needs fulfilment. This should, however, coincide with decreased ability to influence community development. In the area of community services, overall it would be expected that residents in Airlie Beach, when compared to residents in

Bowen and the Atherton Tablelands, would have access to more and/or better community services. Those benefits would be expected to be offset by higher traffic congestion and limited access for local residents to local parks and open/public spaces.

However, the relationships pattern is far from linear and very complex. The severity of impacts may be lessened in Airlie Beach due to less pronounced seasonality and the diverse mix of visitors. While in Bowen with a reliance on particular types of visitors and more pronounced seasonality, the actual impacts could be more significant than would be concluded from the stage of tourism development and visitor/resident ratio. Thus, further investigation was conducted to identify specific links.

## **Results**

The first step in the analysis was to examine the underlying assumptions of the proposed theoretical framework presented in Figure 8 using a series of regression analyses. For this analysis the whole data set across locations was utilized. A series of simple and multiple regression analyses were performed to explore the relationships among the variables. The results are summarized in the Table 6 and show support for the theoretical model with the inputs contributing significantly to satisfaction with the four social aspects of community QOL (Models 3-6), which in turn were significant contributors to satisfaction with overall community QOL (Model 2), which then contributed to satisfaction with life as a whole (Model 1).

**Table 6.** Regression Analyses: the Social Facet of Community QOL

Independent Variable(s)	Dependent Variable	$\beta$	$t$
<b>Model 1</b>		$F(1, 551) = 288.62, p = .000$ , adjusted $R^2 = .343$	
Satisfaction with Community Well-being	Satisfaction with Life as a whole	.586*	16.99
<b>Model 2: Community QOL</b>		$F(4, 535) = 131.97, p = .000$ , adjusted $R^2 = .493$	
Satisfaction with Human capital	Satisfaction with Community Well-being	.266*	4.82
Satisfaction with Social Capital		.223*	7.01
Satisfaction with Identity and Pride		.208*	4.92
Satisfaction with Community Services		.173*	4.39
<b>Model 3: Human Capital</b>		$F(3, 441) = 41.456, p = .000$ , adjusted $R^2 = .215$	
Population Density	Satisfaction with Human capital	.310*	10.94
Opportunities for Work		.198*	7.06
Opportunities for Education		ns	-
Public Safety		.163*	3.80
<b>Model 4: Social Capital</b>		$F(5, 475) = 30.818, p = .000$ , adjusted $R^2 = .237$	
Group Characteristics	Satisfaction with Social Capital	.098, $p = .042$	2.04
Everyday Sociability		.172*	4.20
Togetherness		.204*	4.42
Neighborhood Connections		ns	-
Volunteering		.152*	3.16
Trust		.170*	3.66
<b>Model 5: Community Identity and Pride</b>		$F(4, 458) = 64.390, p = .000$ , adjusted $R^2 = .354$	
Emotional Connections	Satisfaction with Identity and Pride	.195*	4.18
Community Pride		.301*	6.46
Influence over Community Development		.248*	6.18
Participation in Community Life		ns	-
Needs Fulfillment		.080, $p = .046$	2.00
<b>Model 6: Community Services<sup>a</sup></b>		$F(5, 225) = 30.654, p = .000$ , adjusted $R^2 = .341$	
Activities for Young Children	Satisfaction with Community Services	.164*	2.96
Health Facilities		.254*	4.21
Shops and Restaurants		.185*	3.09
Airport Facilities		.283*	4.99

a. Nonsignificant predictors: Activities for teenage children, Activities for young adults, Police services, Recreational services, Cultural activities, Sports and leisure activities, Parks and open spaces, Public transport, Boat ramp facilities  
 Note: Condition of the roads was excluded due to presence of road works in Tablelands at the time of the survey which affected Tablelands residents' responses

\*  $p < .01$

The second stage of the analysis examined differences between the three regions on the objective and subjective indicators for each of the four social aspects of community QOL. Results are summarised in Tables 7 – 10. Please note that measures typed in bold font represent objective measures, measures typed in normal font are subjective measures, measures typed in italic are output measures and measures marked with (SS) were obtained from secondary data sources. For secondary

data, observed differences are reported and for primary data a series of one-way ANOVAs with Bonferroni Post Hoc tests were employed where appropriate to determine statistically significant differences in the measures between the study regions. Consistency of the observed links with those established by previous research is reported in the following way: ✓✓ - consistent, ✓ - somewhat consistent, ✕ - not consistent. ‘Somewhat consistent’ implies that the observed highest/lowest measures (as applicable) were consistent with proposed links.

The results for the measures of Human Capital are summarised in Table 7. Only one measure was consistent with the proposed links (see Figure 9) – crime rates in Airlie Beach were higher than in Bowen, and higher in Bowen than for the Atherton Tablelands. For the rest of the input measures some consistency was observed. The observed output measures were also somewhat consistent, with the expected pattern of residents’ satisfaction with Human Capital being lowest in Bowen. It was however, highest in the Atherton Tablelands rather than Airlie Beach.

Interestingly, despite the crime rates following the expected pattern, residents’ perceptions of safety did not follow the same rule, that is despite higher crime rates in Airlie Beach, residents here felt as safe as residents in the Atherton Tablelands where the lowest crime rates were observed. Objective and subjective measures also did not align for population density. Despite Bowen already having the highest number of persons per square kilometre, compared to the other two locations, residents here indicated a preference for the highest increase in residents’ numbers in the future. Objective and subjective measures for opportunities for work and education however provided the same information. Of the three regions, unemployment was the highest in Bowen aligning with lowest resident evaluation of opportunities for decent work. The proportion of post-school students was the highest in Airlie Beach, and residents here also evaluated opportunities to obtain and further education in the community more positively compared to the other two regions.

The results for measures of Social Capital are summarised in Table 8. As expected (see Figure 10 for predictions) it was found that in the region with the lowest tourism presence (the Atherton Tablelands) volunteering and trust in people in the local community were the highest. Also compared to the other two regions, there was a higher level of neighbourhood connections and club

memberships per person. Frequency of socialising in public places as expected was the highest in Airlie Beach. However, togetherness, measured as agreement with the statement ‘people in my community get along with each other very well’, did not follow the expected pattern and was as high in Airlie Beach as it was in the Atherton Tablelands. Also, somewhat unexpectedly, the openness of social networks, measured as a proportion of people who described their social network as consisting of mostly friends they have met in the past 12 months, was the highest in Bowen, and not in the bigger tourism destination, Airlie Beach. Observed output measures for Social Capital followed the expected pattern – satisfaction with personal and group interactions was the highest in the Atherton Tablelands and reflected the findings on the inputs. Despite some difficulty in aligning the different measures, both objective and subjective input measures of dimensions of social capital demonstrated that social connections among residents were higher in the Atherton Tablelands compared to the other two regions.

**Table 7.** Measures of Human Capital

Dimensions	Measures of Human Capital	AB	B	AT	ANOVA	Observed differences/ Bonferroni Post Hoc	Consistency with previous research
		<i>M</i>	<i>M</i>	<i>M</i>	<i>F</i>		
Population density	<b>Number of persons per km<sup>2</sup>(SS)</b>	144	187	>1		B > AB > AT	✓
	Population change preference (7 pt scale from 1 big decrease to 7 big increase)	4.69	5.58	4.63	$F(2, 497) = 37.60^*$	B > AB & AT	✓
Opportunities for work	<b>Unemployment rate (%) (SS)</b>	6.7	10.1	8.2		B > AT > AB	✓
	Residents evaluation (4 pt scale from 1 severely lacking to 4 more than enough)	2.09	1.45	1.97	$F(2, 534) = 38.19^*$	AB & AT > B	✓
Opportunities for education	<b>% of post-school students (SS)</b>	4.9	4.0	4.5		AB > AT > B	✓
	Residents evaluation (as above)	2.07	1.59	2.01	$F(2, 506) = 19.75^*$	AB & AT > B	✓
Public Safety	<b>Offences per 1000 residents (SS)</b>	145	104	89		AB > B > AT	✓ ✓
	Residents perceptions (5 pt scale from 1 very unsafe to 5 very safe)	4.08	3.72	4.18	$F(2, 546) = 13.61^*$	AT & AB > B	✓
<i>Output</i>	<i>Satisfaction with number and type of residents</i> (11pt scale from 0 not at all to 10 completely satisfied)	7.09	5.60	7.70	$F(2, 542) = 41.60^*$	AT > AB > B	✓

\*  $p < .01$ 

Note: Measures typed in bold font represent objective measures, measures typed in normal font are subjective measures, measures typed in italic are output measures and measures marked with (SS) were obtained from secondary data sources

**Table 8.** Measures of Social Capital

Dimensions	Measures of Social Capital	AB	B	AT	ANOVA	Observed differences/ Bonferroni Post Hoc	Consistency with previous research
		<i>M</i>	<i>M</i>	<i>M</i>	<i>F</i>		
Social Networks	<b>Openness of social networks (%)</b> (% who's social networks consist of 'mostly new friends')	16	21	9		B > AB > AT	✓
Group characteristics	<b>Club membership per person</b> (5 pt scale from 0 none to 5 five or more)	0.91	0.84	1.57	$F(2, 547) = 20.49^*$	AT > AB & B	✓
Everyday sociability	<b>Frequency of socialising informally</b> (6 pt scale from 1 never to 6 daily)	3.81	3.53	3.73	$F(2, 543) = 2.06, p = .129$	No difference	✗
	<b>Frequency of socialising in public spaces</b> (as above)	3.56	3.28	3.12	$F(2, 543) = 5.73^*$	AB > AT	✓
Togetherness	Agreement with a statement (5 pt scale from 1 strongly disagree to 5 strongly agree)	3.86	3.49	3.86	$F(2, 535) = 11.03^*$	AB & AT > B	✗
Neighbourhood connections	Agreement with a statement ( as above)	3.46	3.48	3.75	$F(2, 534) = 4.10, p = .017$	AT > AB & B	✓
Volunteerism	<b>% volunteering (SS)</b>	14.6	17.3	21.8		AT > B > AB	✓ ✓
	<b>Average hours devoted to volunteering</b> (5 pt scale from 1 none to 5 more than 20 hours)	2.27	1.89	2.83	$F(2, 519) = 20.97^*$	AT > AB > B	✓ ✓
Trust	Trust of people in your community	3.55	3.32	3.88	$F(2, 492) = 19.46^*$	AT > AB > B	✓ ✓
	(5 pt scale from 1 not at all to 5 to a very great extent)						
<i>Output</i>	<i>Satisfaction with personal and group interaction</i> (11pt scale from 0 not at all to 10 completely satisfied)	6.98	5.70	7.57	$F(2, 550) = 33.39^*$	AT > AB > B	✓ ✓

\*  $p < .01$ 

Note: Measures typed in bold font represent objective measures, measures typed in normal font are subjective measures, measures typed in italic are output measures and measures marked with (SS) were obtained

**Table 9.** Measures of Community Identity and Pride

Dimensions	Measures of Community Identity and Pride	AB	B	AT	ANOVA	Observed differences/ Bonferroni Post Hoc	Consistency with previous research
		<i>M</i>	<i>M</i>	<i>M</i>	<i>F</i>		
Emotional Connection	Evaluation of living in local community (3 pt scale from 1 live here due to circumstances to 3 love living here)	2.29	2.16	2.55	$F(2, 470) = 15.72^*$	AT > AB & B	✗
Community pride	Agreement with a statement (5 pt scale from 1 strongly disagree to 5 strongly agree)	4.18	4.06	4.56	$F(2, 537) = 23.74^*$	AT > AB & B	✗
Influence over community development	<b>Public meeting attendance</b> (2 pt scale with 1 not attended a meeting and 2 attended a meeting)	1.27	1.46	1.42	$F(2, 517) = 7.07^*$	AT & B > AB <sup>#</sup>	✓
	Agreement with a statement (5 pt scale from 1 strongly disagree to 5 strongly agree)	2.67	2.26	3.02	$F(2, 535) = 24.87^*$	AT > AB > B	✓
Participation in community life	<b>Event attendance</b> (2 pt scale with 1 not attended an event and 2 attended an event)	1.73	1.78	1.62	$F(2, 507) = 6.19^*$	B > AT	✓
Needs fulfilment	<b>Frequency for travelling for purchases</b> (6 pt scale from 1 never to 6 daily)	2.60	3.01	2.76	$F(2, 538) = 6.35^*$	B > AB & AT	✗
	Agreement with a statement (5 pt scale from 1 strongly disagree to 5 strongly agree)	2.91	1.96	3.15	$F(2, 535) = 55.52^*$	AT & AB > B	✗
<i>Output</i>	<i>Satisfaction with feeling of belonging</i> (11pt scale from 0 not at all to 10 completely satisfied)	7.28	6.00	7.85	$F(2, 550) = 30.47^*$	AT > AB > B	✗

\*  $p < .01$

Note: Measures typed in bold font represent objective measures, measures typed in normal font are subjective measures, measures typed in italic are output measures and measures marked with (SS) were obtained

<sup>#</sup> Please note that in Bowen and Airlie Beach there were many public consultations held at the time of the survey due to government approval of expansion of a local port

**Table 10.** Measures of Community Services

Dimensions	Measures of Community Services	AB	B	AT	ANOVA	Observed differences/ Bonferroni Post Hoc	Consistency with previous research
		<i>M</i>	<i>M</i>	<i>M</i>	<i>F</i>		
Activities for young children	<b>% who are young children (0-12 years old) (SS)</b>	15	16	17		No difference	-
	Agreement with sufficiency statement (5 pt scale from 1 strongly disagree to 5 strongly agree)	2.72	3.19	3.16	$F(2, 404) = 5.42^*$	AT & B > AB	✗
Activities for teenagers	<b>% who are teenage children (13-19) (SS)</b>	6	9	9		AT & B > AB	-
	Agreement with sufficiency statement (as above)	2.34	2.68	2.61	$F(2, 395) = 2.79, p = .063$	No difference	✗
Activities for young adults	<b>% who are young adults (20-25) (SS)</b>	12	8	5		AB > B > AT	-
	Agreement with sufficiency statement (as above)	2.75	2.42	2.40	$F(2, 387) = 3.72, p = .025$	AB > AT	✓
Health facilities	<b>% working in health care/social assistance (SS)</b>	5	9	11		AT > B > AB	✗
	Agreement with sufficiency statement (as above)	2.99	2.18	2.74	$F(2, 515) = 19.96^*$	AB & AT > B	✓
Police services	<b>Offences per 1000 residents (SS)</b>	145	104	89		AB > B > AT	✓ ✓
	Agreement with sufficiency statement (as above)	3.69	3.21	3.24	$F(2, 514) = 12.38^*$	AB > AT & B	✓
Cultural activities	Agreement with sufficiency statement (as above)	2.69	2.97	3.07	$F(2, 515) = 6.62^*$	AT & B > AB	✗
Sports and leisure activities	Agreement with sufficiency statement (as above)	3.26	3.30	3.45	$F(2, 517) = 2.04, p = .131$	No difference	✗
Recreational services/ shops & restaurants	<b>Frequency of going out</b> (6 pt scale from 1 never to 6 daily)	3.47	3.20	2.81	$F(2, 521) = 14.13^*$	AB & B > AT	✓
	Agreement with sufficiency statement (as above)	3.50	2.13	3.07	$F(2, 517) = 71.14^*$	AB > AT > B	✓
Parks and open spaces	<b>Frequency of visiting</b> (as above)	4.09	4.26	3.25	$F(2, 518) = 33.20^*$	AB & B > AT	✓
	Agreement with sufficiency statement (as above)	3.74	3.89	3.79	$F(2, 517) = 1.29, p = .276$	No difference	✗
Public transport	<b>Frequency of using</b> (as above)	1.53	1.07	1.13	$F(2, 520) = 18.42^*$	AB > B & AT	✓
	Satisfaction with access to public transport (5 pt scale from 1 very dissatisfied to 5 very satisfied)	3.61	2.89	2.46	$F(2, 422) = 43.71^*$	AB > B > AT	✓ ✓
Traffic	<b>Frequency of traffic jams</b> (as above)	1.37	1.12	2.73	$F(2, 520) = 77.85^*$	AT > AB & B <sup>#</sup>	-
	Satisfaction with road conditions (as above)	2.92	3.20	2.40	$F(2, 519) = 25.43^*$	AB & B > AT <sup>#</sup>	-
Airport facilities	<b>Frequency of using</b> (as above)	2.09	1.88	1.80	$F(2, 519) = 6.32^*$	AB > AT & B	✓
	Satisfaction with airport facilities (as above)	4.00	3.09	3.34	$F(2, 486) = 31.57^*$	AB > AT & B	✓
Boat ramp facilities	<b>Frequency of using</b> (as above)	1.84	1.79	1.31	$F(2, 516) = 16.05^*$	AB & B > AT	✓
	Satisfaction with boat ramp facilities (as above)	3.61	3.68	3.36	$F(2, 335) = 3.82, p = .02$	AB & B > AT	✓
<i>Output</i>	<i>Satisfaction with community services<sup>1</sup></i> (11pt scale from 0 not at all to 10 completely satisfied)	6.40	4.74	6.42	$F(2, 550) = 31.22^*$	AB & AT > B	✗

\*  $p < .01$

Note: Measures typed in bold font represent objective measures, measures typed in normal font are subjective measures, measures typed in italic are output measures and measures marked with (SS) were obtained

<sup>#</sup> Please note that there were extensive road works in the Atherton Tablelands at the time the survey was conducted

The results for measures of Community Identity and Pride are summarised in Table 9. Of the three regions, the highest emotional connection, community pride and needs fulfillment were observed in the region with the lowest tourism presence (the Atherton Tablelands) which is not consistent with links proposed by previous research (see Figure 11). Measures of participation in community life were somewhat consistent with expectations - respondents reported higher event attendance in Bowen than in the Atherton Tablelands, however event attendance by Airlie Beach respondents fell between the other two regions, and was not the highest as would be expected. As expected, influence over community development was higher in the Atherton Tablelands compared to the two more developed tourism regions. Output measures for Community Identity and Pride were not consistent with previous research (perhaps reflecting high inconsistency in inputs) with respondents in more developed tourism regions reporting lower satisfaction with feelings of belonging compared to the Atherton Tablelands. In the case of needs fulfillment, both subjective and objective measures demonstrated that respondents' needs fulfillment is lower in Bowen compared to the other two regions.

The results for measures of Community Services are summarised in Table 10. Very little support for the proposed links (see Figure 12) was found for this aspect of community QOL. It was confirmed that tourism can contribute to better/more public transport, with satisfaction with public transport being highest in Airlie Beach, followed by Bowen, and then the Atherton Tablelands, with Airlie Beach respondents also reporting using public transport more frequently. The more developed tourism regions, Airlie Beach and Bowen, had more/better services compared to the less tourism developed region, the Atherton Tablelands, as measured by frequency of going out and visiting parks and open spaces, and use and satisfaction with airport and boat ramp facilities. Similarly, participants in Airlie Beach evaluated sufficiency of activities for young adults, police services, shops and restaurants more positively compared to the Atherton Tablelands and Bowen. However, there was no consistency in observed results for activities for young and teenage children, cultural activities, sport and leisure activities, and sufficiency of parks and open spaces, where either no difference between regions was observed or the Atherton Tablelands had higher results compared to more tourism

developed Airlie Beach. Bowen respondents evaluated sufficiency of health services in their region lower than the other two regions. Of the three regions, satisfaction with community services was the lowest in Bowen, with Airlie Beach and Atherton Tablelands respondents reporting similar, but higher levels. Consistency between objective and subjective measures was evaluated where appropriate and with the exception of parks and open spaces, information derived about various dimensions of community services through objective and subjective measures was consistent.

## **Conclusions and Implications**

This part of the thesis described the theoretical underpinning and findings of the second study on social impacts of tourism on community QOL in the three study regions. A theoretical framework for the social facet of community QOL was proposed and tested, with results overall supporting the framework. The links between tourism and community QOL proposed by previous research (Figures 9-12) were compared to observed links (Tables 7-10).

Consistent with previous research, it was found that a larger scale of tourism development was associated with: (1) higher crime rates (however not necessarily with decreased perceptions of safety by local residents); (2) lower participation in volunteering activities, lower trust of people in the local community, and fewer neighborhood connections and club memberships, but a higher frequency of socialising in public spaces; (3) lower influence over community development; (4) better/more activities for young adults, police services, public transport and airport facilities, recreational services/shops and restaurants, and more frequent visitation of parks and open spaces.

Conversely, some of the observed links contradicted previously assumed patterns of interaction between tourism and community QOL. Specifically: (1) perceived community togetherness was as high in the region with highly developed tourism as it was in the region with low scale tourism development; there was no difference between frequency of socialising informally between the regions despite substantial differences in the scale of tourism development; (2) the less developed tourism region had higher scores on emotional connection and community pride compared to the more developed tourism regions, and the region with medium tourism development had the

lowest scores in the area of needs fulfillment; (3) the regions with lower tourism development had higher scores for activities for young children and cultural activities, and there was no difference in scores for activities for teenage children, sports and leisure activities, sufficiency of parks and open spaces.

Some of the observed links did not strictly follow the patterns of the scale of tourism development, i.e. the more/less developed tourism region was not associated with highest/lowest scores as would be expected from previous research. Those links include links between tourism and perceptions of crowdedness, opportunities for work and education, and perceptions of safety (human capital), openness of social networks (social capital), participation in community life (community identity and pride), and health services (community services). This can be explained by the presence of a mitigating effect from either tourism style (including types of visitors and seasonality), or from specific characteristics of the community.

Consistency between objective and subjective measures was observed in some cases but not others. Both types of measures provided consistent information on opportunities for work and education, needs fulfillment, recreational services/shops and restaurants, public transport, airport and boat ramp facilities, as well somewhat consistent information for measures of social capital. However, there were contradictions between objective and subjective measures of crowdedness, public safety, and parks and open spaces.

Based on research findings, the following recommendations for future tourism impact research can be made: (1) more research on variations in scale and style of tourism at destinations with the goal to establish some sort of a classification system for destinations, with destinations assigned to a certain group, for example high visitor/resident ratio, high seasonality, and high reliance on a specific type of visitors; (2) there is a pressing need for more comparative studies to clarify and confirm the links between tourism and community QOL that are commonly assumed/proposed by previous research; and (3) researchers are encouraged to use both objective and subjective measures as this provides a greater insight into tourism-community QOL interrelationships.

#### *Limitations of the analysis*

The study design relied on the review of the previous research, the included measures assessed only previously known links between tourism and social aspects of community QOL. Thus some other important links could have been overlooked and not included in the scope of the study. Another challenge was that the analysis combined secondary and primary data. This approach has a number of challenges, such as secondary data availability and level of detail, as well as presence of inconsistencies in the way secondary data are collected by different government bodies and between years for which data are available. Thus, the findings of such combined analysis should be interpreted with caution.

Another difficulty in analysing the links between tourism and community QOL is in establishing cause and effect. That is, even though the selected study locations appear to be similar to each other in main characteristics other than the style and scale of tourism development, the observed differences between the study regions in community QOL can be caused by reasons other than tourism. As discussed by McKercher, Wang, and Park (2015), within the geographical space of a community there tend to be areas that are open to visitors and tourism and those that are relatively closed to outsiders. Tourism impacts are therefore felt/perceived/evaluated differently depending on whether tourism follows the expected geographical pattern in a community or not, and how individuals move within the community. Given some of these limitations, the next stage of the analysis looked at individual resident responses in more detail, examining firstly the links between individual responses to the output and input measures and their perceptions of tourism, and then focusing on contact with, and perceptions of, different types of visitors.

In conclusion, it is believed that the results described in this section of the thesis advance tourism impact research by adopting a comparative approach, using both objective and subjective measures, as well as secondary and primary data to establish existing links between tourism development and the social facet of QOL. Additionally, this section proposed a theoretical framework for the social facet of community QOL, which was mostly supported by the findings. It is hoped that the methods used will prove useful for other tourism impact researchers and facilitate the advancement of research on the social impacts of tourism.

## 3.2 Residents' support for tourism development

The previous section described the comparison of the observed links between tourism features and the social facet of community well-being at the three study locations, to the links proposed in tourism impact research. The results demonstrated that the observed pattern of interaction was very complex. The next step was to investigate individual perceptions of tourism impacts to examine whether they are linked to respondents' personal characteristics as well as their responses for the social aspects of community well-being. A series of regression analyses were performed to investigate this question (for the details of this analysis please see Appendix C).

Firstly, factors influencing respondents' preferences for overall increase/decrease in numbers of visitors were examined. This preference variable was a proxy for residents' support for tourism development and was used as a dependent variable in a model. It was hypothesised that the respondents' individual preferences could be linked to their length of residence at the destination, their responses for output measures of the social facet framework and their perceptions of the situation with work and education in their region. The following independent variables were entered into the model; (1) length of residence, (2) satisfaction with life as a whole, (3) satisfaction with community well-being, (4) satisfaction with level of personal and group social interaction, (5) satisfaction with number and type of residents, (6) satisfaction with feeling of belonging in the community, (7) satisfaction with community services provided, (8) perceptions of opportunities for work, and (9) perceptions of opportunities to obtain and further your education. A step-wise regression analysis was performed and it was found that only three of the above variables were significant predictors of the preferences for overall increase/decrease in numbers of visitors, and those variables combined explained less than five percent of the variation in the preference responses. Therefore no significant link was established between the respondents' preferences for an overall increase/decrease in numbers of visitors and their responses for the above nine variables.

The role of contact with different types of visitors in influencing respondents' preferences for an overall increase/decrease in numbers of visitors was then assessed. It was found that having a chat

with general holidaymakers and seeing visitors on organised tours on streets were significant predictors of the preferences and explained ten percent of its variance.

The factors influencing respondents' evaluation of impacts by different types of visitors were also analysed. It was hypothesised that respondents' evaluations of specific visitor types could be explained by their demographic characteristics, levels of social activity and the contact with those visitors. The following variables/groups of variables were entered into models for each type of visitors; (1) gender, (2) working in tourism or tourism related industry (benefit), (3) family status, (4) age, (5) income, (6) satisfaction with level of personal and group social interaction, (7) hours of volunteering per month, (8) agreement with sufficiency of activities for young children, teenage children and young adults, (9) type and frequency of contact with different type of visitors. A step-wise regression analysis was then performed for each type of visitors. It was found that contact with visitors was a significant predictor of perceived impacts for every type of visitors (with the exception of Visitors on Organised Tours), while demographic variables were mostly non-significant. Therefore, the role of contact with different types of visitors in resident support for tourism development was examined in detail and described in the next section.

## **Introduction**

It has been agreed that resident support for tourism development is a key condition of sustainable tourism development (Gursoy, Chi, & Dyer, 2010; Jewell et al., 2004; Zhang, Cole, & Chancellor, 2015). Absence of support for, and in some cases resident protest and opposition against, proposals can hinder or even stop tourism development, negatively affect community spirit and community well-being, and create high-conflict situations between stakeholders (Farrell, 1979; Gursoy & Rutherford, 2004).

Residents' attitudes towards visitors and tourism development in their community have been examined extensively by tourism researchers with the goal of establishing how these attitudes are formed and relate to support for tourism development (Deery et al., 2012). The majority of this

research has focused on finding links between residents' attitudes and individual demographic/sociographic factors, community attachment and personal economic benefit from tourism. Besides relatively consistent reports of a positive relationship between residents' attitudes and economic reliance on the tourism industry (Harrill, 2004; Madrigal, 1993), no other consistent relationships have been established so far by previous research (McGehee & Andereck, 2004; Vargas-Sánchez, Plaza-Mejía, & Porras-Bueno, 2009).

There is a notion in previous research that contact with visitors could be a significant predictor of resident support for tourism development (Carmichael, 2006; Sharpley, 2014). However, empirical studies on this topic are lacking as in most tourism impact studies the variable 'proximity to tourism development' is used as a proxy for actual visitor contact. While some previous research has found that residents located close to tourism activity hubs have more negative attitudes towards visitors and tourism (Pizam, 1978; Tyrrell & Spaulding, 1984; Williams & Lawson, 2001), other studies found that more negative attitudes were held by those living further away from hubs of tourism activity (Belisle & Hoy, 1980; Faulkner & Tideswell, 1997; Sheldon & Var, 1984).

According to the intergroup contact theory (Allport, 1979), both increased quality and quantity/frequency of contact between groups can positively influence intergroup relations. Pettigrew and Tropp (2006) reviewed 500 studies on the topic and found that this theory is mostly supported by the research evidence. Most tourist-host contact studies, however, have been conducted from the visitors' point of view analysing how these interactions affect visitors' well-being and trip satisfaction. Ward and Berno (2011) conducted one of the few studies that included the tourist-host contact variable in their investigation of determinants of residents' positive attitudes towards tourism. They found that more frequent and satisfying contact was associated with more positive attitudes towards visitors and their contribution to community well-being.

Another dimension of resident perceptions of tourism impacts that is rarely examined is the type of visitors in a destination. Surveys of residents' attitudes mostly approach tourists as a uniform category and assess residents' perceptions and attitudes towards tourists overall. Empirical studies by

Haukeland (1984), Moscardo, Konovalov, et al. (2013), Nyaupane et al. (2006), Slee et al. (1997), Stoeckl et al. (2006), and Tsartas (1992) have demonstrated that different types of visitors and styles of tourism development can result in significantly different consequences for communities, with some types of visitors benefiting certain communities more than others.

Thus, it is argued that the role of contact between residents and visitors in forming residents' attitudes towards tourism development needs to be investigated further. Moreover, further investigation is required into residents' attitudes towards different types of visitors. The analysis reported on in this part of the thesis focused on investigating relationships between resident contact with visitors, evaluation of tourism impacts, and preferences for growth in visitor numbers by different types of visitors. It is proposed that these variables might be potential mediators between the scale of tourism development and its social impacts on the destination.

### **Resident-visitor contact**

Pizam (1978) conducted one of the early studies investigating residents' attitudes towards tourism development. This research looked at a range of predictors of residents' attitudes including contact with visitors, which was approximated by residence within the largest concentration of touristic activities. It was found that those living within a tourism hub had more negative attitudes towards tourism. Conversely, in another early study investigating residents' perceptions of tourism impacts by Belisle and Hoy (1980), it was found that the further away respondents lived from the tourist zone, the more negatively they perceived tourism impacts. Since the 1980s a number of studies have been conducted on the topic, however the findings still remain contradictory – in some cases increased distance from tourism development was found to be associated with more positive attitudes towards tourism while in the others it was the opposite (see Table 11). A recent review of research on resident attitudes notes that this contradiction could be a consequence of differences in stages of tourism development between study locations, or could relate to the social life of residents (Almeida-García et al., 2015). It is also possible that where residents live is a poor measure of the amount and type of contact with visitors or the degree of exposure to tourism impacts.

**Table 11.** Resident-visitor contact studies

More positive attitudes held by	
Residents who live further away tourism hubs	Residents who live close/within to tourism hubs
Pizam (1978)	Belisle and Hoy (1980)
Tyrrell and Spaulding (1984)	Sheldon and Var (1984)
Korça (1998)	Khoshkam, Marzuki, and Al-Mulali (2016)
J. Williams and Lawson (2001)	Faulkner and Tideswell (1997)
Harrill and Potts (2003)	Haley, Snaith, and Miller (2005)
Jurowski and Gursoy (2004)	Látková and Vogt (2012)

As noted earlier, interactions between visitors and destination residents, or ‘tourist-host contact’, has mostly being studied from the visitors’ perspective, focusing on understanding changes in visitors’ attitudes and satisfaction that result from those interactions (Pizam, Uriely, & Reichel, 2000; Yu & Lee, 2014). This research has generally used intergroup contact theory (Allport, 1979), with most empirical research findings suggesting that both increased quality and quantity/frequency of contact can positively influence intergroup relations (Pettigrew & Tropp, 2006; Pettigrew, Tropp, Wagner, & Christ, 2011). Indeed, coupled with educational initiatives, tourism has the potential to reduce cultural ambiguity and overcome stereotypes of visitors towards the local population (D'Amore, 1988; Higgins-Desbiolles, 2006; Jafari, 1989; Kirillova, Lehto, & Cai, 2015). A recent study by Durko and Petrick (2015) applied intergroup dialogue between American and Afghan students, and found that quality contact and interaction between the two groups increased understanding of a foreign culture and its people and decreased apprehension of the American students about traveling to an unknown country. It is important to note, however, that in tourism settings there are many moderating variables and, as found by Sirakaya-Turk, Nyaupane, and Uysal (2014), certain experiences can increase the prejudicial attitudes of visitors towards local residents.

A small number of tourism impact studies examined visitor-resident interactions from the residents’ point of view. Most of these studies focus on residents’ perceptions and attitudes towards visitors in general, or towards a single specific type of visitor. Ward and Berno (2011) measured the frequency and quality of tourist-host contact and found that more frequent and satisfying contact was associated with more positive resident attitudes towards visitors and their contribution towards

community well-being. In a recent study, Luo, Brown, and Huang (2015) examined these questions in relation to backpackers and found that, compared to quantity, quality of contact was more influential in forming positive residents' perceptions of backpackers. Woosnam (2010) examined the role of resident-tourist relationships in forming residents' emotional solidarity with tourists and found that residents' interactions with visitors, along with shared behaviour and shared beliefs, were a significant predictor of an individual's degree of emotional solidarity.

As different type of visitors have been associated with different impacts on a destination community (Moscardo, Konovalov, et al., 2013; Stoeckl et al., 2006), further research is needed on residents' perceptions and attitudes towards different types of visitors, their evaluations of tourism impacts by different types of visitors, and how those are linked to/influenced by contact between residents and those visitors.

## **Visitor Types**

Visitors vary significantly in their characteristics, and can be separated into groups based on certain key characteristics (Cohen, 1972, 1979; Uriely et al., 2002). Previous research has suggested that (1) residents identify types of visitors, (2) residents associate different types of visitors with different impacts on community well-being, and (3) residents' perceptions and attitudes towards different types of visitors vary, with some perceived more positively than others (Moscardo, Konovalov, et al., 2013; Stoeckl et al., 2006). Gursoy et al. (2010) investigated residents' attitudes towards mass and alternative tourism. Mass tourism was defined as "facilities and attractions designed to host large number of tourists" with "minimal opportunities for contact and understanding between the hosts and the tourists", while alternative tourism was defined as "development that is less commercialized and consistent with the natural, social, and community values of a host community" and tends "to provide opportunities for relationships between locals and tourists" (Gursoy et al., 2010, p. 381). It was found that some differences existed in residents support for the two different styles of tourism development. Moscardo, Konovalov, et al. (2013), in their investigation of tourism impacts on community wellbeing in northern Australia, found that residents identified six distinct tourist types:

1. Archetypal Tourists – short term visitors to the region for leisure purposes;
2. Grey Nomads/Snowbirds – older people traveling in a recreational vehicle for extensive lengths of time;
3. Backpackers – younger visitors, mostly using budget accommodation and staying at destinations for prolonged amount of time;
4. Seasonal/Temporary Workers – those who visit the region solely for temporary jobs;
5. Green Nomads – travellers that worked as unpaid volunteers while visiting a community; and
6. Amenity Migrants – visitors that decided to relocate to community permanently after their visit(s).

The Archetypal Tourists represent visitors that are associated with Gursoy's mass tourism, and the other five types of visitors can be viewed as different types of Gursoy's alternative tourism. In their qualitative study, Moscardo, Konovalov, et al. (2013) found that residents' perceptions of tourism impacts varied for these different types of visitors, and residents' contact with these types of visitors varied based on different patterns of mobility of the visitors within destination regions.

## **Research Questions**

To address the identified research gaps, this analysis aimed to assess the quantity (frequency) and quality (type) of resident contact with different visitor types, and identify whether contact with visitors is linked to residents' evaluation of impacts on community well-being and their support for further tourism development.

Specifically the study investigated the following questions:

1. How frequent and how involved is contact between residents and different types of visitors?
2. Are certain types of visitors perceived by residents as contributing more positively to community well-being than others?
3. What are the differences in contact and perceptions of tourism between residents that benefit from tourism and residents that do not?

4. Are there relationships between residents' contact with visitors, impact evaluation and support for further tourism growth?
5. Are these relationships different for different visitor types?

It is important to point out here that the study assessed type and frequency of actual contact between residents and different types of visitors, as well as residents' evaluation of impacts on community well-being and preferences for future increase in visitor numbers by those visitor types. This is a unique and original contribution of this research as traditionally in tourism impact studies residents' proximity to tourism hubs is used as a proxy for the actual contact with visitors, and all visitors are approached as a uniform category with survey instruments asking residents to state their opinions about visitors overall.

## **Results**

### *Differences between locations*

Analysis of descriptive statistics provided a good understanding of the existing differences and similarities between the three regions, both in terms of contact with and perceptions of different types of visitors. A series of one-way between groups ANOVA and Bonferroni Post Hoc tests were employed to determine statistically significant differences between the study regions.

The results of the analysis of measures of frequency and type of visitor contact by type of visitor are summarised in Table 12. Only some of the observed differences between regions in terms of frequency and type of visitor contact were statistically significant. Compared to the other two regions, Atherton Tablelands respondents reported the lowest frequency of all types of contact with all types of visitors. Airlie Beach respondents reported noticing General Holiday Makers and Backpackers more frequently, as well as having more involved contact, i.e. having a chat with Seasonal/Temporary workers and Visitors on Organised Tours. Compared to the other two regions, Bowen respondents reported more frequent participation in an activity with Grey Nomads and Seasonal/Temporary Workers, thus having very involved contact with these types of visitors.

**Table 12.** Respondents' Resident-Visitor contact frequencies by visitor type<sup>a</sup>

Visitor Type	Contact	AB		B		AT		ANOVA		Bonferroni Post Hoc
		<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>		
General	Noticed	4.79	1.14	4.44	1.24	4.44	1.38	$F(2, 426) = 3.51$	$p = .031^*$	AB > AT
Holiday	Chat	3.54	1.47	3.41	1.58	3.27	1.55	$F(2, 420) = 1.17$	$p = .310$	-
Makers	Activity	1.52	1.05	1.59	1.17	1.43	0.96	$F(2, 403) = 0.80$	$p = .448$	-
Grey	Noticed	4.36	1.19	4.52	1.20	4.22	1.49	$F(2, 404) = 1.81$	$p = .164$	-
Nomads	Chat	3.16	1.47	3.30	1.68	3.07	1.61	$F(2, 396) = .740$	$p = .478$	-
	Activity	1.44	0.99	1.61	1.26	1.24	0.67	$F(2, 380) = 5.25$	$p = .006^{**}$	B > AT
Backpackers	Noticed	4.94	1.12	4.75	1.22	4.21	1.57	$F(2, 386) = 11.19$	$p = .000^{***}$	AB & B > AT
	Chat	3.24	1.56	2.94	1.73	2.82	1.67	$F(2, 381) = 2.23$	$p = .109$	-
	Activity	1.38	0.84	1.35	0.95	1.35	0.93	$F(2, 369) = 0.05$	$p = .949$	-
Seasonal/	Noticed	3.92	1.64	4.71	1.22	3.62	1.77	$F(2, 290) = 14.59$	$p = .000^{***}$	B > AB & AT
Temporary	Chat	3.00	1.68	2.84	1.70	2.35	1.48	$F(2, 286) = 4.36$	$p = .014^*$	AB > AT
Workers	Activity	1.32	0.78	1.47	1.17	1.17	0.49	$F(2, 276) = 3.41$	$p = .034^*$	B > AT
Visitors on	Noticed	3.88	1.27	3.05	1.47	3.14	1.66	$F(2, 217) = 6.23$	$p = .002^{**}$	AB > AT
Organised	Chat	2.68	1.55	2.56	1.76	2.08	1.40	$F(2, 217) = 4.11$	$p = .018^*$	AB > AT
Tours	Activity	1.24	0.84	1.37	0.83	1.19	0.67	$F(2, 212) = 0.49$	$p = .610$	-

a. Frequency of contact measured on 6 point scale: 1 – Never, 2 – Less than once a month, 3 – Once a month, 4 – 2-3 times a month, 5 – At least once a week, 6 – Daily

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

The results of the analysis of evaluation of impact measures by visitor type are summarised in Table 13. Despite some differences in type and frequency of contact with different types of visitors, evaluation of impacts by those visitors was mostly consistent across the three regions. In only two cases were the differences statistically significant: impacts by General Holiday Makers were perceived more positively in Airlie Beach compared to the Atherton Tablelands, and, conversely, impacts by Seasonal/Temporary Workers were perceived more positively in the Atherton Tablelands compared to Airlie Beach. This can possibly be explained by the economic reliance of the Airlie Beach residents on General Holiday Makers and reliance of residents of the Atherton Tablelands on Seasonal/Temporary Workers in agriculture for their livelihoods.

**Table 13.** Respondents' impact evaluation by visitor type<sup>a</sup>

Visitor Type	AB		B		AT		ANOVA		Bonferroni Post Hoc
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>		
General Holiday Makers	4.36	.63	4.20	.60	4.14	.64	$F(2, 462) = 4.93$	$p = .008^{**}$	AB > AT
Grey Nomads	4.23	.62	4.13	.74	4.10	.73	$F(2, 455) = 1.45$	$p = .235$	-
Backpackers	3.84	.99	3.89	.84	3.93	.78	$F(2, 448) = 0.49$	$p = .615$	-
Seasonal/ Temp. Workers	3.40	.98	3.69	1.10	3.77	.92	$F(2, 428) = 5.28$	$p = .005^{**}$	AT > AB
Visitors on Organised Tours	4.24	.69	4.12	.69	4.07	.70	$F(2, 403) = 2.17$	$p = .115$	-

a. Measured on 5 point scale ranging from 1 – Very negatively to 5 – Very positively

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

The results of the analysis of preferences for future changes in visitor numbers by type of visitor are summarised in Table 14. There were some statistically significant differences across the communities. Bowen respondents indicated a stronger preference for an increase in visitor numbers

overall, and specifically on average more respondents here wanted to see an increase in numbers of General Holiday Makers and Visitors on Organised Tours.

**Table 14.** Respondents' preferences for future change in visitor numbers by visitor type<sup>a</sup>

Visitor Type	AB		B		AT		ANOVA		Bonferroni Post Hoc
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>		
General Holiday Makers	2.90	.30	2.91	.28	2.82	.42	$F(2, 469) = 3.70, p = .025^*$		B > AT
Grey Nomads	2.68	.53	2.63	.56	2.58	.57	$F(2, 469) = 1.28, p = .278$		-
Backpackers	2.48	.61	2.53	.60	2.49	.59	$F(2, 458) = 0.21, p = .811$		-
Seasonal/ Temp. Workers	2.06	.69	2.25	.70	2.23	.72	$F(2, 443) = 2.81, p = .061$		-
Visitors on Organised Tours	2.80	.42	2.84	.46	2.70	.51	$F(2, 452) = 4.21, p = .015^*$		B > AT
Visitors Overall <sup>b</sup>	5.91	1.10	5.97	1.08	5.62	1.18	$F(2, 455) = 4.69, p = .010^{**}$		B > AT

a. Preferences for future change in numbers of specific type of visitors was measured on 3 point scale: 1 – Fewer, 2 – About the same, 3 – More

b. Preferences for future change in overall visitor numbers was measured on 7 point scale ranging from 1 – Big decrease (50% or greater) to 7 – Big increase (50% or greater)

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

#### *'Benefit' and 'No benefit' comparisons*

The overall sample data across locations was then split into two categories – those respondents who stated that they work in tourism or an industry which benefits from tourism and all other respondents. Differences between the two groups with respect to contact, impact evaluations, and preferences in future change in numbers of visitors by visitor types were then analysed (see Table 15 and Table 16). Consistent with previous research, the results have shown that, compared to respondents that did not benefit from tourism, respondents that receive personal economic benefit from the tourism industry had overall slightly higher contact with visitors, evaluated impacts of visitors slightly more positively and had preferences for a slightly greater increase in visitor numbers. The size of the effect was measured by Cohen's *d* (Cohen, 1992), which ranged from small to medium in all instances, with no large effect observed in any of the cases.

**Table 15.** Comparisons of results on contact with visitors between respondents with personal economic benefit and respondents without the benefit<sup>a, b</sup>

Visitor Type	Contact	Benefit			No Benefit			Diff.	t-test	Cohen's d
		N	M	SD	N	M	SD			
General	Noticed	135	4.82	1.251	294	4.42	1.274	.404	$t = 3.066^{**}$	0.317 (small effect)
Holiday	Chat	136	3.95	1.634	287	3.13	1.419	.820	$t = 5.278^{***}$	.536 (medium effect)
Makers	Activity	129	1.48	1.032	277	1.51	1.055	-.32	$t = .287$	-
Grey	Noticed	128	4.75	1.115	279	4.16	1.389	.585	$t = 4.537^{***}$	0.468 (medium effect)
Nomads	Chat	128	3.77	1.609	271	2.87	1.510	.891	$t = 5.386^{***}$	0.577 (medium effect)
	Activity	120	1.48	1.045	263	1.37	.943	.115	$t = 1.065$	-
Backpackers	Noticed	127	4.79	1.301	262	4.50	1.405	.291	$t = 1.963^{*}$	0.214 (small effect)
	Chat	124	3.60	1.762	260	2.69	1.524	.908	$t = 4.928^{***}$	0.552 (medium effect)
	Activity	118	1.32	.794	254	1.38	.961	-.056	$t = .551$	-
Seasonal/	Noticed	97	4.22	1.678	196	4.02	1.604	.196	$t = .970$	-
Temporary	Chat	97	3.18	1.791	192	2.40	1.465	.774	$t = 3.680^{***}$	0.477 (medium effect)
Workers	Activity	92	1.37	.980	187	1.28	.796	.086	$t = .786$	-
Visitors on	Noticed	76	3.49	1.645	144	3.34	1.511	.147	$t = .663$	-
Organised	Chat	78	2.78	1.680	142	2.07	1.340	.712	$t = 3.220^{**}$	0.467 (medium effect)
Tours	Activity	74	1.19	.612	141	1.24	.810	-.052	$t = .484$	-

a. The respondents were assigned to 'Benefit' category if they stated that they worked in tourism or an industry which benefits from tourism, all other respondents were assigned to 'No benefit' category

b. Frequency of contact measured on 6 point scale: 1 – Never, 2 – Less than once a month, 3 – Once a month, 4 – 2-3 times a month, 5 – At least once a week, 6 – Daily

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

**Table 16.** Comparisons of results on impact evaluations and preferences for future visitors' numbers change between respondents with personal economic benefit and respondents without the benefit<sup>a</sup>

	Benefit			No Benefit			Diff.	<i>t</i> -test	Cohen's d
	<i>N</i>	<i>M</i>	<i>SD</i>	<i>N</i>	<i>M</i>	<i>SD</i>			
<i>Impact evaluations<sup>b</sup></i>									
General Holiday Makers	144	4.38	.668	321	4.15	.604	.225	$t = 3.465^{***}$	0.291 (small effect)
Grey Nomads	141	4.26	.750	317	4.09	.681	.164	$t = 2.219^{*}$	0.203 (small effect)
Backpackers	142	4.04	.815	309	3.83	.876	.217	$t = 2.496^{*}$	0.227 (small effect)
Seasonal/ Temp. Workers	137	3.72	.985	294	3.60	1.009	.113	$t = 1.093$	-
Visitors on Organised Tours	129	4.20	.700	277	4.10	.691	.097	$t = 1.309$	-
<i>+/- Preferences<sup>c</sup></i>									
General Holiday Makers	145	2.93	0.280	327	2.84	.383	.090	$t = 2.863^{**}$	.0152 (small effect)
Grey Nomads	144	2.64	.550	328	2.62	.557	.020	$t = .360$	-
Backpackers	141	2.61	.531	320	2.45	.616	.160	$t = 2.831^{**}$	0.207 (small effect)
Seasonal/ Temp. Workers	140	2.22	.720	306	2.17	.701	.048	$t = .668$	-
Visitors on Organised Tours	140	2.83	.432	315	2.74	.494	.089	$t = 1.937$	-
Visitors Overall <sup>d</sup>	143	6.09	1.027	315	5.67	1.167	.421	$t = 3.892^{***}$	.396 (medium effect)

a. The respondents were assigned to 'Benefit' category if they stated that they worked in tourism or an industry which benefits from tourism, all other respondents were assigned to 'No benefit' category

b. Measured on 5 point scale ranging from 1 – Very negatively to 5 – Very positively

c. Preferences for future change in numbers of specific type of visitors was measured on 3 point scale: 1 – Fewer, 2 – About the same, 3 – More

d. Preferences for future change in overall visitor numbers was measured on 7 point scale ranging from 1 – Big decrease (50% or greater) to 7 – Big increase (50% or greater)

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

## *Regression*

Relationships between the above descriptive measures, i.e. residents' actual contact with visitors, evaluation of impacts, and preferences for future change in visitor numbers were further analysed by means of regression analysis. For this analysis, data was used from the whole sample (across the three communities).

First, relationships between type and frequency of contact with visitors (as independent variables) and positive/negative evaluation of impact by those visitors on community well-being (as a dependent variable) were assessed (see Model 1 in Table 17). The adjusted  $R^2$  of the model for all visitor type was quite small (5% and less), however the results still provided some useful information. It was found that 'having a chat' was a significant predictor of impact evaluation for all visitor types, except for Visitors on Organised Tours. In other words, those respondents that chatted with visitors more frequently tended to evaluate impacts by those visitors on their community well-being more positively.

Next, relationships between evaluations of impacts (as an independent variable) and preferences for change in visitor numbers (as a dependent variable) were assessed in a similar way through simple linear regression (see Model 2 in Table 17). The results suggest that the respondents that evaluated impacts by certain visitor types more positively also wanted to see a greater increase in those visitors in their community in the future. Specifically, these relationships were somewhat weaker for general holiday makers, visitors on organised tours and grey nomads; and stronger for backpackers and seasonal/temporary workers. This can be interpreted as the latter two types of visitors having a more polarizing effect on residents, compared to other visitor types, with some respondents perceiving them as having a very positive impact on their community and indicating a preference for a future increase in these visitors, while other respondents perceived them as having a negative impact and preferred a future decrease in these visitors.

Overall, the regression analysis demonstrated that contact with certain types of visitors (that can be as simple as having a chat) tends to contribute to a more positive evaluation of the impact caused by those visitors, which in turn contributes to residents wanting to see growth in numbers of these visitors in the future. However, the resulting predictive power ( $R^2$ ) of these models was low, suggesting that there are other influences on the respondents' evaluation of impacts and support for tourism development.

**Table 17.** Regression Analysis

<b>Model 1</b>	<b>Independent Variables: Visitor Contact (noticed, chat, activity)</b>	<b>Dependent Variable: Impact Evaluation</b>
General Holiday Makers Significant predictors: noticed and had a chat		$F(2, 373) = 11.102, p = .000,$ adjusted $R^2 = .051$
Grey Nomads Significant predictors: had a chat		$F(1, 350) = 6.630, p = .010,$ adjusted $R^2 = .016$
Backpackers Significant predictors: had a chat		$F(2, 341) = 14.425, p = .000,$ adjusted $R^2 = .038$
Seasonal/ temporary Workers Significant predictors: noticed and had a chat		$F(2, 247) = 6.874, p = .001,$ adjusted $R^2 = .045$
Visitors on Organised Tours None of three types of contact were significant predictors		-
<b>Model 2</b>	<b>Independent Variable: Impact Evaluation</b>	<b>Dependent Variable: Visitor Number Preferences</b>
General Holiday Makers		$F(1, 447) = 48.202, p = .000,$ adjusted $R^2 = .095$
Grey Nomads		$F(1, 443) = 98.444, p = .000,$ adjusted $R^2 = .180$
Backpackers		$F(1, 432) = 190.521, p = .000,$ adjusted $R^2 = .304$
Seasonal/ temporary Workers		$F(1, 407) = 231.842, p = .000,$ adjusted $R^2 = .361$
Visitors on Organised Tours		$F(1, 388) = 65.166, p = .000,$ adjusted $R^2 = .142$

## Discussion and Conclusions

The analysis reported on in this part of the thesis examined resident contact with different visitor types, and its link to their evaluation of impacts by those visitors on community well-being and their

preferences for further increase in numbers of these visitors. This investigation was guided by five specific research questions stated above and the results allow the following conclusions:

1. The three regions exhibited some differences in resident-visitor contact. Consistent with tourism profiles constructed from secondary data analysis (as described in Chapter 2), respondents from the Atherton Tablelands had less frequent and involved contact with visitors compared to Airlie Beach, with the level of contact of Bowen respondents falling in between. The respondents in all three regions reported more frequent and involved contact with General Holiday Makers, Grey Nomads and Backpackers, and the least contact with Visitors on Organised Tours. Contact with Seasonal/Temporary Workers was also not as frequent in two of the three regions, with the exception of Bowen, the most industrial region of the three.
2. It was found that, despite some differences existing between the three communities in amount and intensity of contact with different visitor types, resident evaluations of different visitor types were quite consistent across communities, with Backpackers and Seasonal/Temporary Workers perceived as having an overall positive impact on community well-being, but somewhat less positive compared to the other visitors types (General Holiday Makers, Grey Nomads and Visitors on Organised Tours).
3. Consistent with previous research (Andereck et al., 2005), it was found that respondents gaining personal economic benefit from tourism had somewhat more frequent contact with all visitor types, perceived visitors more positively and had preferences for larger increases in visitor numbers in the future. The size of the effect was also investigated and it was found that even though most of the differences were statistically significant, the size effect ranged from small to medium. In other words, the research findings demonstrated that having personal economic benefit from the tourism industry was associated with slightly more positive perceptions of tourism.
4. Regression analyses found that there are relationships between residents' contact with visitors and their impact evaluation and support for further tourism growth. Overall, data analysis suggests that more contact with visitors tends to contribute to a more positive evaluation of

impact caused by those visitors, which in turn contributes to residents wanting to see growth in numbers of these visitors in the future.

- a. Regression analysis revealed that having a chat with visitors was a significant predictor for impact evaluation. In other words, respondents in the three communities that had more frequent chats with any visitor types tended to evaluate impacts on community well-being by those visitors more positively. This somewhat contradicts some previous tourism impact research that residents that live closer to tourism attractions and/or have more contact with visitors tend to see visitors more negatively compared to residents that live further away (Harrill & Potts, 2003; Korça, 1998; Pizam, 1978; Tyrrell & Spaulding, 1984), however is consistent with findings of a more recent study by Látková and Vogt (2012). A possible explanation for this contradiction is that not only frequency of contact, but also type of contact affects the way residents evaluate tourism impacts. The importance of ‘quality’ of contact is supported by findings of some recent research (Luo et al., 2015; Ward & Berno, 2011). Having a chat is a more involved contact than just noticing visitors on the street and as such perhaps contributes to more meaningful and satisfying interactions between visitors and residents and overall more holistic understanding of how visitors affect community well-being. However, the measured contact only explained a small percentage of variance in impact evaluation. This suggests that those evaluations are largely shaped by other factors, possibly by stories in the media to which residents are exposed or their personal values and beliefs.
  - b. Regression analysis findings indicated that the respondents that evaluate a contribution of specific visitor type to their community as being positive tend to prefer higher growth in those visitors in the future. This relationship was consistent for all visitor types, and  $R^2$  ranged from .095 (for General Holiday Makers) to .361 (for Seasonal/Temporary Workers).
5. The regressions analysis demonstrated that there were some differences between the different visitor types. Compared to other types of visitors, evaluation of impacts more strongly

influenced preferences for a change in visitor numbers for Seasonal/Temporary Workers and Backpackers. This possibly indicates that these two types of visitors have more polarising evaluations by respondents. In other words, there were some respondents that had a lot of contact with those visitors and wanted a big increase in their numbers in the future, while on the other hand there were respondents that had little contact and wanted no change or decrease of numbers of those visitors in the future.

### *Implications and Future Research*

The analysis described in this section has found that type and frequency of residents' actual contact with visitors affect their evaluations and support for tourism. Notably, more involved contact, such as having a chat with visitors was found to be a significant predictor. This suggests that tourism and government officials concerned with tourism development need to consider facilitating more involved interactions between residents and visitors. This could be done through guided activities during events and festivals as well as regular weekend activities in the areas that are known to attract both residents and visitors. Additionally, involvement of visitors in local clubs and societies can facilitate more involved resident-visitor contact and through that more holistic evaluations about visitor impact by locals. Evaluation of projects of such a nature presents an interesting research opportunity and can provide further insights into the formation of residents' support for tourism development.

However, a large proportion of variance in the impact evaluation remained unexplained by the contact variable, suggesting that there are other significant predictors. Previous research suggested that media images and stories about a destination play important role in forming long-lasting impressions (Tasci & Gartner, 2007). Weaver and Lawton (2013) also found a link between negative mass media about a tourism event and negative attitudes towards that event held by some of the respondents. Further qualitative research into residents' attitudes towards specific types of visitors, and how they are formed, has potential to enrich and inform specific tourism management strategies.

### *Limitation of Findings*

The present study was cross-sectional in design with data collected at specific point in time. A longitudinal approach, which despite its potential currently is only rarely adopted by residents' attitudes studies (Sharpley, 2014), holds further potential to explore the topic of resident contact with different type of visitors and its role in actual and/or perceived tourism impacts. Conducting repeat studies at the three communities in five year intervals can facilitate the monitoring of changes taking places in the communities over time and guide developing of strategies for effective planning and management of tourism.

### **Overall Chapter 3 conclusions**

Chapter 3 was focused on investigating the following thesis question ‘Can we identify links between tourism and social aspects of community well-being?’ Complementary analysis of primary and secondary data was employed for this purpose. The results demonstrate that links between tourism and social aspects of community well-being are complex. Some of the observed links at the study locations aligned with those suggested by previous research, while others did not follow the expected pattern (as discussed in detail in conclusions to Section 3.1). Similarly in some cases there was consistency between objective and subjective measures, while in others these different types of measures did not align. These are very important findings that demonstrate that some of the patterns of interaction between tourism and community well-being assumed by previous tourism impact research may not in fact be correct. Additionally, the way resident perceptions of tourism impacts reflect the actual impacts needs to be investigated further as advocated by Northcote and Macbeth (2005).

The role of resident contact with visitors in residents’ support for tourism development was also investigated for different types of visitors. It was found that residents tend to evaluate certain types of visitors less positively than others, and there are some relationships between contact with certain types of visitors, evaluation of impacts of those types of visitors and preferences for future presence of those visitors in a community, as well as visitors overall. These findings highlighted that further research is required into resident contact with visitors overall as advocated by Sharpley (2014), as well as resident contact with different types of visitors, and how resident-visitor contact is linked to resident perceptions/attitudes and resident support for tourism development.

## CHAPTER 4

# Developing Tourism Strategies to enhance Social Aspects of Destination Communities' Well-being

### Thesis structure

#### [Chapter 1 Community Well-being: Uses and Abuses in Tourism](#)

Literature review focused on defining community well-being and linking community well-being to tourism impacts  
Development of the theoretically-based approach for research of tourism impacts

#### [Chapter 2 How to Measure Tourism at Local Destinations: Developing a Systematic Framework for analysing Tourism Impacts](#)

Literature review focused on features of tourism contributing to tourism impacts; development of tourism measures framework  
First study – secondary data analysis to develop tourism profiles for study communities

#### [Chapter 3 An Exploration of Links between Levels of Tourism Development and Impacts on the Social Facet of Community Well-being](#)

Literature review focused on social impacts of tourism and its links to style and scale of tourism; development of theoretical framework of the social facet of community well-being  
Second study – survey of study communities' residents on social aspects of community well-being and perceptions of tourism

#### [Chapter 4 Developing Tourism Strategies to enhance Social Aspects of Destination Communities' Well-being](#)

Literature review focused on sustainable tourism development and participative community engagement approach; development of a practical process of informed community-centred participative tourism planning process  
Third study – workshops with community stakeholders to develop alternative tourism futures

#### [Chapter 5 Improving Well-being of Regional Tropical Communities: Opportunities offered by Tourism](#)

Conclusions and recommendations

**Abstract:** Despite acknowledgment of the importance of community involvement in tourism planning, empirical research publications with specific examples are still lacking. This chapter describes an application of a community-centered participative approach to generating tourism development strategies aimed at improving social aspects of community well-being in the three study communities. A two hour workshop was conducted with stakeholders in each community, and Futures wheel and backcasting technique was employed to link desired improvements in community well-being with opportunities offered by tourism. The local knowledge and expertise of community stakeholders participating in the workshops were supplemented with the presentation of the results of the previous studies (secondary data analysis and survey of local residents described in Chapters 2 and 3) to provide information on tourism and the social aspects of community well-being in those communities. This approach facilitated the generation of alternative tourism strategies that addressed specific issues in study communities. Implications of the findings for tourism planning and management and future research directions are discussed.

## Introduction

Tourism, by nature, draws on a destination community's resources and directly affects the lives of local residents. For this reason researchers have long advocated considering tourism as a "community industry" and destination residents as major stakeholders (Haywood, 1988; Murphy, 1985). Ideally, tourism industry stakeholders and the destination community stakeholders should form a mutually beneficial partnership that, on the one hand, ensures success of tourism businesses by attracting visitors with a viable tourism product and, on the other hand, positively contributes to the well-being of destination community. Even though the idea sounds simple, its implementation is, however, far from straightforward (Dredge, 2010; Jamal & Getz, 1999; Reed, 1997). Along with positive and desired changes to destination community well-being, such as increased economic prosperity and job opportunities, tourism can bring negative consequences, including increased crime rates, environmental damage, cultural commercialisation, and increased prices beyond the purchasing power of local residents (King, Pizam, & Milman, 1993; Tosun, 2002). In some cases these undesired tourism impacts lead to social conflict within a destination community and/or between a destination community and outside groups (Yang, Ryan, & Zhang, 2013).

Research suggests that involvement of local residents in tourism planning can help to eliminate potential conflict (Davis, Allen, & Cosenza, 1988; Keogh, 1990; Moyle, Glen Croy, & Weiler, 2010), contribute to residents' support and positive attitudes towards tourism (Simmons, 1994), and, most importantly, is necessary to develop tourism in a sustainable manner (Bramwell, 2010; Byrd, 2007; Choi & Sirakaya, 2006). Resident involvement should aim to promote discussion/negotiation about alternative tourism futures in a community and focus on forming mutually acceptable policy proposals (Hall, 2008). Strategies of tourism development suggested by locals are more likely to envision that development in a way that is harmonious with local values, traditions and culture (Timothy, 2002).

Despite acknowledgment of the importance of community involvement in tourism planning, empirical research with specific examples are still lacking (Idziak, Majewski, & Zmysłony, 2015;

Moscardo, 2011; Phillips & Roberts, 2013). A commonly adopted way of involving the local population in tourism development decisions is engaging community stakeholders in some form of consultation (Sautter & Leisen, 1999; Simpson, 2001). In this form of community involvement stakeholders are asked to comment on the appropriateness of a specific tourism development proposal selected by institutional planners, rather than participate in tourism planning through generation of potential tourism development strategies.

Another method of community involvement is participative tourism planning when locals are involved in the shaping of future tourism development in their community. Participative tourism planning consists of including local residents in the formation of goals and desired outcomes of tourism development through (1) participation in decision making, (2) ensuring that locals reap the rewards of tourism development in their community, and (3) educating locals about tourism (Timothy, 1999). Bramwell (2010) notes that participative tourism planning ensures a more inclusive outcome as perspectives of local residents provide a counter-balance to business interests. In other words, participative tourism planning ensures that tourism development is more likely to contribute to improvements in destination community well-being.

Community well-being is commonly conceptualised as consisting of three principal components: economic, environmental and social. Traditionally, tourism planning discussions are centred around the economic benefits of tourism, however more recently environmental and social aspects are also considered, reflecting sustainable tourism development principles (Phillips & Roberts, 2013). Compared to economic and environmental impacts and benefits of tourism, social aspects are less noticeable, as well as more difficult to measure and report on. However, in the last decade a number of tourism research publications have examined the way in which tourism influences social aspects of community well-being (for a review see Deery et al., 2012). The vast majority of that research consists of case studies assessing local residents' perceptions of social impacts of tourism in their area. Research that explicitly seeks to directly link tourism to improvements in social and other non-financial community capital have not yet been paid much attention in tourism planning research.

This chapter reports on an example of the involvement of community stakeholders in the generation of tourism development strategies. The alternative, more participative process, reported on here, is principally different to traditional consultation meetings with community stakeholders that are commonly undertaken by tourism planners and involve discussions about specific approved or proposed project. The described process involved prior analysis of available secondary data on tourism and community well-being as well as collection and analysis of primary data on the topic through a survey of residents (described in Chapters 2 and 3). The information gathered was used to inform discussions with community stakeholders and brainstorming about the best ways to develop tourism to address specific issues/needs of their community. The overall aim of this process was to identify ways in which sustainable tourism development could contribute to social aspects of the well-being of destination communities.

### **Sustainable tourism development and participative community engagement approach**

The idea of tourism as a community development tool implies that tourism has the potential to improve the well-being of destination communities, and is frequently stated as one of the main principles of sustainable tourism development (Buckley, 2012). While there is significant academic debate about the definition of sustainable tourism development, there is relative consensus that it should include (1) the need to address negative impacts of tourism; (2) the pursuit of balance between preservation of the natural environment, social justice and financial viability; and (3) the inclusion of citizens/residents/stakeholders in all aspects of policy and planning (Moscardo, Konovalov, et al., 2013; Phillips & Roberts, 2013; Torres-Delgado & López Palomeque, 2012).

In the critical analysis of research on the topic, Moscardo and Murphy (2014) argue that it is more appropriate to approach tourism as a tool for sustainability and a means for improving community well-being. The authors argue that this alternative approach does not assume that tourism development is inherently beneficial for destination communities, rather it seeks to evaluate tourism and its impacts along with other community development options. Furthering this argument, Moscardo and Murphy (2016) describe a destination community well-being approach to sustainable

tourism development, planning and marketing. This approach puts ‘what destination communities want’ at the heart of the tourism planning process, and views tourism as a resource for improvements in destination community well-being, unlike the traditional tourism planning process where needs of tourism businesses and visitors are given a priority and destination communities are used as means to fulfill those needs (Moscardo, 2011).

A key factor in using tourism as a tool for community development is effective citizen participation in tourism planning and governance (Bramwell & Lane, 2011; Moscardo, 2011). Successful public participation ensures that participants’ voices are heard and taken into account. Tuler and Webler (1999) summarised the key requirements for successful public participation; (1) access to the process for all parties affected by the process and/or its outcomes, (2) ability and power of participants to influence the process of decision making and decisions made, (3) availability of relevant information to the participants of the process, (4) constructive interactions, (5) effective facilitation, (6) adequate and objective analysis of data generated, and (7) provision for future processes. The authors argued that a community engagement process guided by these requirements will facilitate the participation of community stakeholders in the decision-making process in the true meaning of the term and prevent occurrences of tokenistic community stakeholders’ engagement.

The idea of community involvement in tourism planning and management was first highlighted in the academic literature in the 1980s in publications by Murphy (1983, 1985, 1988). Haywood (1988, p. 106) defined community participation in tourism planning as “a process of involving all relevant and interested parties (local government officials, local citizens, architects, developers, business people, and planners) in such a way that decision making is shared” and notes that this ideal partnership in practice may prove to be quite elusive. Indeed, Dredge and Jamal (2015), in their review of tourism planning research, note that since the 1990s research has primarily focused on the operationalisation of public participation (i.e. the specific models employed, the effectiveness and evaluation of engagement processes), as well as ensuring the representation of interests of marginalised groups, with various approaches described in the research. They observe that the postmodernist turn prompted some criticism and investigation of the degree of participation of various

stakeholders in tourism planning. The authors highlight that, to date, tourism planning research has paid little attention to evaluating tourism as means for achieving social, political and environmental objectives, and not just a tool for economic development.

A number of authors have published typologies of community participation in tourism governance, noting that there is a broad spectrum of community participation activities, ranging from just providing community members with information about approved future tourism development to giving community members political power to approve or reject a future tourism development proposal. Marzuki and Hay (2013) compared three typologies of community participation by Brager and Specht (1973), Pretty (1995) and Arnstein (1969), and proposed that community participation types can be grouped into three broad themes: information, consultation, and empowerment (see Figure 13). The ‘information’ type of community participation consists of dissemination of information about approved tourism development among residents of a destination community. The ‘consultation’ type additionally incorporates feedback from residents and other stakeholders to power holders. Finally, ‘empowerment’ involves high level negotiations between power holders and community representatives as well as some delegation of power through cooperative and joint decision making.

7. Has control	7. Self-mobilisation	8. Citizen control	← EMPOWERMENT
6. Has delegated authority	6. Incentive participation	7. Delegated power 6. Partnership	
5. Plan jointly	5. Functional participation	5. Placation	← CONSULTATION
4. Advises	4. Participation for material incentives	4. Consultation	
3. Is consulted	3. Participation by consultation	3. Informing	← INFORMATION
2. Received information	2. Passive participation	2. Therapy	
1. None	1. Manipulative participation	1. Manipulation	
<i>Brager's &amp; Specht's typology (1973)</i>	<i>Pretty's typology (1895)</i>	<i>Arnstein's typology (1969)</i>	

**Figure 13.** A comparison of public participation typologies. Source: Marzuki and Hay (2013)

Ideally, a participative planning process ensures that residents or community stakeholders are able to express their concerns and ideas, and have a say about decisions that will directly affect them (Munro-Clarke, 1992), and thus fits into the empowerment type of participation in the above typology. Participation in this approach implies “inclusion in the process of defining the problems to be solved and how to solve them” (Bhattacharyya, 2004, p. 23). Benefits of participative planning include: just and representative decision making (Lew, 2007); community interests, needs and expectations being reflected in decisions made (Mahjabeen, Shrestha, & Dee, 2009); and social and political acceptability of policy decisions (Pforr & Brueckner, 2016).

Phillips and Roberts (2013) observe that recent research on tourism planning provides evidence that the participation of local residents is now much more embedded in tourism planning processes due to the acceptance and popularity of the ideas and principles of sustainable tourism development. Conversely, Moscardo (2011) in her analysis of 36 tourism planning models and guides to tourism development used by NGO and government organisations and published in academic textbooks found that residents of destination communities were rarely included as key stakeholders in those models. This dichotomy was described in a recent publication by Pforr and Brueckner (2016) that reported on a stakeholder engagement process undertaken by the Northern Territory government in Australia. Consultation with 171 stakeholders was undertaken to formulate a Tourism Strategic Plan 2003-2007 for the region. The Northern Territory Tourism Commission (NTTC) instigated the development of the Plan. In the relevant documents it was stated that the consultation with stakeholders will be inclusive and comprehensive, i.e. the development of the plan will entail “broad industry, Government and community consultation” and “a comprehensive consultation program with travel industry partners and stakeholders within the Territory, nationally and overseas” (Pforr & Brueckner, 2016, p. 68). A survey of participants of the consultation process revealed that many felt that the process was very limited in its scope and breath, and stated that information presented was also very limited. Additionally 21% of the survey respondents stated that they were not involved in the consultation process despite being listed as participants by NTTC. The authors found that the principles of participative engagement outlined in academic literature and stated in relevant policy

documents about development of the plan were not followed, and there was a significant mismatch between what was supposed to occur during the consultation process as stated in the reporting documents and what happened in reality. In another study by Wesley and Pforr (2010), also within the Australian context, it was found that community consultations about tourism development in Smiths Beach in Western Australia were tokenistic in nature, with community stakeholders mostly excluded from participation in crucial decisions about the development.

Thus the research on participative planning in tourism indicates that, while the principles and theory of such planning are widely acknowledged and often described in policy documents, successful practical implementation in real tourism settings does not always occur. This chapter reports on an example of a participative planning process and describes tourism planning workshops that were carried out in the three study communities by academic staff with no affiliations with any tourism or government organisations. The research process was guided by the principles of the participative community engagement approach and the destination community well-being approach to tourism planning described above, and thus was principally different from traditional consultation approaches. The workshops focused on informing stakeholders of the current situation in their community with respect to tourism and social aspects of community well-being, and working with stakeholders to shape a vision for future tourism development in their regions. The goal of this process was to identify ways of using tourism for improving social aspects of community well-being, thus various tourism development options were suggested by participants and discussed, while in traditional consulting approach to tourism development planning, stakeholders are consulted about a specific proposed tourism development.

## **Method**

The study employed a participative, action research approach (Afify, 2008; Hult & Lennung, 1980; Rapoport, 1970). Tourism researchers have previously applied action research to inform stakeholder collaboration (Arnaboldi & Spiller, 2011), to manage a curriculum change process in a tourism management course (Jennings, Kensbock, & Kachel, 2010) and to improve cross-cultural

communication between staff and guests in hospitality (Waser & Johns, 2003). Action research aims “to contribute both to the practical concerns of people in an immediate problematic situation and to the goals of social science by joint collaboration within a mutually acceptable ethical framework” (Rapoport, 1970, p. 499). This chapter reports on the process that aimed to both generate tourism development strategies addressing specific issues in the study communities (practical concerns) and to identify opportunities offered by tourism to improve social aspects of community well-being of destination communities (goal of social science). Prior to the workshops secondary and primary data on tourism and community well-being was collected and analysed (as described in Chapters 2 and 3). The research team consisting of the thesis author and both supervisors presented the research findings to workshop participants and facilitated workshop discussions.

A workshop was organised for each study destination. Participants recruited from community stakeholders identified during previous research activities and including representatives of local councils, tourism and community organisations, tourism operators, small business owners and other interested community representatives, as well as respondents to the resident survey. Participant recruitment was done by distributing workshop invitations among the identified community stakeholders, including to respondents to the resident survey who had provided their details for follow up. Table 18 presents the dates and number of participants for each workshop. The number of participants at Airlie Beach was lower compared to the other two regions, as a number of stakeholders cancelled at the last minute.

**Table 18.** Workshops information

<b>Regions</b>	<b>Workshop dates</b>	<b>Number of participants</b>
The Atherton Tablelands	September 18, 2014	11
Bowen	October 13, 2014	13
Airlie Beach	October 14, 2014	4

Workshops were two hours long and consisted of a short presentation of the findings on tourism profiles and social aspects of community well-being in the region, followed by a

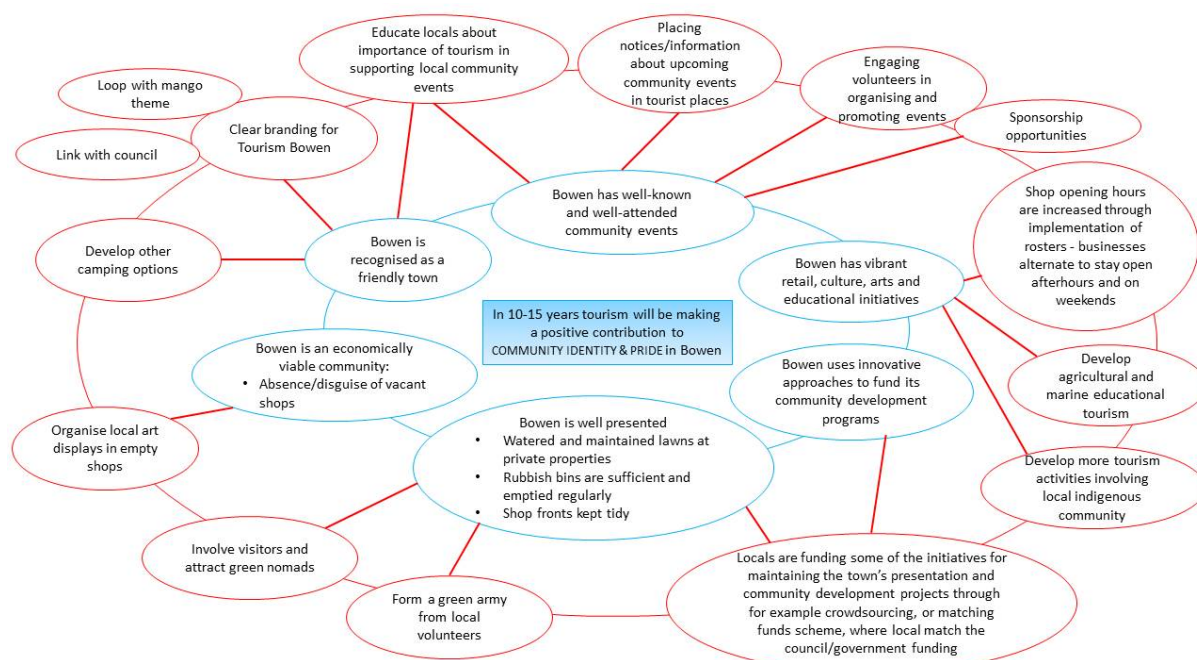
brainstorming activity aimed at generating tourism development strategies taking into account the information presented. A backcasting futures wheel technique was employed to identify ways in which tourism could positively contribute to each of the four social aspects of community wellbeing. The futures wheel technique is a research method for capturing qualitative knowledge (Benckendorff, 2008). It is a structured brainstorming method aimed to facilitate group discussion and systematic thinking about the future consequences of a decision. The technique can be applied to a variety of research questions, and has previously been applied to exploring the links between tourism and quality of life/community well-being (Benckendorff et al., 2009; Moscardo, Schurmann, et al., 2013; Murphy & Schurmann, 2013). The futures wheel exercise consists of placing a statement about a desirable future at the centre of the to-be-constructed wheel. Then participants are invited to contribute their thoughts and ideas on the conditions that have to be present for this desired future to be realised (the backcasting component of the technique).

For the workshops the following statements were placed at the centre of the wheels: 'In 10-15 years tourism in the region will make a positive contribution to human capital [social capital/community identity and pride/community services]'. Thus at the starting point of the workshops the participants were presented with four futures wheels, one for each of the social aspect of community well-being. Facilitators then asked the participants what their community would have to be like for them to be able to make such statements about the community in 10-15 years' time, thus the meanings of those statements for each community were clarified and the first ring of the futures wheel created. Next participants were asked to think about what needs to start happening in the present for these desired future changes to occur in their community, thus creating another ring in the futures wheels. By the end of each workshop four wheels, one for each of the social aspect of community well-being were created that captured respondents' thoughts and ideas.

## **Results**

The participants' main thoughts and ideas were captured in the generated futures wheels - an example of a generated wheel can be seen in Figure 14. There were some commonalities and some differences

in the discussions as can be expected due to the study regions being similar to each other in some community well-being and tourism features, but also having their unique opportunities and constraints.



**Figure 14.** A futures wheel generated by participants of a workshop in Bowen for tourism's positive contribution to Community Identity and Pride (the blue ovals represent expanded meaning of the desired future and the red ovals represent the actions that need to be taken to realise that future).

The main goal of the process was to identify ways in which tourism might contribute to the four social aspects of community well-being and the main points for each of these are summarised below:

### *Human capital*

Participants at all three workshops discussed opportunities offered by tourism to contribute to employment and education of local residents, as well as to attract new residents to the communities. However, each community had specific needs in those areas therefore specific links identified varied across the three locations:

- Contribution to more/better employment - tourism contribution to employment was discussed at all three workshops, however the focus of the discussions was on the quality of the employment generated. Participants wanted to see tourism creating more job opportunities for professionals (Airlie Beach), more full-time jobs for young people (the Atherton Tablelands) and more employment overall for locals (Bowen);
- Contributing to more/better education - education and tourism were linked by workshop participants in multiple ways. Firstly, various ideas for educational tourism were discussed: in Airlie Beach participants suggested developing conference and team building tourism, as well as agricultural and marine education tourism, with the latter two also suggested by Bowen participants, while in the Atherton Tablelands participants proposed development of youth exchange educational programs. Participants in the Atherton Tablelands also discussed the need for developing skills of local residents to successfully meet tourism demand, while participants in Bowen also thought that tourism could bring training opportunities for locals involved in the industry. Additionally, participants in the Atherton Tablelands noted that locals also need to be educated about the value of tourism and the benefits it brings to local residents. Tourism here is a complementary to the agriculture industry and participants felt that some residents do not recognise that tourism could bring opportunities for improving community well-being; and
- Attracting new residents - all three are small-scale communities and the issue of declining population is quite prominent. At all three workshops tourism's potential to attract new residents was discussed, however communities differed on what type of residents they wanted to attract. Airlie Beach participants identified young families as a desired type of new residents, while Bowen participants identified amenity migrants, a more mature category of residents, and participants in the Atherton Tablelands wanted tourism to contribute to attracting and retaining youth in the region.

Most of the discussion in the area of social capital at all three workshops focused on using tourism for building networks inside and outside communities:

- Community clubs – participants in all three communities saw an opportunity for involving visitors in local community and social clubs. This could improve viability of the clubs, as well as facilitate better integration of visitors into the community as well as support better social ties between community members;
- Network ties with other industries – participants noted that mutual benefit could be achieved from better co-operation between tourism and other businesses, particularly agriculture and farming;
- Network ties with nearby communities – attracting visitors from nearby communities could facilitate the creation and strengthening of bridging social capital, with local businesses being able to capitalise on resources outside of the region; and
- Volunteering – creation and management of some form of volunteering register for visitors to the communities was discussed as a way to benefit communities by providing extra skills and labour for various projects as well as benefiting visitors through the provision of memorable and meaningful experiences.

### *Community Identity and Pride*

Strong links to tourism were identified here and the following opportunities to use tourism to increase locals' sense of community identity and pride were discussed:

- Development of a unique local brand – to both attract visitors and be something for local residents to relate to and be proud of. This included preserving and displaying the history of community development and changes that have taken place;
- Encouraging attendance at events – encouraging locals to attend tourism events and encouraging visitors to attend local community events; and

- Better co-operation and involvement of community groups – involving local community groups in tourism activities to facilitate better co-operation between different community groups as well as between community groups and tourism organisations.

### *Community Services*

Participants discussed how tourism might be used to help make existing community services more viable as well as develop more services which might help to attract the desired type of new residents. In all three regions it was suggested that better/more health, retail and recreational services could be achieved through generating increased demand for these from visitors. Each region, however, also had specific services that participants perceived as lacking in the area and discussions centred around how tourism can be used to address these issues:

- In Airlie Beach participants identified a lack of land-based activities for visitors and residents. Participants suggested that an entertainment centre with bowling and other entertainment options would be beneficial for the community and serve to attract family visitors who participants saw as desirable, as well as increase the quality of life of local families. Additionally, the region is a port for various cruise ships with domestic and international visitors, significant proportions of whom are retired. Promoting the destination to these visitors for a return visit or as a retirement location might support improvements to aged care facilities in the region, as well as attract another desired type of visitors and improve facilities for retired locals;
- In Bowen participants discussed how increased numbers of visitors could support more retail businesses which would also be beneficial for local residents. Other opportunities discussed here were agricultural and marine educational tourism, which would support existing educational facilities in the region and help to attract amenity migrants. Similar to Airlie Beach, Bowen participants also discussed promotion of the region as a retirement destination, which could create demand to obtain funding for improvements to aged care facilities and better hospital/health services. In turn, this could lead to demand for more

skilled labour and attract potential new residents to the region. Additionally, more/better transport and airport services could make the destination more accessible to visitors, as well as attract more fly-in fly-out mine workers and their families to settle in the region.

- In the Atherton Tablelands the importance of information and data about the available services was discussed. This was seen by participants as necessary for dissemination of the knowledge about the available services to locals and visitors, and maintaining accurate statistics on demand for specific services generated by locals and visitors. The collected information can then be used for proposals for new/improved services (this was especially stressed with respect to health services) which would be beneficial for local residents, as a significant proportion of them are mature-aged. The participants envisioned the region as a tropical medicine hub and a health destination, which would develop cooperation between the local aboriginal community, academics and health practitioners. Building on their knowledge, unique tourism activities and a brand could be then created for the region. Another strong focus of the discussion here was that management of the tourism activities needs to be in a way that minimises impacts on the local lifestyle and natural environment as both were crucial (as stated by participants) to residents' quality of life.

### *Generated tourism strategies*

All the respondents' ideas about positive contributions of tourism to community well-being were summarised for each region and it was possible to devise the following tourism development strategies.

#### *Airlie Beach*

1. Co-operation with nearby communities (Bowen and Proserpine) to develop a range of land based activities such as eco- and farm tours to increase visitors' stay in the region therefore increasing tourism benefits to the local community.
2. Developing a unique local identity that at the same time fits with the wider 'Whitsunday Islands' area brand. This could be done through seeking input from the local population,

and collecting and presenting information about the history and transformation of the region and the islands.

3. Promoting the region as a retirement location. The region needs to attract the investment for developing a range of facilities required by an aged population. Data needs to be collected demonstrating that there is a demand for this type of development in Airlie Beach. Marketing campaigns can target older cruise ship visitors.

#### *Bowen*

1. Branding local produce sold in supermarket chains around Australia through marketing campaigns. It was suggested that the region should differentiate the local produce from similar products available from other Australian and overseas suppliers by promoting its superior qualities. Marketing campaigns can include recruiting celebrity chefs to promote the produce on their shows. Local produce can be used for cooking classes and supplied to local restaurants to provide authentic food tourism experiences for visitors.
2. A range of activities to be developed around local history and/or involving local artists. This could take the form of events that will attract visitors to the area.
3. Cooperation with Airlie Beach tourism operators to develop and market Bowen tourism experiences to Airlie Beach visitors.
4. Applying innovative approaches to funding the new tourism products such as seeking funding from charitable organisations, arts councils, or through media campaigns, crowdsourcing and local community sponsorship.

#### *The Atherton Tablelands*

1. Branding the Atherton Tablelands as a tropical medicine hub that is focused on healthy lifestyle and sustainable living. Engaging local experts and suppliers to develop range of products/activities and marketing campaign to promote this new brand.

2. Educating locals about the value of tourism for all in the community through actively engaging locals in tourism activities such as giving public lectures or presentations to visitors, sharing local knowledge, stories and history of the place; and creating opportunities for exchange of traditions, knowledge and skills.
3. Preserving the local lifestyle of a rural village is extremely important to locals, their feeling of community pride, the sense of ownership they experience, and to their life satisfaction. At the same time this is a trade mark of the Atherton Tablelands that can be marketed to visitors through home stay experience programs.
4. Incorporating new online technology to promote the region to desired visitors. This can be done through online marketing and social media campaigns, educating locals about new technologies, providing support to local tourism operators for taking their business online, and increasing Wi-Fi facilities. This will provide more business opportunities for locals, as well as make it easier for visitors to plan and organise their visit to the region.

Reports on the workshops findings, including the futures wheels and generated tourism strategies were prepared and distributed to community, government and tourism representatives (see Appendix D).

## **Discussion**

Johansson (2002) eloquently summed up that the democratic process of community development encompasses answering the following three questions: 'How it is?', 'How it ought to be?', and 'What should be done?'. He notes that social indicators are most appropriate for answering the first question, and citizen discussions are the best instrument for answering the latter two questions. This thesis investigated the links between tourism and social aspects of community well-being following this simple model. The prior research at the study locations (described in Chapters 2 and 3) utilised a survey of residents and analysis of the secondary data to answer Johansson's first question, i.e. the current situation in the three communities was assessed through various measures of social aspects of community wellbeing and tourism. The workshops with community stakeholders described in this

chapter, aimed to answer Johansson's latter two questions in relation to future tourism development – 'How can we envision tourism making a positive contribution to social aspects of community well-being?' and 'What should be done now for this to happen in the future?'. The discussion of these questions by community stakeholders facilitated the identification of opportunities offered by tourism to improve social aspects of community well-being.

In the area of *human capital* participants wanted to see tourism address specific needs of the labour market in their community by creating quality full-time employment opportunities to retain existing residents as well as attract newcomers. However, previous research has demonstrated that employment in the tourism industry is usually associated with lower incomes relative to other industries (Lee & Kang, 1998; Riley, Ladkin, & Szivas, 2002) and being driven by seasonal demand (Riley & Szivas, 2003). This poses a challenge to tourism managers and tourism planners to ensure that provided/created employment in tourism meets the aspirations of the communities. Still, success of tourism enterprises largely depends on satisfied and motivated employees (Baum, 2007), thus, creating positions that are well rewarded financially and offer training/education and career paths will deliver benefits to both the tourism industry and the community. This area is recommended for future research, specifically innovative tourism job design that fulfills gaps in local labour market would represent an interesting angle in research on management of human resources in tourism.

In the area of *social capital* participants in all three communities wanted to see tourism contributing to larger and more connected networks within and outside community and better cooperation between tourism and the third sector. It appears that tourism planners/managers have a similar vision. Moscardo, Schurmann, et al. (2013) conducted a workshop with sixteen regional tourism development officers to identify ways of using tourism to build social capital in communities. The participating tourism development officers identified that tourism's positive contribution to social capital can be achieved through development of tourism attractions around local culture and heritage, establishment of a coordinating body, building external networks with visitors attracted to community events, and participation/consultation/inclusion of local residents and local community groups; while

barriers for this include lack of leadership, lack of appropriate planning approaches that include local residents, poor communication, support of inappropriate forms of tourism and actions that threaten tourism viability in general (Moscardo, 2012; Moscardo, Schurmann, et al., 2013). Research has provided evidence that strong social capital in turn, can also be used for effective development of tourism (Macbeth et al., 2004; McGehee et al., 2010). With regards to the third sector, there is a consensus on the importance of linking and involving the third sector in tourism as well as evidence of this being beneficial to both communities and tourism, however, to date the research on the topic is still limited and has not provided practical guidance and recommendations (de Brito, Ferreira, & Costa, 2011). Therefore, research articles reporting and evaluating specific examples of engagement of the third sector in tourism and increasing social capital in destinations will provide an important contribution to the field.

Participants ideas in the area of *community identity and pride* aligned with recommendations for social capital and included activities around history of community development, events, and better communication between local government, tourism and non-for-profit organisations.

In the area of *community services* participants identified that visitors can contribute to the viability of services and businesses in destination communities. Comparison of results in this area between the three study communities identified that there were significant variations in communities' needs. Therefore the key recommendation here is an assessment of local needs and the development of targeted marketing approaches to attract specific types of visitors that will support desired community services and businesses. This notion goes against the traditional tourism planning and management approach that focuses on increasing visitor numbers in general and assumes that any tourism development is inherently beneficial for destination communities (Moscardo & Murphy, 2014). Following this tourism development approach, destination positioning/marketing strategies are usually developed to match visitors preferences (see for example Ibrahim & Gill, 2005). Findings of this study suggest that destination marketing can instead be designed and used to attract types of visitors that are most likely to consume tourism products and activities in ways that result in more

direct benefits to communities, and research on this topic will be highly beneficial to achieve goals of sustainable tourism development.

The workshops and discussions of links between social aspects of community well-being and tourism resulted in the generation of specific tourism development strategies. The generated strategies were innovative and aimed to improve specific issues faced by the communities. The findings demonstrate that, despite similarities between the regions, the devised tourism strategies were unique for each region taking into account regional needs and challenges. Workshop participants in the Atherton Tablelands, the region with the least developed tourism industry, were very cautious when talking about tourism growth, and wanted to make sure that tourism will not drastically change the lives of locals. Participants in Bowen, the region with an emerging tourism industry, were open to a significant increase in visitor numbers and wanted to capitalize on tourism's economic, as well as social potential for the region. Participants of the Airlie Beach workshop discussed the diversification of tourism in their region, and exploring the potential of existing, but currently underdeveloped styles of tourism that would deliver benefits to the local community.

In all three communities participants connected tourism settings and needs specific to their community in innovative and creative ways, highlighting the fact that involving residents in planning stage of tourism development (i.e. the 'empowerment' stage on the ladder of participation by Marzuki and Hay, 2013), and not just consulting them about specific pre-approved by government future tourism development projects (i.e. the 'information'/'consultation' stage on the ladder of participation), holds the key to innovative, harmonious and sustainable tourism development, and a mutually beneficial partnership between destination communities and tourism businesses. Thus this study follows Simpson (2008) and Moscardo and Murphy (2016) and advocates that destination communities' needs and aspirations be used to determine tourism development strategies and approaches. Too often tourism businesses, guided by economic profits only, disregard destination communities' needs. This can result in regrettable consequences not only for communities but for tourism businesses themselves. Therefore partnerships between destination communities and tourism

businesses which advance the interests of both are recommended. As demonstrated above, common goals can be established and hopefully achieved through innovative approaches.

### *Limitations and challenges*

The above described research findings need careful interpretation. The participation in the conducted workshops was voluntary and while a wide variety of stakeholders were identified and invited to participate in the workshops, not all were able/willing to attend. Therefore the generated futures wheels and tourism development strategies may not represent all the diverse perspectives held by all community stakeholders in the study communities.

### *Managerial implications*

The present chapter provides an example of participative community engagement in tourism planning and the process described here can be replicated for other destination communities. There were two important conditions that ensured open and in-depth discussions at the workshops. Firstly, the workshops were conducted by academic researchers with no affiliation to any government or tourism organisation. The researchers sought to be neutral, facilitating stakeholders' discussions on the given broad topics without driving any specific agendas. Participants appeared to freely express their views and/or suggestions without hesitation about being critical about local government and/or local tourism initiatives. Secondly, the findings of the prior research assessing tourism and social aspects of community well-being at the study locations provided community stakeholders with an overview of the current situation in those areas in their region and supported in-depth and informed discussion on the topic. This focused discussion on the evidence provided by the research, rather than stereotypes about tourism held by the participants, and also facilitated a cooperative approach rather than isolated statements of personal opinion.

Another important point for tourism planning practitioners to consider is that there were differences in how the three communities responded to the research activities, i.e. the survey of residents and community stakeholders' workshops. While communities in the Atherton Tablelands

and Bowen provided a lot of support in organising the research activities and embraced the idea of an open forum, this was somewhat different in Airlie Beach. Residents here were very reluctant to participate in the resident survey stating that it is not up to them to make any decisions in the area of tourism and community development and they do not know much on the topic, while most of the identified community stakeholders including government representatives were disinterested in the organised workshop and reluctant to commit their time to the two hour discussion. A number of stakeholders, even though agreeing to attend the workshop initially, cancelled at the last minute without advising on a suitable proxy and with no opportunity for researchers to organise a replacement representative. This lack of commitment to community development in Airlie Beach was evident in the results of the resident survey - while tourism development in Airlie Beach was the highest of the three regions, the measures of volunteering and perceptions of influence over community development were the lowest of the three regions. The survey results suggest that a more developed tourism industry can result in less reciprocity or willingness to give back to the community, and can also contribute to feelings of detachment from the community. This can be partially explained by the fact that small-scale communities with a well-developed tourism industry usually also have a more transient population, thus making it harder to develop the sense of responsibility and ownership of community issues.

Additionally, the workshops generated tourism strategies offering insights into how tourism can be used to address specific issues in social aspects of community well-being. While the generated strategies were specific to each study community, there was a common theme across the regions - the need for greater cooperation among tourism and community organisations, among visitors and residents, and among neighbouring regions. Technological advances allow creation of online portals and/or online communities that can facilitate the cooperative efforts and deliver significant benefits to local communities.

Furthermore, while the workshops provide specific directions for each region, the common themes provide insights into how residents believe tourism can affect the social aspects of community

well-being and these connections could be explored further in research in other destinations. Further research on practical projects that use tourism to advance community well-being is needed. Possible future research direction of the authors of this manuscript include following up with study communities to evaluate if any of the strategies were implemented by the communities and assess the results.

## **Conclusion**

Including residents in tourism planning remains one of the main challenges for government and tourism bodies (Malek & Costa, 2015; Moscardo, 2011). This chapter described an application of a community centered participative approach to generate tourism development strategies for destination communities. Workshops with community stakeholders employed a futures wheel and backcasting techniques that facilitated linking of desired improvements in community well-being with opportunities offered by tourism. The local knowledge and expertise of stakeholders in the study communities was supplemented by information on tourism and social aspects of well-being in those communities gathered through prior research activities. The ideas contributed by the workshop participants allowed for generating tourism development strategies for each of the region specifically focused on improving social aspects of community well-being in the communities. It is hoped that this study has highlighted the importance of social aspects of community well-being and identified some opportunities that are offered by tourism to improve those.

## CHAPTER 5

### Conclusions and recommendations

#### Thesis structure

##### [Chapter 1 Community Well-being: Uses and Abuses in Tourism](#)

Literature review focused on defining community well-being and linking community well-being to tourism impacts  
Development of the theoretically-based approach for research of tourism impacts

##### [Chapter 2 How to Measure Tourism at Local Destinations: Developing a Systematic Framework for analysing Tourism Impacts](#)

Literature review focused on features of tourism contributing to tourism impacts; development of tourism measures framework  
First study – secondary data analysis to develop tourism profiles for study communities

##### [Chapter 3 An Exploration of Links between Levels of Tourism Development and Impacts on the Social Facet of Community Well-being](#)

Literature review focused on social impacts of tourism and its links to style and scale of tourism; development of theoretical framework of the social facet of community well-being  
Second study – survey of study communities' residents on social aspects of community well-being and perceptions of tourism

##### [Chapter 4 Developing Tourism Strategies to enhance Social Aspects of Destination Communities' Well-being](#)

Literature review focused on sustainable tourism development and participative community engagement approach;  
development of a practical process of informed community-centred participative tourism planning process  
Third study – workshops with community stakeholders to develop alternative tourism futures

##### [Chapter 5 Improving Well-being of Regional Tropical Communities: Opportunities offered by Tourism](#) Conclusions and recommendations

This PhD thesis explored links between tourism and community well-being in Australian Tropical communities, with a particular focus on the social impacts of tourism. The PhD research consisted of comparative studies conducted at three study locations: Airlie Beach, Bowen and the Atherton Tablelands. The studies employed a range of research methods. The first study involved quantitative analysis of secondary data accessed from official government agencies. The second study involved collection and analysis of quantitative primary data. A survey instrument was designed and administered to residents of the communities under study. The third study consisted of collection and analysis of primary qualitative data from workshops with community stakeholders. Participants took part in a brainstorming future scenarios activity which generated qualitative data for summary and analysis.

## **Research Process and Brief Summary of the thesis findings**

The research process started with a systematic review of previous research on the topic and the theories and frameworks employed. It was identified that there are limited connections between tourism impact and community well-being research. This research gap was then addressed by identifying two theoretical approaches to community well-being, systems theory and community capitals, and applying those to tourism impacts. Building on the systems theory framework for well-being, a detailed definition of community well-being was formulated and a model of tourism impacts on community well-being proposed. The proposed definition details that community well-being encompasses three dimensions – community's external conditions, residents' individual responses to these conditions, and residents' subjective evaluation, or satisfaction with these conditions. The proposed model incorporates tourism direct impacts, i.e. changes in community's external conditions and in residents' individual responses caused by tourism, and tourism indirect impacts, i.e. changes in residents' SWB due to direct tourism impacts.

The model addresses contradictory findings and lack of theoretical progress in current tourism impact research (Deery et al., 2012; Sharpley, 2014) by separating different types of impacts. Theories proposed by current tourism impact research, such as Equity theory, Growth Machine theory, Lifecycle theory, Power theory, Social Exchange theory, and Stakeholder theory (Easterling, 2004), as well as some others (for more details please see the review by Nunkoo et al., 2013), are more focused on explaining resident perceptions of tourism impacts, while the proposed model is focused on connecting actual tourism impacts on external conditions and resident response to these with resident evaluation of these impacts. It is argued that the model facilitates analysis of relationships between impacts and resident perceptions/attitudes, which holds the most value to tourism planners and policy makers. Using perceptions of tourism impacts as proxies for actual impacts is an oversimplification of the complex relationships between tourism and community well-being and potentially can result in misunderstanding the situation in destination communities (Northcote & Macbeth, 2005; Nunkoo et al., 2013).

The synthesis of the systems theory framework and the community capitals framework was then used to develop a theoretically-based approach for investigating tourism impacts on community well-being. It is suggested that to assess tourism impacts on community well-being measures for tourism –related variables of community capitals (i.e. variables that are known to be affected by tourism from previous tourism impact research) first need to be established. An example of such system of measures is provided. Then, through further analysis tourism’s contribution to an increase/decrease in each indicator needs to be assessed. It is argued that this approach enables researchers and public agencies to assess the total impact of tourism on community well-being, i.e., the three categories of changes in community well-being due to tourism: changes in external conditions, changes in individual responses and changes in SWB. The proposed definition of community well-being, model of tourism impacts on community well-being, and theoretically-based approach for investigating tourism impacts addressed the first question for the thesis: ‘What is community well-being and how can we conceptualise tourism impacts on it?’ (refer to Chapter 1).

Following this, the research progressed onto identifying what features of tourism influence and shape the way it impacts the community well-being of destinations. Four such features of tourism were identified from a review of existing tourism impact research by Faulkner and Tideswell (1997): (1) Stage of tourism development; (2) Tourist/resident ratio; (3) Type of tourists; and (4) Seasonality. Variables and measures of each of these tourism features were then identified through a review of research on each of the four tourism features. It was established that secondary data on tourism collected by official government and tourism bodies could be used to profile tourism at a specific destination. The developed system of measures was then populated by gathering the available secondary data for the three study locations. This process revealed some challenges in working with secondary data, such as various geographical units the data is collected for by different agencies, lack of consistency over time with changes in the scope of data collection and unavailability of certain data to the required level of detail. However, it was possible to work around some of those limitations. Some calculations had to be employed to analyse data on number of visitors and estimate tourist/resident ratio (which are described in details in the Appendix A). For some of the measures

proxies for bigger geographical units were used. In the end, it was possible to utilise the available secondary data to construct a meaningful tourism profile for each of the study communities.

Additionally, the chapter described parallel datasets to the ones utilised in this Australian study that exist internationally. The developed system of measures was deemed to be suitable for assessing tourism at destinations in other countries. The assessment of tourism development at a destination by means of objective measures reported in this chapter, consisted of the following steps: selection of a suitable geographical unit of analysis, survey of the available secondary data and investigation of the limitations of these data, selection of the suitable methods of analysis for the available data, and synthesis/evaluation of the findings. To this end the second question of the research ‘How do we measure the style and scale of tourism at a local destination for the purpose of comparison of destinations?’ was addressed (refer to Chapter 2).

Once the aspects of tourism were measured, the research progressed onto measuring social aspects of community well-being in each community (jointly referred to as the social facet of community well-being), and establishing the links between these and the identified features of tourism. A review of previous research on the social impacts of tourism produced a list of social aspects of community well-being that can be affected by tourism. Combining this list with the definition of community well-being and the theoretically-based approach for studying tourism impacts (proposed in Chapter 1) facilitated the development of a theoretical framework for the social facet of community well-being. A survey instrument was then developed to measure the aspects of the proposed framework as well as residents’ experience with and attitudes towards tourism and different types of visitors. The study employed convenience sampling and responses from 597 residents across the three study locations were collected and analysed.

The analysis of the findings was conducted in two stages. First, results on social aspects of community well-being were analysed. Data across locations was used to assess the core assumptions of the proposed framework for the social facet of community well-being and regression analysis demonstrated that the data supported the proposed framework. That is, the input measures contributed significantly to satisfaction with the four social aspects of community well-being, which in turn were

significant contributors to satisfaction with overall community well-being, which then contributed to satisfaction with life as a whole. The results on social aspects of community well-being for each study regions were then linked to profiles of tourism at the regions as described in Chapter 2. These results were then compared to the links between tourism and social aspects of community well-being assumed/proposed by tourism impact research. Some of the observed links at the study locations were consistent with those proposed by the research, while others did not confirm previously assumed patterns. The complexity of these patterns will be discussed in detail further in this chapter in description of the findings for the main thesis research question.

In the second stage, individual perceptions of tourism impacts were investigated to examine whether those were linked to respondents' personal characteristics and/or their responses about the social aspects of community well-being. A series of step-wise regression analysis revealed that of all the demographic and personal variables, only contact with visitors was a significant predictor of respondents' preferences for future change in numbers of visitors. Therefore, the role of contact with different types of visitors in residents support for tourism development was examined in detail.

Prior qualitative research at the study locations (Moscardo, Konovalov, et al., 2013) revealed that residents separate visitors to their regions into certain categories and associate different impacts on community well-being with those different visitor types. Research on tourism impacts traditionally assesses residents' attitudes/perceptions to visitors overall, or to a single specific type of visitors. The findings of the previous qualitative research informed the design of the survey questions which investigated residents' experience with, and perceptions of, tourism and visitors. The contact with the following visitor types was assessed at the study locations: (1) General Holiday Makers; (2) Grey Nomads; (3) Backpackers; (4) Seasonal/Temporary Workers; and (5) Visitors on Organised Tours. The type and frequency of the contact was assessed by employing a matrix design for the relevant questions.

The findings revealed that there were some variations in resident-visitor contact between locations. However, despite this difference in contact, the evaluations of visitor types were quite

consistent across the locations. Backpackers and Seasonal/Temporary workers, even though overall they were perceived positively by the survey respondents, on average, were the least preferred types of visitors at the destinations. Regression analysis of the survey data indicated that more involved contact with a particular type of visitors contributed to more positive evaluations of impacts by those visitors on community well-being, which in turn contributed to preferences for greater increases in numbers of those visitors. However, the explanatory power of the regression models was quite low, suggesting that, along with visitor contact, other important variables are involved in determining residents' preferences for future tourism growth in their regions.

Overall, Chapter 3 described the second study which consisted of the survey of residents at the three study locations about tourism and social aspects of community well-being (for details of the descriptive statistics from the survey data please see a report prepared for communities' stakeholders presented in Appendix B). The findings of the survey were also supplemented by analysis of relevant secondary data on community well-being as well as linked to the findings of the first study described in Chapter 2. The chapter addressed the third thesis question 'Can we identify links between tourism and social aspects of community well-being?'

The culmination of the research program was the workshops with community stakeholders at each of the study communities. The information on tourism and social aspects of well-being gathered during the first and second study was used to inform the discussions at the workshops. The workshops were two hours long and, and unlike other approaches to public participation in tourism planning, employed a futures wheel backcasting technique that focussed on various aspects of community well-being. At the end, futures wheels for each of the social aspects of community well-being were created for each study location. Analysis of the captured qualitative information allowed the formulation of future tourism development strategies for each of the three regions. The findings demonstrate that, despite similarities between the regions, the devised tourism strategies were unique for each region. In all three communities participants connected tourism settings and needs specific to their community in innovative and creative ways.

Traditional approaches to community engagement in tourism consist of consulting residents about specific, often pre-approved by government, future tourism development projects (Simpson, 2001), and tends to be tokenistic in nature (Pforr & Brueckner, 2016; Wesley & Pforr, 2010). The workshops in this thesis demonstrated that involving residents in a very early general planning stage of tourism development, when residents have an opportunity to contribute to broad tourism development strategies, allows them to identify opportunities offered by tourism to address specific community issues, as well as to obtain a range of innovative and creative ideas on how develop tourism in a more sustainable way. The process employed provides an example of participative community engagement in tourism planning and can be replicated for other destination communities. This part of the thesis addressed the final research question ‘How can we devise tourism strategies that maximise tourism’s potential to make a positive contribution to social aspects of community well-being?’

Overall, the three conducted studies jointly demonstrate an example of a research process for investigating social impacts of tourism at a given destination community. This research process allowed in-depth analysis of social impacts, as well as identifying the factors shaping those impacts. The process also includes a tourism planning stage, when all the obtained information is used to devise tourism development strategies that hold the best potential for a destination community. It is argued that the process employed in this thesis provides a valuable research tool for research of social impacts of tourism as it could be repeated for other destination communities to help those communities to take advantage of tourism development in their region.

## **How does tourism impact social aspects of community well-being in Australian Tropical communities?**

The main research question this thesis investigated was ‘How does tourism impact social aspects of community well-being in Australian Tropical Communities?’ The findings of the PhD research allow the following conclusions to be made:

- The relationships are very complex and influenced by the type of tourism development at a particular destination. Comparisons of the three study locations on measures of social aspects of community well-being and of scale and style of tourism development revealed specific links.
- In the area of **Human Capital**, overall the observed pattern of relationships with tourism was mostly consistent with suggestions by previous research. It was observed that a larger scale of tourism development was connected with more job opportunities and more opportunities to obtain and further education, which was consistent with the findings of the previous tourism impact research (Belisle & Hoy, 1980; Boissevain, 1979; Diedrich & García-Buades, 2009; Faulkner & Tideswell, 1997; Gilbert & Clark, 1997; Haralambopoulos & Pizam, 1996; King et al., 1993; Liu & Var, 1986; Milman & Pizam, 1988; Nyaupane et al., 2006; Tosun, 2002). This connection however warrants further investigation as the region with medium scale of tourism development had the highest unemployment rate of the three regions, as well as the lowest resident evaluation of employment and education opportunities. This is most likely due to the influence of other factors within the overall economic environment at a destination. The region with the middle scale of tourism development relied significantly on mining industry, and with the mining boom winding down, the region’s labour market was going through restructure and its unemployment rate was among the highest in the state. During the workshop in this location, it was apparent that community stakeholders were seeking opportunities to regenerate the region’s economy and saw tourism development as new and an alternative strategy to do that. Previous research demonstrated that tourism development in rural regions has a potential to counter decline and restructure of economic activity, out-

migration and shrinking rural industrialisation (Moscardo, 2008b; Pompl & Lavery, 1993; Williams & Shaw, 1998). However, the research also highlighted deficiencies of employment created by tourism industry, such as lower income, long hours and seasonality (Lee & Kang, 1998; Riley et al., 2002; Riley & Szivas, 2003). Thus careful consideration of tourism development strategies is needed in order to maximise tourism's employment and education benefits. Participative tourism planning can be an effective tool for generating innovative strategies that address destination regions' challenges in the area of human capital (as described in detail in Chapter 5).

It was also observed that the scale of tourism development was connected to crime rates - an increase in the scale of tourism development was accompanied by an increase in crime rates. This was consistent with previous tourism impact research on the topic (Dogan, 1989; Nicholls, 1976; Park & Stokowski, 2009). Interestingly though, residents' perception of safety did not follow the crime rates pattern, i.e. perception of safety was equally high in the most and the least developed tourism regions, with residents in the region with medium tourism development feeling less safe compared to the other two regions. This contradicts previous research that suggests that residents often believe that crime increases result from increases in visitor numbers (Andereck et al., 2005; Diedrich & García-Buades, 2009; Haley et al., 2005). This non-alignment of objective and subjective measures also warrants further investigation, particularly given tourism impact research tradition of using resident perceptions as indicators for actual tourism impacts, which has been criticised by Northcote and Macbeth (2005).

- In the area of **Social Capital** it was observed that an increase in the size of tourism development was linked with a decrease in some aspects and an increase in others. Greater tourism development was connected with less volunteering, less trust in people in the local community, fewer neighborhood and social connections, and lower involvement in local clubs. It was also linked to greater frequency of socialising in public spaces. Measures of togetherness and openness of social networks did not display a linear connection with the scale of tourism development. Besides the absence of this linear connection, the pattern of

interaction between social capital and the scale of tourism development was consistent with links established by previous tourism impact research (Easterling, 2004; Fredline, Deery, & Jago, 2006; Nyaupane et al., 2006).

It is possible however to reverse this trend with innovative tourism development strategies that focus on building social capital at destination communities (Moscardo, Schurmann, et al., 2013). Research has demonstrated that relationships between tourism and social capital has a dual direction – on one hand tourism can be employed to increase levels of social capital in a community (Misener & Mason, 2006; Moscardo, Schurmann, et al., 2013), while on the other hand strong social capital at destination community can be used to successfully develop tourism (Macbeth et al., 2004). However, recent study by Park, Nunkoo, and Yoon (2015) found that strong social capital can hinder successful tourism development. Thus, tourism planners should pay particular attention to indicators of social capital. There appears to be a trend towards large scale tourism development decreasing social capital in rural communities as found in this PhD research. There are however strategies to address this issue as described by Moscardo, Schurmann, et al. (2013). The nature of specific relationships between social capital and tourism at a particular community needs to be carefully examined as it is influenced by scale and style of tourism development (Nyaupane et al., 2006; Sharpley, 2014).

- In the area of **Community Identity and Pride** it was observed that a larger scale of tourism development was linked with less emotional connection, less community pride, a reduced amount of needs fulfillment, lower satisfaction with feelings of belonging, and less perceived influence over community development. Except for the last-mentioned connection, all of those established links did not align with patterns proposed/assumed by the previous research. Many of the previous tourism impact case studies found that residents felt more proud of their community due to visitors wanting to come and visit the region (Ap & Crompton, 1998; Besculides, Lee, & McCormick, 2002; Boley & Johnson Gaither, 2016; Diedrich & García-Buades, 2009; Gursoy, Jurowski, & Uysal, 2002; Huh & Vogt, 2008; Scholtz & Slabbert,

2016). Tourism was also found to contribute positively to community identity (Liu & Var, 1986; Nyaupane et al., 2006).

Consideration of the findings of survey of residents jointly with the findings of stakeholder workshops suggest that such findings can be explained by links between ‘community identity and pride’ and ‘social capital’, i.e. it appears that strong social capital in a particular community is likely to coexist with strong community identity and pride, while on the other hand lack of social capital is likely to be associated with lack of community identity and pride. Thus, the PhD research findings indicate that the link of large scale tourism development with a decrease in social capital also aligns with a decrease in community identity and pride. Some discussion on the topic can be found in Macbeth et al. (2004), who describe social, political and cultural capitals within the context of regional tourism development. However, further research on the links between social capital and community identity and pride, as well as tourism impacts on it is recommended in the view of the PhD research findings.

- In the area of **Community Services** it was observed that an increase in scale of tourism development was linked to more/better public transport as well as more/better recreational and police services, as can be expected and aligns with previous tourism impact research (Andereck et al., 2005; Andereck & Vogt, 2000; Gursoy et al., 2002; Haley et al., 2005; Williams & Lawson, 2001; Woosnam, Norman, & Ying, 2009). However, there was no linear connection with measures of health facilities, activities for young and teenage children, cultural activities, sports and leisure activities, and sufficiency of parks and open spaces, contradicting findings by some previous research (Andereck & Nyaupane, 2010; Brunt & Courtney, 1999; McCool & Martin, 1994; Yoon, Gursoy, & Chen, 2001). Thus the findings indicate that certain types of services may have stronger links to tourism than others.

Workshop findings demonstrate that residents of rural communities are keen to utilise tourism to increase the viability of community services, and this is the link that should be capitalised on by tourism planners. Identification of services that are desired by community residents and using tourism to support/improve those services will improve quality of life of

destination residents. Educating residents about tourism's role in supporting community services could lead to positive attitudes about tourism among residents and ensure sustainable tourism development (Moscardo & Murphy, 2015).

- The results indicate that relationships between tourism and the social facet of community well-being are influenced not only by the scale of tourism development, but also by **the style of tourism development**. The described links to the social facet of community well-being aligned with patterns proposed/assumed/described by previous tourism impact research for some social aspects, but not for others. One possible explanation is that the relationships are moderated by the style of tourism development. Previous research identified that different styles of tourism development are associated with different tourism impacts on community well-being (Haukeland, 1984; Nyaupane et al., 2006; Slee et al., 1997; Stoeckl et al., 2006; Tsartas, 1992). However, the research on how the style of tourism development influences tourism impacts to date is very limited.

The provided framework of tourism measures (refer to Chapter 2) could facilitate further comparative research on the topic. Through comparing type of tourism development at different destinations on the described system of measures, classification of destinations based on their tourism scale and style could be possible. This in turn will enable analysis of influence of type of tourism development on nature of tourism impacts at destinations. The PhD findings indicate that tourism influences social aspects of community well-being more positively when the style and scale of tourism development match the community's way of life. That is for small rural community the most harmonious style of tourism development (from the social aspects of CWB point of view) seems to be small to medium scale, alternative style tourism development. However, this conclusion needs testing by further research on the topic.

- It has also been suggested by previous research that **Resident-Visitor contact** is fundamental to tourism and may determine the degree of tourism impacts at destination, perceptions of those impacts by destination residents and their overall support for tourism development (Carmichael, 2006; Sharpley, 2014). However, despite this acknowledgment, the research on

the role of resident contact with visitors in shaping resident attitudes to visitors and their support for tourism is very limited (Sharpley, 2014; Woosnam, 2012). The PhD research investigated relationships between resident contact with visitors, evaluation of tourism impacts, and preferences for growth in visitor numbers by different types of visitors. Data analysis suggests that more contact with visitors tends to contribute to a more positive evaluation of impact caused by those visitors, which in turn contributes to residents wanting to see growth in numbers of these visitors in the future. The results supported the notion that not just frequency of contact, but also its quality is significant in shaping resident evaluation, as previously suggested by Luo et al. (2015) and Ward and Berno (2011).

Although the assessed resident contact with different types of visitors was found to be a significant predictor of resident support for tourism, it explained only a small proportion of resident evaluation of different types of visitors (around five percent). Additionally, it was found that despite some differences existing between the three communities in amount and intensity of contact with different visitor types, resident evaluations of different visitor types were quite consistent across communities, with Backpackers and Seasonal/Temporary Workers perceived as having an overall positive impact on community well-being, but somewhat less positive compared to the other visitors types (General Holiday Makers, Grey Nomads and Visitors on Organised Tours). These findings suggest that beside the actual contact with visitors, there are other factors that shape resident attitudes to visitors, for example stories reported in the media as highlighted by Tasci and Gartner (2007) and Weaver and Lawton (2013), or pre-existing attitudes/beliefs about particular tourist types as suggested by Sharpley (2014). Further investigation is required into factors shaping resident attitudes to different types of visitors, and how these are linked to the way residents evaluate impacts by different visitor types and by tourism development overall. Previous research was mostly focused on investigation of resident perceptions of impacts of tourism development, as well as residents characteristics that affect their perceptions (Harrill, 2004; Sharpley, 2014), with

researchers more recently calling on the research to also investigate determinants of resident attitudes to visitors, and not just to tourism development overall (Woosnam, 2012).

### **Contribution of the thesis to tourism impact research**

The following research gaps were identified and addressed by the PhD thesis:

1. Lack of theoretical progress and minor connection to wider literature on well-being (Naidoo & Sharpley, 2016), lack of understanding of mechanisms behind the formation of perceptions of tourism impacts (Deery et al., 2012):
  - The PhD research adopted a transdisciplinary approach. Theoretical frameworks proposed by community well-being researchers were adapted and built on to formulate a detailed definition of community well-being, a theoretical model of tourism impacts and a theoretically-based approach for research into tourism impacts on community well-being. The PhD research utilised this approach to develop a theoretical framework for the social facet of community well-being. The findings demonstrate the explanatory potential of this approach, which could lead to further theoretical progress in tourism impact research. The approach however, needs to be further operationalised, as certain impacts of tourism are difficult to quantify. In those cases, use of suitable proxies needs to be examined through options such as independent observations or stakeholders insights (Northcote & Macbeth, 2005).
2. Lack of comprehensive in-depth research on social impacts of tourism, in comparison to economic and environmental tourism impacts (Deery et al., 2012):
  - The PhD research has specifically focused on social impacts of tourism, developed the theoretical framework of the social facet of community well-being and investigated the links between social aspects of community well-being and features of tourism development.
3. Lack of comparative research on tourism impacts (Sharpley, 2014), with research findings being highly specific to a destination area (Harrill, 2004):
  - The PhD research adopted 'small N' comparative research approach (Przeworski & Teune, 1970) and investigated the research questions in three relatively similar Tropical Australian

communities with different styles and scale of tourism development. This helped to reduce influence of context on the findings and allowed the researcher to distinguish between the trends that were specific to a community and trends that were observed in all three communities.

- The PhD research adopted a mixed methods facilitation approach. Analysis of secondary and primary quantitative data (study 1 and study 2) was used to inform a follow-up qualitative inquiry (study 3). This ensured a thorough and comprehensive examination of the research questions.
4. Focus on tourism and tourists in general without specifying different styles and scales of tourism at a destination and different type of visitors it attracts (Sharpley, 2014):
- The PhD research systematically assessed the scale and style of tourism development at each of the study destinations (study 2); residents' contact with visitors, including type and frequency of actual contact with different visitor types, and residents' perceptions of impacts by those different visitor types (study 3). Specific links identified were discussed in detail above in this chapter.

### *Limitations*

The limitations of each study are described in relevant chapters, however it is important to state the main limitations of the PhD findings here:

- The survey of residents utilised a convenience sampling, which means that the findings are subject to self-selection bias. This means that generalisation of the findings needs to be carefully considered. However, comparisons of demographic characteristics of respondents and residents of study regions (refer to a table in Appendix B on p. 225) demonstrates an absence of substantive differences between the samples and populations of each region. Additionally, this study was explorative in nature, and was focused more on identifying the links through comparative approach rather than establishing the exact nature of tourism impacts at each destination. Thus it is argued that derived tourism-community well-being

links and differences between the regions are not likely to result from use of convenience sampling.

- Some of the findings may be specific to the three study communities only and not apply to other tourism destinations. It needs to be acknowledged that tourism and community settings differ significantly at different destinations. The studies have been conducted in three small-scale communities and the findings may not apply to urban destinations (as discussed in Ashworth & Page, 2011). Additionally, the findings may not be generalisable to destinations in other countries, with particular care to be taken in applying the findings to destinations in developing countries (Tosun, 2000).
- The research did not make a distinction between domestic and international tourism (as for example was done by Mechinda, Serirat, & Gulid, 2009), and instead separated visitors by their types. Prior qualitative research at the study locations (Moscardo, Konovalov, et al., 2013) established that residents separated visitors based on their trip and demographic characteristics and did not specifically distinguish between international and domestic visitors, and the findings of that research informed the design and the scope of the PhD research.

## **Implications and recommendations for future research**

The PhD thesis describes a process of studying social impacts of tourism at a destination level that can be replicated for other tourism destinations. The research resulted in an in-depth understanding of the links between social aspects of community well-being and tourism at each of the three study locations. Thus, repeating the research process at other destinations can contribute to a better understanding of the complex relationships between tourism and the social facet of community well-being existing in any particular community.

Chapter one offered a theoretically informed definition of community well-being, a theoretical model of tourism impacts and a theoretically-based approach for research of tourism impacts on community well-being. This theoretical contribution holds a potential for the synthesis of

research findings, which has been problematic for tourism impact research so far (Sharpley, 2014). Applications of this approach connect actual tourism impacts to resident evaluation of those impacts. Further research could utilise the approach to assess actual impacts of tourism at a destination, as well as potentially uncover reasons for formation of resident perceptions/attitudes towards tourism.

Chapter two described a process of identifying and analysing available secondary data on tourism at destination level. As availability and quality of secondary data collected by official agencies improves, the analysis process can be simplified. Presently, utilisation of available secondary data by tourism impact researchers is limited and is usually done at a macro level only. This study demonstrated that secondary data on tourism at destination-specific level are available and analysis of the data can provide useful information. The described system of measures offers a useful method for further comparative research and systematic comparisons of scale and style of tourism development between different destinations. This further research could achieve the goal of creating of typology of different scales and styles of tourism developments at destinations.

Section 3.1 proposed a theoretical framework for the social facet of community well-being, which was supported by data analysis. It was identified that social impacts of tourism consist of impacts of tourism on human capital, social capital, community identity and pride, and community services. Other studies can utilise the developed framework and the designed survey instrument to access social aspects of community well-being in different tourism destinations. It is hoped that the proposed framework paves the way for further in-depth research of social impacts of tourism, which is currently lacking (Deery et al., 2012; Sharpley, 2014). Additionally, this section described the complex way scale and style of tourism development affect the social facet of community well-being. The role of style of tourism development in shaping social impact of tourism needs to be investigated further, as currently research on different types of visitors/associated styles of tourism development is very limited.

Section 3.2 described the method for assessing resident-visitor contact with different types of visitors. This is another innovative contribution of this thesis as the traditional tourism impacts studies treat all visitors as a single category and use 'proximity to tourism development' as a proxy for actual

contact with visitors. As described in the section, so far research findings have been contradictory with some studies reporting that closer proximity to tourism development contributes to more negative perceptions of tourism, while other studies finding the opposite. Utilising the described method can contribute to better understanding of resident-visitor contact and its role in residents' support for tourism development.

Chapter four described a method of involving community stakeholders in a participative tourism planning process. The process has generated innovative alternative tourism development strategies for each of the three study communities that can maximise tourism's positive contribution to the social facet of community well-being as well as address current issues in that community. The described process can be implemented in other tourism destinations and facilitates systematic thinking about current issues in a community and what and how they can be improved by tourism. It allows community stakeholders to shape the vision for desired styles of future tourism development and generate strategies that will attract desired types of visitors in acceptable to community numbers.

Thus the overall thesis offers a methodology for studying the social impacts of tourism at a given destination, while the thesis chapters describe the steps of this process and offer specific methods that can be used. The thesis advocates a comparative approach for future research of tourism impacts as, in the author's opinion, it holds the key to addressing the current stagnation of the research (Deery et al., 2012; Sharpley, 2014). Comparisons of destination communities can facilitate identification of communities' clusters with similar tourism settings, and the analysis of those clusters can establish/test causal links in tourism-community well-being relationships.

With tourism growing and people traveling in ever increasing numbers, tourism impact research, including research on social impacts of tourism, is facing a pressing challenge to establish causal links for tourism's positive and negative impacts and to produce management guidelines for destination communities. The issue of negative tourism impacts and communities' frustration with 'too many tourists' has been highlighted in recent news across the world (Becker, 2015; McAvoy, 2016; McMahon, 2016; Schwartz, 2016). Too many local governments, tourism and community development authorities adopt the view of 'the more visitors we can attract, the better it will be for our

community'. Unfortunately as described in the cited news stories, this approach can result in resentment of visitors by local residents due to significant negative impacts that result from large numbers of visitors. Involving a local community not just in consultation about a particular tourism proposal, but in the development of a vision and strategies for future and current tourism management, and providing community with information, facts and numbers about current tourism is vital for sustainable tourism management. Planning and managing tourism development should take into account economic, environmental and social impacts of tourism. Traditionally, tourism economic benefits are overemphasised in tourism development discussions. Lately, environmental impacts are assessed on regular basis. However, understanding the social impact of tourism, and its importance in overall tourism impacts, has been lacking. This thesis contributed to the body of knowledge on social impacts of tourism, and has advanced research on the topic.

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## Appendix A: Technical Notes on Calculating Average Daily Visitor Density

Analysis of National Visitor Survey (NVS) and International Visitor Survey (IVS) data published by Tourism Research Australia (TRA) should be based on understanding that confidence intervals for the given estimates should be constructed in order to be 95% confident that the ‘true’ parameter value is captured. TRA provides the following equations for calculation of confidence intervals for IVS and NVS estimates:

$$CI_i = \exp(A + B \times \ln(X_i)) \quad (1)$$

Where:

- $CI_i$  is 95% confidence interval of the estimate  $X_i$ ;
- $X_i$  is a provided estimate for  $i$ 'th year;
- $A$  and  $B$  are the model parameters and provided in TRA publications (note that in 2005 there was a change in sizes of NVS and IVS samples; this resulted in (1) change of the model parameters - for estimates prior to 2005 and for estimates after 2005 different  $A$  and  $B$  parameters should be used; (2) for NVS estimates for 2005 and onwards the calculated according to the above equation  $CI_i$  should be further multiplied by 1.96 to yield 95% confidence interval).

For comparing two or more annual estimates ( $X_i$ ) or performing time series analysis it is necessary to establish if the changes between estimates are statistically significant. The following equation is provided by TRA for calculation confidence intervals of annual estimates for the purpose of comparing annual estimates to each other:

$$\widetilde{CI}_i = \sqrt{2} \times CI_i \quad (2)$$

Following the described above procedure confidence intervals ( $CI_i$ ) and ( $\widetilde{CI}_i$ ) for available annual estimates of number of international nights, domestic nights and domestic day trips for each of the three selected locations were calculated; and it was evident that they are unsuitably large and therefore cannot be meaningfully interpreted. It is known that repeated sampling reduces the sampling error, expressed by confidence interval (Reis & Judd, 2014). In order to obtain estimates with smaller confidence intervals means of 12 annual estimates  $\bar{X}$  were calculated (estimates of annual number of domestic day trips, domestic and international nights for the selected three destinations were extracted from TRA Online Student Data for 1999 to 2011 years; due to the absence of data for number of domestic day trips in Bowen SA2 in 2001 annual estimates for that year were excluded from calculation of means to keep consistency in calculations). To calculate confidence interval for  $\bar{X}$ , standard experimental processing procedures were followed, i.e. when estimates are aggregated their uncertainties are aggregated by taking square root out of sum of squared uncertainties (Rosenthal, 1991). Then mean of uncertainties  $\overline{CI}$  is calculated by dividing aggregated estimate by  $N$  (number of estimates).

$$\overline{CI} = \frac{1}{N} \left( \sum_{i=1}^N CI_i^2 \right)^{1/2} \quad (3)$$

By following this procedure  $\overline{CI}$  have been significantly reduced compare to an average  $CI_i$  (see Table 19 for details). Twelve year ( $N=12$ , for years 1999-2000, 2002-2011) annual average for international and domestic visitors' nights and domestic day visitors' estimates were calculated with relatively small  $\overline{CI}$ . Of cause these estimates are not as useful as annual estimates, but analysis of confidence intervals clearly demonstrates that only the former allows for meaningful conclusions.

**Table 19.** Size of Confidence Intervals

Locations	Types of Estimates	Average $CI_i$	$\overline{CI}$
Bowen SA2	International Nights	111%	43%
	Domestic Nights	73%	22%
	Domestic Day Trips	73%	22%
	<b>Total Daily Visitors per year<sup>2</sup></b>	<b>167%</b>	<b>53%</b>
Airlie-Whitsundays SA2	International Nights	27%	9%
	Domestic Nights	25%	7%
	Domestic Day Trips	67%	21%
	<b>Total Daily Visitors per year<sup>2</sup></b>	<b>78%</b>	<b>24%</b>
The Tablelands Region <sup>1</sup>	International Nights	68%	24%
	Domestic Nights	42%	12%
	Domestic Day Trips	30%	9%
	<b>Total Daily Visitors per year<sup>2</sup></b>	<b>90%</b>	<b>29%</b>

<sup>1</sup>The Tablelands Region visitor numbers represent aggregated data for the following six SA2: Atherton SA2, Herberton SA2, Kuranda SA2, Malanda-Yungaburra SA2, Mareeba SA2, and Tablelands SA2.

<sup>2</sup>Total Daily Visitors per year equals sum of international nights, domestic nights and domestic day visitors.

## Appendix B: Report ‘Tourism and Community Well-being: Social Impacts of Tourism’

Attached is a report with findings of secondary data analysis and findings of resident survey in tree study communities. The report has being distributed through community stakeholders and government and tourism officials.



# **Tourism and Community Well-being: Social Impacts of Tourism**

**Airlie Beach – Bowen – Atherton Tablelands**

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## Executive Summary

This report provides a detailed description of the social aspects of community well-being (CWB) and tourism in Bowen, Airlie Beach-Whitsundays and Atherton Tablelands.

The first stage of the research project was to analyse available secondary data on tourism and CWB for the selected destinations. The analysis of data indeed confirmed that the three locations have different scales and styles of tourism development, and resulted in construction of tourism profiles for each of the destinations.

This analysis was then followed up with a survey of Bowen, Airlie Beach-Whitsundays and Atherton Tablelands residents (sample sizes were 180, 170 and 247 respectively). The survey was designed to assess social aspects of CWB (that were linked to tourism in previous tourism impact research) and residents' perceptions of tourism at each of the three locations. The table below represents respondents' satisfaction with each of the assessed aspects of CWB.

RESPONDENTS SATISFACTION SCORES (OUT OF 10)

SOCIAL ASPECTS OF CWB	AIRLIE-WHITSUNDAYS	BOWEN	TABLELANDS REGION
HUMAN CAPITAL	8.1	6.6	8.7
SOCIAL CAPITAL	8.0	6.7	8.6
COMMUNITY PRIDE	8.3	7.0	8.8
COMMUNITY SERVICES	7.4	5.7	7.4

The above satisfaction scores were considered in this research project as outputs the results of which are influenced by inputs. Those inputs were also identified and assessed in an attempt to understand possible determinants of residents' satisfaction with each of the selected aspects of CWB, with detailed description of the results in the corresponding sections of the report (refer to Chapter 2).

Tourism in the three regions was assessed through both objective (refer to Chapter 1) and subjective (refer to Chapter 3) measures. Despite significant differences between regions in the scale of tourism development, the majority of respondents in all three regions wanted to see an increase in the number of visitors in the future. The most preferred visitor types included general holiday makers, visitors on organised tours, and grey nomads. Respondents in all three communities were divided in their opinions about backpackers and seasonal workers. A significant proportion stated that they wanted to see more backpackers, while around 40% stated that they wanted to see the same amount or fewer of this type of visitors in the future. The results were similar for seasonal workers.

Comparison of the results for social aspects of CWB and tourism development at the three locations allowed for the proposition of a number of hypothesised links. In the area of **human capital**, it seems that scale of tourism development has a direct impact. A more developed tourism industry tends to coincide with more opportunities for work and education as well as attract more residents to the area. However, this can also lead to a more transient local population. The results for **social capital** highlighted that a more developed tourism industry is associated with more opportunities to socialise in public places. On the other hand, it seems that this can also result in less reciprocity or willingness to give back to the community. The presence of visitors at a destination contributes to the **community pride** experienced by locals, but it can also contribute to feeling of detachment from the community when visitor numbers are large. Also, some behavior associated with particular visitor types can lead to residents feeling angry and powerless about the resulting changes to their communities. More visitors to the area seem to be linked to more **community services** available for locals. And here there is a clear link not only to the scale but also to the style of tourism development, that is, the services that are in demand by a majority of visitors (or specific types of visitors) tend to be well developed.

The research demonstrated that tourism impacts on the social aspects of CWB are influenced by scale and style of tourism development as well as scale and type of community. The identified links will be investigated further in the follow up qualitative research on the topic in the three communities.

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## Introduction

Tropical communities often rely on the tourism industry to support and enhance their well-being. However, research has shown that tourism along with positive effects on destination community well-being, often has negative impacts, which include unpredictability, seasonality, and environmental, social, cultural and economic costs (Moscardo, 2008).

Generally, tourism impacts on community well-being are separated into three broad headings: economic, social and environmental. Tourism impact research has traditionally focused on the economic and environmental impacts of tourism, with social impacts gaining wider recognition more recently. This research project explored tourism and its relationships with, and potential contributions to, destination community well-being, with the main focus on the social impacts of tourism.

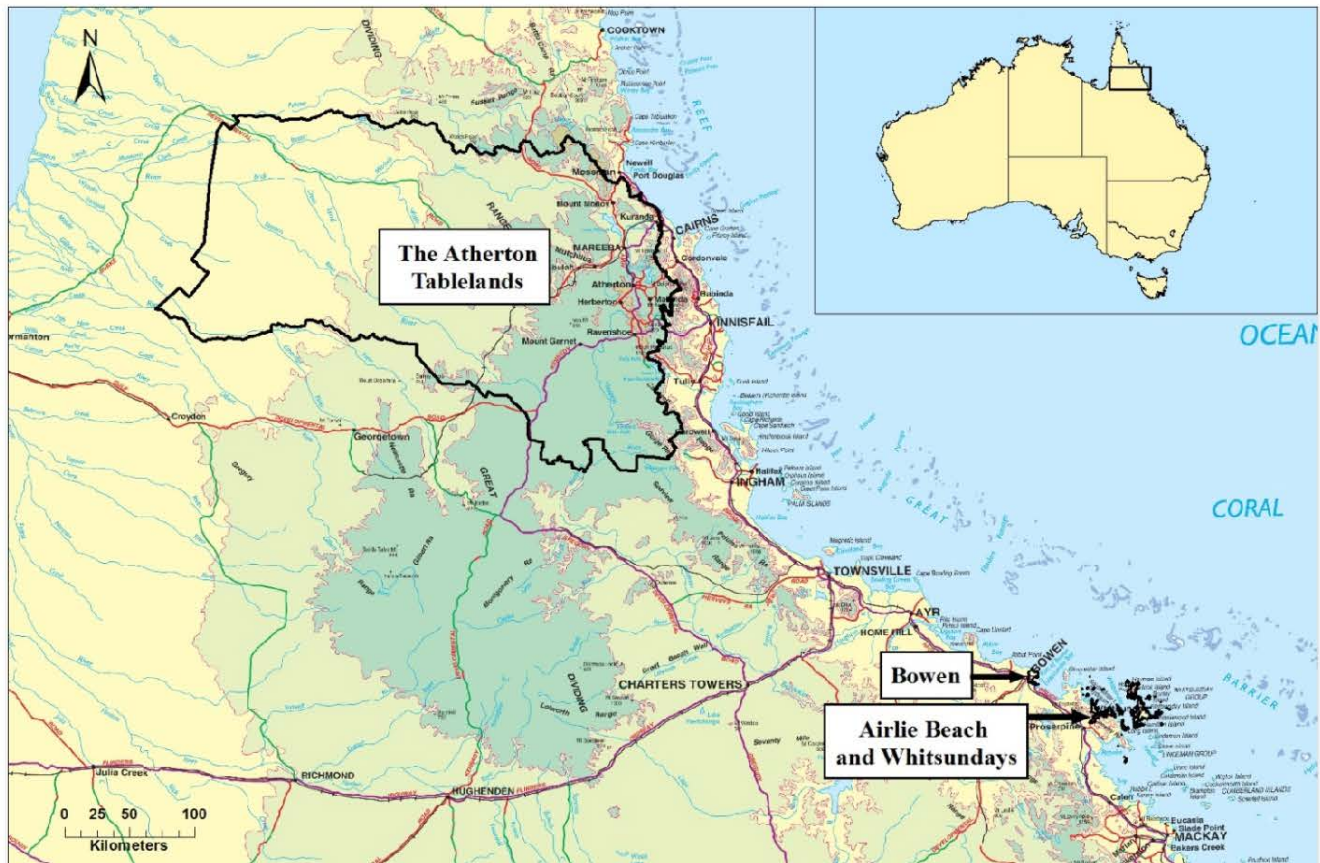
This research project aimed to answer the following research question 'For a given regional community, what type of tourism development should it pursue in order to maximise benefits and minimise negative consequences of that development for social aspects of regional community well-being?'. The project seeks to establish links between;

1. characteristics of tourism at a particular destination (see Chapter 1 for a description of tourism and Chapter 3 for description of resident perceptions of tourism),
2. characteristics of the destination community (see Chapter 2), and
3. the nature and extent of tourism impacts on social aspects of destination community well-being (the next stage of the research project that will consist of conducting focus groups on the topic).

As the focus of the project was on the links between tourism development and community well-being in tropical regional Australian destinations, it was necessary to identify places that differed in the nature of their tourism in order to establish links between the level and characteristics of tourism development and associated impacts on social aspects of community well-being. As a means of achieving this goal, three destinations were sought with varying degrees of tourism development: one with a very prominent tourism industry, one with the tourism industry being a part of the economic mix along with other major industries in the region, and one with an emerging tourism industry. Analysis of background documents and the extensive knowledge of tourism in the state of two of the authors led to the selection of the following three destinations:

- Airlie Beach - as the destination with the highest tourism profile. This area is recognised as a world famous tourism destination due to its unique environmental settings and includes Airlie Beach town which serves as a gateway to exploring the Whitsunday Islands, and the islands themselves;
- Bowen - as the destination with an emerging tourism industry. The town serves as a local centre for mining, is a major industrial port, and has beaches and a relaxed atmosphere attractive to visitors; and
- The Atherton Tablelands Region - as the destination with a limited but established tourism industry. The region's main industry is agriculture and tourism is seen as a complementary opportunity for economic development.

These destinations best aligned with the Australian Statistical Geography Standard (ASGS) geographical framework. The first two destinations represented single Statistical Area Level 2 (SA2) units: Airlie-Whitsundays SA2 and Bowen SA2. The third destination is more geographically dispersed and consists of six SA2 units. Geographically all six SA2 units within the Atherton Tablelands Region are located within a close proximity to each other (half an hour drive) and represent a single destination from the visitors' point of view. Figure 1 demonstrates the boundaries of the selected study regions.



**Figure 1: THE THREE STUDY REGIONS**

Sources: Australian Bureau of Statistics, Geoscience Australia and Queensland Government Information Service.  
Map was generated using ARCMAP 10 software.

The first stage of the research project was to analyse available secondary data on tourism and community well-being for the selected destinations. A summary of that research is presented in Chapter 1: Tourism Profiles (the full research paper titled 'Measuring Tourism: Developing a Regional Level Framework for assessing Tourism Impacts' can be found here: <http://researchonline.jcu.edu.au/30424/>). The analysis of data indeed confirmed that the three locations have different styles and degrees of tourism development, and resulted in construction of tourism profiles for each of the destination.

This analysis was then followed up with a survey of Bowen, Airlie Beach-Whitsundays and Atherton Tablelands residents. The survey was designed to assess social aspects of community well-being and residents' perceptions of tourism at each of the three locations. Chapter two and three report the findings.

The report concludes by linking the findings on characteristics and perceptions of tourism and the findings on social aspects of community well-being in the last section of the report - Social Tourism Impacts: Conclusions. The summary of the research project findings is provided in Appendix 1. The devised survey instrument is attached in Appendix 2.

# Chapter 1: Tourism Profiles

*"Failure to specify details of the precise nature of tourists – their numbers, distributions, activities and other characteristics, as well as the settings in which tourism takes place – results in communication failures among researchers and between researchers and policy makers." (Wall & Mathieson, 2006, p. 63)*

Tourism is frequently promoted as a developmental tool and a way to improve the well-being of regional communities. However, as pointed out by McKercher (1993), the tourism industry consumes valuable community resources, requires specific infrastructure, and creates waste, all of which if not properly managed can lead to regrettable consequences for destination communities. Planning and managing tourism are indeed some of the major challenges faced by regional communities that seek to benefit from tourism development (Epley & Menon, 2008).

In the field of tourism impacts research it is often recognised that certain characteristics of tourism determine the nature and extent of tourism impacts on the destination's community well-being. That is, different types of visitors and styles of tourism development are associated with different impacts on a destination's community well-being. However, a standard set of measures for tourism that allows for the comparison of tourism development between destinations and facilitates the establishment of causal relationships between specific characteristics of tourism and its associated impacts has not yet been established.

**The aim of the first study was to develop an objective<sup>1</sup> tourism measures framework**, which would provide a systematic assessment of the degree and type of tourism development at a specific destination with particular relevance to the research of social impacts of tourism. Social impacts of tourism is an umbrella-like term that encompasses impacts of tourism on social aspects of well-being such as the lifestyle of residents; their social life, daily routines, habits, beliefs and values; and on individual behavior, family relationships, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisation.

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## Theoretical framework

This study utilised the theoretical framework for monitoring community impacts of tourism developed by Faulkner and Tideswell (1997). The framework identifies two key dimensions of social impacts of tourism: the extrinsic dimension, or characteristics of the tourism destination and the nature of tourism it attracts; and the intrinsic dimension, or the characteristics of residents' responses to this tourism (see Figure 2).

As this study was aimed at establishing the differences in tourism development at the chosen destinations the extrinsic dimension was the primary research focus. Faulkner and Tideswell (1997) proposed the following facets of the extrinsic dimension:

1. stage of tourism development,
2. tourist/resident ratio,
3. type of tourists and,
4. seasonality.

A search for available secondary data was undertaken to identify available datasets on the topic for the selected geographical units of analysis. Findings on each of the extrinsic dimensions of tourism impacts are described in further details below.

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<sup>1</sup> Objective measures are defined as measures that rely on assessing the actual condition, behaviour or choices rather than personal perceptions of tourism

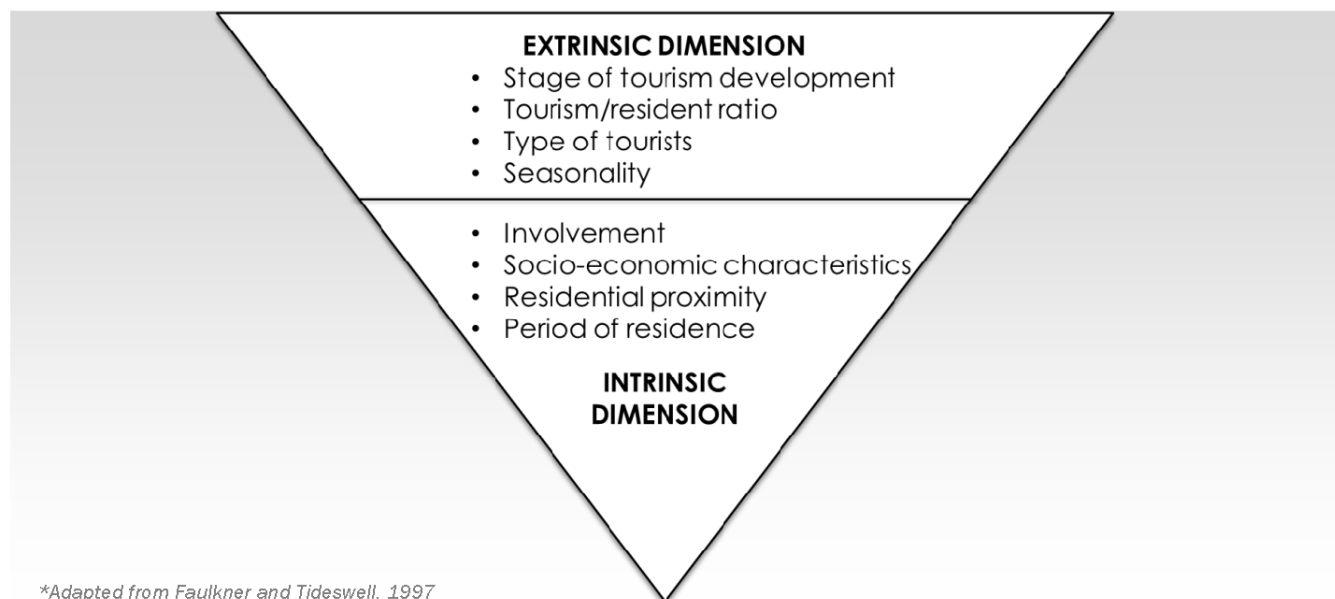


Figure 2: FRAMEWORK FOR ANALYSING SOCIAL IMPACTS OF TOURISM\*

## 1. Stage of Tourism Development

Usually destinations go through a tourism development cycle passing through a number of stages over time: an initial slow increase in tourists numbers, followed by a rapid growth and subsequent stabilisation/decline/rejuvenation (Butler, 1980). As a destination passes through the stages of the tourism development cycle, the impacts of tourism on the community's well-being and their extent are said to change.

Unfortunately, it was not possible to establish how the tourism at the selected destinations developed over time as relevant time series data are not available for a sufficient number of years. Also data on control over development (foreign versus domestic) are not available.

However, it was possible to determine the **scale and diversity of tourism development** at the locations. As a proxy for the *scale* of tourism development, average bed spaces of tourist establishments (excluding Hotels/Motels/Service Apartments with 5-14 rooms) was used as an indicator (see Table 1). As a proxy for *diversity* of tourism development, types of tourist accommodation establishments and their prominence at a destination were used (see Figure 3).

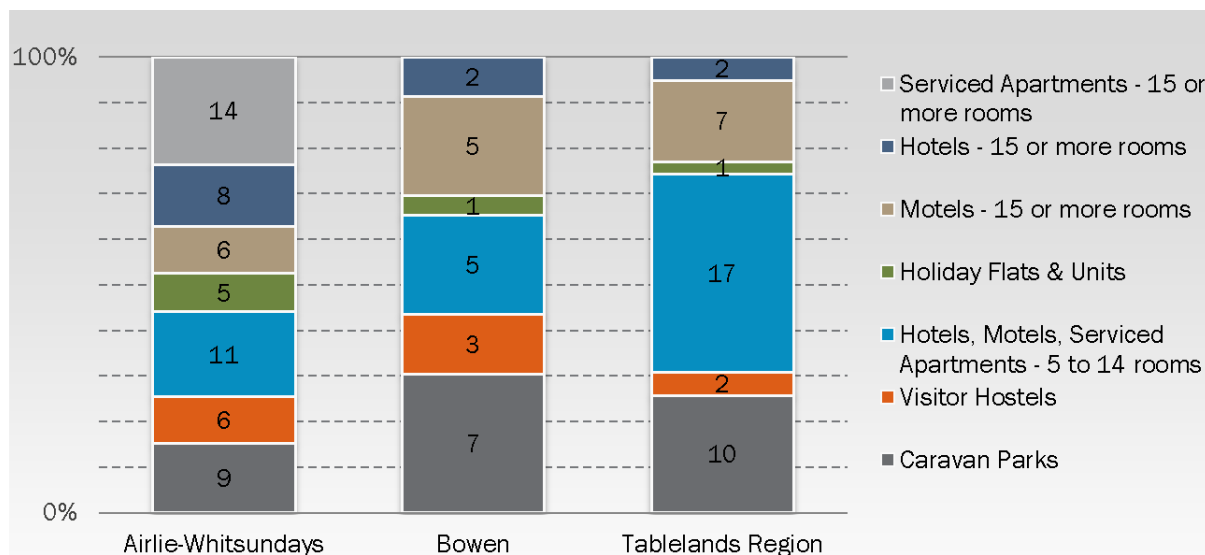
For the **current economic reliance on tourism**, data sourced from Census of Population and Housing (ABS, 2011) on employment in the accommodation and food services industry in the three locations were used as a proxy (see Table 1).

Table 1: STAGE OF TOURISM DEVELOPMENT VARIABLES AND MEASURES

VARIABLES	AVAILABLE MEASURES	AIRLIE-WHITSUNDAYS		BOWEN		TABLELANDS REGION	
SCALE OF TOURISM DEVELOPMENT	Average Bed Spaces (excluding H/M/SA with 5-14 rooms)	220		80		56	
ECONOMIC RELIANCE ON TOURISM	Employment in 'Accommodation and Food Services' Industry	Number	1,514	Number	363	Number	1,097
		% of total employment	26.3%	% of total employment	9.1%	% of total employment	6.2%

Data source: Census of Population and Housing (ABS, 2011); Tourist Accommodation (ABS, 2010)

From the above table it is evident that the scale of tourist accommodation establishments in Airlie Beach-Whitsundays region is significantly greater compared to Bowen and the Atherton Tablelands. This in turn partially explains the region's much higher economic reliance on tourism with over one quarter of all the workforce employed in the 'Accommodation and Food Services' industry, which is again significantly higher than 9.1% in Bowen and 6.2% in the Atherton Tablelands.



Data Source: National Regional Profiles, 2006-2010 (ABS)

Please note: sourced data only include those establishments whose main business address is registered in each of the corresponding regions

\* Data for corresponding Statistical Local Areas (SLA) units were used as proxy, as the detailed data for the SA2 units were not available

**Figure 3: DIVERSITY OF TOURIST ACCOMMODATION ESTABLISHMENTS (2010)\***

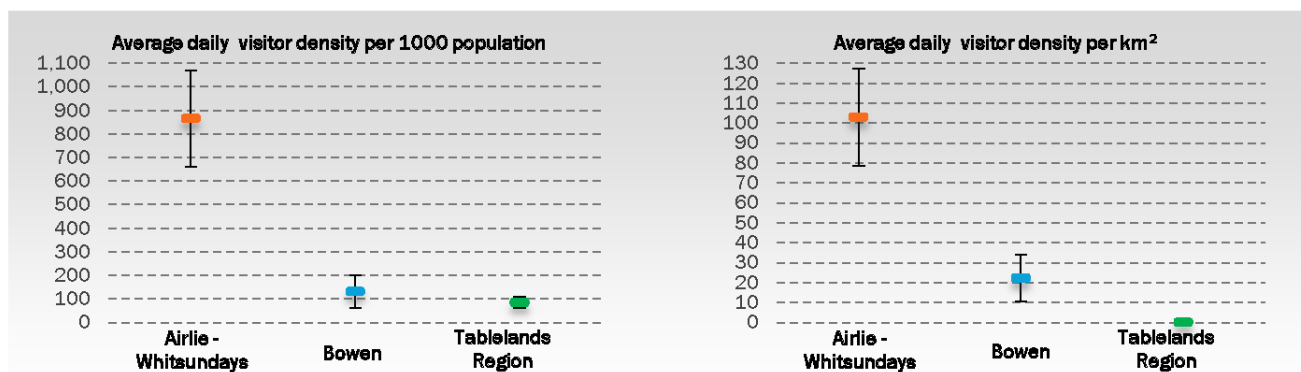
Degree of diversity of accommodation establishments varies in each of the region. Airlie Beach-Whitsundays not only has the highest number of tourist establishments (in 2010 there were 59 compare to 23 in Bowen and 39 on the Atherton Tablelands<sup>2</sup>), but also has the highest diversity among them (see Figure 3). This is the only region that has 'Serviced Apartments with 15 or more rooms' as a type of accommodation, and in fact this is the most prominent type of accommodation at the destination. The tourist accommodation in Bowen and the Atherton Tablelands is less diverse than in Airlie Beach-Whitsundays. Caravan parks are the most prominent type of accommodation in Bowen. Small scale accommodation establishments with 5 to 15 rooms are the most prominent type of the tourist accommodation in the Atherton Tablelands. Caravan parks are also quite prominent in this destination.

## 2. Visitor-Resident Contact

Contacts between residents and visitors vary in their regularity, intensity and type, with some encounters resulting in conflict (Barber, 2010). Typically, an increase in the number of visitors to a destination is associated with an increase in intensity of some tourism impacts and the emergence of others, such as crowding, litter and noise. Within the extrinsic dimension, the intensity of contacts between visitors and residents is frequently represented by density of tourists at a destination. The usual measure is average daily visitor density per 1000 population (or per square kilometre) which represents an average measure of domestic and international overnight visitors as well as day visitors that are present at a destination at any given day. As numbers of visitors relative to the local population and land area change the intensity of impacts change. This measure provides an easy to interpret indicator of the relative size of tourism at a

<sup>2</sup> Please note that data sourced on tourist accommodation establishments only include those whose main business address is registered in the each of the corresponding regions

destination, however other variables such as types of visitors and seasonality of their visits are also instrumental in understanding the nature of tourism impacts.



Data Source: TRA Online Database; Regional Population Growth (ABS, 2012); Queensland Regional Profiles, QLD Treasury and Trade.

Figure 4: VISITOR-RESIDENT CONTACT

demonstrates the twelve year average estimates with confidence intervals for 1999-2011 excluding 2001 as data for Bowen for that year were not available. Airlie Beach-Whitsundays on average has between 1,072 and 662 visitors per 1000 residents on any given day, with the population basically doubling because of tourists; Bowen has between 201 and 62; and Tablelands region between 109 and 60 visitors per 1000 population on any given day.

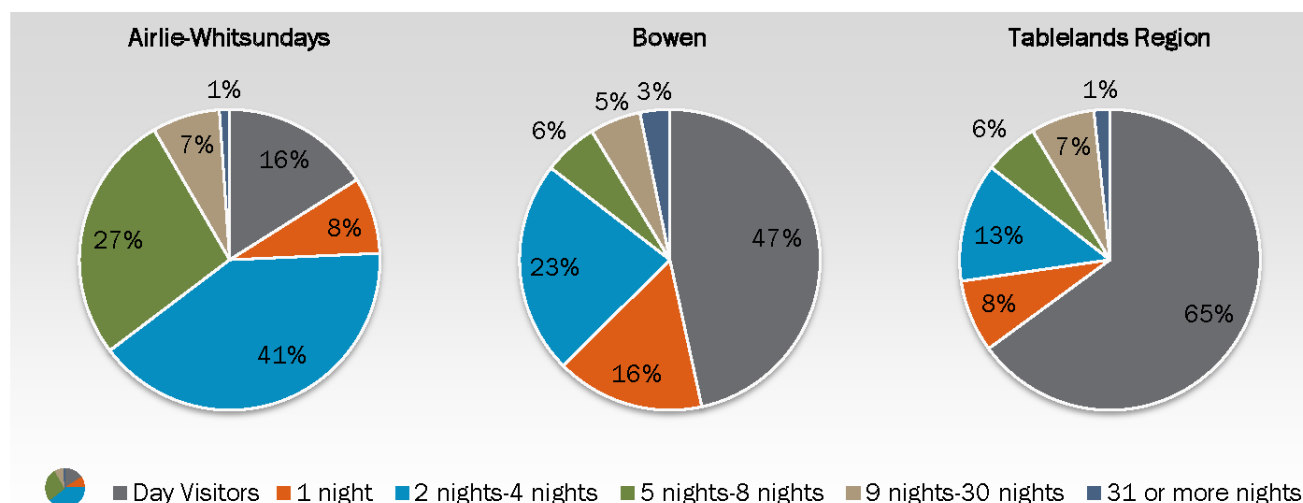
Geographical density of visitors mostly paints a very similar picture. Please note that the land area represents total area of the region in square kilometers minus protected areas (park and forest estate). Airlie Beach-Whitsundays on average have between 127 and 79 visitors per square kilometer; in Bowen on average there are between 34 and 11 visitors per square kilometer on any given day. The average estimate for the Tablelands region is less than 1 tourist per square kilometer. However, the Tablelands estimate needs to be interpreted very carefully as this region covers a significant geographic area. Most of the region's area is agricultural land. Visitors, as well as locals, concentrate around certain population centres. So in reality the density of tourists in those population centres of the area is higher than the one that was calculated for the whole area.

### 3. Visitor Types

Different types of visitors are associated with different impacts on community well-being (Stoeckl, Greiner, & Mayocchi, 2006). Depending on the needs of a particular community, some visitors may be welcomed while others may be perceived as nuisances.

Data on visitors to the three selected destinations were sourced from the Tourism Research Australia (TRA) Online Database which publishes data from the National and International Visitor Surveys. The surveys collect data on various visitor characteristics. Of the available variables the most useful categories for assessing types of visitors prevalent in the three destinations were length of stay, age and travel party.

Figure 5 depicts visitors to the destinations by the length of their stay. Visitors' length of stay in Airlie Beach-Whitsundays region is distinctly different in comparison with the other two regions, with the majority of the visitors staying in the region between 2 and 4 nights. In Bowen and the Atherton Tablelands day visitors (or visitors who do not stay overnight) represent the highest percentage of total visitors to the regions. Other significant categories of visitors for Airlie Beach-Whitsundays are visitors that stay for about a week, while for Bowen and Tablelands visitors that stay 2-4 nights or 1 night also represent significant proportion among the total visitors to each of the region.



Data Source: TRA Online Database

**Figure 5: VISITORS BY LENGTH OF STAY**

The visitors were then further segmented by combination of travel party, age and length of stay to identify specific types of visitors that are frequent at each of the destinations. Percentages of International and Interstate visitors (visitors from states other than Queensland) were calculated (see Table 2; please note that this type of data is available for overnight visitors only).

Overnight visitors to Airlie Beach-Whitsundays are younger overall than those visiting the other two regions and they tend to stay for around a week. Visitors to Bowen include young friends and relatives, older adult couples, and unaccompanied travellers and family groups of various ages. But they all tend to stay for only a short period of time. In the Atherton Tablelands older couples that stay prolonged amounts of time are prominent, which indicates that the region is popular with 'grey nomads'. Younger groups of friends and relatives that visit for 1 to 4 nights are also prominent in the region.

**Table 2: VISITOR TYPES\***

AVAILABLE MEASURES	AIRLIE-WHITSUNDAYS	BOWEN	TABLELANDS REGION
Travel Party + Age + Length of Stay	Adult Couple, 25-64, 2-8 nights	Friends/Relatives, 15-24, 1-4 nights	Adult Couple, 45-64, 1-30 nights
	15%	12%	10%
	Unacc. Traveller, 15-44, 2-8 nights	Unacc. Traveller, 15-64, 2-4 nights	Friends/Relatives, 15-44, 1-4 nights
	12%	10%	7%
	Family Group, 25-44, 2-8 nights	Adult Couple, 45-64, 1-4 nights	
	7%	8%	
	Friends/Relatives, 15-44, 2-4 nights	Family Group, 15-44, 2-4 nights	
	6%	6%	
% of International Visitors	30%	6%	4%
Interstate/Intrastate	50 interstate and 50 intrastate visitors per 100 domestic overnight visitors	16 interstate and 84 intrastate visitors per 100 domestic overnight visitors	21 interstate and 79 intrastate visitors per 100 domestic overnight visitors

Data Source: TRA Online Database

\* Overnight visitors only

Of the three regions, Airlie Beach-Whitsundays has the highest percentage of international visitors and half of the domestic visitors come from other states, indicating that the region has a diverse mix of visitors. Both, Bowen and Tablelands are visited by mostly domestic intrastate visitors.

## 4. Seasonality

Variations in seasonality at tourist destinations can be visualised on a continuum, with destinations where visitors are only present for a short period during a year on one end and destinations where the number of visitors remains relatively steady during the year on the other end. It is commonly recognised that seasonality is caused by two main groups of factors: natural (related to climate/weather at a destination) and institutionalised (related to social norms, such as time of the year assigned for holidays) (Koenig-Lewis & Bischoff, 2005). Seasonality is associated with a higher intensity of social impacts of tourism at peak times and lower intensity during low season. Seasonality of tourism at different destinations can be compared through analysis of its two main features: **pattern** (changes of occupancy rates through the year) and **amplitude** (the difference between the off-season and peak-season occupancy rates) (De Cantis, Ferrante, & Vaccina, 2011).

Traditionally tourism seasonality analysis implies an analysis of visitor arrivals data. In regional case studies this type of data is often not available or associated with large confidence intervals. Some of the previous regional studies of seasonality used data on bed occupancy rates (De Cantis et al., 2011) or room occupancy rates (Koenig & Bischoff, 2004) as proxy for visitor arrivals, as these are often collected by tourism establishments/reported by statistical bodies. ABS consistently collects and publishes room occupancy rates for hotels/motels/serviced apartments with fifteen or more rooms, but for the selected SA2 level units detailed data were not available. Quarterly room occupancy rates for the corresponding SLA level units represented the most complete dataset and were used as a proxy for the selected regions to analyse both pattern and amplitude of seasonality at each destination (ABS, 2003-2011).

To measure *pattern* of seasonality, seasonal indexes for each quarter for the three locations were calculated following a procedure described by Lim and McAleer (2001). Highest seasonal indexes represent the high tourism season, and lowest seasonal indexes represent low tourism season (see first row of Table 3). The pattern of seasonality in Airlie Beach-Whitsundays differs from the other two regions with the high season falling in the December quarter, and the low season falling in the June quarter. In both Bowen and Atherton Tablelands region the high season is in the September quarter, and the low season is in the March quarter.

The *amplitude* of seasonality, or the swings between the high and low seasons are less prominent in Airlie Beach-Whitsundays (with low to high season ratio at 77%, meaning that occupancy rates in low season here tend to be around three-quarters of occupancy rates in high season). In comparison to the other two regions, visitor arrivals to Airlie Beach-Whitsundays region are more evenly (though not uniformly) distributed throughout the year. In the Atherton Tablelands the low to high season ratio is 67%, and in Bowen it is 62% (see second row of Table 3).

**Table 3: SEASONALITY\***

VARIABLES	AVAILABLE MEASURES	AIRLIE-WHITSUNDAYS		BOWEN		TABLELANDS REGION	
PATTERN	Seasonal Index	March Quarter	0.947	March Quarter	0.769	March Quarter	0.806
		June Quarter	0.860	June Quarter	<b>1.019</b>	June Quarter	<b>1.019</b>
		September Quarter	<b>1.083</b>	September Quarter	<b>1.239</b>	September Quarter	<b>1.203</b>
		December Quarter	<b>1.115</b>	December Quarter	0.967	December Quarter	0.965
AMPLITUDE	Low Season/ High Season Ratio	77%		62%		67%	

Data Source: Tourist Accommodation, Small Area Data, Queensland, ABS (2003-2011)

\* Data for corresponding SLA units were used as proxy, as the detailed data for the SA2 units were not unavailable

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## Summary and Conclusions

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This chapter described the application of a theoretical framework developed by Faulkner and Tideswell (1997) to identify the scale and type of tourism development in the three selected Australian Tropical communities. Stage of tourism development, visitor-resident contact, visitor types, and seasonality at the destinations were assessed by analysing available secondary data. The main findings for each region are summarised below.

In **Airlie Beach-Whitsundays** nearly every second person is a visitor, the most dominant type of accommodation is serviced apartments with 15 or more rooms and nearly one quarter of the local residents are employed in the accommodation and food services industry. Visitors tend to be relatively young, travel unaccompanied or with a partner and stay for between two and eight nights. International visitors represent nearly one-third of all visitors to the area, and domestic overnight visitors are nearly evenly divided between visitors from other states and visitors from Queensland. Seasonality is not as pronounced as in the other two regions; the peak season occurs in the December quarter coinciding with summer holidays in Australia, with the shoulder season occurring in the September quarter.

Tourism development in Bowen and the Atherton Tablelands is on a different scale. In **Bowen**, on average visitors represent between six and twenty percent of the local population, and tend to come for short visits. The most prevalent form of tourism accommodation is caravan parks, followed by smaller establishments with five to fourteen rooms.

The **Atherton Tablelands** region is popular with day visitors, who represent more than one-half of total visitors to the region. Among overnight visitors to the Atherton Tablelands region, older couples that stay for prolonged amounts of time represent a significant proportion, with another significant category being younger groups of friends or relatives coming for short visits. Small tourism establishments with five to fourteen rooms, caravan parks and motels are the dominant type of accommodation.

Both Bowen and the Atherton Tablelands region attract significantly fewer international and interstate visitors than Airlie Beach-Whitsundays. For both these destinations high tourism season occurs in the September quarter with the shoulder season in the June quarter, reflecting the different style of tourism.

The aim of this study was to develop an objective tourism measures framework, which would allow for a systematic assessment of the degree and type of tourism development at a specific destination. The results of the study demonstrated that the devised set of measures assisted with the systematic analysis of available secondary data and enabled construction of tourism profiles of regional tourism destinations. The created tourism profiles identified distinct differences in both the type and size of tourism development at the three chosen locations. The profiles were also consistent with resident descriptions of tourism generated in a qualitative study conducted in the three regions (Moscardo, Konovalov, Murphy, & McGehee, 2013). The devised framework can be implemented in other destinations within Australia or adapted for destinations in other countries. Thus it seems that the proposed destination level framework for measuring tourism in regional locations does offer a reasonable description of the key characteristics of tourism. It is hoped that the devised framework can contribute to the tourism planning and management process by providing a valuable instrument for research on the social impacts of tourism.

## Chapter 2: Social Aspects of Community Well-being

One of the fundamental purposes of local governments is to improve life in the communities they are entrusted with. And this poses a fundamental question: *'How do we monitor and measure improvements in community life?'* As with many fundamental questions there is no single way of answering, but rather there is multitude of approaches.

In this research project this question was approached through the concept of well-being. Defining and measuring community well-being has been a subject of considerable scientific research (see Sirgy et al., (2006) for a detailed description of the conceptual and philosophical foundation of this multidimensional and interdisciplinary concept). Well-being can be defined as "a function of the actual conditions of ... life and what a person or community makes of those conditions" (Michalos, 2008, p. 357). The above definition was used to define **community well-being** which within this research project is seen as the well-being of individuals that live in a community (please note that 'Quality of Life' is sometimes used in other publications as a term for the same concept). The concept of well-being is closely linked to happiness, however, encompassing a wider meaning of being well. As with happiness, well-being means different things to different people, different communities and different nations. This is a multifaceted interdisciplinary concept that is applied by researchers from a wide variety of fields to wide varieties of problems.

Research on community well-being frequently identifies three principal components of the community well-being concept: economic, social and environments dimensions or aspects, also sometimes referred to as 'triple bottom line'. All three of these components are vital for community well-being and progress in one cannot substitute for a decline in one of the others. Traditionally, a nation's or community's progress was reported by means of using economic indicators, however recent research has turned to identifying indicators for environmental and social aspects of community well-being. Some progress has been achieved with environmental indicators, while research on social indicators is still lacking.

This project was focused specifically on measuring social aspects of well-being on a local community scale with the goal to assess how existing tourism impacts the residents' way of life. To identify suitable measurements and to design the survey instrument, a review of literature was undertaken to identify theoretical frameworks that were proposed by well-being researchers. Then research on the social impacts of tourism was reviewed to establish dimensions of well-being that are linked to tourism. Based on the results of the review, a theoretical framework that guided this research project was proposed. This was followed by a review of existing community well-being indicators and survey instruments. A survey instrument was then designed and the survey administered among the residents of the three selected communities: Airlie Beach-Whitsundays, Bowen and Atherton Tablelands. This chapter describes the proposed theoretical framework and the survey findings on indicators of social aspects of community well-being in the three communities.

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### Theoretical Framework

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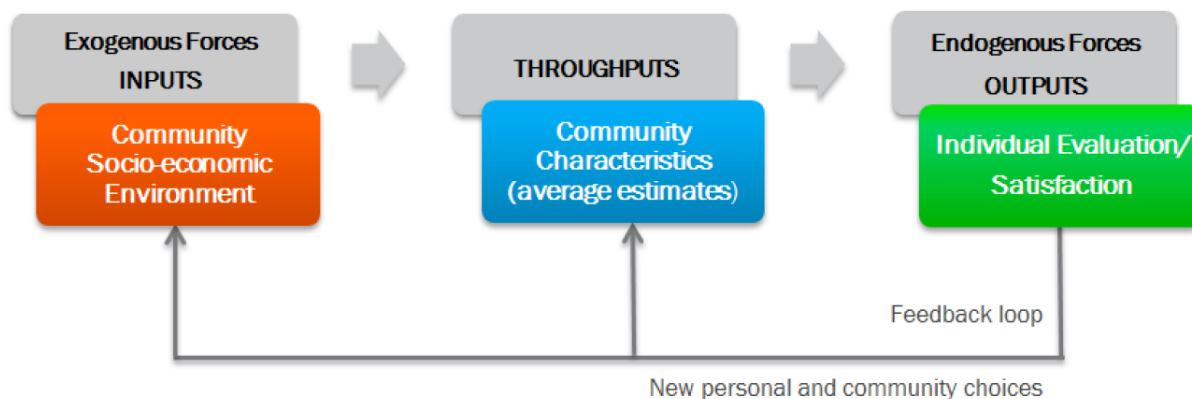
To be able to assess tourism impacts on community well-being, a clear and easy to implement conceptual model of community well-being is needed to provide guidance and direction for this process. Through a review of existing literature in the interdisciplinary field of well-being research, two such frameworks were identified: a system-theory framework and a capitals framework.

#### System-theory Framework for Well-being

The system-theory framework for well-being builds on the work of Veenhoven (2001), who identifies three main dimensions of well-being: quality of environment (external to an individual conditions of living), quality of performance (inner ability of an individual to respond to external living conditions), and quality of the result (the actual satisfaction/dissatisfaction with life). The framework proposed by Hagerty et al., (2001) aligns Veenhoven's three dimensions of well-being with input, throughput and output components of a system and establishes causal

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relationships between them (see Figure 6). The input column (environment) represents exogenous or independent variables, which affect outputs (subjective well-being of an individual) by affecting throughput (individual choices). The output column in this system represents the endogenous or dependent variables, which denote overall contentment with one's life.



*\*Adapted from Hagerty et al. 2001*

**Figure 6: COMMUNITY WELL-BEING SYSTEM\***

### Capitals Framework for Well-being

The capitals framework sees community well-being (CWB) as a community's ability to access and utilise various types of capitals/assets/resources (Flora & Flora, 2013). Usually seven forms of community capitals are identified (Emery & Flora, 2006):

- Natural capital – natural environment, including air, water, soil, biodiversity, and weather;
- Cultural capital – the prism through which residents perceive reality, including traditions, rituals and language;
- Human capital - the skills and abilities of residents; includes education, skills, health, and self-esteem;
- Social Capital – connections among people in a community including networks and relationships;
- Political capital – the ability of communities and individuals within a community to influence political decisions;
- Financial capital – available financial resources; and
- Built capital – existing infrastructure to support various community activities.

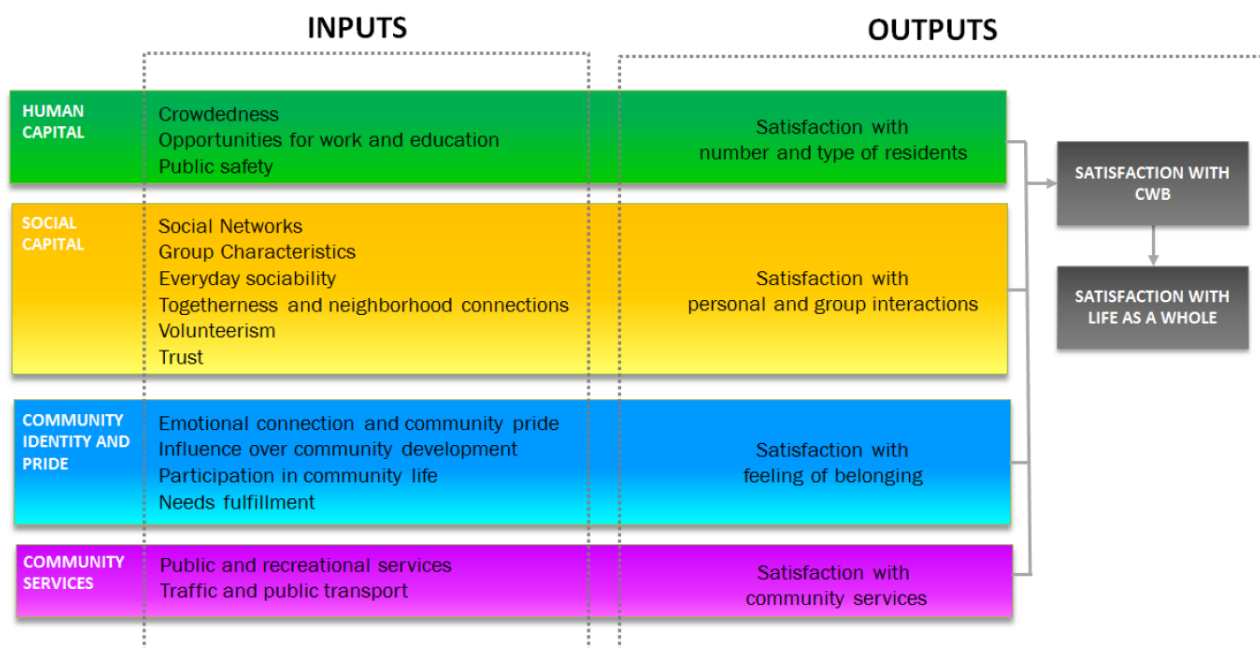
Different communities may choose different capitals on which to focus their developmental strategies. As this research project was focused on links between tourism and social aspects of well-being, the above list of capitals needed to be narrowed down to include only those that have direct links to the social impacts of tourism.

### Proposed Theoretical Framework

An analysis of relevant review papers (Andereck, Valentine, Knopf, & Vogt, 2005; Deery, Jago, & Fredline, 2012; Easterling, 2004) identified four capitals through which tourism can influence local residents' way of life: (1) Human, (2) Social, (3) Community Identity and Pride (linked to cultural capital) and (4) Community Services (linked to built capital) capitals. A simplified system-theory approach was then adopted and input and output measures were identified for each capital.

Figure 7 details the proposed theoretical framework. Inputs in this framework are the dimensions of the selected capitals that, combined, represent the social facets of CWB and have been linked to tourism in previous tourism impact research. Outputs are dependent variables for which changes are determined by changes in inputs and represent residents' satisfaction with each of the selected capitals of CWB, overall CWB and life as a whole. It is further proposed that satisfaction with the overall social aspects of CWB, as measured by satisfaction with the selected capitals of CWB,

as well as satisfaction with economic and environmental aspects (not measured in this research) contribute to overall satisfaction with CWB, which along with other important dimensions (such as satisfaction with marriage and family life, work, health, income and others) in turn contributes to individual satisfaction with life overall.



**Figure 7: PROPOSED THEORETICAL FRAMEWORK: SOCIAL ASPECTS OF CWB SYSTEM**

Measures were identified for each element of the above framework through review of the existing CWB indicators and survey instruments. For some of the measures secondary data were available, however most required the collection of primary data. A questionnaire was designed (see Appendix 2 for full questionnaire) and a survey of residents of Airlie Beach-Whitsundays, Bowen, and the Atherton Tablelands was conducted to collect necessary information. The survey details and its findings, as well as an analysis of relevant secondary data, are described below.

## Survey details

The survey was conducted at each of the three locations: in Bowen during December 2013 – March 2014, at Airlie Beach-Whitsundays during February – May 2014, and in Atherton Tablelands during April – July 2014.

For the administration of the survey Qualtrics software (<http://www.qualtrics.com/>) was utilised. The software allowed participants to take the survey online and also offered an iPad app for conducting the survey offline. To promote the survey among the local residents a press release was issued for each of the study sites with information about the survey and a link via which the online survey could be accessed, which was published in various local media. Additionally, community stakeholders were contacted via e-mail or phone and asked to distribute the survey information and link among their networks via e-mail/ website/Facebook page.

The online survey was complemented with a one week long site visit for each of the study locations. Passers-by in various public places were invited to take the survey via iPads and survey flyers were distributed throughout the community. This boosted the survey responses and insured inclusion of people who did not have an internet access and could not participate in the survey otherwise.

The survey specifically targeted local residents. Screening questions at the beginning of the survey were used to access the residency type and length. Only those participants that stated having lived in the area for more than six months

were directed to the survey questions about community well-being and perceptions of tourism. Those living in the area for less than 6 months were guided straight to the final part of the survey that consisted of only demographic questions. The final sample size for Airlie Beach- Whitsundays is 170, for Bowen is 180 and for Atherton Tablelands is 247, which respectively represented 2%, 2.6% and 0.7% of regions' population aged 18 or over (data source: Census, 2011, ABS).

Nearly all respondents in all three locations stated that they are full time residents. Stated length of residency is detailed in Table 4. Nearly seventy percent of respondents in the Atherton Tablelands stated living in the community for more than 10 years. In Airlie Beach-Whitsundays and Bowen about half of respondents lived in their communities for this amount of time, with around twenty percent living there between 1 and 5 years and another twenty percent between 5 and 10 years.

**Table 4: RESPONDENTS LENGTH OF RESIDENCY**

How long have lived in this community?	AIRLIE- WHITSUNDAYS	BOWEN	TABLELANDS REGION	AIRLIE- WHITSUNDAYS	BOWEN	TABLELANDS REGION
Less than 6 months	11	4	4	6%	2%	2%
6 months – less than 12 months	4	4	2	2%	2%	1%
1 year – less than 5 years	32	35	35	19%	19%	14%
5 years – less than 10 years	32	35	37	19%	20%	15%
10 years or more	91	102	169	54%	57%	68%
Total	170	180	247	100%	100%	100%

The study utilised convenience and voluntary response sampling and thus results are susceptible to bias and extrapolation of the findings to the respective populations should be done with caution. Analysis of demographic characteristics of the respondents demonstrated that females, older people, highly educated and high income earners were overrepresented in all three samples (for a summary of respondents demographic characteristics please refer to Appendix 3).

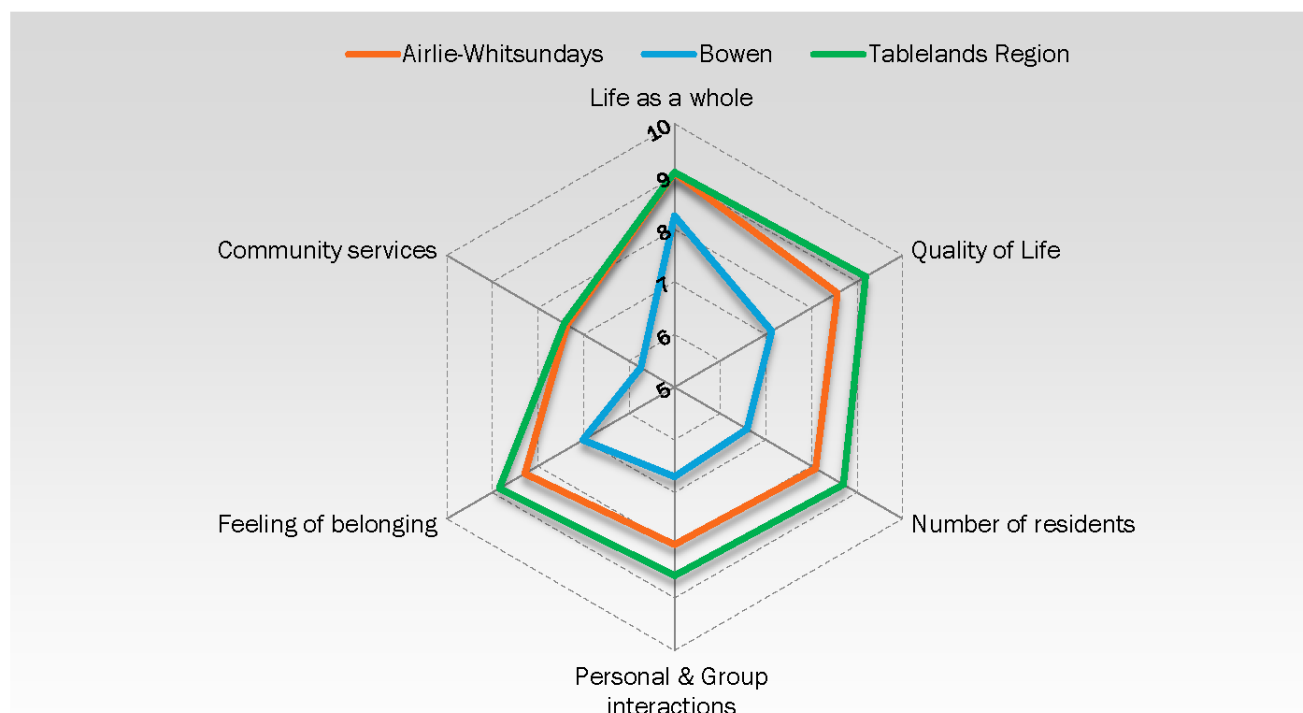
Also please note even though the majority of respondent completed the survey fully, there were those that completed the survey only partially. Some respondents skipped answering certain questions and some chose not to provide their demographic information. The percentages for a particular question reported below were calculated out of the total number of respondents that have answered that question.

## CWB System - Outputs: Satisfaction Scores Analysis

Social aspects of the CWB system (detailed in Figure 7) are best analysed starting with dependent variables, or outputs. Individual satisfaction with each of the selected capitals of CWB, as well as with CWB overall and life as a whole, was measured on a scale from 0 (not at all satisfied) to 10 (completely satisfied). Figure 8 details estimated means for each of the dimension.

Statistical tests performed<sup>3</sup> confirmed that all the differences between three locations are statistically significant with the exceptions of two cases: differences between Airlie Beach-Whitsundays and Tablelands regions' means for (1) 'Life as a whole' and (2) 'Community Services' (9.07 and 9.08; 7.36 and 7.42 respectively).

<sup>3</sup> One-way between-groups ANOVA test was performed which in case of significant results was followed by appropriate Post-hoc tests (0.5 significance level was adopted)



Note: the chart depicts mean scores of responses to a question "On a scale from 0 to 10 please tell us how satisfied are you these days with..." where 0 means 'not at all satisfied' and 10 means 'completely satisfied'. Satisfaction with 'Life as a whole' was used as a proxy for personal overall life satisfaction. Satisfaction with 'Quality of Life' was used as a proxy for overall satisfaction with community well-being. The other four questions measured overall satisfaction with each of the selected four capitals: Number of residents – Human capital, Personal and Group interactions – Social Capital, Feeling of belonging – Community Identity and Pride, and Community Services – Community Services capital.

**Figure 8: RESPONDENTS MEAN SATISFACTION SCORES**

Overall, the satisfaction ratings were the highest among respondents from the Atherton Tablelands region, followed by respondents from Airlie Beach-Whitsundays region, and were the lowest among Bowen respondents.

Respondents in all three communities are very satisfied with their **life as a whole**. That is on average respondents in all three communities rated their overall life satisfaction above the national average, which in 2013 was estimated at 7.4 out of 10 (OECD Better Life Index data: <http://www.oecdbetterlifeindex.org/>). Respondents from Airlie Beach-Whitsundays and the Atherton Tablelands on average rated their overall life satisfaction just above 9 out of 10, and Bowen respondents – slightly above 8.

Satisfaction with overall **community well-being** or quality of life varied significantly among regions. Of the three regions, respondents from the Atherton Tablelands had the highest average satisfaction score (9.2), where it was even slightly higher than the average score for overall life satisfaction. For respondents from Airlie Beach-Whitsundays and Bowen, satisfaction with community well-being on average was slightly lower (8.5 and 7.1 out of 10 respectively).

Satisfaction scores for **human capital** (number of residents), **social capital** (personal and group interactions), and **community identity and pride** (feeling of belonging) follow a similar trend. In the Atherton Tablelands average satisfaction with all three capitals just below 9, in Airlie Beach-Whitsundays close to or just above 8, and in Bowen 7 or just below.

Of the four capitals, **community services** stands out, with lower satisfaction ratings from respondents in all three communities. Of the three regions, Bowen respondents had the lowest average satisfaction with community services at 5.7, while Airlie Beach-Whitsundays and Tablelands respondents average satisfaction score was 7.4.

The satisfaction of residents is determined by their perceptions and knowledge of the current situation in their community. The remainder of this chapter is devoted to reporting the survey results on the measurements for each of the four selected capitals. These measurements were aimed at detecting weaknesses and strength in social aspects of community well-being in the selected regions, therefore facilitating identification of areas of opportunities for improvement for local governments and community stakeholders.

## 1. Human Capital: Number and type of residents

Human capital can be defined as the skills and abilities of residents (Emery & Flora, 2006). Traditional measures of human capital include indicators for education, health, and labour force participation of region's residents. Previous social impact of tourism research identified the following links between human capital and tourism: crowdedness, opportunities for work and education, and safety levels (Andereck et al., 2005; Deery et al., 2012; Easterling, 2004). The relevant survey findings are described below for each of the three identified dimensions of human capital.

### 1.1. Crowdedness or Population Density

Population density is usually measured by number of people per square kilometer. Presence of tourism at a destination can contribute to feeling of overcrowding experienced by local residents or on the opposite hand bring in extra population to support provision of community services and local businesses. Population density for each of the three regions was estimated from available secondary data (see Table 5).

Population density in Airlie Beach-Whitsundays and Bowen, are roughly on the same scale (144 and 187 people per square kilometer), while population density in the Atherton Tablelands is very low – less than 1 person per square kilometer. This reflects the agricultural nature of the region with a significant amount of land devoted to farming. All three regions have relatively low population density compared to more industrial regions in Queensland, with the density of population in some SA2 regions in Brisbane reaching a few thousand persons per square kilometer (ABS, 2012-13).

**Table 5: POPULATION DENSITY**

	POPULATION (2013)*	AREA**	POPULATION DENSITY
AIRLIE-WHITSUNDAYS	11,710	81.5 km <sup>2</sup>	144 per km <sup>2</sup>
BOWEN	9,593	51.2 km <sup>2</sup>	187 per km <sup>2</sup>
TABLELANDS REGION	46,175	56,916.1 km <sup>2</sup>	Less than 1 per km <sup>2</sup>

\*Data source: *Regional Population Growth, Australia, 2012-13* (ABS, cat.no. 3218.0)

\*\* Total regions' area in km<sup>2</sup> minus protected areas (park and forest estate). Data source: *Queensland Regional Profiles, QLD Treasury and Trade*.

However, population density numbers by themselves do not tell the full story. To be able to interpret the calculated density it is necessary to know whether residents would like to see an increase or decrease in the current population and by what degree. Figure 9 details the opinions of the survey respondents about the size of the local population.

In Airlie Beach and Whitsundays respondents opinions were divided between maintaining the current population size and seeing an increase in residents. Forty per cent of respondents would prefer to keep the current population size, while slightly more (43%) would like to see population growth. However even those in favor of population increase would like to see only moderate growth with about half of these respondents indicating preference for a 10-24% increase.

In Bowen there is a clear preference for population growth. More than three quarters of respondents think that the local population should be more that it is now. Out of those, 38% would like to see a significant growth of 50% or greater, one third - an increase between 25 and 49% and another third – between 10 and 24%.

In the Atherton Tablelands region respondents had a slight preference for maintaining current population levels. Over half of the respondents here indicated that they would like to keep the same local population, while 40% indicated that they would like the population to increase. Of those in favor of an increase, the majority (45%) indicated a preference

for moderate population growth between 10 and 24%, while 27% would like to see 25-49% increase and another 22% an increase of 50% or greater.

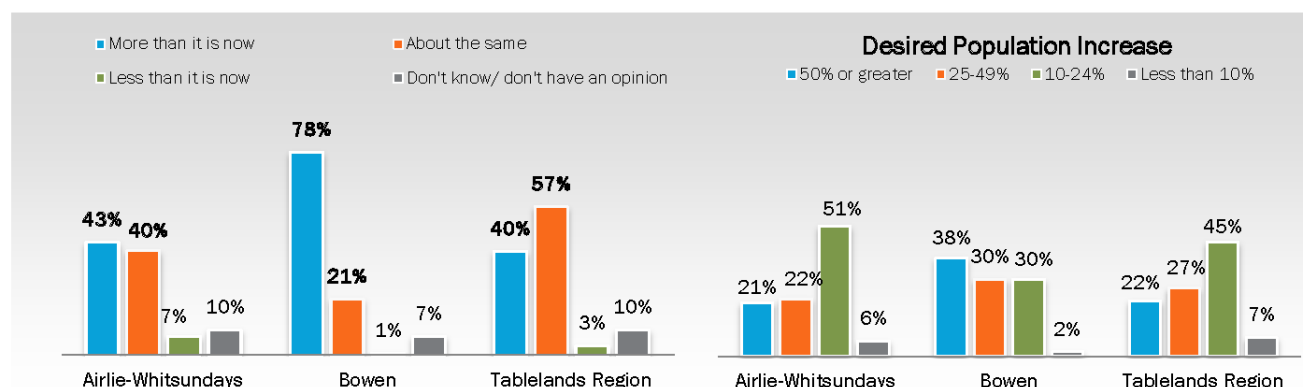


Figure 9: RESPONDENTS OPINIONS ABOUT POPULATION LEVELS

## 1.2. Opportunities for Work and Education

The development and use of human capital requires opportunities for work, productive activities and education. This retains the existing residents in a community and also attracts people who may decide to relocate from elsewhere and thus bring their skills to the new community.

To evaluate opportunities for work, secondary data on employment in the three regions were sourced and is presented in Table 6. Comparison of estimates for December 2012 and 2013 demonstrates that both Bowen and Airlie Beach-Whitsundays had a significant increase in unemployment rates. In the Atherton Tablelands region, despite a significant decrease, the unemployment rate remained relatively high. The number of unemployed in Bowen increased by 33% and in Airlie Beach by 22%, while the labour force in both regions grew only by 3%. In the Tablelands region the number of unemployed decreased significantly (by 27%) however this was also accompanied by a small labour force decrease (less than 1%).

Table 6: EMPLOYMENT STATISTICS

	UNEMPLOYMENT RATE				NUMBER OF UNEMPLOYED				NUMBER IN LABOUR FORCE			
	Dec-12	Dec-13	Diff	% Diff	Dec-12	Dec-13	Diff	% Diff	Dec-12	Dec-13	Diff	% Diff
AIRLIE-WHITSUNDAYS	5.4	6.7	+1.3PP	<b>+19.4</b>	689	880	+191	<b>+21.7</b>	12,735	13,164	+429	<b>+3.3</b>
BOWEN	7.0	10.1	+3.1PP	<b>+30.7</b>	532	797	+265	<b>+33.2</b>	7,614	7,874	+260	<b>+3.3</b>
TABLELANDS REGION	10.3	8.2	-2.1PP	<b>-26.3</b>	2,397	1,886	-511	<b>-27.1</b>	23,224	23,074	-150	<b>-0.7</b>

Data source: Small Area Labour Markets estimates, smoothed series (Department of Employment: <http://employment.gov.au/small-area-labour-markets-publication>)

Note: the data are available only for SLA geographical units, estimates for corresponding SLA units were used as proxies for the three study regions.

To evaluate opportunities for education, secondary data on number of students in post-school educational institutions were sourced and presented in Table 7. Of the three regions, Airlie Beach-Whitsundays had the highest proportion of students attending post-school institutions, followed by the Atherton Tablelands and Bowen. When the age of students is taken into account, compared to Airlie Beach-Whitsundays, the Tablelands and Bowen had significantly lower proportions of young students, while the differences in proportions of mature students were not as significant.

**Table 7: EDUCATION STATISTICS**

	% OF POST-SCHOOL STUDENTS			NUMBER OF POST-SCHOOL STUDENTS			TOTAL NUMBER OF RESIDENTS		
	15 +	15-24	25 and over	15 +	15-24	25 and over	15 -59	15-24	25-59
AIRLIE-WHITSUNDAYS	<b>4.9%</b>	9.5%	3.8%	375	138	237	7,627	1,459	6,168
BOWEN	<b>4.0%</b>	7.5%	3.1%	211	82	129	5,250	1,090	4,160
TABLELANDS REGION	<b>4.5%</b>	7.4%	3.8%	1,082	344	738	23,932	4,618	19,314

Data source: Census 2011 (ABS, data retrieved through TableBuilder facility:

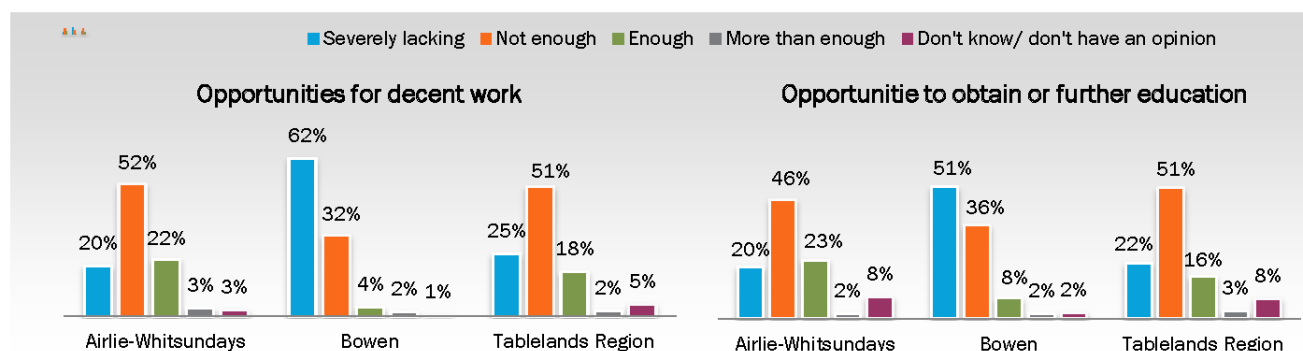
<http://www.abs.gov.au/websitedbs/censushome.nsf/home/tablebuilder?opendocument&navpos=240>)

Note: Post-school student numbers comprise of students of 'technical or further education institutions including TAFE colleges' and 'university or other tertiary institution categories.

The above information needs to be evaluated together with residents' perceptions of opportunities for work and education in their regions. Figure 10 details respondents' opinions about opportunities for decent work and to obtain and further education in their communities. Overall the majority of respondents at all the three locations think that there are not enough of these opportunities in their communities, with the majority of Bowen respondents reporting a severe deficiency.

Lack of opportunities for decent work (the total of those who chose the 'severely lacking' and 'not enough' options), was reported by around three quarter of respondents in Airlie Beach-Whitsundays and the Atherton Tablelands and by nearly all respondents (94%) in Bowen. Sixty-two per cent of Bowen respondents feel that there is a severe lack of opportunities for decent work in their community, compared to 20% in Airlie Beach-Whitsundays and 25% in the Tablelands region (see the first chart in Figure 10). Views on education opportunities display a similar trend (see the second chart in Figure 10).

Interestingly, despite a reduction of unemployment rate for the Atherton Tablelands, the majority of respondents still perceive that there is lack of opportunities for work in the region. This may reflect a reduction of the region's labour force and/or the nature of the employment available.



**Figure 10: RESPONDENTS OPINIONS ABOUT OPPORTUNITIES FOR DECENT WORK AND EDUCATION**

### 1.3. Public Safety

Public safety is an essential component of community well-being. Crime rates are commonly used as indicators of public safety in a certain geographic area. Secondary data on reported criminal offences in the three regions was sourced and are presented in Table 8 and Figure 11 (first chart). The numbers represent criminal offences per 1000 population; data for Queensland overall was included for comparison.

Of the three regions Airlie Beach-Whitsundays had the highest number of total offences per 1000 population despite a significant reduction in the last nine years. Bowen's rate of total offences in 2013 was also above the Queensland average. Total offence rates in the Atherton Tablelands were the lowest among the three regions and stayed below statewide figures.

Importantly, looking at different types of offences in both Bowen and Airlie Beach-Whitsundays, rates of offences against person are on an increase. This goes against the trend of a significant decrease statewide. While there has been a significant reduction in these rates for the Atherton Tablelands, these rates are still above the state average.

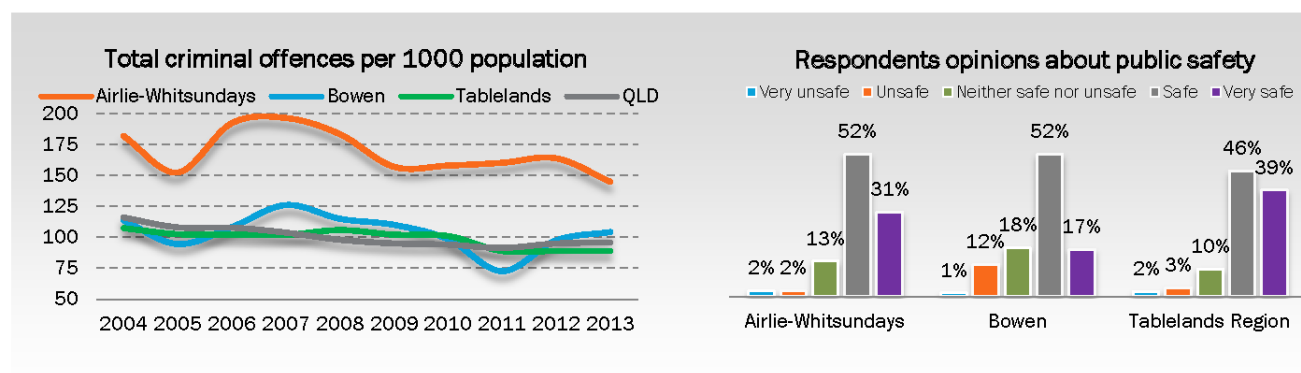
**Table 8: REPORTED CRIMINAL OFFENCES PER 1000 POPULATION**

	TOTAL OFFENCES			OFFENCES AGAINST PERSON			OFFENCES AGAINST PROPERTY			OTHER OFFENCES		
	2004	2013	% DIFF	2004	2013	%DIFF	2004	2013	%DIFF	2004	2013	%DIFF
AIRLIE-WHITSUNDAYS	182	145	-26%	10.0	10.3	+3%	89	65	-36%	83	69	-20%
BOWEN	113	104	-9%	7.7	8.5	+10%	53	44	-19%	53	51	-3%
TABLELANDS REGION	107	89	-21%	11.8	8.4	-41%	36	30	-19%	60	50	-19%
QUEENSLAND	116	96	-21%	8.9	6.6	-34%	71	50	-41%	36	39	+7%

Data source: Queensland Police Service (data retrieved through Queensland Regional Database (QRSIS) facility:  
<http://www.qgso.qld.gov.au/products/qld-regional-database/qld-regional-database/index.php>)

The second chart in Figure 11 details respondents' opinions about safety levels (relative to crime) in their communities. Overall, the majority of the respondents in all three communities feel that living in their communities is either 'safe' or 'very safe'.

Of the three communities, the Atherton Tablelands had the highest proportion of people who stated that they feel very safe in their community (39%), with 31% of respondents in Airlie Beach-Whitsundays and 17% in Bowen holding this opinion. In both Airlie Beach-Whitsundays and the Tablelands region less than 5% of respondents stated that living in their communities is either 'unsafe' or 'very unsafe'. However, in Bowen a significantly higher 13% of respondents feel this way.



Data source (first chart): Queensland Police Service (data retrieved through Queensland Regional Database (QRSIS) facility)

**Figure 11: PUBLIC SAFETY STATISTICS**

## Human Capital: Results Summary

Human capital is an essential part of community well-being and consists of skills and knowledge of local residents. The development of human capital tends to contribute to broader social development in local communities (Cuthill, 2003). Table 9 summarises the findings on identified dimensions of human capital in the three communities.

**Table 9: HUMAN CAPITAL RESULTS SUMMARY**

DIMENSIONS	MEASURES	AIRLIE-WHITSUNDAYS	BOWEN	TABLELANDS REGION
POPULATION DENSITY	<b>Number of persons per km<sup>2</sup>*</b>	144	187	Less than 1
	% supporting population growth	43	78	40
OPPORTUNITIES FOR WORK	<b>Unemployment rate (%)*</b>	6.7	10.1	8.2
	% selected 'severely lacking'	20	62	25
OPPORTUNITIES FOR EDUCATION	<b>% of post-school students (15+)*</b>	4.9	4.0	4.5
	% selected 'severely lacking'	20	51	22
PUBLIC SAFETY	<b>Offences per 1000 residents (2013)*</b>	145	104	89
	% selected 'very unsafe' and 'unsafe'	4	13	5
<i>Output</i>	<i>Satisfaction with number and type of residents (0 to 10)</i>	8.1	6.6	8.7

*Note: Measures typed in bold font represent objective measures; typed in normal font – subjective measures; and typed in italic – output measures. Measures marked with a star (\*) were obtained from secondary data sources.*

## 2. Social Capital

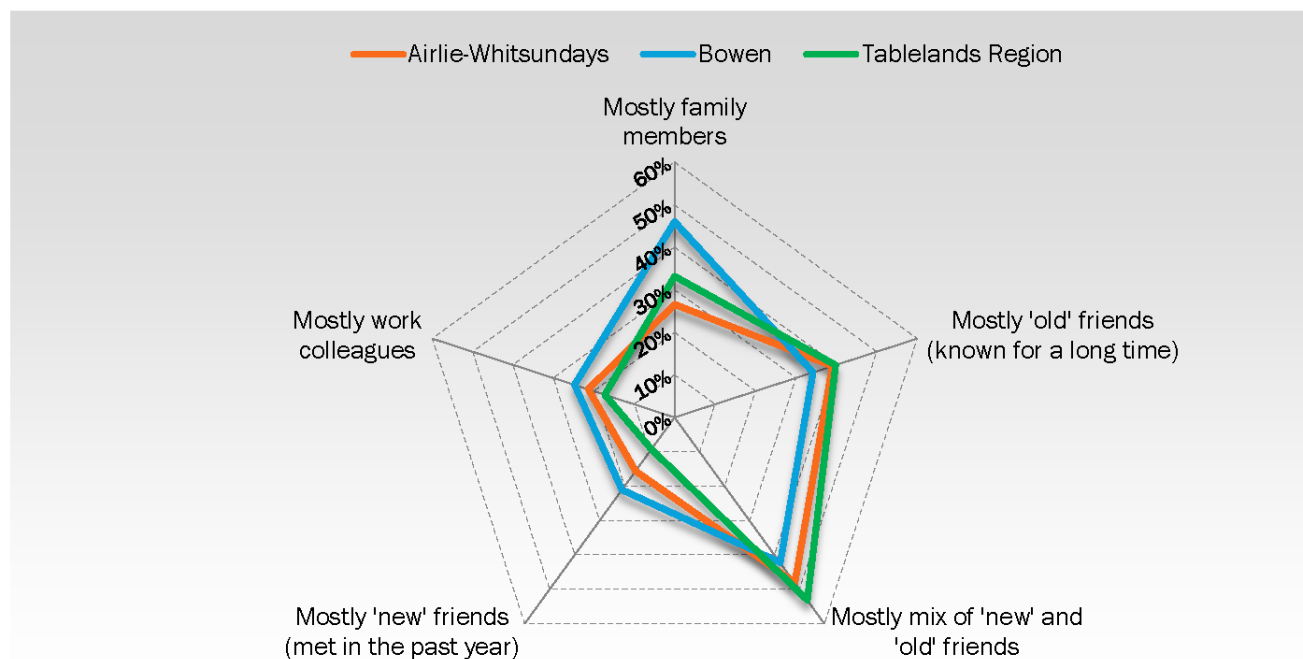
Social capital is closely linked to human capital and in everyday language can be defined simply as 'relationships' or 'connection'. There is much discussion among researchers on the exact definition of social capital, but the majority tend to agree that it consists of several closely linked concepts, with social networks, trust, norms and civic engagement being most commonly identified (Cuthill, 2003). As Portes (1998, p. 7) explains:

Whereas economic capital is in people's bank accounts and human capital is inside their heads, social capital inheres in the structure of their relationships. To possess social capital, a person must be related to others, and it is these others, not himself, who are the actual source of his or her advantage.

Similar to defining social capital, its measurement is surrounded by much debate. Measurements of social capital used in this project were guided by Narayan and Cassidy's (2001) work which identifies the following dimensions of social capital: social networks, group characteristics, everyday sociability, togetherness, neighbourhood connections, volunteerism and trust. Findings on all of the above dimensions of social capital in the three communities are described in detail below.

### 2.1. Social Networks

Social networks are networks formed by social ties. They support and facilitate creation and development of social capital. The survey respondents were asked to specify types of people in their local social networks with an option to choose multiple categories. The percentages reported below were derived by dividing the number of people who made each selection by the number of people who answered this question, and as some people made more than one selection those percentages do not add up to 100%; on average respondents made 1.6 selections in Airlie-Whitsundays and Tablelands region and 1.7 in Bowen. Figure 12 details the results.



Note: the chart represents data collected from a multiple response question with respondents been able to make multiple selections (on average respondents made between 1.6 and 1.7 selections); therefore total percentages do not add up to 100%

Figure 12: RESPONDENTS SOCIAL NETWORKS

Airlie Beach-Whitsundays and Tablelands respondents' social networks mostly consist of friends, followed by family members and work colleagues, while the social networks of Bowen respondents mostly include family members, followed by friends and work colleagues.

The number of respondents that selected the 'mostly 'new' friends' option to characterize their local social networks varied notably between the three regions. It was the lowest in the Atherton Tablelands (9%), followed by Airlie Beach (16%) and Bowen (21%). This can be interpreted as an indication of the presence of more established, relatively closed social networks in the Tablelands region compared to Airlie Beach-Whitsundays and Bowen.

## 2.2. Group Characteristics

Membership in local community clubs provides an indication of the formal connections between residents in a community. Figure 13 details respondents' memberships in local community clubs. Overall, Bowen and Airlie Beach responses are somewhat similar, while the Atherton Tablelands responses are clearly different.

Of the three communities, Bowen respondents reported the lowest club membership with 42% stating that they belonged to a local community club; in Airlie Beach-Whitsundays just over a half (51%) respondents belonged to a club, while in Atherton Tablelands two-thirds (67%) of respondents are club members.

Of the participants that reported club membership in Bowen and Airlie Beach-Whitsundays, the majority (46% in both cases) belonged to one club, while in the Atherton Tablelands the majority (37%) belonged to two clubs. Percentages of respondents that belong to multiple clubs (3+) were similar in Bowen and the Tablelands regions (31% and 38% respectively), while in Airlie Beach-Whitsundays this percentage was significantly lower (21%).

To summarise the differences in formal group membership between the three regions, the number of memberships per respondent was calculated for each region: in the Tablelands region there was 1.57 memberships per person, in Airlie Beach-Whitsundays 0.91, and in Bowen 0.84.

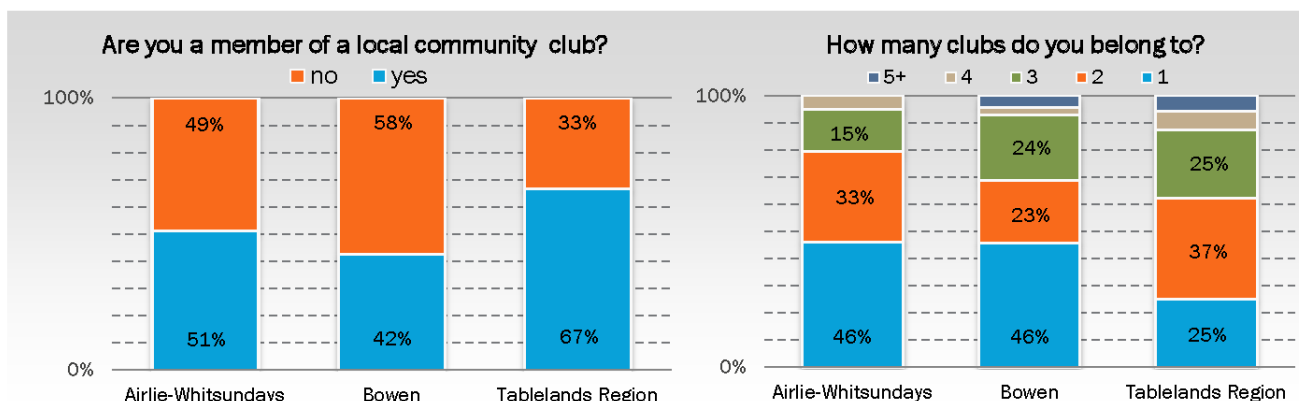


Figure 13: RESPONDENTS COMMUNITY CLUBS MEMBERSHIP

Additionally, the homogeneity of groups was assessed. The respondents were asked whether other members of the clubs they belonged to are from the same gender, age group, educational background and income level. Figure 14 details the results.

Overall, the responses for all three regions are somewhat similar – around half of club members reported that the members of clubs they belonged to are the same age and gender, with around forty percent saying that education and income levels of club members were similar. This indicates that in all three regions formal groups connect people with more diverse education and income levels in comparison to age and gender.

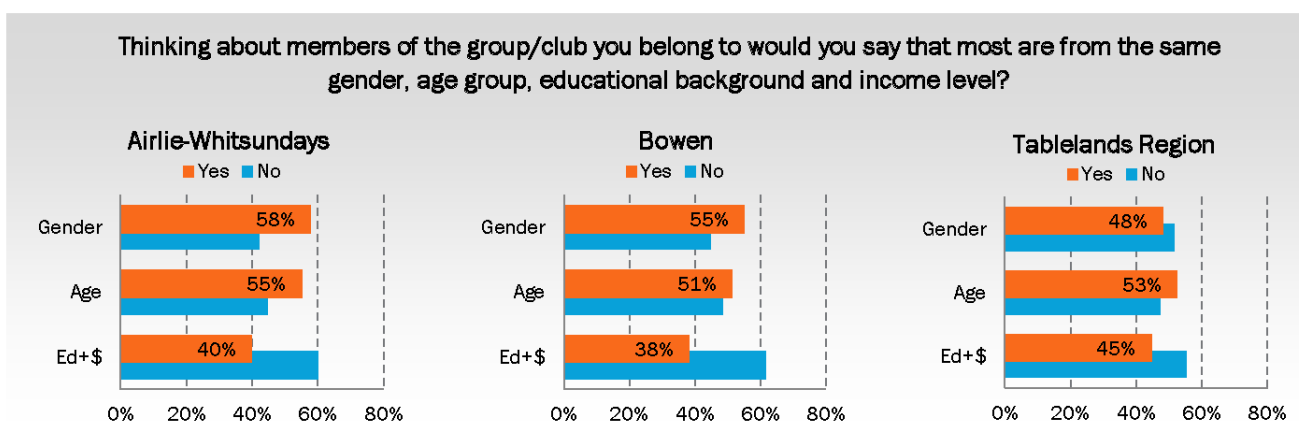


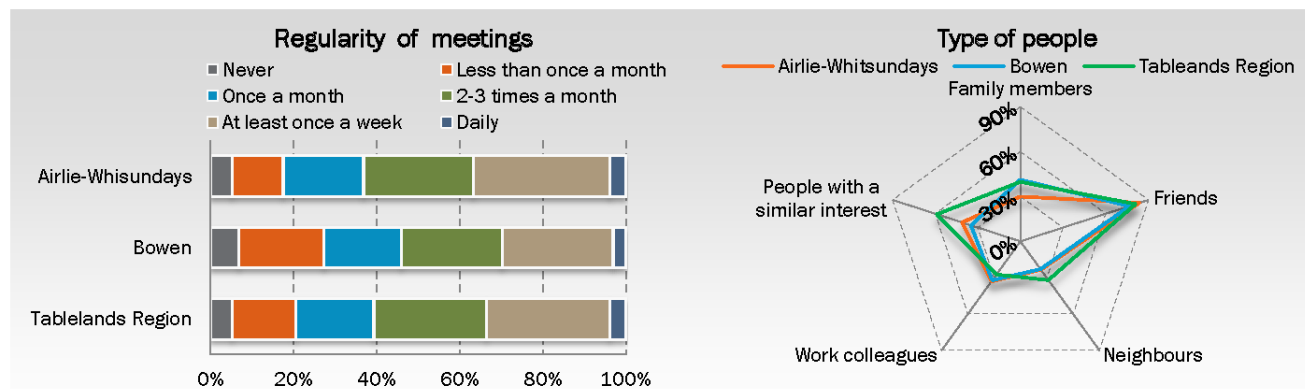
Figure 14: HOMOGENEITY/HETEROGENEITY OF GROUPS

## 2.3. Everyday Sociability

In addition to participating in group activities or associations, people also do many activities informally with others. These informal social groups can be differentiated by the type of people included and regularity of meetings.

Most of the respondents in the three regions socialise informally relatively often. More than 60% of Airlie Beach-Whitsundays and Tablelands respondents reported informally meeting with people 2-3 times a month or more often, while in Bowen this was reported by a slightly smaller proportion of respondents (54%). On the other hand, of the three regions, the proportion of those who rarely socialise with others ('never' or 'less than once a month') was the highest in Bowen (27%), followed by the Tablelands region (21%) and the lowest in Airlie Beach-Whitsundays (18%) (see the first chart in Figure 15).

There were a lot of similarities in the type of people included in those informal groups between the three regions with the majority of respondents in all three regions reporting that they meet informally with 'friends' (see second chart in Figure 15). Compared to the other two regions, the Atherton Tablelands respondents more often identified 'people with a similar interest' as part of their informal groups. Only around third of Airlie Beach-Whitsundays respondents included 'family members' in their informal social groups compared with around forty percent in Bowen and the Atherton Tablelands.



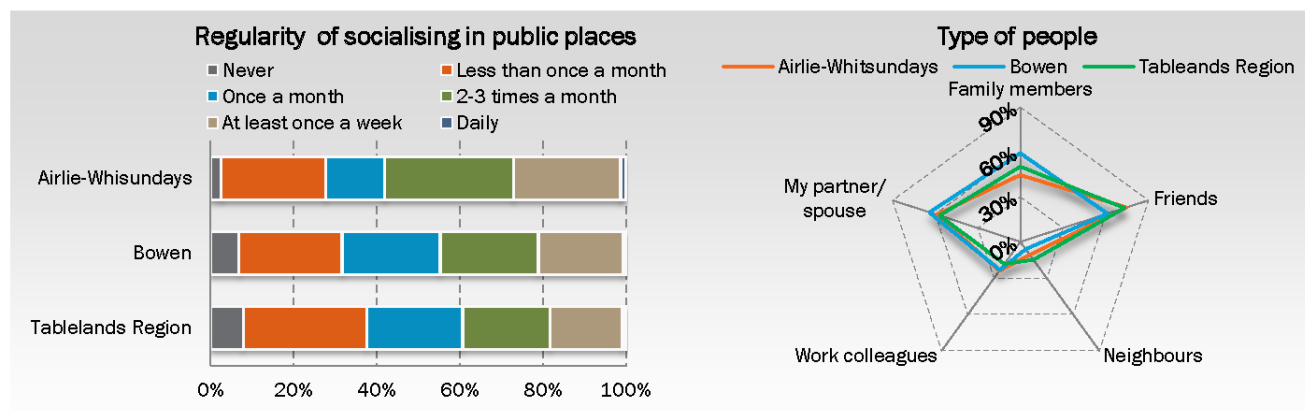
Note: the radar chart represents data collected from a multiple response question with respondents been able to make multiple selections (on average respondents made between 2.1 and 2.4 selections); therefore total percentages reported here do not add up to 100%

Figure 15: RESPONDENTS INFORMAL SOCIAL GROUPS

Respondents were also asked to specify how often and with who they tend to eat meals and/or have social drinks in restaurants, pubs and cafes. Figure 16 details the results.

Compared to the other two regions, Airlie Beach-Whitsundays respondents tended to socialise in public places more often (see the first chart in Figure 16). Nearly 60% of Airlie Beach-Whitsundays respondents participated in such social activities 2-3 times a month or more, while this was reported by 45% of Bowen and 39% of Tablelands region respondents.

Mostly respondents in all three regions reported socialising in public places with their partners, family members and friends, while only a minority of respondents also specified work colleagues and neighbours (see the second chart in Figure 16).



Note: the radar chart represents data collected from a multiple response question with respondents been able to make multiple selections (on average respondents made 2.2 selections); therefore total percentages reported here do not add up to 100%

Figure 16: RESPONDENTS SOCIALISING IN PUBLIC PLACES

## 2.4. Togetherness and Neighborhood Connections

While the previous dimensions of social capital were measured objectively, togetherness and neighbourhood connections were also assessed through subjective measures. Respondents were asked to state their agreement with two statements: 'People in my community get along with each other very well' and 'I know most of the neighbours on my street'. Figure 17 details the results.

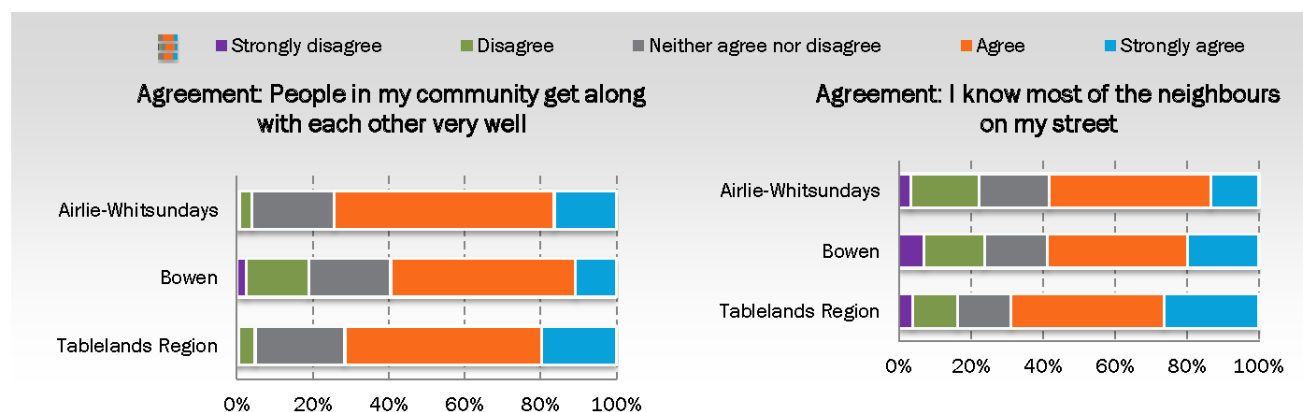


Figure 17: TOGETHERNESS AND NEIGHBORHOOD CONNECTIONS

In Airlie Beach-Whitsundays and the Atherton Tablelands just above 70% of respondents either agreed or strongly agreed with the first statement compared to around 60% in Bowen. Disagreement with this statement was also significantly higher in Bowen with 16.5% of respondents stating that they disagreed with the statement and further 2.5% selecting the 'strongly disagree' option (see the first graph in Figure 17).

Results for agreement with the statement 'I know most of the neighbours on my street' should be interpreted with caution as there are different settings and streets layouts at the locations. Respondents from the rural areas sometimes noted only having one or two immediate neighbours and those who live on the main streets noted that it is impossible to know all of the neighbours. However, the results show that compared to the other two regions there was a moderately greater agreement with this statement among Tablelands respondents, which can be interpreted as a presence of a somewhat stronger neighbourhood connections there (see second graph in Figure 17).

## 2.5. Volunteerism

Volunteerism is considered an important dimension of social capital as it reflects levels of cooperation in a community and is linked with reciprocity, or willingness to 'give back to the community' (Knack, 2002). Secondary data on volunteering rates were sourced for each of the three communities and are presented in the first chart in Figure 18.

Of the three communities, the Tablelands region has the highest proportion of volunteers among its residents. Twenty-two percent of its residents aged 15 or older have reported participating in volunteering activities which is above the state average of 19%. In both, Airlie Beach-Whitsundays and Bowen volunteering rates are slightly below the state average at 15% and 17% respectively.

To assess levels of volunteering in the three communities further, respondents were asked to specify the number of hours per month on average they devote for helping/volunteering in community activities. The second chart in Figure 18 details the results. In Airlie Beach-Whitsundays a third of those respondents that indicated that they volunteer in community activities devotes less than 5 hours per month to volunteering, another third between 5 and 10 hours per month, 21% between 11 and 20 hours and 15% reported devoting more than 20 hours per month. The majority of survey participants in Bowen that volunteer in community activities reported on average volunteering less than five hours per month (42%), a third between 5 and 10 hours, 11% between 11 and 20 hours and 18% volunteered more than 20 hours per month. In the Atherton Tablelands 31% of those respondents that volunteer devoted more than 20

hours per month to such activities, 18% between 11 and 20 hours, 26% between 5-10 hours and another 26% less than 5 hours.

To make comparisons between the regions easier the average number of hours devoted to volunteering activities was calculated for each region. As original data was in categories the middle point of each category was multiplied by the number of respondents that selected this option and then divided by the total number of people that answered this question. In Tablelands on average respondents spend 8.3 hours volunteering, in Airlie Beach-Whitsundays 5.5, and in Bowen 3.7. These numbers are intended as an indicator only of level of volunteering in each of the regions.

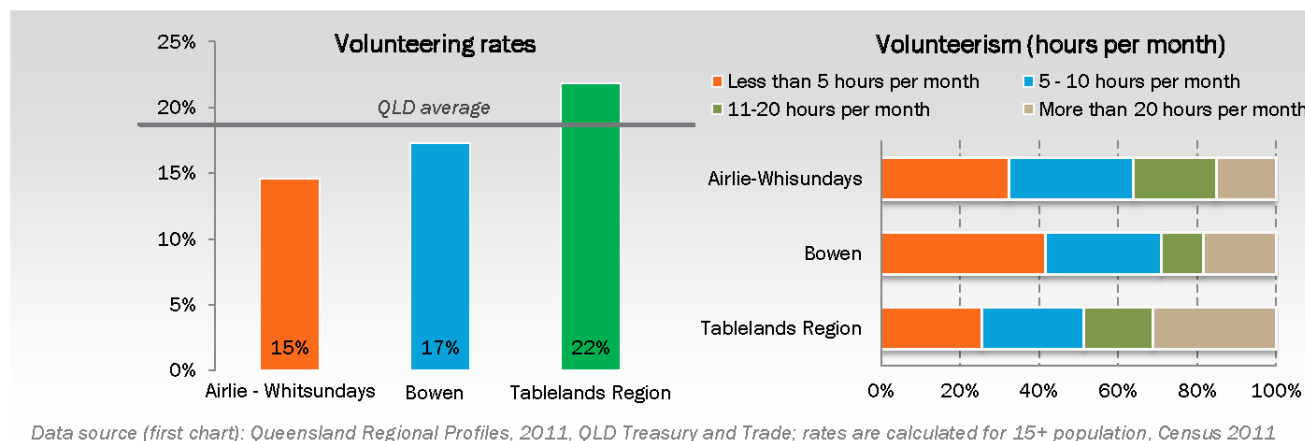


Figure 18: RESPONDENTS VOLUNTEERING

## 2.6. Trust

Trust is a key component of social capital. It facilitates a range of outcomes such as civic engagement and democracy (Stone, 2001). Figure 19 depicts respondents' ratings of trust in different categories of people. Respondents were asked to rate their trust in each category on a five point scale. Then each response was assigned a numeric value from 1 ('to a very small extent or not at all') to 5 ('to a very great extent') and a mean score of all the responses at each location was calculated.

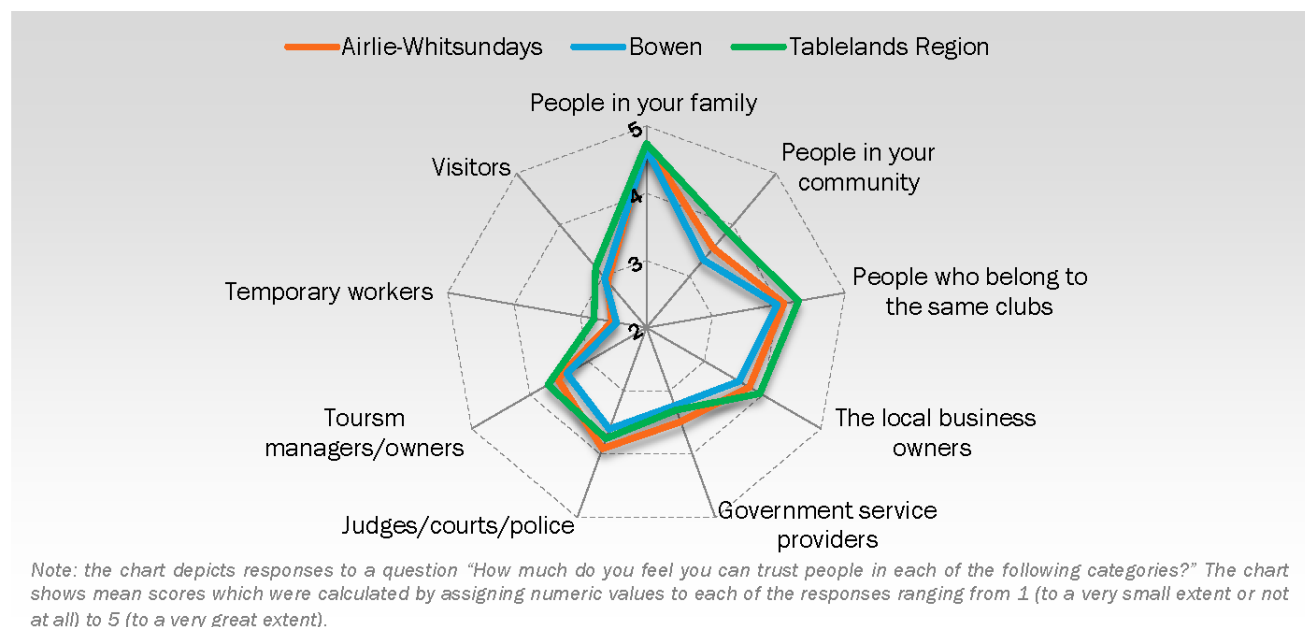


Figure 19: RESPONDENTS TRUST TO DIFFERENT CATEGORIES OF PEOPLE

Responses from the three regions were somewhat similar indicating that residents in all three regions on average have a similar trust disposition. Respondents tend to trust the people in their family the most and visitors and temporary workers the least. Tourism managers/workers and government service providers (education, health, etc.) also received slightly lower average trust scores, between 'neither great nor small extent' (3) and 'to a great extent' (4), while judges/courts/police, local business owners and people who belong to the same clubs on average scored very close to 4, which means that respondents trust in those categories 'to a great extent'.

Notable differences between the three regions were identified in trust of 'people in your community'. On average the trust in this category of people was the highest in Tablelands (average score of 3.9 of 5), followed by Airlie Beach - Whitsundays (3.6) and the lowest in Bowen (3.3). Figure 20 details responses for this category - 5% of Bowen respondents indicated that they cannot trust, or trust to only a very small extent to people in their community, with a further 16% trusting that category of people only to a small extent. Also of the three regions, in Bowen the proportion of people who reported that they trust people in their community 'to a very great extent' was the lowest - only 5% compared to 9% in Airlie Beach-Whitsundays and 19% in the Atherton Tablelands.

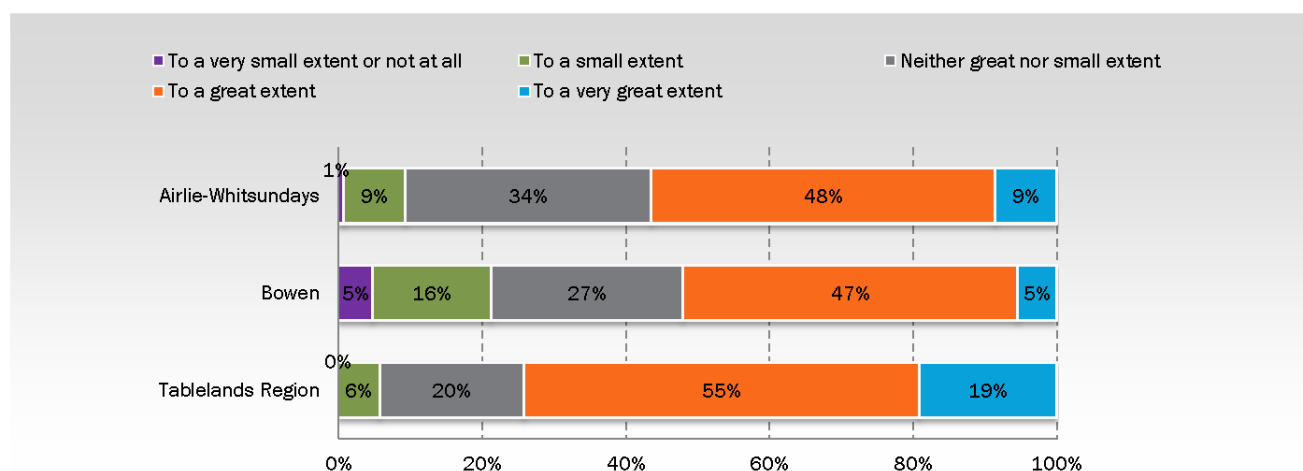


Figure 20: RESPONDENTS TRUST OF OTHER PEOPLE IN THEIR COMMUNITY

## Social Capital: Results Summary

Social capital is one of the key components of community well-being. In fact some researchers argue that well developed social capital in a community facilitates flourishing of all the other capitals (Putnam, 1993; Woolcock, 1998). Table 10 summarises the findings on identified dimensions of social capital in the three communities.

Table 10: SOCIAL CAPITAL RESULTS SUMMARY				
DIMENSIONS	MEASURES	AIRLIE-WHITSUNDAYS	BOWEN	TABLELANDS REGION
GROUPS CHARACTERISTICS	<b>% belonging to community clubs</b>	51	42	67
	<b>Club memberships per person</b>	0.9	0.8	1.6
EVERYDAY SOCIALIBILITY	<b>% socialising frequently informally</b>	63	54	61
	<b>% socialising frequently in public spaces</b>	58	45	39
TOGETHERNESS	% agreed with togetherness statement	74	60	72
NEIGHBOURHOOD CONNECTIONS	% agreed with connections statement	58	59	69
VOLUNTEERISM	<b>% volunteering*</b>	14.6	17.3	21.8
	<b>Average hours devoted to volunteering</b>	5.5	3.7	8.3
TRUST	Trust of people in your community (1 to 5)	3.6	3.3	3.9
Output	<i>Satisfaction with personal and group interaction (0 to 10)</i>	8.0	6.7	8.6

Note: Measures typed in bold font represent objective measures; typed in normal font – subjective measures; and typed in italic – output measures. Measures marked with a star (\*) were obtained from secondary data sources. Frequently is defined as 2-3 times a month or more often.

### 3. Community Identity and Pride

Community Identity and Pride is linked to cultural capital. **Community identity** represents the sense of community experienced by its members, or “a feeling that members have of belonging, a feeling that members matter to one another and to a group, and a shared faith that members’ needs will be met through their commitment to be together” (McMillan & Chavis, 1986, p. 9). **Community pride** stems from a strong positive feeling of community identity. Special signature events, existing community facilities, residents’ involvement in community activities, as well as natural community settings are thought to contribute to the level of community pride experienced by its members (Baker & Palmer, 2006).

The research focus was narrowed to community identity and pride (rather than focusing on community capital) for several reasons. Firstly, the small geographical unit of analysis – broader cultural capital is unlikely to be significantly different between the three North Queensland communities as they share a common set of values and beliefs stemming from relatively similar cultural backgrounds and history, while the feeling of community pride and identity can vary between communities. Secondly, the aim of the research was to identify links between community well-being and tourism; and a strong link between tourism and community identity and pride is well documented (Besculides, Lee, & McCormick, 2002).

Several dimensions of community identity and pride are identified by researchers. Measurements used in this project were guided by Peterson, Speer and McMillan’s (2008) work and include emotional connection and community pride, influence over community development, participation in community life, and needs fulfillment. Findings on all of these dimensions of community identity and pride in the three communities are described in detail below.

#### 3.1. Emotional Connection and Community Pride

Emotional connection to a community can be defined as “a feeling of attachment or bonding rooted in members’ shared history, place or experience” (Peterson et al., 2008, p. 62). To measure residents’ emotional connection to their community respondents were asked to select a statement that best describes how they feel about living in their region (see the first chart in Figure 21). Of the three regions, Tablelands respondents reported the highest emotional connection to the region with more than half of the respondents stating that they love living in their region and cannot think of other places they would rather live (55% compared to 38% in Airlie Beach-Whitsundays and 31% in Bowen). A further 38% of the Tablelands respondents reported that they enjoy living in the region, but there are places that they would enjoy living in equally (this proportion was slightly higher in Bowen – 39% and Airlie Beach-Whitsundays – 41%). Only 3% of the Tablelands respondents selected ‘I am only here because circumstances demand it and would prefer to live somewhere else’ statement, compare to 12% in Airlie Beach-Whitsundays and 17% in Bowen.

To measure community pride respondents were asked to state their agreement with ‘My region is a good place to live’ statement (see the second chart in Figure 21). As with emotional connection, of the three regions Tablelands respondents agreed with this statement the most. Sixty per cent of the Tablelands respondents ‘strongly agree’ with the statement, while a further 37% ‘agree’ with it; there were no respondents that chose the ‘strongly disagree’ option. In Airlie Beach-Whitsundays just over one third of the respondents strongly agreed with this statement (34%) while more than half (55%) agreed with it; however a few respondents disagreed with the statement – 3% selected the ‘disagree’ option, and a further 1% ‘strongly disagree’. Bowen respondents’ responses were mostly similar to those from Airlie Beach-Whitsundays, with 36% selecting ‘strongly agree’ and 44% selecting ‘agree’; however there was a higher proportion of respondents here who disagreed with the statement – 6% chose the ‘disagree’ option with further 2% selecting the ‘strongly disagree’ option.

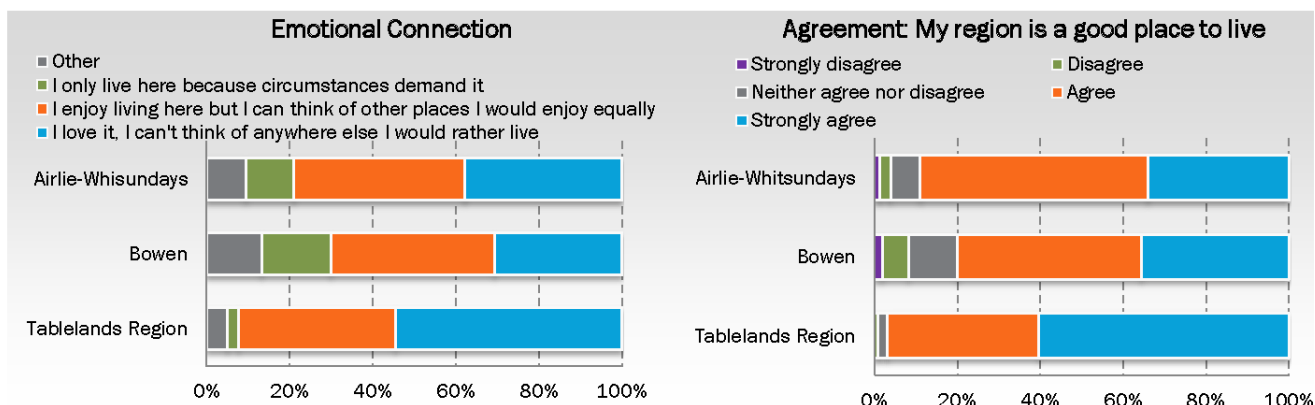


Figure 21: EMOTIONAL CONNECTION AND COMMUNITY PRIDE

### 3.2. Influence over community development

Influence over community development encompasses “a sense that one matters, or can make a difference, in a community and that the community matters to its members” (Peterson et al., 2008, p. 62). Resident influence on community life was assessed by respondents’ level of agreement with ‘I have a say about what goes on in my community’ and their reported public meeting attendance rate. Those respondents that specified that they did not attend any public meetings in the last six months were also asked about reasons for non-attendance.

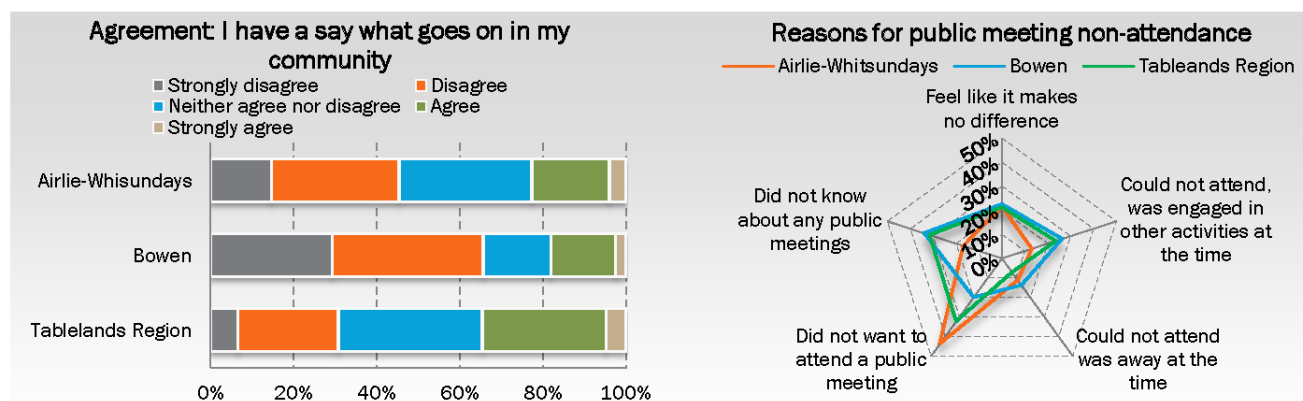
In all three regions considerable proportions of respondents reported that they don’t have any influence over community development decisions (see the first chart in Figure 22). Of Bowen respondents, only 18% agreed with the above statement while over 66% expressed their disagreement (out of which 30% selected the ‘strongly disagree’ option). Of Airlie Beach-Whitsundays respondents the majority also disagreed (45%, of which 15% ‘strongly disagree’) with just below one quarter of respondents agreeing with the statement (23%). However, among the Tablelands region respondents the proportion of those who agreed with this statement was slightly higher than those who disagreed (35% ‘agree’ and 31% ‘disagree’, of which only 7% ‘strongly disagree’).

Of the three regions, public meeting attendance rate was the highest for Bowen (with 46% of Bowen respondents attending a public meeting within six months of the survey date), closely followed by the Tablelands region (42%) but significantly lower in Airlie Beach-Whitsundays (27%). However, these rates have to be carefully interpreted due to the survey data collection coinciding with Bowen’s Abbott Point port expansion going through the government approval process. This was a controversial topic in the Bowen and Airlie Beach-Whitsundays region with many consultation/discussion community meetings held at this time, and this is likely to have affected the public meeting attendance rates for those two regions.

Those respondents who indicated that they had not attended any public meetings in the last six months were asked to specify the reasons for non-attendance (see second chart in Figure 22). This was a multiple response question with respondents asked to select as many options as they thought were appropriate. The majority of the respondents (85%) made only one selection.

In each of the three communities around 20% of ‘non-attendee’ respondents listed ‘feel like it makes no difference’ among the reasons for not attending any public meetings. Other than that there were notable differences among the three regions in the other responses to this question. In Airlie Beach-Whitsundays the most popular reason for non-attendance of public meetings was ‘did not want to attend a public meeting’ (with 44% of respondents selecting this reason, a significantly higher proportion in comparison to 32% in Tablelands Region and 20% in Bowen). In Bowen, despite the stated issue of the Abbot Point expansion, most of those who did not attend public meetings stated that they did not know of any. Other reasons here were engagement in other activities at the time of public meetings and

not wanting to attend the meetings. In the Atherton Tablelands region, one-third of respondents did not know of any public meetings and around quarter were engaged in other activities.



Note: the radar chart represents data collected from a multiple response question with respondents been able to make multiple selections (on average respondents made between 1.1 and 1.2 selections); therefore total percentages reported here do not add up to 100%

Figure 22: INFLUENCE OVER COMMUNITY DECISIONS

### 3.3. Participation in community life

High participation in community life tends to contribute to a strong sense of community experienced by an individual. Attendance of local events was measured as a proxy for participation in community life. Local events management representatives were consulted to identify the most significant events that had been held in each community within six months of the survey start date. Table 11 details the findings.

Table 11: RESPONDENTS EVENTS ATTENDANCE

MEASURES	AIRLIE-WHITSUNDAYS		BOWEN		TABLELANDS REGION	
Events attendance*	Whitsunday Reef Festival	60%	Bowen Family Fishing Classic & Wet Weekend	70%	Tastes of the Tablelands	39%
	Airlie Beach Music Festival	42%	70th Anniversary Catalina Memorial	20%	Tablelands Folk Festival	31%
	Airlie Beach Race Week	38%	Relay For Life	17%	Torimba Festival	17%
	Airlie Beach Triathlon Festival	13%	Whitsunday Youth & Children's Art Festival	14%	The Tinaroo Barra Bash	14%
	Airlie Beach Outrigger Regatta	13%	Qld Country Health Triathlon	7%	Tablelands Relay for Life	14%
			Bowen Roll-A-Coaster Cancer Challenge	5%	Kuranda Festival	14%
	Average events attended		1.66 events		1.31 events	
	Events attendance rate**		73%		67%	

\* Events attendance data were collected from a multiple response question with respondents been able to make multiple selections; therefore total percentages reported here do not add up to 100%

\*\* Event attendance rate represents a proportion of respondents that attended at least one of the specified events out of total number of respondents who answered this question.

The majority of Airlie Beach-Whitsundays respondents (60%) had attended the Whitsunday Reef Festival. The Airlie Beach Music Festival and Airlie Beach Race Week were also popular with respondents with 42% and 38% respectively of the respondents attending those local events. Of the three regions Airlie Beach-Whitsunday has the second highest event attendance rate, and locals that do attend events here reported that they usually attend a few, with a calculated average 1.66 events attended by respondents within last six months.

In Bowen there was a single event that was attended by a majority of respondents - 70% attended Bowen Family Fishing Classic and Wet Weekend. However, in comparison all other events had much smaller attendance. Due to the

popularity of that event among the respondents, Bowen has the highest event attendance rate. On average, however, respondents attended 1.31 events in the last six months, which is lower compared to Airlie Beach-Whitsundays.

Of the three regions the Atherton Tablelands had the lowest event attendance rate as well as the lowest average events attended statistic. However, these numbers have to be interpreted with caution as the region consists of multiple localities. It is possible that people here tend to attend events only in their own local area.

The respondents that indicated non-attendance of at least one of the listed events were also asked to specify the reasons for not attending the event/events. Figure 23 details the results. Two very prominent reasons for not attending events in all three regions are not wanting to attend a particular event and not being able to attend due to engagement in other activities at the time.

However, there were also notable differences. Nearly 40% of Bowen respondents indicated that they were not aware about some of the events, this is a significantly higher proportion compared to other two regions. Another 35% of Bowen respondents also indicated that they could not attend events due to being away from the area at the time. This finding probably reflects a high presence of temporary workers in the region.

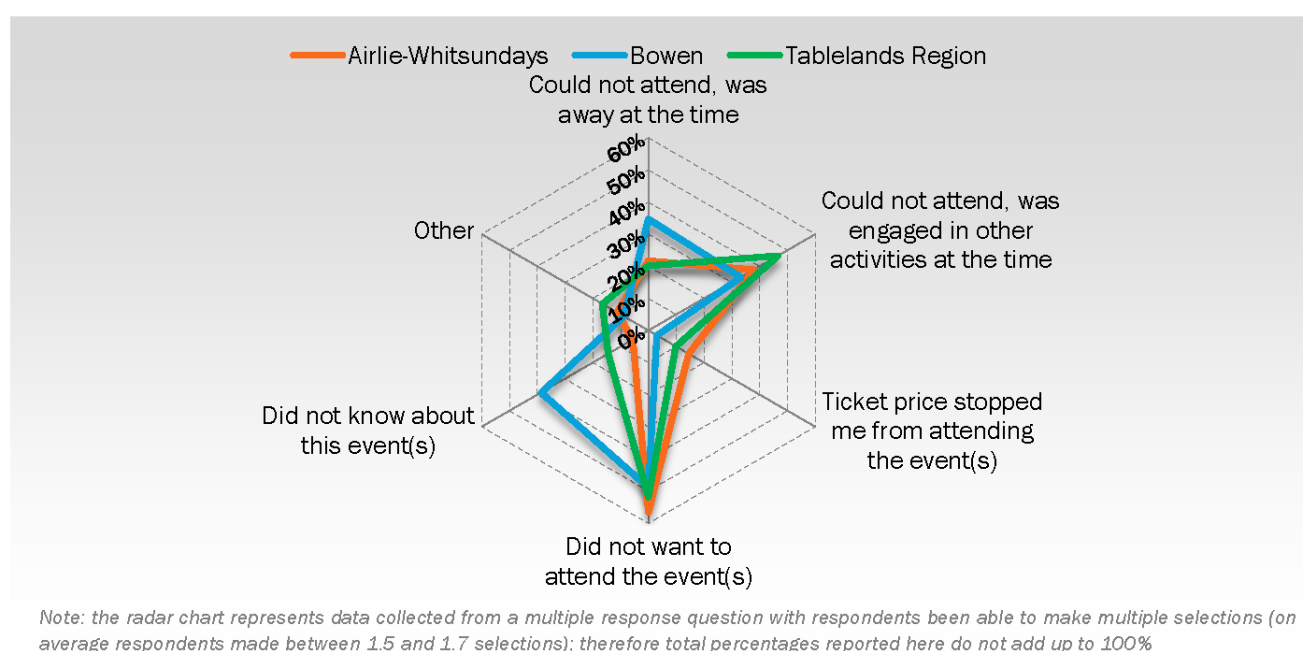


Figure 23: RESPONDENTS EVENTS NON-ATTENDANCE REASONS

### 3.4. Needs Fulfilment

Needs fulfilment is an essential dimension of community identity and pride and refers to a community's ability to meet the needs of its residents. The survey had two questions measuring how well respondents' needs are fulfilled within each of the regions. The first one asked respondents to specify how often they travelled outside their region to purchase goods or services (see first chart in Figure 24) and the second one asked the respondents to express their level of agreement with the statement 'I can buy all the goods and commercial services I need in my region' (see the second chart in Figure 24).

Of the three regions Airlie Beach-Whitsundays had the highest proportion of those who stated never travelling for purchases outside the area (around 10%) and the lowest proportion of those who travel for purchases at least once a week (around 3%). However respondents were divided about the statement with 43% indicating their disagreement and 39% agreeing with it.

In Bowen only five percent of respondent stated that they never travel for purchase outside of the area, which is the lowest proportion of the three regions. Additionally three quarter of respondents disagreed with the statement (38% selected 'disagree' and further 38% selected 'strongly disagree' options), which was the highest proportion of the three regions. Those two findings combined indicate that there is a perceived lack of required goods and services in the area and a perception that the needs of residents are not fulfilled locally.

In the Tablelands region, the proportion of those who travel outside the area for goods or services at least once a week was the highest among the three regions. However, many of the respondents indicated that they have to travel to Cairns to see a health professional. Looking at the level of agreement with the statement, nearly half of the respondents supported it with 12% expressing strong agreement, the highest proportion of the three regions. 37% expressed their disagreement, with only 7% strongly disagreeing with the statement, the lowest proportion of the three regions.

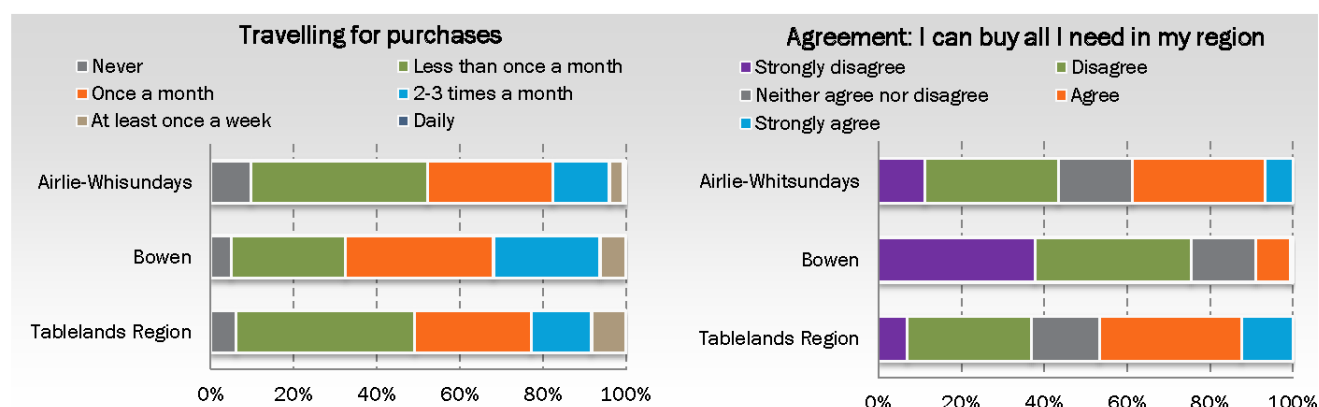


Figure 24: NEEDS FULFILLMENT

## Community Identity and Pride: Results Summary

Governments along with key organisations and community stakeholders have a key role in building community identity and pride in a specific community. This initiative has been termed as a place-shaping.

Place-shaping, in short, is about creating a vision for a locality that is distinctive, identifying and building on its unique selling points, and creating a sense of local identity, distinctiveness and place. It is about creating places that are attractive, vibrant, safe and friendly. Places for people to be proud to call home (Van de Walle, 2010, pp. 7-8).

Current community identity and pride in the three communities have been assessed and Table 12 summarises the findings.

Table 12: COMMUNITY IDENTITY AND PRIDE RESULTS SUMMARY

DIMENSIONS	MEASURES	AIRLIE- WHITSUNDAYS	BOWEN	TABLELANDS REGION
EMOTIONAL CONNECTION	% that 'enjoy' and 'love' living here	79	70	92
COMMUNITY PRIDE	% agreed with community pride statement	89	80	97
INFLUENCE OVER COMMUNITY DEVELOPMENT	<b>Public meeting attendance rate</b>	27	46	42
	% agreed with influence statement	23	18	35
PARTICIPATION IN COMMUNITY LIFE	<b>Average events attended</b>	1.7	1.3	1.3
NEEDS FULLFILMENT	<b>% traveling for purchases frequently</b>	18	32	23
	% agreed with needs fulfillment statement	39	9	47
Output	<i>Satisfaction with feeling of belonging (0 to 10)</i>	8.3	7.0	8.8

Note: Measures typed in bold font represent objective measures; typed in normal font – subjective measures; and typed in italic – output measures. Measures marked with a star (\*) were obtained from secondary data sources. Frequently is defined as 2-3 times a month or more often.

## 4. Community Services

Community services represent the area of community well-being that is a product of the efforts and initiatives of local government, businesses and organisations, with additional input from outside agents such as state and national government and large business and non-profit organisations. Community services are linked to built capital and encompass services that are available to residents of a particular community. In this project those services have been divided into two main groups: 'public and recreational services' and 'traffic and public transport', each of which was further subdivided on specific type of services. The selected categories of services have been linked to tourism by previous tourism impact research. As visitor numbers increase variety and availability of public and recreational services as well as public transport tend to increase while prices of those services can go up and traffic become more congested. Findings on the performance of these different types of community services in the three communities are described in detail below.

### 4.1. Public and Recreational Services

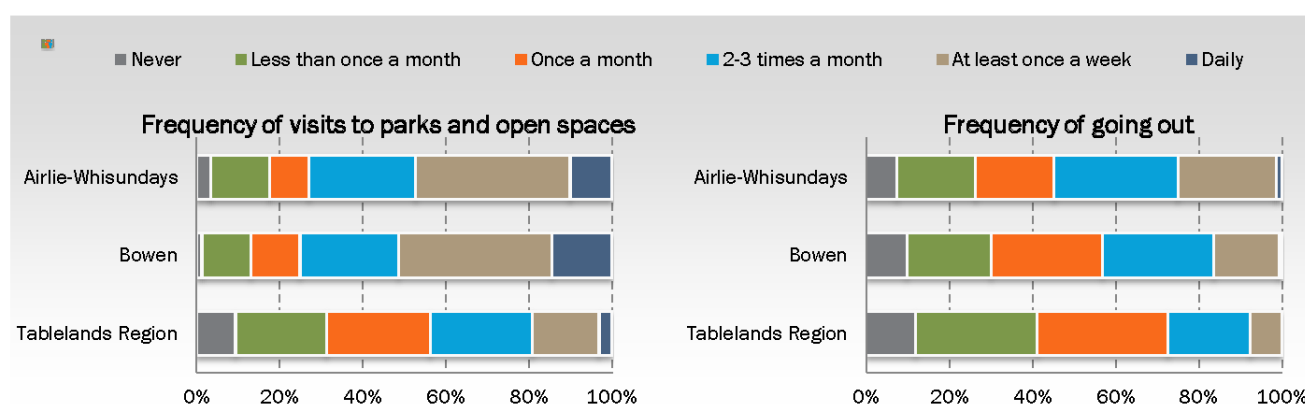
Public services were split into (1) health facilities, (2) police services and (3) activities for young children/teenage children/young adults. Recreational services were split up into (1) cultural activities, (2) sports and leisure activities, (3) parks and open spaces and (4) shops and restaurants.

Current/possible demand for the public and recreational services was assessed by sourcing secondary data where possible, which was supplemented by questions in the survey about frequency of use of particular type of services. Table 13 and Figure 25 detail the results.

**Table 13: INDICATORS FOR PUBLIC AND RECREATIONAL SERVICES**

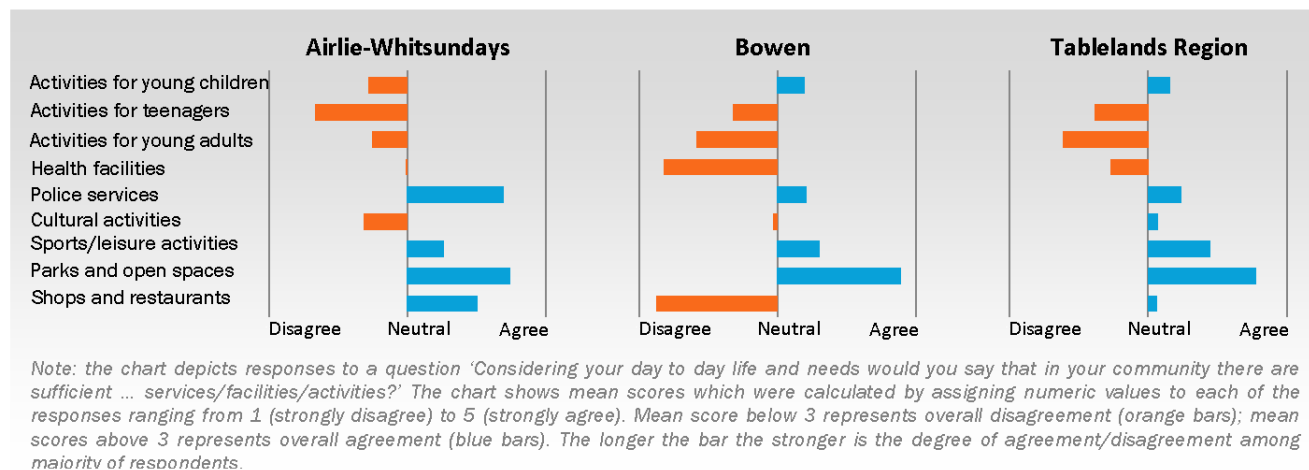
SERVICES	IMPORTANCE INDICATORS	AIRLIE- WHITSUNDAYS	BOWEN	TABLELANDS REGION
Activities for young children	% OF POPULATION WHO ARE CHILDREN (12 years or younger)	15%	16%	17%
Activities for teenage children	% OF POPULATION WHO ARE TEENAGED CHILDREN (13-19)	6%	9%	9%
Activities for young adults	% OF POPULATION WHO ARE YOUNG ADULTS (20-25)	12%	8%	5%
Health Facilities	% OF WORKFORCE IN HEALTH CARE AND SOCIAL ASSISTANCE	5%	9%	11%
Police Services	OFFENCES PER 1000 RESIDENTS (2013)	145	104	89

Data sources: Census 2011, ABS; Queensland Regional Profiles, 2011, QLD Treasury and Trade; Queensland Police



**Figure 25: INDICATORS FOR PUBLIC AND RECREATIONAL SERVICES**

Perceived performance of each type of service was assessed by asking respondents to state their agreement with statements about the sufficiency of public and recreational services provided in their community. Responses to the question 'Considering your day to day life and needs would you say that in your community there are sufficient ... services/facilities/activities?' were coded from 1 (strongly disagree) to 5 (strongly agree) and mean agreement scores for each category were calculated. Means score above 3 represents overall agreement with sufficiency of the services, while mean scores below 3 represents overall disagreement. Figure 26 and Table 14 detail the results.



**Figure 26: RESPONDENTS PERCEPTIONS OF SUFFICIENCY OF PUBLIC AND RECREATIONAL SERVICES**

All three regions have very similar proportion of **young children** ranging between 15 and 17% (see Table 14 first line). Respondents' ratings of the sufficiency of activities for young children were lower in Airlie Beach-Whitsundays compared to the other two regions with a mean score of 2.72 compared to 3.19 in Bowen and 3.16 in the Tablelands region. Most of the Airlie Beach respondents (41%) disagreed with the statement 'there are enough activities for young children in my region', while 29% expressed their agreement. By way of contrast, in Bowen and the Tablelands regions most of respondents agreed with the statement (49% and 34% respectively expressed their agreement, and 29% and 23% respectively expressed their disagreement).

The proportion of **teenaged children** is somewhat higher in Bowen and the Atherton Tablelands (9%) compared to Airlie Beach-Whitsundays (6%). However, of the three regions, Airlie Beach-Whitsundays had a higher proportion of **young adults** (12%), compared to Bowen and the Atherton Tablelands (8% and 5% respectively). There were minor differences between Airlie Beach-Whitsundays and the other two regions in mean scores for perceived activities for teenaged children and young adults (mean scores for Airlie Beach-Whitsundays respectively are 2.34 and 2.75, for Bowen 2.68 and 2.42 and for the Tablelands region 2.62 and 2.39). In all three regions most of the respondents expressed their disagreement with the sufficiency of activities for teenagers and young adults with the level of disagreement in Airlie Beach-Whitsundays slightly higher for teenaged children (compared to the other two regions) and slightly less for young adults.

Provision of **health facilities** was assessed through the proportion of the regions' workforce working in health care and social assistance. The Atherton Tablelands had the highest percentage, followed by Bowen and Airlie Beach-Whitsundays (11%, 9% and 5% respectively). Perceptions of the sufficiency of health facilities received a lower score in Bowen compared to the other two regions, with a mean score of 2.18 compared to 2.99 in Airlie Beach-Whitsundays and 2.73 in the Tablelands region. While in the other two regions respondents were divided in their agreement on the sufficiency of health services, nearly three quarters of respondents in Bowen (73%) expressed their disagreement.

Importance of **police services** (measured as number of total offences per 1000 population) was the highest in Airlie Beach-Whitsundays, followed by Bowen and the lowest in Tablelands. Overall respondents in all three regions agreed that there are sufficient police services in their communities (mean score for Airlie Beach-Whitsundays was 3.69, and mean scores in Bowen and the Tablelands regions were 3.21 and 3.24 respectively). However, compared to the other

two regions, a higher proportion of respondents from Airlie Beach-Whitsundays stated their agreement with sufficiency of police services: 73% compared to 51% in both Bowen and the Tablelands region.

Demand for/participation in cultural activities, sports and leisure activities and shops and restaurants was measured by frequency of going out (see second chart in Figure 25). The proportion of respondents that stated going out frequently (2-3 times a month or more) was the highest among Airlie Beach-Whitsundays respondents (55%), followed by Bowen (43%) and was the lowest among the Tablelands respondents (27%).

Perceived sufficiency of **cultural activities** received a lower level of agreement in Airlie Beach-Whitsundays compared to the other two regions, with mean scores of 2.69 compared to 2.97 in Bowen and 3.07 in the Atherton Tablelands. The majority of Airlie Beach respondents disagreed with this statement (44%), while in both Bowen and the Tablelands regions the majority of respondents expressed their agreement that there were sufficient cultural activities (37% and 44% respectively).

There were no notable differences between the three regions on perceived sufficiency of **sports and leisure activities** and **parks and open spaces**. Mean agreement scores for Airlie Beach-Whitsundays were 3.26 and 3.74 respectively, for Bowen 3.3 and 3.89, and for the Tablelands region 3.45 and 3.78. The majority of respondents in all the three regions agreed that there are sufficient sports and leisure activities and parks and open spaces in their communities with a slightly higher degree of agreement for the latter. Demand/usage of parks and open spaces was measured by frequency of visitation. In Airlie Beach-Whitsundays and Bowen around three quarters of respondents reported visiting parks and open spaces frequently (73% and 75% respectively), while in the Atherton Tablelands less than half of respondents reported doing so (44%).

There were significant differences between the three regions in terms of respondent opinions about the sufficiency of **shops and restaurants** in their communities. In Airlie Beach-Whitsundays, 65% of respondents agreed that there are sufficient shops and restaurants in their community (mean agreement score of 3.50). In Bowen nearly three quarters of respondents (73%) expressed their disagreement (mean score of 2.13) and in the Tablelands region respondents were split on the issue with 45% expressing agreement and 35% expressing their disagreement (means score of 3.06).

**Table 14: RESPONDENTS PERCEPTIONS OF SUFFICIENCY OF SERVICES – PERCENTAGE PROPORTIONS**

SERVICES	AIRLIE BEACH-WHITSUNDAYS				BOWEN				TABLELANDS REGION			
	Agree*	Neither	Disagree*	Don't know	Agree*	Neither	Disagree*	Don't know	Agree*	Neither	Disagree*	Don't know
Activities for young children	29%	10%	41%	20%	49%	11%	29%	11%	34%	17%	23%	26%
Activities for teenage children	16%	11%	52%	21%	30%	16%	44%	10%	20%	12%	41%	27%
Activities for young adults	25%	15%	41%	19%	19%	18%	49%	14%	12%	16%	44%	28%
Health Facilities	50%	7%	43%	n/a	20%	7%	73%	n/a	36%	13%	51%	n/a
Police Services	73%	14%	13%	n/a	51%	23%	26%	n/a	51%	25%	24%	n/a
Cultural Activities	20%	36%	44%	n/a	37%	30%	33%	n/a	44%	28%	28%	n/a
Sports and leisure activities	50%	24%	26%	n/a	55%	21%	24%	n/a	58%	27%	15%	n/a
Park and open spaces	77%	11%	12%	n/a	81%	10%	9%	n/a	79%	8%	13%	n/a
Shops and restaurants	65%	16%	19%	n/a	16%	11%	73%	n/a	45%	20%	35%	n/a

\* Agree proportions were calculated by combining 'strongly agree' and 'agree' responses; similarly disagree proportions were calculated by combining 'disagree' and 'strongly disagree' proportions.

## 4.2. Traffic and Public Transport

Traffic and public transport have been assessed separately from the rest of the community services as it has been established that tourism has a strong impact on these services (Andereck et al., 2005; Deery et al., 2012; Easterling, 2004). Three types of services were included in this group: (1) public transport, road conditions and traffic congestion; (2) airport facilities; and (3) specific to North Queensland, boat ramp facilities.

To assess the ease of access to/demand for public transport, local airport and boat ramps the respondents were asked how frequently they use these facilities. To assess level of traffic congestion respondents were asked to indicate how frequently they find themselves in a traffic jam. Table 15 details the findings. To indicate whether improvements in this area are needed respondents' satisfaction with access to public transport, airport and boat ramp facilities, as well as physical condition of the roads was assessed. Figure 27 and Table 16 detail the findings.

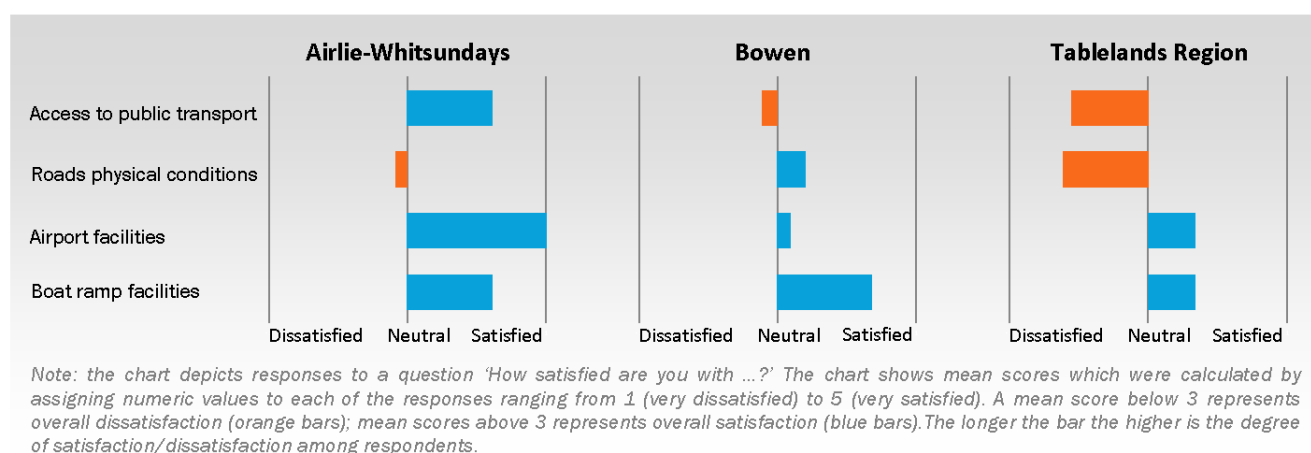
**Table 15: INDICATORS FOR TRAFFIC AND PUBLIC TRANSPORT**

HOW OFTEN DID YOU ...	MEASURES	AIRLIE- WHITSUNDAYS	BOWEN	TABLELANDS REGION
USE PUBLIC TRANSPORT	% use frequently (once a month or more often)	10%	2%	2%
FOUND YOURSELF IN A TRAFFIC JAM	% in a traffic jam frequently (2-3 times a month or more)	3%	2%	38%*
USE LOCAL AIRPORT	% use frequently (once a month or more often)	18%	15%	12%
USE A LOCAL BOAT RAMP	% use frequently (once a month or more often)	24%	23%	9%

\*Please note that there were multiple road works in Tablelands at the time of the survey which has an impact on respondents' answers.

The proportion of respondents that use **public transport** frequently (once a month or more often) is relatively low in all three regions, however it is significantly higher in Airlie Beach-Whitsundays (10%), compared to the other two regions (2%). Of the three regions, satisfaction with access to public transport was also the highest in Airlie Beach-Whitsundays. In Bowen respondents were divided on the issue and in the Atherton Tablelands the majority of respondents indicated their dissatisfaction with public transport access (42%). It can be concluded that residents in both Bowen and the Tablelands do not use public transport frequently due to limited availability of these services.

Degree of **traffic congestion** is very low in Airlie Beach-Whitsundays and Bowen with only 3% and 2% of respondents finding themselves in a traffic jam frequently. In Airlie Beach-Whitsundays a slightly greater proportion of respondents stated their dissatisfaction with the physical condition of the roads (39%, compared to 33% that were 'satisfied') with overall mean satisfaction score of 2.92 slightly below neutral. In Bowen however around half of respondents indicated that they are satisfied with road conditions in the area. Responses from the Atherton Tablelands were likely to have been impacted by multiple road works in the region at the time of the survey and therefore have mostly likely contributed to the degree of dissatisfaction reported in the survey. Overall most of respondents were satisfied with local **airport** and **boat ramp** facilities in all three communities.



**Figure 27: RESPONDENTS DEGREE OF SATISFACTION WITH TRAFFIC AND PUBLIC TRANSPORT SERVICES**

**Table 16: RESPONDENTS TRAFFIC AND PUBLIC TRANSPORT SATISFACTION – PERCENTAGE PROPORTIONS**

SERVICES	AIRLIE BEACH-WHITSUNDAYS				BOWEN				TABLELANDS REGION			
	Satisfied *	Neither	Dissatisfied *	Don't know	Satisfied *	Neither	Dissatisfied *	Don't know	Satisfied *	Neither	Dissatisfied *	Don't know
Access to public transport	51%	21%	12%	16%	23%	25%	28%	24%	15%	27%	42%	16%
Roads physical conditions	33%	28%	39%	0%	51%	15%	34%	0%	22%	16%	61%*	1%
Airport facilities	80%	11%	6%	3%	43%	23%	29%	5%	47%	27%	17%	9%
Boat ramp facilities	47%	18%	11%	24%	50%	19%	7%	24%	20%	24%	7%	49%

\*Please note that there were multiple road works in Tablelands at the time of the survey which has an impact on respondents' answers.

## Community Services: Results Summary

Community services are essential facets of community well-being. Researchers have argued and empirically confirmed that community services satisfaction contributes to overall satisfaction with community well-being which in turn contributes to overall life satisfaction (Grzeskowiak, Sirgy, & Widgery, 2003; Sirgy & Cornwell, 2001; Sirgy, Gao, & Young, 2008; Sirgy, Rahtz, Cicic, & Underwood, 2000). Demand and usage of community services and residents' satisfaction with services provided in the three communities have been assessed and Table 17 summarises the findings.

**Table 17: COMMUNITY SERVICES SUMMARY**

DIMENSIONS	MEASURES	AIRLIE-WHITSUNDAYS	BOWEN	TABLELANDS REGION
ACTIVITIES FOR YOUNG CHILDREN	<b>% of population who are children (12 years or younger)*</b>	15	16	17
	% disagreed with sufficiency statement	41	29	23
ACTIVITIES FOR TEENAGE CHILDREN	<b>% of population who are teenaged children (13-19)*</b>	6	9	9
	% disagreed with sufficiency statement	52	44	41
ACTIVITIES FOR YOUNG ADULTS	<b>% of population who are young adults (20-25)*</b>	12	8	5
	% disagreed with sufficiency statement	41	49	44
HEALTH FACILITIES	<b>% workforce in health care and social assistance*</b>	5	9	11
	% disagreed with sufficiency statement	43	73	51
POLICE SERVICES	<b>Offences per 1000 residents (2013)*</b>	145	104	89
	% disagreed with sufficiency statement	13	26	24
RECREATIONAL SERVICES	<b>% going out frequently (2-3 times month or more)</b>	55	43	27
CULTURAL SERVICES	% disagreed with sufficiency statement	44	33	28
SPORTS AND LEISURE ACTIVITIES	% disagreed with sufficiency statement	26	24	15
SHOPS AND RESTAURANTS	% disagreed with sufficiency statement	20	73	35
PARKS AND OPEN SPACES	<b>% visiting frequently (2-3 times month or more)</b>	73	75	44
	% disagreed with sufficiency statement	12	9	13
PUBLIC TRANSPORT	<b>% using frequently (once a month or more)</b>	10	2	2
	% dissatisfied with access to public transport	12	28	42
TRAFFIC	<b>% in a traffic jam frequently (2-3 times month or more)</b>	3	2	38 <sup>1</sup>
	% dissatisfied with roads conditions	39	34	62 <sup>1</sup>
AIRPORT FACILITIES	<b>% using frequently (once a month or more)</b>	18	15	12
	% dissatisfied with airport facilities	6	28	17
Output	<i>Satisfaction with community services (0 to 10)</i>	7.4	5.7	7.4

Note: Measures typed in bold font represent objective measures; typed in normal font – subjective measures; and typed in italic – output measures. Measures marked with a star (\*) were obtained from secondary data sources. Frequently is defined as 2-3 times a month or more often.

## Chapter 3: Residents perceptions of tourism

In Chapter 1 the nature of the tourism sector in the three selected communities was described using objective measures (or measures that rely on assessing the actual behavior or choices rather than personal perceptions of the nature of the sector). Given the focus of the research is to understand the links between different types of tourism development and community well-being, the results described in Chapter 1 need to be evaluated in conjunction with findings on resident perceptions of tourism.

As explained in Chapter 1 some types of visitors can be perceived more positively than others by destination community residents. Previous qualitative research in the three communities (Moscardo et al., 2013) established that residents identify the following types of visitors to their communities:

- General holiday makers - short term visitors to the region for leisure purposes;
- Grey nomads - older people traveling in a RV (recreational vehicle) or towing a caravan;
- Backpackers - younger visitors, mostly using budget accommodation and staying at destinations for prolonged amounts of time;
- Seasonal/temporary workers - those who visit the region solely for temporary jobs; and
- Visitors on an organised tour.

Residents' perceptions of tourism at the three locations were assessed through inclusion of questions in the survey about desired changes in visitor numbers, evaluations of different types of visitors, and personal opinions about tourism development in their region. The findings are described in detail below.

### Desired change in visitor numbers

Numbers of visitors have a direct effect on the community well-being of a destination community. When the numbers are low (for example due to external effects such as in the aftermath of a cyclone) tourism facilities are underused and tourism operators may struggle to stay in business. On the other hand when visitor numbers are high (for example when a destination becomes a well-known 'place to visit') tourism facilities may be overbooked, prices tend to go up, and public places tend to be crowded.

The respondents were asked to state their opinions on changes in overall visitor numbers they would like to see in the future. The findings are detailed in Figure 28. Respondents were also asked to state their opinions about desired change in the numbers of different types of visitors. Figure 29 details the results.

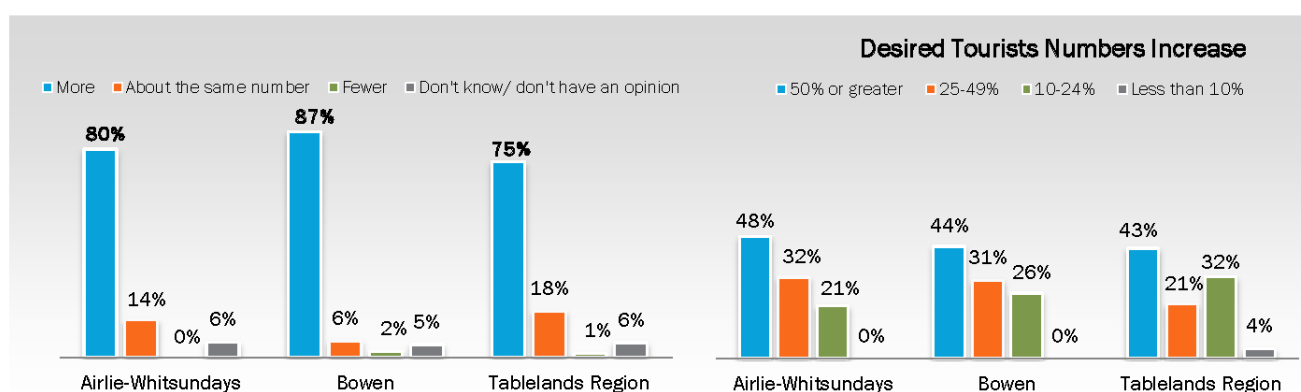


Figure 28: RESPONDENTS OPINIONS ABOUT OVERALL VISITOR NUMBERS

Opinions about visitor numbers are somewhat similar across the three communities, however respondents in the Atherton Tablelands were not as uniform in their opinions compared to Airlie Beach-Whitsundays and Bowen respondents. Most respondents in all three communities stated that they would like to see an increase in overall visitors coming to their communities (80% in Airlie Beach-Whitsundays, 87% in Bowen and slightly less, 75% in the Atherton Tablelands). In all three communities of those who prefer to see visitor numbers increase in the future, most indicated their preference for a significant (50% or greater) increase (see the second chart in Figure 28 for details).

Additionally respondents were asked to specify their preferences for desired changes in numbers of different types of visitors. Again there was consistency between regions in responses to this question. Most of respondents in all three regions would like to see increases in the numbers of general holiday makers, visitors on an organised tour and grey nomads. However, when asked about backpackers and seasonal/temporary workers, in all three regions there was a significant proportion of respondents that stated that they would like to see no change or a decrease in numbers of these visitors (see Figure 29 for details).

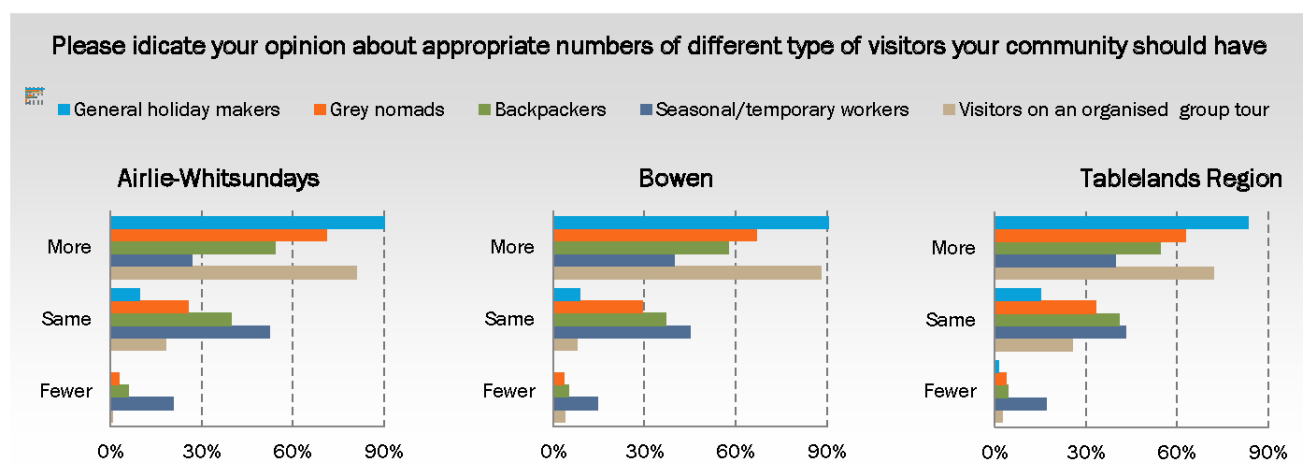


Figure 29: RESPONDENTS OPINIONS ABOUT NUMBERS OF DIFFERENT TYPES OF VISITORS

Residents of destination communities may evaluate their communities as being crowded when there are significant numbers of visitors. To assess whether this was the case in the three selected communities respondents were asked to state whether or not in their opinion there are places in their community that are too crowded with visitors. Additionally, those respondents that indicated that they feel that there are such places in their communities were asked to indicate how they felt about this on a pleased-displeased scale. Figure 30 details the results.

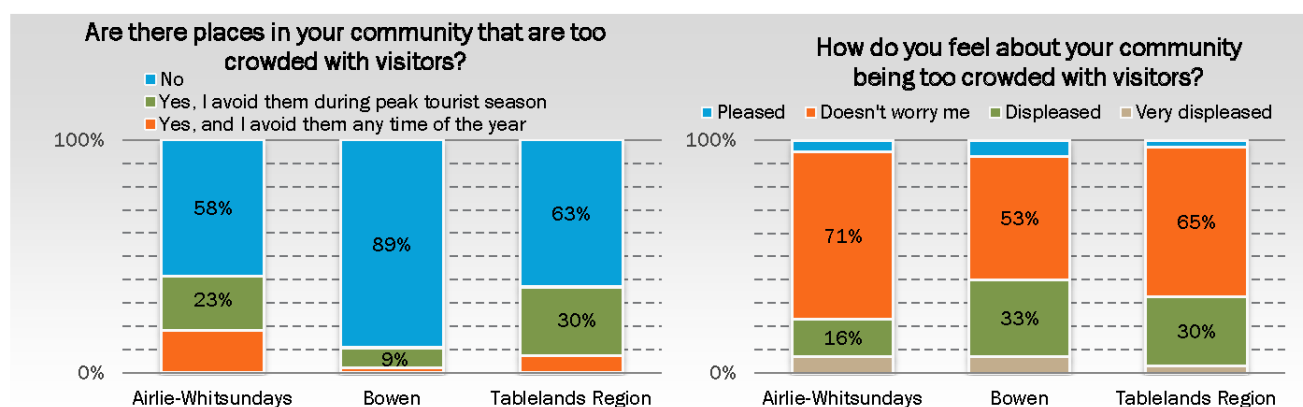


Figure 30: RESPONDENTS PERCEPTIONS OF VISITORS CONTRIBUTION TO CROWDEDNESS

The majority of respondents in all three communities indicated that they do not have places in their community that, in their opinion, are too crowded with visitors. However in Airlie Beach-Whitsundays and Tablelands there was a significant proportion of those who stated that they avoid certain places in their communities during peak tourism season (23% and 30% compared to 9% in Bowen). Tourism profiles described in Chapter 1 indicate that average numbers of visitors to the area (relative to total population) are significantly different in these two regions with Airlie Beach-Whitsundays attracting significantly higher number of visitors (see Figure 4). This indicates that residents may perceive their community to be crowded with visitors even when the number of visitors relative to region's population is not very high. It may also indicate presence of tourist 'hot spots' within a region where visitors are present in large numbers.

Further, a significant proportion of those who avoid places in their community crowded with tourists felt 'displeased' about the fact (see second chart in Figure 30). Relative to the total number of respondents though, this proportion was not as great - 9% among all the Airlie Beach-Whitsundays respondents, 4% among the Bowen respondents and 12% among Tablelands respondents. The majority of respondents in all three communities who stated that they avoid visitor crowded places felt neutral about that.

## Impacts of different types of visitors

Respondents were asked to evaluate the impacts of different types of visitors (their activities and use of facilities) on their community as a whole. The results were similar across the three communities (with the only statistically significant difference being differences in the opinions of Airlie Beach-Whitsundays and Tablelands residents about impacts of general holiday makers and seasonal/temporary workers) (see Table 18 for details).

**Table 18: IMPACTS ON CWB BY DIFFERENT TYPES OF VISITORS - RESPONDENTS EVALUATION**

TYPES OF VISITORS	ALL RESPONDENTS	AIRLIE-WHITSUNDAYS	BOWEN	TABLELANDS REGION
General holiday makers	4.2	4.4	4.2	4.1
Grey nomads	4.1	4.2	4.1	4.1
Backpackers	3.9	3.8	3.9	3.9
Seasonal/temporary workers	3.6	3.4	3.7	3.8
Visitors on an organised tour	4.1	4.2	4.1	4.1

*The table details mean scores which were calculated by assigning numeric values to each of the responses ranging from 1 (very negatively) to 5 (very positively). Scores above 3 indicate respondents' evaluation of impacts as overall positive; the closer the score to 5 the more positively respondents perceive impacts of a particular category of visitors on their community.*

Overall, respondents in all three communities think that all the different types of visitors affect their communities in a positive way. However, there were moderate differences, with respondents evaluating impacts of some visitor types more positively than others. Of all the visitor types seasonal workers received the lowest mean score of 3.6, followed by backpackers with mean score of 3.9 (which falls between 'no effect' and 'positive' impact). Scores for all other types of visitors were above 4 ('positive' impacts). This is consistent with respondents' answers about desired changes in numbers of different types of visitor described in the previous section. Respondents indicated that they want to see increased numbers of those visitor types whose impact on their community they evaluated as more positive.

## Opinions about tourism development

Respondents' opinions about tourism development in their community were also assessed. In all three communities most respondents felt happy with the way tourism had developed in their community and wanted to see it continue to grow (see second chart in Figure 31). Respondents were provided with an opportunity to explain their reasoning behind this choice through an open ended question in the survey. The majority of respondents in all three regions felt that more tourism equates to a better local economy and more jobs for locals, and that the economic benefits of tourism do get distributed throughout their communities benefiting local business and residents. In Airlie Beach-Whitsundays and the Atherton Tablelands respondents also stated that tourism growth supports the provision of services for both locals and visitors. In both Bowen and the Atherton Tablelands, respondents said that they are proud to share their piece of

paradise with visitors and felt that there would be more opportunities for socialising if tourism continued to grow in their areas. Atherton Tablelands respondents also stated that more visitors to the area could result in more permanent residents if they liked what they saw and decided to relocate.

However in all three communities there were significant proportions of those who would prefer to see tourism develop in a new or different direction (25% among Airlie Beach-Whitsundays respondents, 33% among Bowen respondents, and 21% among Tablelands respondents). Those respondents who stated a preference for tourism growth in a different direction were asked to explain their answers further. Summaries of their ideas and suggestions are provided in the following paragraphs.

In Airlie Beach-Whitsundays the respondents wanted to see more land-based activities for visitors and locals to do, including activities for rainy weather such as bowling clubs, indoor sporting clubs, a movie theatre, galleries, and unique shops that offer locally made arts and crafts products, as well as activities that explore the region's beautiful natural surroundings, such as rainforest tours. Additionally, many expressed concern about preserving the character of the region, its relaxed and laid back atmosphere and expressed disagreement with positioning Airlie Beach-Whitsundays as an upmarket, luxury destination. Respondents wanted to see marketing campaigns aimed at a variety of visitor types including family visitors, visitors on organised tours, and grey nomads and the development of eco-tourism and business tourism. Many expressed concerns about the current image of the region as a 'backpackers paradise' citing problems with drunkenness and crime, however others also felt that backpackers are an essential part of the overall mix of visitors and that tourism services should remain affordable for these visitors.

In Bowen, respondents felt that the town needs to develop its own unique tourism destination identity and to be marketed accordingly. Suggestions included "Green tropical Bowen" and "Friendly coastal town with genuine services and great customer service". Respondents felt that tourism businesses could capitalise more on local resources with organised farm tours and farm stays, fishing, snorkelling, diving and motor boat tours, whale watching tours and gem hunting tours to Collinsville; specialty stores selling local produce; more places for visitors and locals to eat out and socialise, such as side walk cafes; more cultural activities around the local museum, more events and aboriginal culture tours. Respondents wanted to see Bowen as a family-friendly destination that is also attractive to mature visitors, such as grey nomads and retirees. Additionally, respondents suggested updating the Bowen information centre services to allow bookings to be made on the spot.

Respondents in the Atherton Tablelands felt that the tourism growth in the region needs to be carefully managed. Respondents wanted to see their relaxed county lifestyle preserved. The preferred options for tourism development were those that do not alter the character of the area in a dramatic way, such as eco-tourism, mountain and push bike tours, and development of a scenic route specifically to divert driving visitors from the main roads. Also, respondents felt that tourism operators could focus more on increasing visitors' length of stay in the region by educating visitors about different activities and sites to see beyond well-known tourism spots. More publicity and marketing campaigns were also suggested by respondents.

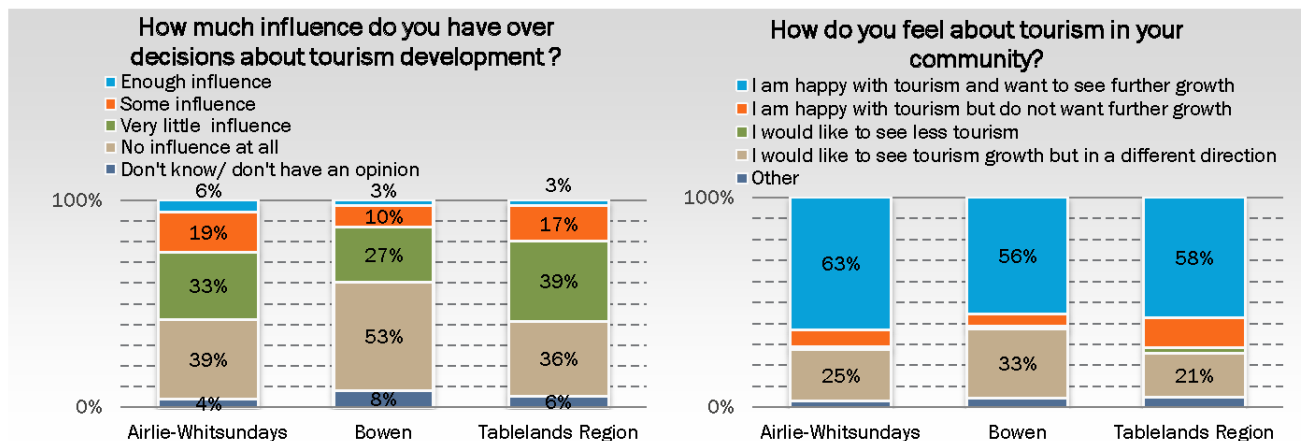


Figure 31: RESPONDENTS OPINIONS ABOUT TOURISM DEVELOPMENT

Additionally respondents were asked to state their opinion about how much influence they felt they had over tourism development in their community (see the first chart in Figure 31). Most of respondents in all three community felt that they had little or no influence. The proportion of those that felt that they had 'some' or 'enough' influence was somewhat higher in Airlie Beach-Whitsundays (25%) and the Atherton Tablelands (20%) compared to Bowen (13%).

## Perceptions of Tourism: Results Summary

Respondents in all three communities would like to see a substantive increase (50% or more) in the overall number of visitors in the future with general holiday makers, visitors on an organised tour and grey nomads being the most favorably perceived types of visitors. The majority of respondents do not perceive their communities as over-crowded with visitors at the moment, and even those who do avoid specific congestion spots, mostly feel neutral about this. Most of the respondents in all three communities think that tourism contributes to well-being in their community in a positive way. A clear link between perceptions of positive impacts of certain types of visitors and preference for future increase in those visitors was established.

Most respondents in all three communities feel happy with the way tourism is developing and would like to see it continue to grow, however there are some that would prefer future tourism development to be in a different direction. This possibly signals that even though residents perceive current tourism impacts positively, in order for the situation to stay this way some changes may need to happen in the future.

## Social Impacts of Tourism: Conclusions

The aim of this project was to establish links between a style of tourism development at a destination and social aspects of community well-being. Three Australian tropical destinations with various styles of tourism development were selected (Airlie Beach-Whitsundays, Bowen and Atherton Tablelands) and relevant secondary data and data collected through a survey of local residents were analysed.

The report described theoretical frameworks guiding this research and the research findings. The research findings demonstrated that tourism impacts on social aspects of community well-being are affected by scale and style of tourism development as well as scale and type of community. In this concluding section the research findings described above are used to suggest possible links between social aspects of community well-being and scale and style of tourism development. These are preliminary patterns and more extensive analysis is required to understand these processes in more detail.

### TOURISM AND COMMUNITY WELL-BEING LINKS

In the area of **human capital**, it seems that the scale of tourism development has an impact. A more developed tourism industry tends to coincide with more opportunities for work and education as well as attract more residents to the area. However, this can also increase the transient population of temporary workers.

The results for **social capital** highlighted that a more developed tourism industry is associated with more opportunities to socialise in public places. On the other hand, it seems that this can also result in less reciprocity and less willingness to give back to the community.

Relationships between **community pride** and scale of tourism development do not seem to be linear. The presence of visitors at a destination contributes to the community pride experienced by locals, but it can result in locals feeling detached from their community when visitor numbers are large. As visitor numbers increase some locals can begin to feel angry and powerless about these changes.

More visitors to the area is linked to more **community services** available for locals. There is a clear link not only to the scale but also to the style of tourism development. Certain visitor types require specific services, for example when a destination is popular with younger visitors the region tends to have more activities for young people which locals can enjoy along with visitors.

The above links suggest that there are costs and benefits for social aspects of community well-being associated with tourism. The challenge is to utilise tourism development strategies and/or manage existing tourism development in a way that maximises its benefit and minimises its negative consequences. This topic will be investigated further in follow up qualitative research in the three communities. Community stakeholders, representatives of local governments, tourism and community development organisations in the three communities will be invited to contribute their ideas on future tourism development in their region. The guiding principle of this follow-up investigation will be addressing the question "What can tourism do for a particular community?" first and thinking about tourism development strategies that will facilitate the achievement of the desired community development goals.

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## Abbreviations used throughout the report

ABS – Australian Bureau of Statistics

CWB – Community Well-being

SA2 – Statistical Area Level 2 (for more information about Australian Statistical Geography Standard see Pink, 2011b)

SLA – Statistical Local Area (for more information about Australian Standard Geographical Classification see Pink, 2011a)

TRA – Tourism Research Australia

## Appendix 1: Results Summary

Below tables represent summary of the findings of this research project. Table 1 represents the summary of findings described in Chapter 1, Table 2 – the summary of findings described in Chapter 2, and Table 3 – the summary of findings described in Chapter 3.

Table 1: Tourism Measures

	Variables	Available Measures	Airlie Beach and Whitsundays	Bowen	The Atherton Tablelands
Stage of Tourism Development	Scale and Diversity of Tourism Development <sup>a</sup>	Number and type of accommodation establishments (Abbreviations: CP – caravan parks, SA – serviced apartments, H – hotels, M – motels, (15+) – with 15 or more rooms, (5-14) – with 5 to 14 rooms)	Total number - 59 Hostels 10% Flats/Units 8% CP 15% SA (15+) 24% M (15+) 10% H (15+) 14% H/M/SA (5-14) 19%	Total number - 23 Hostels 13% Flats/Units 4% CP 30% SA (15+) none M (15+) 22% H (15+) 9% H/M/SA (5-14) 22%	Total number - 39 Hostels 5% Flats/Units 2% CP 26% SA (15+) none M (15+) 18% H (15+) 5% H/M/SA (5-14) 44%
		Average Bed Spaces (excluding holiday flats/units/houses)	220	80	56
	Economic Reliance on Tourism	Employment in 'Accommodation and Food Services' Industry	Number 1,514 % total employment 26.3%	Number 363 % total employment 9.1%	Number 1,097 % total employment 6.2%
Visitor-Resident Contact	Density of visitors	Average daily visitor density per 1000 population <sup>b</sup>	Between 1071 and 662 per 1000 residents	Between 201 and 62 per 1000 residents	Between 109 and 60 per 1000 residents
		Average daily visitor density per land area <sup>b</sup>	Between 34 and 21 per km <sup>2</sup>	Between 34 and 11 per km <sup>2</sup>	Between 0.07 and 0.04 per km <sup>2</sup>
Type of Visitors	Demographic and Trip Related Characteristics	Visitors by Length of Stay	Day Visitors 16% 1 night 8% 2-4 nights 40% 5-8 nights 27% 9-30 nights 7% 31 or more nights 1%	Day Visitors 47% 1 night 16% 2-4 nights 23% 5-8 nights 6% 9-30 nights 5% 31 or more nights 3%	Day Visitors 65% 1 night 8% 2-4 nights 13% 5-8 nights 6% 9-30 nights 7% 31 or more nights 2%
		Travel Party + Age + Length of Stay (% of annual domestic and international overnight visitors mean) <sup>c</sup>	Adult Couple, 25-64, 2-8 nights – 15% Unaccompanied Traveller, 15-44, 2-8 nights – 12% Family Group, 25-44, 2-8 nights – 7% Friends/Relatives, 15-44, 2-4 nights – 6%	Friends/Relatives, 15-24, 1-4 nights – 12% Unaccompanied Traveller, 15-64, 2-4 nights – 10% Adult Couple, 45-64, 1-4 nights – 8% Family Group, 15-44, 2-4 nights – 6%	Adult Couple, 45-64, 1-30 nights – 10% Friends/Relatives, 15-44, 1-4 nights – 7%
		Percent of International Visitors	30%	6%	4%
		Interstate/Intrastate Overnight Domestic Visitors Ratio	50 interstate and 50 intrastate visitors per 100 domestic overnight visitors	16 interstate and 84 intrastate visitors per 100 domestic overnight visitors	21 interstate and 79 intrastate visitors per 100 domestic overnight visitors
Seasonality <sup>a</sup>	Pattern	Seasonal Index (tourism seasons correspond to the index above one)	March Quarter 0.947 June Quarter 0.860 September Quarter 1.083 December Quarter 1.115	March Quarter 0.769 June Quarter 1.019 September Quarter 1.239 December Quarter 0.967	March Quarter 0.806 June Quarter 1.019 September Quarter 1.203 December Quarter 0.965
	Amplitude	Low Season/High Season Ratio	77%	62%	67%

Notes:

<sup>a</sup> Scale of Tourism Development and Seasonality analysis is based on data for SLAs rather than SA2 units due to unavailability of detailed data at SA2 level.

<sup>b</sup> 95% Confidence Interval

<sup>c</sup> Data on domestic day visitors is not detailed by travel party and age.

Data Sources: Australian Bureau of Statistics and Tourism Research Australia

Table 2: Social Aspects of Community Well-being Measures

Capitals	Capitals Dimensions	Measures	AB	B	AT
Human Capital	Population Density	Number of persons per km2*	144	187	1
		% supporting population growth	43	78	40
	Opportunities for work	Unemployment rate (%)*	6.7	10.1	8.2
		% selected 'severely lacking'	20	62	25
	Opportunities for education	% of post-school students (15+)*	4.9	4	4.5
		% selected 'severely lacking'	20	51	22
	Public Safety	Offences per 1000 residents (2013)*	145	104	89
		% selected 'very unsafe' and 'unsafe'	4	13	5
	Output	Satisfaction with number and type of residents (0 to 10)	8.1	6.6	8.7
Social Capital	Group Characteristics	% belonging to community clubs	51	42	67
		Club memberships per person	0.9	0.8	1.6
	Everyday sociability	% socialising frequently informally	63	54	61
		% socialising frequently in public places	58	45	39
	Togetherness	% agreed with togetherness statement	74	60	72
	Neighbourhood connections	% agreed with connections statement	58	59	69
	Volunteerism	% volunteering*	14.6	17.3	21.8
		average hours devoted to volunteered	5.5	3.7	8.3
	Trust	Trust of people in your community (1 to 5)	3.6	3.3	3.9
	Output	Satisfaction with personal and group interactions (0 to 10)	8.0	6.7	8.6
Community Pride	Emotional connection	% that 'enjoy' and 'love' living here	79	70	92
	Community pride	% agreed with community pride statement	89	80	97
	Influence over com. development	Public meeting attendance rate	27	46	42
		% agreed with influence statement	23	18	35
	Participation in community life	Average events attended	1.7	1.3	1.3
	Needs fulfilment	% traveling for purchases frequently	18	32	23
		% agreed with needs fulfilment statement	39	9	47
	Output	Satisfaction with feeling of belonging (0 to 10)	8.3	7.0	8.8
Community Services	Activities for young children	% of population who are children (12 years or younger)*	15	16	17
		% disagreed with sufficiency statement	41	29	23
	Activities for teenage children	% of population who are teenaged children (13-19)*	6	9	9
		% disagreed with sufficiency statement	52	44	41
	Activities for young adults	% of population who are young adults (20-25)*	12	8	5
		% disagreed with sufficiency statement	41	49	44
	Health facilities	% workforce in health care and social assistance*	5	9	11
		% disagreed with sufficiency statement	43	73	51
	Police services	Offences per 1000 residents (2013)*	145	104	89
		% disagreed with sufficiency statement	13	26	24
	Recreational services	% going out frequently (2-3 times a month or more)	55	43	27
	Cultural activities	% disagreed with sufficiency statement	44	33	28

	Sports and leisure activities	% disagreed with sufficiency statement	26	24	15
	Shops and restaurants	% disagreed with sufficiency statement	20	73	35
	Parks and open spaces	<b>% visiting frequently (2-3 times a month or more)</b>	73	75	44
		% disagreed with sufficiency statement	12	9	13
	Public transport	<b>% using frequently (once a month or more)</b>	10	2	2
		% dissatisfied with access to public transport	12	28	42
	Traffic	<b>% in a traffic jam frequently (2-3 times a month or more)</b>	3	2	38
		% dissatisfied with roads conditions	39	34	62
	Airport Facilities	<b>% using frequently (once a month or more)</b>	18	15	12
		% dissatisfied with airport facilities	6	28	17
	<i>Output</i>	<i>Satisfaction with community services (0 to 10)</i>	<i>7.4</i>	<i>5.7</i>	<i>7.4</i>

Note: Measures typed in bold font represent objective measures; typed in normal font – subjective measures; and typed in italic – output measures. Measures marked with a star (\*) were obtained from secondary data sources.

Table 3: Tourism Perceptions Measures

Tourism Perceptions	Measures	AB	B	AT
Desired change in visitor numbers	% for increase in visitor numbers	80	87	75
Contribution to crowdedness	<b>% avoiding places crowded with visitors</b>	42	11	37
	% displeased about crowdedness caused by visitors	9	4	12
Tourism development	% selected 'some' or 'enough' influence	25	13	20
	% want or see growth in different direction	25	33	21

Note: Measures typed in bold font represent objective measures; typed in normal font – subjective measures; and typed in italic – output measures.

## Appendix 2: Survey Instrument

The below questionnaire was used for survey of Atherton Tablelands residents. For the surveys of Bowen and Airlie Beach residents the questions were adjusted accordingly.



### Attention Atherton Tablelands residents!

**You are invited to participate in  
the study about community well-being  
and tourism in your community.**

**Don't miss this opportunity  
to have your say!**

**Contribute to your community  
and support JCU research students!**

### JCU Survey of Atherton Tablelands residents about community well-being and tourism

#### 1 Which of the following statements best describes your residential status in Atherton Tablelands?

- ☐ I live full time in Atherton Tablelands
- ☐ I am currently here for seasonal work and probably will relocate after the season is over
- ☐ I am currently here for or temporary/contract work and probably will relocate after the contract is finished
- ☐ Other - please provide details

#### 2 How long have you lived in Atherton Tablelands?

- ☐ Less than 6 months
- ☐ 6 months - Less than 12 months
- ☐ 1 year - Less than 5 years
- ☐ 5 years - Less than 10 years
- ☐ 10 years or more

#### 3 The following question asks how satisfied you feel, on scale from 0 to 10. Zero means you feel 'not at all satisfied' and 10 means you feel 'completely satisfied'. Overall how satisfied are you these days with:

	Not at all satisfied						Completely satisfied					
	0	1	2	3	4	4	6	7	8	9	10	
Your life as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall quality of life in the Tablelands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Number of residents in the Tablelands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Level of personal and group social interaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Feeling of belonging in the Tablelands community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Community services provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4 Do you think that the resident population in the Tablelands should be

- ☐ Less than it is now  
☐ About the same  
☐ More than it is now  
☐ Don't know/ don't have an opinion

5 **If you answered 'Less than it is now' or 'More than it is now' to the above question** please indicate what percent increase or decrease in the Tablelands residents would you like to see? (Otherwise please proceed to the next question)

- ☐ Less than 10%  
☐ 10-24%  
☐ 25-49%  
☐ 50% or greater  
☐ Other - please specify

6 Which of the following best describes your views on the opportunities in the Tablelands ....

	Severely lacking	Not enough	Enough	More than enough	Don't know/ don't have an opinion
For decent work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To obtain or further your education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7 Thinking about crime, how safe would you say living in the Tablelands is?

- ☐ Very unsafe  
☐ Unsafe  
☐ Neither safe nor unsafe  
☐ Safe  
☐ Very safe  
☐ Don't know/ don't have an opinion

8 Are you a member of a local community club that requires regular meetings? (these can be religious groups, sports teams, or other formal groups of people who get together regularly to do an activity tasks)

- ☐ Yes  
☐ No

9 **If you answered 'Yes' to the above question** please tell us how many clubs do you belong to? (If you answered 'No' to the above question please proceed to question 11)

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

10 Thinking about the members in the group(s) that you belong to, would you say that most are very similar to you in terms of:

	Yes	No
Gender	<input type="checkbox"/>	<input type="checkbox"/>
Age group	<input type="checkbox"/>	<input type="checkbox"/>
Educational background and income level	<input type="checkbox"/>	<input type="checkbox"/>

11 In addition to participating in group activities or associations, people also do many activities *informally* with others. On average, how often do you get together with a regular group of people to socialise/engage in recreational activities (for example getting together with your friends)?

- ☐ Never  
☐ Less than once a month  
☐ Once a month  
☐ 2-3 times a month  
☐ At least once a week  
☐ Daily

12 Who are the people in this regular social group? (tick all that apply) (If you answered 'Never' to the above question please proceed to question 13 on the next page)

- ☐ Family members  
☐ Friends  
☐ Neighbours  
☐ Work colleagues  
☐ People with a similar interest  
☐ Other - please provide details

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## JCU Survey of Atherton Tablelands residents about community well-being and tourism

13 On average, how often do you eat meals and/or have social drinks in restaurants, pubs and cafes?

- ☐ Never  
☐ Less than once a month  
☐ Once a month  
☐ 2-3 times a month  
☐ At least once a week  
☐ Daily

14 Who are the people with whom you eat meals and/or have social drinks in restaurants, pubs and cafes? (tick all that apply) (If you answered 'Never' to the above question please proceed to question 15)

- ☐ No-one, I go by myself  
☐ My partner/ spouse  
☐ Family members  
☐ Friends  
☐ Neighbours  
☐ Work colleagues  
☐ Other - please provide details

15 Which of the following statements best describes the people in your Tablelands social network (tick as many as apply)

- ☐ Mostly family members  
☐ Mostly friends I have known for a long time  
☐ A mixture friends I have known for a long time and friends I have met in the past 12 months  
☐ Mostly friends I have met in the past 12 months  
☐ Mostly work colleagues  
☐ Other - please provide details

## JCU Survey of Atherton Tablelands residents about community well-being and tourism

16 Please tell us how strongly you agree with the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The Tablelands is a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People in the the Tablelands community get along with each other very well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know most of the neighbours on my street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can buy all the goods and commercial services I need in the Tablelands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a say in what goes on in the Tablelands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community services provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17 In the last six months, how often did you travel outside the Tablelands to purchase goods or commercial services?

- ☐ Never  
☐ Less than once a month  
☐ Once a month  
☐ 2-3 times a month  
☐ At least once a week  
☐ Daily

## 18 How much do you feel you can trust the people in each of the following groups?

	To a very small extent or not at all	To a small extent	Neither great nor small extent	To a great extent	To a very great extent	Don't know/ don't have an opinion	Not applicable
People in the Tablelands community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who belong to the same clubs, organisations or groups as you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local business owners or traders you buy things from or do business with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People/companies who own/manage tourism businesses in the Tablelands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temporary workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People in your family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government service providers (education, health, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judges/courts/police	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 19 Have you attended any of the following events/festivals held in the Tablelands in the last six months? (please specify all that you have attended)

	Yes	No
Torimba Festival	<input type="checkbox"/>	<input type="checkbox"/>
The Tinaroo Barra Bash	<input type="checkbox"/>	<input type="checkbox"/>
Kuranda Festival	<input type="checkbox"/>	<input type="checkbox"/>
Tastes of the Tablelands	<input type="checkbox"/>	<input type="checkbox"/>
Tablelands Folk Festival	<input type="checkbox"/>	<input type="checkbox"/>
Tablelands Relay for Life	<input type="checkbox"/>	<input type="checkbox"/>

20 If you answered 'No' for **any of the events in the above question** please specify why you did not attend the event(s) (tick all that appropriate)? (Otherwise proceed to the next question)

- ☐ Could not attend, was away from the Tablelands at the time  
☐ Could not attend, was engaged in other activities at the time  
☐ Ticket price stopped me from attending the event(s)  
☐ Did not want to attend the event(s)  
☐ Did not know about this event(s)  
☐ Other - please tell us

## 21 Have you attended a public meeting in the last six months in the Tablelands?

- ☐ Yes      ☐ No

## 22 If you answered 'No' to the above question please specify why haven't you attended a public meeting (tick all that appropriate)? (If you answered 'Yes' to the above question please proceed to question 23 on the next page)

- ☐ Could not attend was away from the Tablelands at the time  
☐ Could not attend, was engaged in other activities at the time  
☐ Feel like it makes no difference  
☐ Did not want to attend a public meeting  
☐ Did not know about any public meetings  
☐ Other - please tell us

## JCU Survey of Atherton Tablelands residents about community well-being and tourism

23 On average, how many hours per month do you volunteer for community activities?

- ☐ None  
☐ Less than 5 hours per month  
☐ 5 - 10 hours per month  
☐ 11-20 hours per month  
☐ More than 20 hours per month

24 In the past six months in the Tablelands, how often did you:

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
Visit local parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go out, for example went to the movies/theater or other performance or had a meal in a restaurant/ pub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Found yourself in a traffic jam, adding more than 10 minutes to your normal driving time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a local boat ramp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use an airport within 100 km of the Tablelands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25 How satisfied are you with the following:

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know/ don't have an opinion
Physical condition of the roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boat ramp facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to airport facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## JCU Survey of Atherton Tablelands residents about community well-being and tourism

26 In your family do you have:

	Yes	No
Young children (aged 12 or younger)	<input type="checkbox"/>	<input type="checkbox"/>
Teenage children (aged 13-19)	<input type="checkbox"/>	<input type="checkbox"/>
Young adults (aged 20-25)	<input type="checkbox"/>	<input type="checkbox"/>

27 How much do you agree that there are enough activities in the Tablelands for

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know/ don't have an opinion
Young children (aged 12 or younger)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teenage children (aged 13-19)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Young adults (aged 20-25)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28 Considering your day to day life and needs, would you say that in the Tablelands:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
There are sufficient health facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are sufficient police services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are enough cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are enough sports and leisure activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are enough parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are enough shops and restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

29 Which of the following statements best describes how you feel about living in the Tablelands

- ☐ I love it, I can't think of anywhere else I would rather live  
☐ I enjoy living in the Tablelands but I can think of other places I would enjoy equally  
☐ I only live here because circumstances demand it and would prefer to live somewhere else  
☐ Other - please provide details

30 Do you work in tourism or an industry which benefits from it?  
**If you DID NOT answer 'I work in tourism' or 'I work in an industry which benefits from tourism' please skip to question 35 on the next page.**

- ☐ I work in tourism
- ☐ I work in an industry which benefits from tourism
- ☐ I work in an industry other than tourism which does not benefit from tourism.  
 Please specify what industry do you work in?
- ☐ Other - please provide details

31 **If you answered 'I work in tourism' to the previous question** please tell us how many years have you been working in tourism industry? (Otherwise proceed to question 32)

32 Please choose an option that best describes your place of employment/ business

- ☐ Travel agency and tour operator      ☐ Accommodation
- ☐ Taxi transport      ☐ Cafes and restaurants
- ☐ Air and water transport      ☐ Takeaway food retailing
- ☐ Motor vehicle hiring      ☐ Other - please provide details below

33 Please choose an option that best describes your position

- ☐ Owner
- ☐ Manager
- ☐ Employee
- ☐ Other - please provide details

34 Which of the following statements best describes your residential status in Atherton Tablelands?

- ☐ I have contact with visitors through my work
- ☐ I work with tourism businesses, but do not have direct contact with the visitors through my work

35 **Outside your work environment**, how often in the last six months did you come in contact with, or noticed visitors to the Tablelands?

**If you answered 'Never' to this question AND you also do not have contact with visitors as part of your work**, please go to question 43 on page 14, otherwise please proceed to the next question.

- ☐ Never
- ☐ Less than once a month
- ☐ Once a month
- ☐ 2-3 times a month
- ☐ At least once a week
- ☐ Daily

36 Please specify the type of visitors you had contact with or noticed (to the best of your knowledge). Please tick 'Yes' for all the different visitor types that you have encountered in the last six months.

	Yes	No
General holiday makers - short term visitors to the region for leisure purposes	<input type="checkbox"/>	<input type="checkbox"/>
Grey nomads - older people traveling in a RV (recreational vehicle) or towing a caravan	<input type="checkbox"/>	<input type="checkbox"/>
Backpackers - younger visitors, mostly using budget accommodation and staying at destinations for prolonged amounts of time	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal/temporary workers (excluding backpackers) - those who visit the region solely for temporary jobs	<input type="checkbox"/>	<input type="checkbox"/>
Visitors on an organised group tour	<input type="checkbox"/>	<input type="checkbox"/>
Other visitors - please specify	<input type="checkbox"/>	<input type="checkbox"/>

37 **If you answered 'Yes' for GENERAL HOLIDAY MAKERS** please specify what type of contact did you have with this type of visitors within last six months and how often.

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
I saw the visitors on the streets/ parks/ shopping malls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a chat with the visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did an activity together with the visitors (such as playing golf, or attending an art class)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## JCU Survey of Atherton Tablelands residents about community well-being and tourism

38 If you answered 'Yes' for **GREY NOMADS** please specify what type of contact did you have with this type of visitors within last six months and how often.

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
I saw the visitors on the streets/parks/ shopping malls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a chat with the visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did an activity together with the visitors (such as playing golf, or attending an art class)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

39 If you answered 'Yes' for **BACKPACKERS** please specify what type of contact did you have with this type of visitors within last six months and how often.

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
I saw the visitors on the streets/parks/ shopping malls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a chat with the visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did an activity together with the visitors (such as playing golf, or attending an art class)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

40 If you answered 'Yes' for **SEASONAL/TEMPORARY WORKERS** please specify what type of contact did you have with this type of visitors within last six months and how often.

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
I saw the visitors on the streets/parks/ shopping malls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a chat with the visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did an activity together with the visitors (such as playing golf, or attending an art class)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

41 If you answered 'Yes' for **VISITORS ON ORGANISED GROUP TOUR** please specify what type of contact did you have with this type of visitors within last six months and how often.

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
I saw the visitors on the streets/parks/ shopping malls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a chat with the visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did an activity together with the visitors (such as playing golf, or attending an art class)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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## JCU Survey of Atherton Tablelands residents about community well-being and tourism

42 If you answered 'Yes' for **OTHER VISITORS** please specify what type of contact did you have with this type of visitors within last six months and how often.

	Never	Less than once a month	Once a month	2-3 times a month	At least once a week	Daily
I saw the visitors on the streets/parks/ shopping malls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a chat with the visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did an activity together with the visitors (such as playing golf, or attending an art class)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

43 With regards to the total number of visitors, in your opinion should the Atherton Tablelands be trying to attract

- ☐ Fewer  
☐ About the same number  
☐ More  
☐ Don't know/ don't have an opinion

44 If you answered 'More' or 'Fewer' to the above question please indicate what percent increase or decrease in visitors to the Tablelands would you like to see? (Otherwise please proceed to the next question)

- ☐ Less than 10%  
☐ 10-24%  
☐ 25-49%  
☐ 50% or greater  
☐ Other - please specify

45 Now think about different types of visitors that come to the Tablelands. Please indicate your opinion about appropriate numbers of different visitors that the Tablelands should have.

	Fewer	About the same	More	Don't know/ don't have an opinion
General holiday makers - short term visitors to the region for leisure purposes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grey nomads - older people traveling in a RV (recreational vehicle) or towing a caravan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Backpackers - younger visitors, mostly using budget accommodation and staying at destinations for prolonged amounts of time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal/temporary workers (excluding backpackers) - those who visit the region solely for temporary jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors on an organised group tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other visitors - please specify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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46 Overall, how do different type of visitors to the Tablelands and their activities and use of facilities affect the Tablelands community as whole?

	Very negatively	Negatively	No effect	Positively	Very positively	Don't know/ don't have an opinion
General holiday makers - short term visitors to the region for leisure purposes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grey nomads - older people traveling in a RV (recreational vehicle) or towing a caravan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Backpackers - younger visitors, mostly using budget accommodation and staying at destinations for prolonged amounts of time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal/temporary workers (excluding backpackers) - those who visit the region solely for temporary jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors on an organised group tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other visitors - please specify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

47 If you answered 'Very negatively' or 'Very positively' for any type of visitors in the above question please tell us briefly why do you feel that way (please explain for each different type of visitors separately)? (Otherwise proceed to question 48)

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48 Are there places in the Tablelands that you avoid visiting because they are too crowded with visitors?

- ☐ Yes, there are such places in the Tablelands and I avoid them any time of the year  
☐ Yes, there are such places in the Tablelands and I avoid them during peak tourist season  
☐ No

49 If you answered 'Yes' to the above question please tell us how do you feel about avoiding certain places in the Tablelands because they are too crowded with visitors? (If you answered 'No' to the above question please proceed to the next question)

- ☐ Very displeased  
☐ Displeased  
☐ Doesn't worry me  
☐ Pleased  
☐ Very pleased

50 How much influence do you feel you have over the decisions about tourism development in the Tablelands?

- ☐ No influence at all  
☐ Very little influence  
☐ Some influence  
☐ Enough influence  
☐ Don't know/ don't have an opinion

51 Which of the following statements best describes how you feel about tourism in the Tablelands?

- ☐ I am happy with the way tourism is developing in the Tablelands and would like to see it continue to grow.  
☐ I am happy with the way tourism has developed in the Tablelands but would not like to see it grow any more.  
☐ I would like to see less tourism in the Tablelands.  
☐ I would like to see more tourism growth in the Tablelands but with a different style of development - please explain  
☐ Other - please explain

52 Considering your answer to the question above, please explain why you feel this way about tourism in the Tablelands?

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## JCU Survey of Atherton Tablelands residents about community well-being and tourism

53 Please state your gender

- ☐ Male ☐ Female

54 Please state your year of birth

55 Please indicate your current family life cycle status (note that children are defined as children aged under 15 years or dependent students aged 15 to 24 years)

- ☐ Single person  
☐ Couple  
☐ Couple with dependent children  
☐ Single parent with dependent children

56 What is your employment status?

- ☐ Employed working full-time  
☐ Employed working part-time  
☐ Unemployed looking for full-time work  
☐ Unemployed, looking for part-time work  
☐ Retired  
☐ Student  
☐ Student/part time work  
☐ Home duties  
☐ Other - please provide details

57 What is the highest education level you have completed?

- ☐ Postgraduate Degree level  
☐ Graduate Diploma and Graduate Certificate level  
☐ Bachelor Degree level  
☐ Advanced Diploma and Diploma level  
☐ Certificate level  
☐ School Education level. In the box below please tell us what is the highest year of school you have completed?  
☐ No formal qualifications  
☐ Other - please provide details

## JCU Survey of Atherton Tablelands residents about community well-being and tourism

58 What is the total of all wages/ salaries, government benefits, pensions, allowances and other income you personally usually receive? Do not deduct tax, superannuation contributions, health insurance, amounts salary sacrificed, or any other automatic deduction.

- ☐ 2,000 dollars or more per week (or 104,000 dollars or more per year)  
☐ 1,500 to 1,999 dollars per week (or 78,000 to 103,000 dollars per year)  
☐ 1,250 to 1,499 dollars per week (or 65,000 to 77,999 dollars per year)  
☐ 1,000 to 1,249 dollars per week (or 52,000 to 64,999 dollars per year)  
☐ 800 to 999 dollars per week (or 41,600 to 51,999 dollars per year)  
☐ 600 to 799 dollars per week (or 31,200 to 41,599 dollars per year)  
☐ 400 to 599 dollars per week (or 20,800 to 31,199 dollars per year)  
☐ 300 to 399 dollars per week (or 15,600 to 20,799 dollars per year)  
☐ 200 to 299 dollars per week (or 10,400 to 15,599 dollars per year)  
☐ 1 to 199 dollars per week (or 1 to 10,399 dollars per year)  
☐ Nil income/ Negative income

59 Where were you born?

- ☐ In Atherton Tablelands  
☐ Within 100 km of Atherton Tablelands  
☐ Elsewhere in Far North Queensland  
☐ Elsewhere in Queensland  
☐ Elsewhere in Australia  
☐ In another country - please specify

60 Please provide us with your Atherton Tablelands residential street name and number (for example: 1 Grove Street, Atherton). This allows us to analyse spatial distribution of services and clusters of responses. This information will not be made available to anyone other than the researcher, will remain strictly confidential and will be deleted from the data when the analysis is completed.

61 If you would like to participate in the prize draw please provide us with your contact details (e-mail address/ contact phone number) so we can get in touch with you if you win a prize, this information will be recorded separately from your answers. Ten winners will be randomly selected from the survey participants and each will receive a \$20 voucher from various local shops.

62 This study is a part of a research project into links between community well-being and tourism development. Your insights and experiences as a resident of Atherton Tablelands are extremely valuable. If you would like to be contacted for future research on the topic please provide your e-mail address, or alternatively (in case you do not have an e-mail) provide your other contact details - your contact phone number and/or mail address.

## Appendix 3: Survey Sample Demographics

DEMOGRAPHIC CHARACTERISTICS		AIRLIE-WHITSUNDAYS		BOWEN		TABLELANDS REGION	
		% in sample	% in pop*	% in sample	% in pop*	% in sample	% in pop*
GENDER	Male	39.2	53.0	33.8	52.4	31.8	50.4
	Female	60.8	47.0	66.2	47.6	68.2	49.6
AGE	Under 25	1.4	14.3	4.3	11.1	1.4	8.3
	25-34	15.5	26.1	13.0	16.8	6.9	11.9
	35-44	19.7	20.9	23.2	15.5	12.4	17.2
	45-54	21.1	18.0	26.1	19.3	23.0	19.5
	55-64	21.8	13.0	22.5	17.5	32.3	19.5
	65 and over	20.4	7.8	10.9	19.7	24.0	23.6
EDUCATION	Postgraduate Degree	8.0	1.2	5.3	0.5	10.7	1.1
	Graduate Diploma/Certificate	8.7	0.7	9.8	0.6	7.8	0.7
	Bachelor Degree	14.5	6.7	13.5	4.4	25.7	6.1
	Advanced Diploma/Diploma	15.9	7.1	15.8	3.8	13.1	5.0
	Certificate level	28.3	19.5	21.8	17.3	18.4	16.5
	School Education only	23.2	64.6	29.3	72.8	22.3	70.0
	No formal qualifications	1.4	0.2	4.5	0.7	1.9	0.6
INCOME (WEEKLY)	\$2000 on more	16.2	6.5	16	6.1	9.4	2.8
	\$1,500-\$1,999	6.2	6.3	8.4	5.6	7.4	4.1
	\$1,250-\$1,499	3.8	6.0	6.1	4.6	7.4	4.3
	\$1,000-1,249	13.8	10.0	13.7	7.2	12.8	6.7
	\$800-\$999	11.5	13.8	11.5	8.6	11.8	8.1
	\$600-\$799	15.4	18.6	9.9	14.1	11.8	12.3
	\$400-\$599	12.3	14.5	10.7	16.1	15.8	15.8
	\$300-\$399	6.2	7.5	7.6	12.9	9.4	14.6
	\$200-\$299	2.3	6.3	6.1	11.6	5.9	15.1
	\$1-\$199	2.3	5.0	4.6	7.0	3.0	8.6
	Nil income/ Negative income	10.0	5.6	5.3	6.2	5.4	7.5

\* Percent in population. Data source: Census 2011, ABS

## Appendix C: Investigating determinants of residents support for tourism development

### Model 1

Dependent variable: preferences for overall increase/decrease in numbers of visitors

Independent variables entered in the model:

1. Length of residency
2. Satisfaction with life as a whole
3. Satisfaction with community well-being
4. Satisfaction with level of personal and group social interaction
5. Satisfaction with number and type of residents
6. Satisfaction with feeling of belonging in the community
7. Satisfaction with community services provided
8. Perceptions of opportunities for work
9. Perceptions of opportunities to obtain and further your education

Results of stepwise regression:

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.150 <sup>a</sup>	.022	.020	1.130
2	.182 <sup>b</sup>	.033	.028	1.126
3	.217 <sup>c</sup>	.047	.040	1.119

a. Predictors: (Constant), Satisfaction with number and type of residents in your community

b. Predictors: (Constant), Satisfaction with number and type of residents in your community, Perceptions of opportunities to obtain and further your education

c. Predictors: (Constant), Satisfaction with number and type of residents in your community, Perceptions of opportunities to obtain and further your education, Satisfaction with feeling of belonging in the community

### Model 2

Dependent variable: preferences for overall increase/decrease in numbers of visitors

Independent variables entered in the model:

1. Frequency of seeing General Holiday Makers on streets
2. Frequency of having a chat with General Holiday Makers
3. Frequency of doing an activity with General Holiday Makers

4. Frequency of seeing Grey Nomads on streets
5. Frequency of having a chat with Grey Nomads
6. Frequency of doing an activity with Grey Nomads
7. Frequency of seeing Backpackers on streets
8. Frequency of having a chat with Backpackers
9. Frequency of doing an activity with Backpackers
10. Frequency of seeing Seasonal/Temporary Workers on streets
11. Frequency of having a chat with Seasonal/Temporary Workers
12. Frequency of doing an activity with Seasonal/Temporary Workers
13. Frequency of seeing Visitors on Organised Tours on streets
14. Frequency of having a chat with Visitors on Organised Tours
15. Frequency of doing an activity with Visitors on Organised Tours

Results of stepwise regression:

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.263 <sup>a</sup>	.069	.061	1.101
2	.317 <sup>b</sup>	.101	.085	1.087

a. Predictors: (Constant), Frequency of having a chat with General Holiday Makers

b. Predictors: (Constant), Frequency of having a chat with General Holiday Makers, Frequency of seeing Visitors on Organised Tours on streets

### Models 3-7

Dependent variable: evaluation of impacts by General Holiday Makers/ Grey Nomads/ Backpackers/

Seasonal or Temporary workers/ Visitors on Organised Tours

Independent variables entered in the model:

1. Gender
2. Working in tourism or tourism related industry (benefit)
3. Family status
4. Age
5. Income
6. Satisfaction with level of personal and group social interaction
7. Hours of volunteering per month
8. Agreement with sufficiency of activities for young children/ teenage children/young adults
9. Type and frequency of contact with different type of visitors

**Model 3:** Results of stepwise regression for General Holiday Makers

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.257 <sup>a</sup>	.066	.061	.643
2	.305 <sup>b</sup>	.093	.083	.635
3	.348 <sup>c</sup>	.121	.106	.627

a. Predictors: (Constant), Frequency of seeing General Holiday Makers on streets

b. Predictors: (Constant), Frequency of seeing General Holiday Makers on streets, Agreement with sufficiency of activities for young children

c. Predictors: (Constant), Frequency of seeing General Holiday Makers on streets, Agreement with sufficiency of activities for young children, Working in tourism or tourism related industry (benefit)

**Model 4:** Results of stepwise regression for Grey Nomads

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214 <sup>a</sup>	.046	.040	.723

Predictors: (Constant), Frequency of seeing Grey Nomads on streets

**Model 5:** Results of stepwise regression for Backpackers

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.201 <sup>a</sup>	.040	.035	.842
2	.270 <sup>b</sup>	.073	.062	.830
3	.306 <sup>c</sup>	.093	.078	.823

a. Predictors: (Constant), Frequency of having a chat with Backpackers

b. Predictors: (Constant), Frequency of having a chat with Backpackers, Agreement with sufficiency of activities for young children

c. Predictors: (Constant), Frequency of having a chat with Backpackers, Agreement with sufficiency of activities for young children, Hours of volunteering per month

**Model 6:** Results of stepwise regression for Seasonal/Temporary Workers

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.249 <sup>a</sup>	.062	.055	1.023

a. Predictors: (Constant), Frequency of having a chat with Seasonal/Temporary Workers

**Model 7:** Results of stepwise regression for Visitors on Organised Tours

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.234 <sup>a</sup>	.055	.044	.693

a. Predictors: (Constant), Gender

## Appendix D: Reports ‘Tourism Strategies Workshop’

Attached are two reports on workshops with community stakeholders at study regions. Findings for Bowen and Airlie Beach were grouped into one report due to interrelatedness on the suggested tourism development strategies, while findings for the Atherton Tablelands were summarised in a separate report.



## Tourism Strategies Workshop

Bowen and Airlie Beach

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Elena Konovalov

Laurie Murphy

Gianna Moscardo

February 15

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## Executive Summary

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This report presents the findings from Tourism Strategies workshops for Bowen and Airlie Beach community stakeholders. The Bowen workshop was held on October 13 and Airlie Beach workshop was held on October 14. Representatives of local council, tourism organisations, tourism operators, small business owners and other interested community stakeholders participated in the workshops and contributed their thoughts and ideas. The workshops focused on identifying the ways in which sustainable tourism development could contribute to both regions' community well-being with specific tourism strategies generated for each region as a result of the workshops.

The following tourism strategies were generated for **Bowen**:

1. Branding local produce through marketing campaigns. Differentiate the local produce from similar products available on the market by promoting its superior qualities. Marketing campaigns can include recruiting celebrity chefs to promote the produce on their shows. Local produce can be used for cooking classes and supplied to local restaurants to provide authentic experience for visitors.
2. A range of activities can be developed around local history and/or involving local artists. This can take the form of events that will attract visitors to the area.
3. Cooperation with Airlie Beach tourism operators to develop and market Bowen tourism experiences to Airlie Beach visitors with some specific projects suggested by participants as described above.
4. Apply innovative approaches to funding the new tourism products such seeking funding from charitable organisations, arts councils, or through media campaigns, crowdsourcing and local community.

The following tourism strategies were generated for **Airlie Beach**:

1. Co-operation with nearby communities (Bowen and Proserpine) to develop a range of land based activities such as eco- and farm tours. This can increase visitors stay in the region therefore increasing tourism benefits to the local communities.
2. Developing a unique local identity that at the same time fits with wider area 'Whitsunday Islands' brand. This can be done through seeking input from local population, and collecting and presenting information about history and transformation of the region and the islands.
3. Promoting the region as a retirement location. The region needs to attract the investment for developing range of facilities required by aged population. Data needs to be collected demonstrating that there is a demand for this these type of developments in Airlie Beach. Marketing campaigns can target older cruise ship visitors.

Cooperation between the two communities was discussed at both workshops with specific projects suggested by participants as outlined in the main body of the report. To facilitate the partnership between Bowen and Airlie Beach tourism operators, business and community organisations a networking event is highly recommended. This event may take place on a regular basis ensuring that cooperation between the communities is ongoing. Event can be used for pitching various business ideas to attendees as well as brainstorming about the solutions to common challenges faced by the two communities.

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## Introduction

Tourism is often seen as a developmental opportunity for small tropical communities. However, when tourism development strategies are discussed often the initial and the only question asked is *‘What does this particular community have to offer that may attract visitors?’* While this is a valid question, the focus of this research project was on the community, rather than the visitors, and the research question explored was *‘How can visitors contribute to the overall community well-being?’* The underlying idea of this research position is to shift the focus of tourism strategies from approaching communities as a resource for visitors to approaching tourism as a resource for communities.

Within this community-centered approach, tourism impacts are usually separated into economic, environmental and social. While the economic and environmental impacts of tourism have been the subject of considerable research, the social impacts of tourism remain under-researched. The research project focused on establishing links between styles of tourism development at a destination and social aspects of community well-being.

A two-hour workshop was conducted with both, Bowen and Airlie Beach community stakeholders to generate ideas and strategies for using tourism as a resource for improving the social aspects of the community’s well-being and this report outlines the main findings from those workshops.

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## Research Background

The workshop was the final stage of a research project that focused on the social impacts of tourism on tropical community well-being. Three North Queensland tropical communities with varying degrees of tourism development were selected for conducting the research: Airlie Beach-Whitsundays (as a community with a prominent well-developed tourism industry), Bowen (as a community with an emerging tourism industry) and the Atherton Tablelands (as a community with a small but established tourism industry).

Prior to the workshop two studies on the social impacts of tourism were carried out in the selected communities. The first one consisted of an analysis of available secondary data on tourism and was focused on measuring tourism in the three communities. The analysis facilitated the construction of tourism profiles for each of the three communities.

The second study was focused on assessing community well-being and residents’ perceptions of tourism at each of the selected communities. A survey of residents was conducted and primary data analysed. The results allowed for hypothesised links between the style of tourism development and its associated social impacts to be made.

The report on the findings of these first two studies was prepared and made available to community stakeholders. A copy of the report is available on request by contacting the principal researcher Elena Konovalov via e-mail [elena.konovalov@my.jcu.edu.au](mailto:elena.konovalov@my.jcu.edu.au).

To guide the research project an extensive review of the research on community well-being and social impacts of tourism was undertaken. The review resulted in identifying the following social aspects of community well-being that have been linked to tourism:

- Human Capital - the skills and abilities of residents; includes education, skills, health and self-esteem
- Social Capital - connections among people in a community including networks and relationships
- Community Identity and Pride - feeling of emotional connection to a community

- Community Services - includes public services, recreational services and public transport

The workshop was focused on using the knowledge gained from the previous two studies to identify tourism development strategies for Bowen and Airlie Beach communities that use tourism as a community resource to improve each of the above social aspects of community well-being. Bowen and Airlie Beach workshops findings are outlined below.

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## Workshop description

The workshop consisted of a structured brainstorming activity focused on identifying ways in which tourism could positively contribute to each of the four social aspects of a region's community well-being. A futures wheels technique was used for the exercise. The futures wheel technique is a futures research method for capturing qualitative knowledge (Benckendorff, 2008). It is a structured brainstorming method aimed to facilitate a group discussion and systematic thinking about the future consequences of a decision. The technique can be applied to variety of research questions, and has previously been shown to be useful for exploring the links between tourism and quality of life/community well-being (Benckendorff et al., 2009; Moscardo, Schurmann, Konovalov, & McGehee, 2013; Murphy & Schurmann, 2013).

The futures wheel exercise consists of placing a statement about a desirable future at the centre of the to-be-constructed wheel. Then participants are invited to contribute their thoughts and ideas on conditions that have to be present for this desired future to be realised.

In the workshop four such wheels were constructed with participants contributing their thoughts and ideas on ways tourism could positively contribute to each of the four social aspects of community well-being in their community. The findings of Bowen and Airlie Beach workshops are described below.

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## Bowen Workshop Findings

The two hour workshop for Bowen stakeholders was conducted on October 13, 2014. Representatives of local council, tourism and community organisations, tourism operators, small business owners and other interested community stakeholders participated in the workshop and contributed their thoughts and ideas.

The links made by the participants between tourism and **HUMAN CAPITAL** are presented in Figure 1. Discussion centered on using tourism for creating employment and training opportunities:

- More training and employment opportunities can be created through educational and agricultural tourism. Additionally, increased tourism can generate demand to support recreational businesses that will provide more employment for locals. More tours and products can be developed for example around the marina, re-purposing existing facilities (e.g. wharf) or turtle tagging programs involving local indigenous community and volunteers. Innovative ideas suggested by participants included underwater sculptures and food/agri tours. Those newly developed products can be marketed through tour wholesalers and tourism operators.
- These ideas require funds to get started which can be sourced through innovative approaches such as crowdsourcing and contacting non-tourism funding organisations for example arts councils or charitable organisations. Other possibilities discussed here included corporate sponsorship and formation of a Bowen Community Foundation.

- Tourism can be used to address the issue of declining population in the area. Bowen's natural settings and lifestyle can be marketed to attract amenity migrants. Participants noted here that improvement of existing health facilities may be needed.
- Other ideas discussed included an improvement to the town entrance, expanding and better management of available volunteering force (for example getting interns from James Cook University), and co-operating with Airlie Beach tourism operators to create Bowen tourism products that can be marketed to Airlie Beach visitors to encourage them to extend their stay in the region.
- The newly developed products can be marketed through various media campaigns including on-line/social media marketing campaigns.

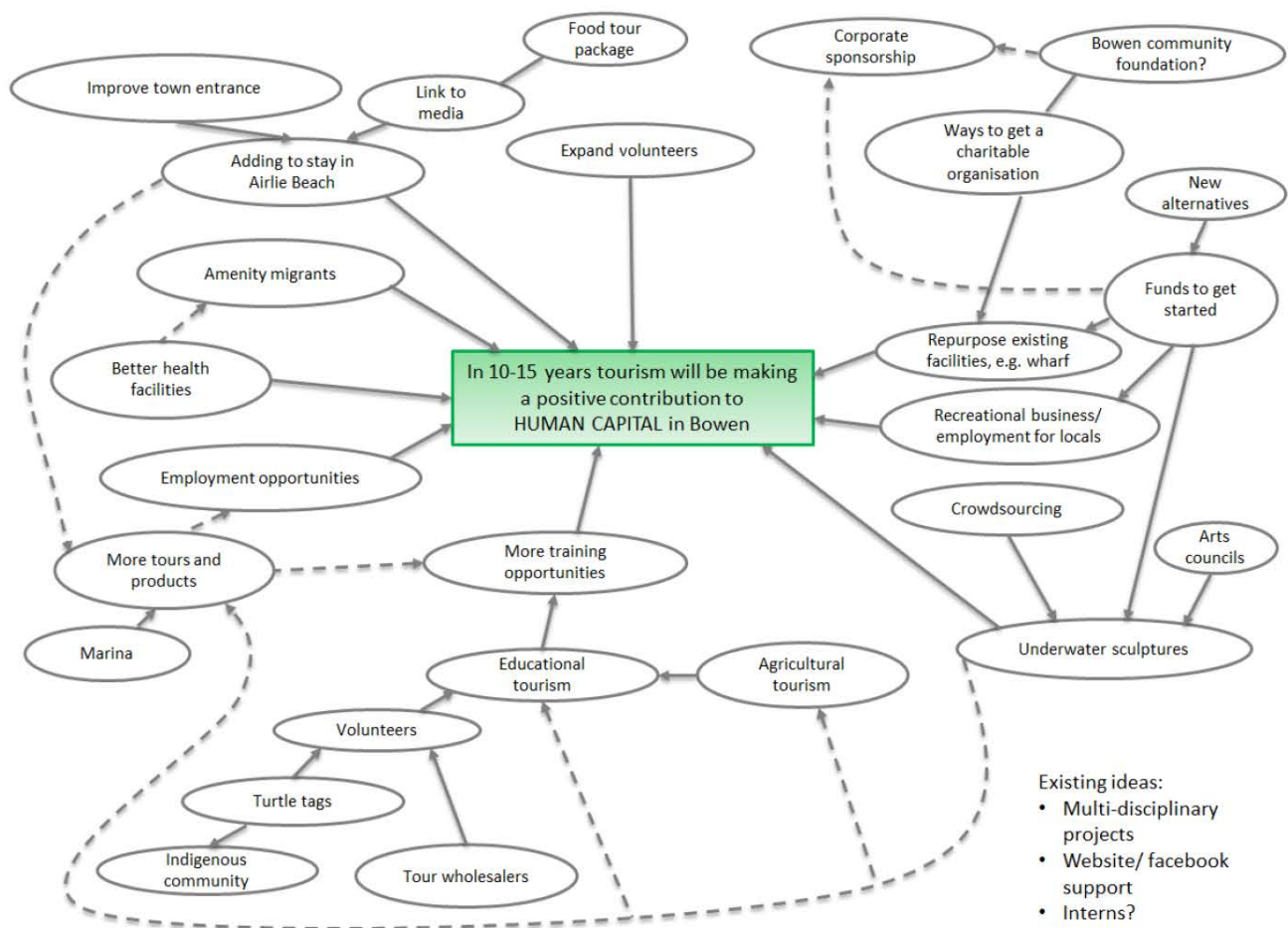


Figure 1: Tourism Contribution to Human Capital in Bowen

The links made by the participants between tourism and **SOCIAL CAPITAL** are presented in Figure 2. The main idea discussed here was forming better social connection between locals and visitors:

- Involving visitors in the local community and sporting clubs. Encouraging visitors (for example grey nomads) to be ambassadors to promote Bowen abroad.

- Local community leaders can also be involved with marketing Bowen as a tourism destination to outsiders in particular to nearby communities as well as educating locals about benefits of tourism for the community. Visitors from these regional markets coming to Bowen for a short stay were identified as desired type of visitors by the participants. Connections with this type of visitors could increase so-called bridging social capital in the Bowen community, when social ties are formed outside the boundaries of the local community, allowing and facilitating community members to draw on resources outside the community.
- Linking tourism with other local industries such as horticulture (tomato and seafood production) through supplying local produce to restaurants or organising educational tours. Local produce can be promoted through marketing campaigns that differentiate it from other similar products on the market and create brand awareness. Building of a processing plant was discussed here as an opportunity, as well as insurance/public liability and time required for these ideas to be realised as a challenge.
- Creating tourism products around local history and stories, educational centre for scuba diving, and kite surfing clubs were identified as an opportunity. These products will facilitate better social ties among community members and could be marketed in co-operation with Airlie Beach tourism operators.

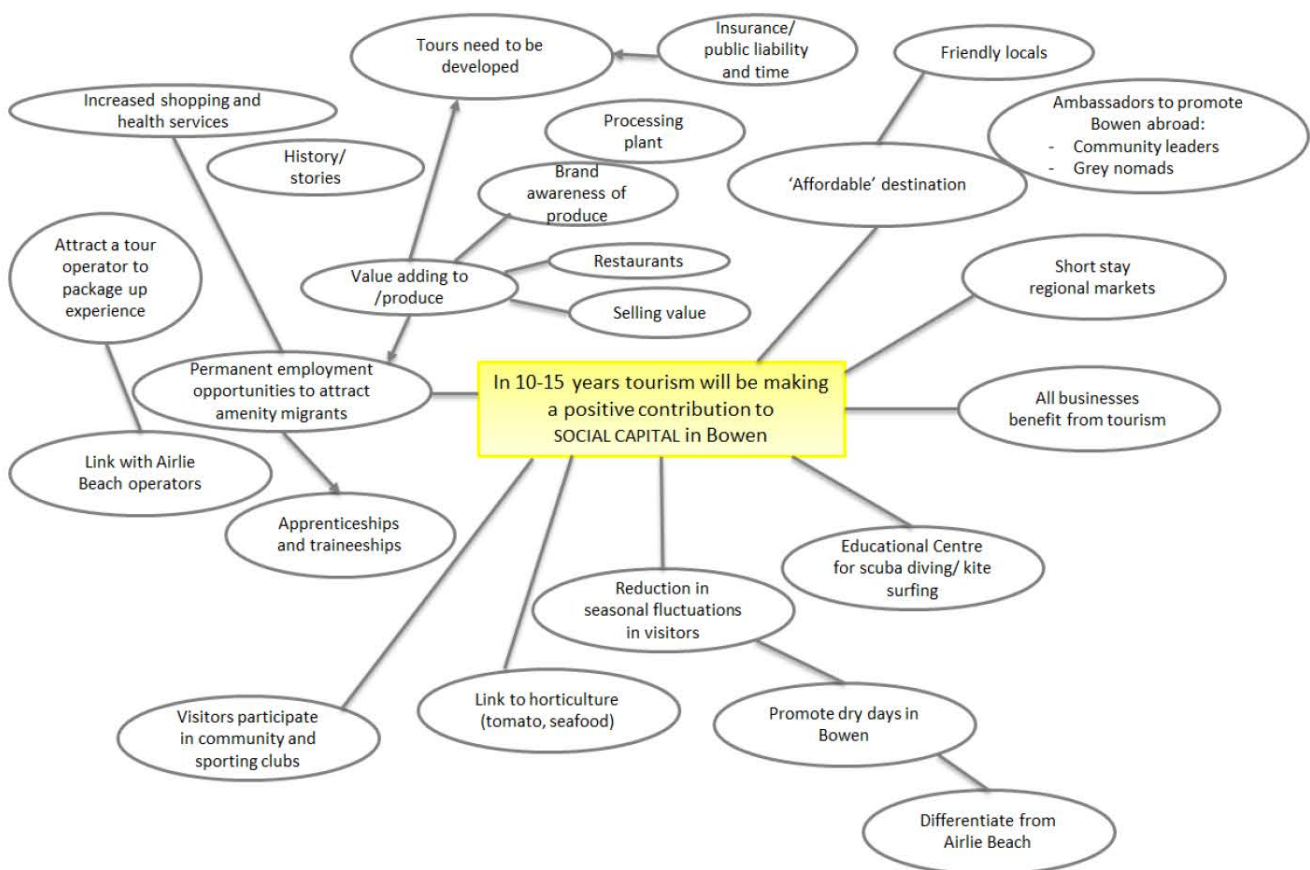
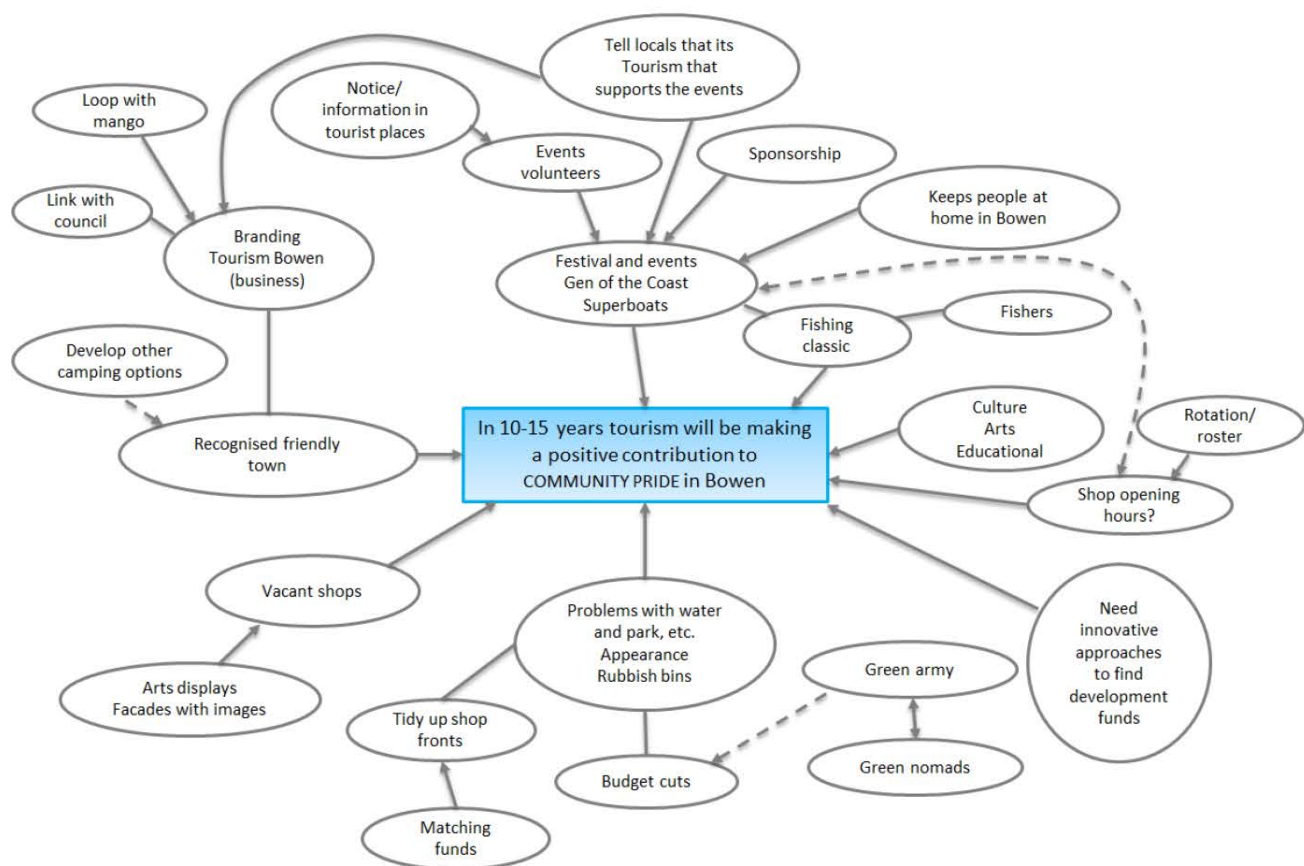


Figure 2: Tourism Contribution to Social Capital in Bowen

- Campaigns promoting dry days in Bowen and marketing Bowen as an affordable destination with friendly locals could help to differentiate the destination from Airlie Beach. This could reduce seasonal fluctuations in visitors that pose a challenge for Bowen tourism operators at the moment.

The links made by the participants between tourism and **COMMUNITY IDENTITY AND PRIDE** are presented in Figure 3. A number of issues and the way those can be addressed were discussed here:

- The number of vacant shops in town is increasing which negatively affect the town's image in the eyes of locals and visitors. To address this, art displays and decoration of facades with images can be used. This is a commonly applied technique for beautifying/hiding renovation works in tourism spots.
- Increases in water rates and local council budget cuts have resulted in many residents not watering their lawn which has affected appearance of public parks. To address this issue a 'green army' from volunteers and visiting grey nomads can be formed that help with parks maintenance. Additionally training courses about water wise gardening can be run for local residents.
- Current shop opening hours may not accommodate the demand from visitors. A rotation/roster technique with shops taking turns to be open for extended hours was suggested as a possible solution.



**Figure 3: Tourism Contribution to Community Identity and Pride in Bowen**

- Local events are attended by locals and attract visitors to town. Notices and information about community events in tourist places can increase event attendance by visitors. Additionally, educating

locals about benefits of tourism to the community can attract better sponsorship of the events by local businesses as well as help to recruit volunteers to assist event organisers.

- A range of educational tourism activities can be developed in cooperation with local artists such as art classes and workshops.
- Development of other camping options to accommodate the current demand was identified as an area of opportunity. This was seen by the participants as a way to support the 'friendly town' brand.
- Tourism Bowen should act as a coordinating body that is capable of providing mentoring support to new projects.
- Building Bowen brand around Bowen Mango.
- Innovative approaches need to be used for funding these projects (as discussed above).

The links made by the participants between tourism and **COMMUNITY SERVICES** are presented in Figure 4. Main ideas discussed are summarised below:

- A range of educational services can be used to attract visitors as well as be marketed to visitors that are already in the area. TAFE can be a coordinating body for various training courses such as English language courses for overseas workers, computer courses and hospitality/cooking courses for visitors. Additionally there is a demand for passing on local agricultural experience and knowledge through an Agricultural Education College. This will help to increase student numbers to support services offered by TAFE to community as well as prevent some of the local youth from moving out to bigger regional centres to obtain an education.
- Protected harbour and marine service facilities were identified by participants as areas of opportunity that can be capitalised on for community benefit. An aquatic/ recreational leisure precinct can be developed with up-market apartments and executive fishing and sailing activities available. Other innovative ideas included development of an artificial reef next to the historic jetty and servicing/maintenance facilities for commercial ships.
- Promoting Bowen as a retirement destination can help to generate necessary demand to fund improvement of aged care facilities and better hospital/health services. This in turn will create demand for skilled labour and attract more people to settle in the area.
- Demand generated by visitors can support a better range of retail services that locals will enjoy as well. The city centre with the new retail shops can be marketed as a retail precinct to attract more visitors as well as more retail vendors.
- Airport and transport access can be improved to attract more visitors, to facilitate more FIFO families to settle in the area as well as providing means for exporting local horticulture/seafood produce.

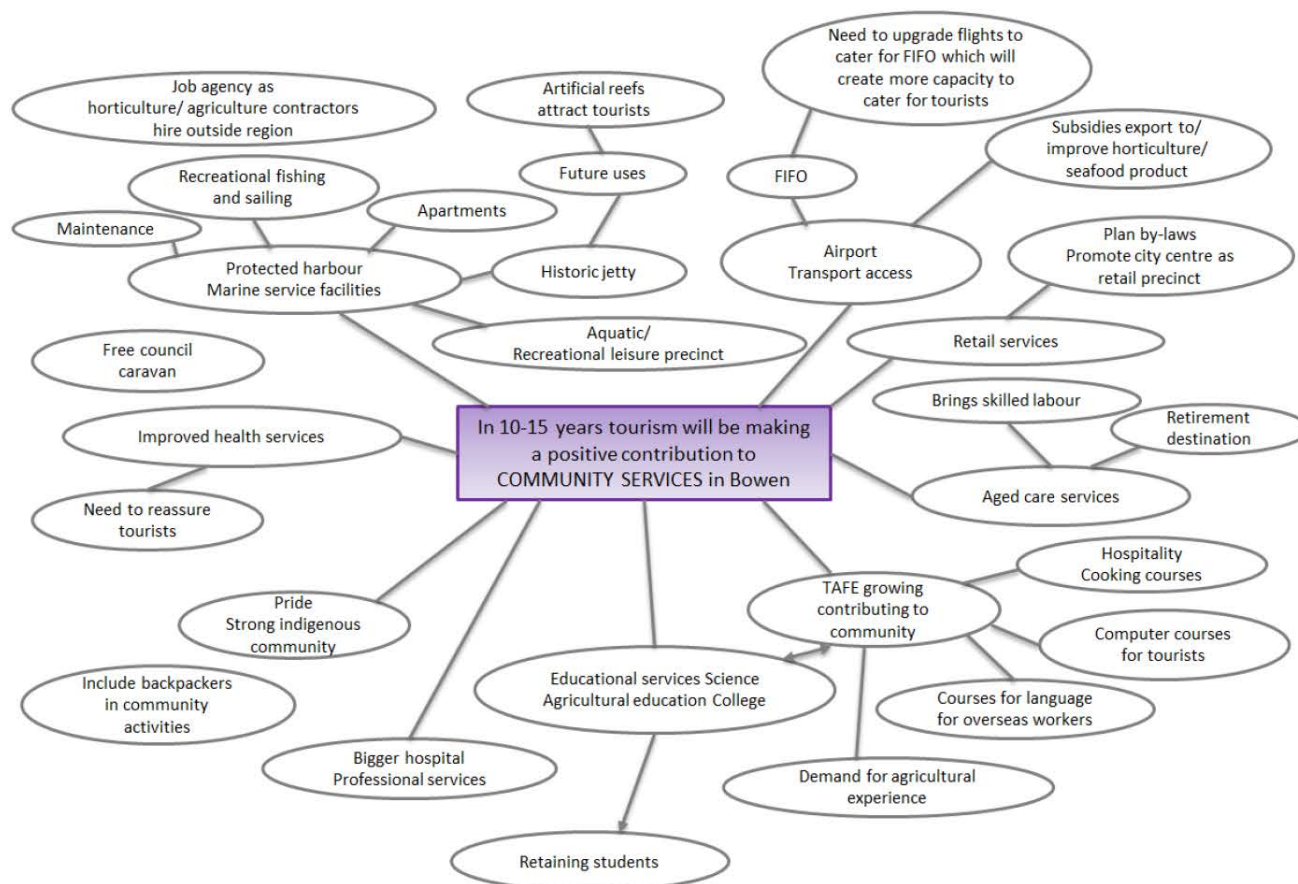


Figure 4: Tourism Contribution to Community Services in Bowen

## Generated Tourism Strategies for Bowen

From the generated and described above ideas the following tourism strategies for Bowen could be developed:

1. Branding local produce through marketing campaigns. Differentiate the local produce from similar products available on the market by promoting its superior qualities. Marketing campaigns can include recruiting celebrity chefs to promote the produce on their shows. Local produce can be used for cooking classes and supplied to local restaurants to provide authentic experience for visitors.
2. A range of activities can be developed around local history and/or involving local artists. This can take the form of events that will attract visitors to the area.
3. Cooperation with Airlie Beach tourism operators to develop and market Bowen tourism experiences to Airlie Beach visitors with some specific projects suggested by participants as described above.
4. Apply innovative approaches to funding the new tourism products such seeking funding from charitable organisations, arts councils, or through media campaigns, crowdsourcing and local community.

## Airlie Beach Workshop findings

The two hour workshop for Airlie Beach stakeholders was conducted on October 14, 2014. Representatives of the local tourism and community organisations and small business owners participated in the workshop and contributed their thoughts and ideas.

The links made by the participants between tourism and **HUMAN CAPITAL** are presented in Figure 5. The main topics discussed were tourism links to education, job creation and attracting/retaining certain types of residents:

- Tourism can be used to develop a variety of educational services offered in the region. Participants suggested developing agricultural education, marine education, hospitality and tourism courses, and English as a second language training courses. Additionally, educational tourism, conference and team building tourism were identified as areas of opportunities.
- Tourism can create jobs that will in turn attract more permanent residents to the region. This can help to address the current issue in the region with high cost of construction due to lack of skilled labour. Attracting/retaining young families was identified as a priority by participants and ideas to facilitate that included improving the existing school infrastructure, creating job opportunities for professionals (such as lawyers and doctors), accommodating Fly-in Fly-out mining families, developing a 'moving' kit containing useful information for families that are considering settling in the area.

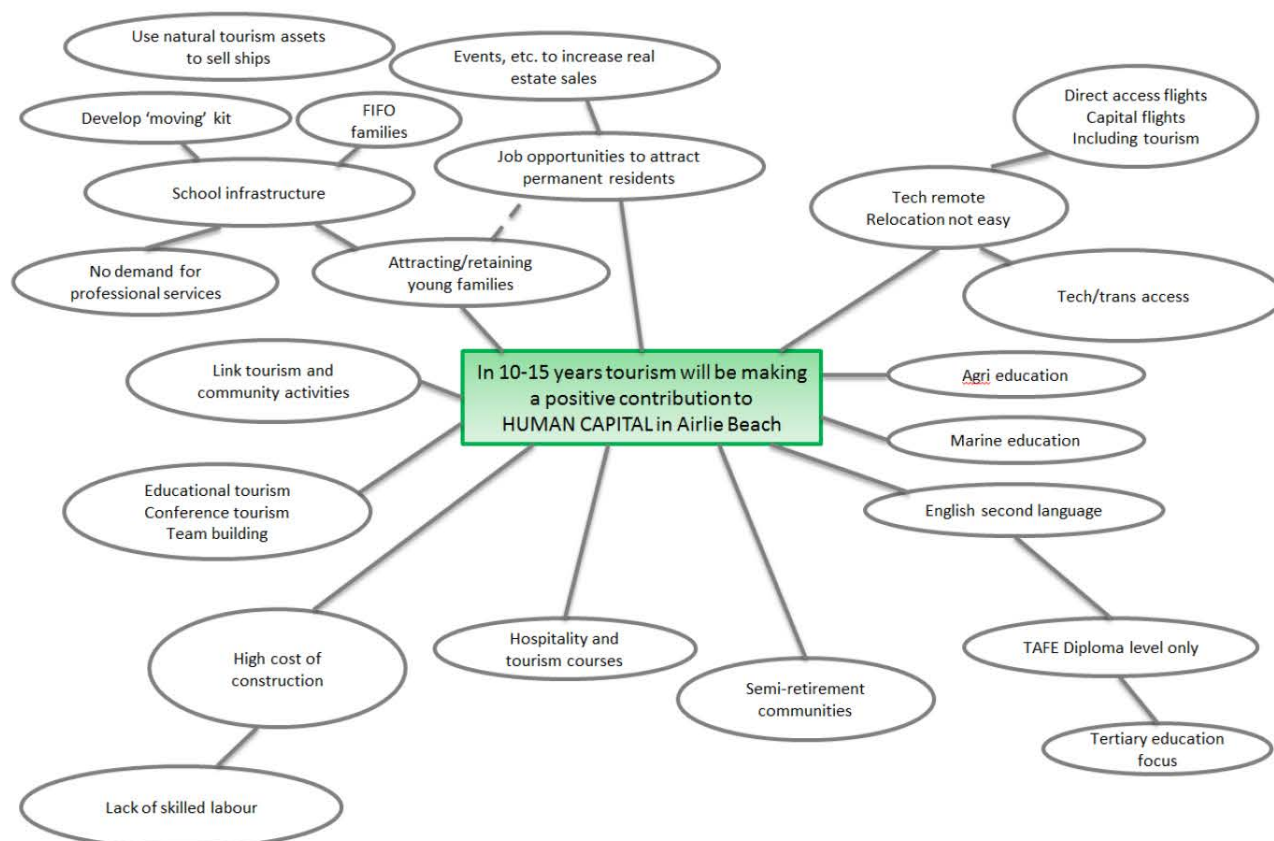


Figure 5: Tourism Contribution to Human Capital in Airlie Beach

- Additionally, events and other tourism activities can help to promote the region to outsiders and increase real estate sales.
- Development of semi-retirement communities with necessary facilities for older people was identified as an area of opportunity. The region can be promoted to older visitors to the region as an ideal place for their retirement.
- Direct access flights from capital cities can be justified if the demand from tourism as well as a remote workforce is generated.
- Linking tourism and community events and activities will benefit both locals and visitors.

The links made by the participants between tourism and **SOCIAL CAPITAL** are presented in Figure 6. The main topic discussed here was better integration of tourism into the community through linking tourism and other industries/businesses/community clubs/volunteers:

- Creating links between tourism and other industries/businesses. For example linking agriculture and tourism through farm tours and supplying local produce to restaurants and cafés.

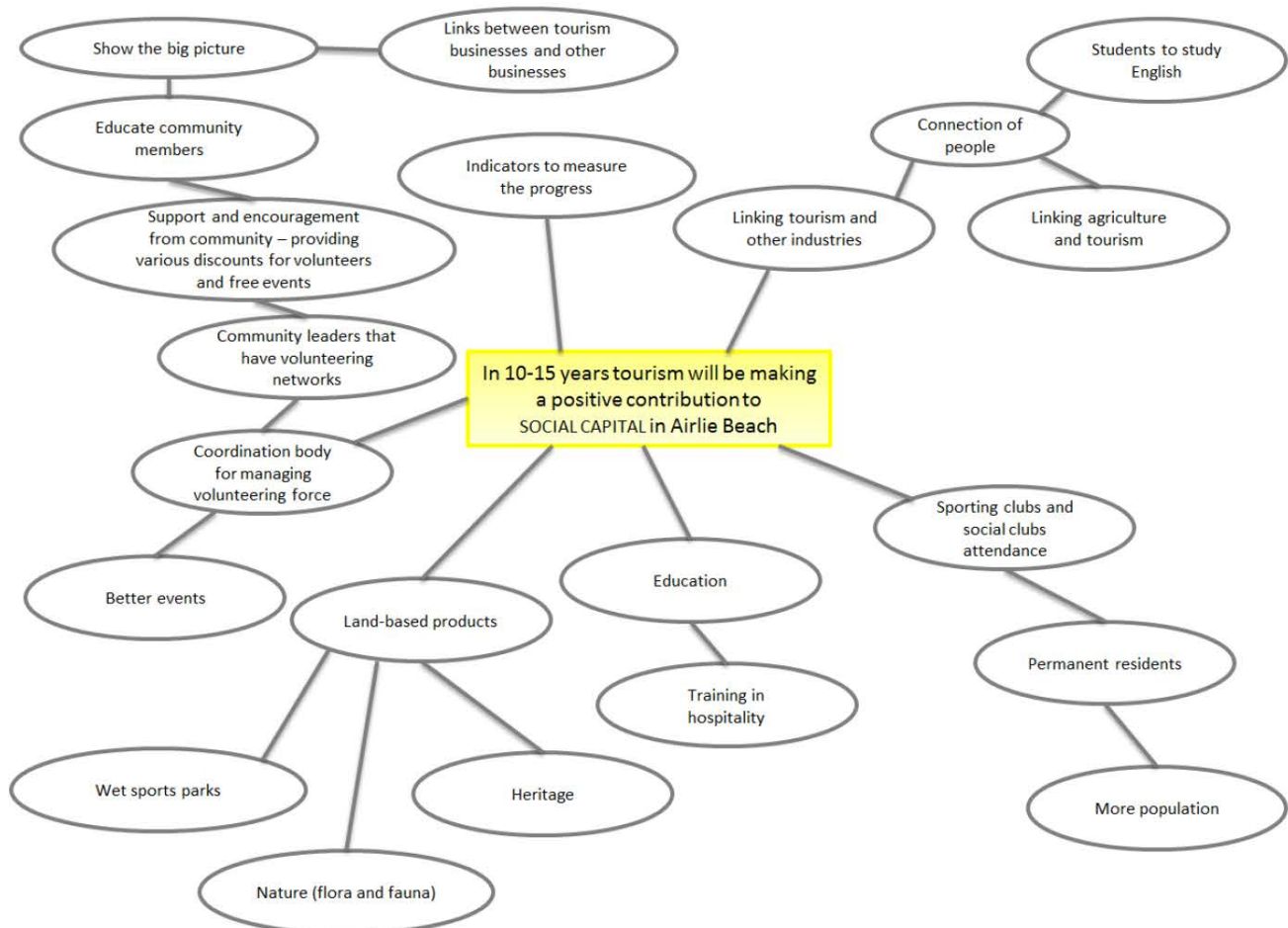


Figure 6: Tourism Contribution to Social Capital in Airlie Beach

- Initiation of a coordination body for managing volunteers in the region that will join community leaders with their volunteering networks under 'one roof' and will facilitate better utilisation of available

volunteers for local community and tourism events and activities. In turn, there should be better support for volunteers from community (for example various discounts and free activities for volunteers). This can be achieved by educating residents about the benefits volunteers bring to the community.

- Using tourism to attract more permanent residents and involving these 'new' residents in local sporting and social clubs which will create better connections and social ties among residents. Additionally, more land-based activities for locals and visitors will foster social connections. Participants suggested activities around the region's heritage, flora and fauna, and a wet/water sport park. There should be indicators to measure progress in building strong social capital in the community.

The links made by the participants between tourism and **COMMUNITY IDENTITY AND PRIDE** are presented in Figure 7. The main idea discussed here was creating unique identity and brand that is different from other regions within a close geographical proximity, however still fits with the overall Whitsunday region brand:

- To establish community's identity contribution of ideas from local residents should be sought. Participants have contributed an idea of 'Resort Town' as a brand and identity for Airlie Beach.
- Additionally, past history of change and development of islands and town needs to be researched and preserved. An online competition can be launched among locals asking them to contribute old photos and stories. The collected material can be displayed at the Whitsunday Arts and Cultural Centre (WACC) which will facilitate educating visitors and locals about the region's history. Suggested topics included role of cattle industry and Proserpine event.
- Development of such attraction will make locals more proud of their region and attract domestic (including ex-locals) and international visitors.
- The region has a significant transient population that can be seen as a challenge or as an opportunity and something that is an essential part of what the Airlie Beach community is. Better communication between different local community groups was identified by the participants as an area of opportunity that can contribute to locals being more passionate about their community. Additionally, instead of competing with nearby communities for visitors, better communication and co-operation through joint tourism activities and programs can work towards everyone's benefit.

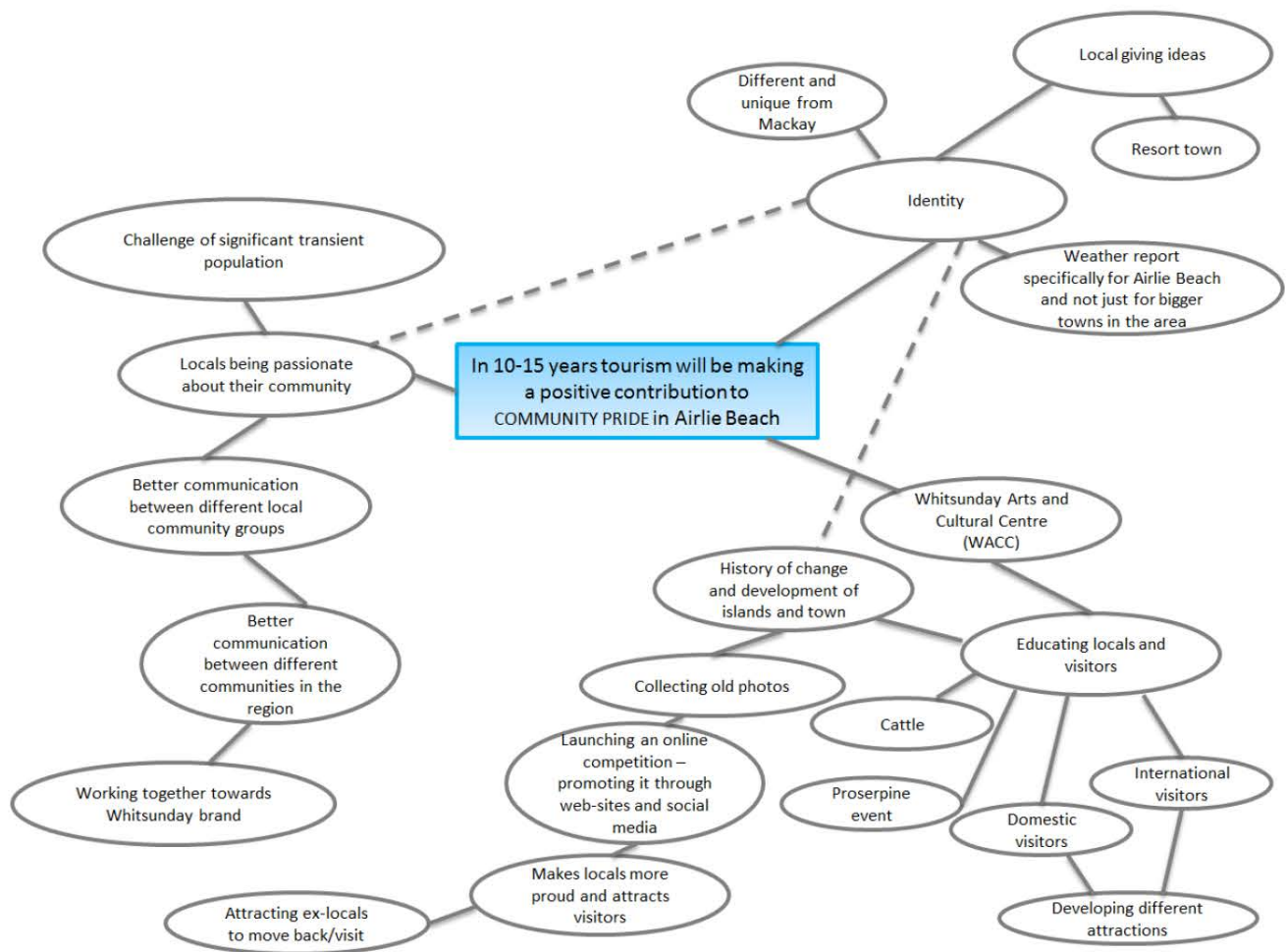


Figure 7: Tourism Contribution to Community Identity and Pride in Airlie Beach

The links made by the participants between tourism and **COMMUNITY SERVICES** are presented in Figure 8. There was an overlap here with the other social aspects of community well-being with topics such as land-based activities, direct flights and aged care/retirement villages discussed in more detail:

- Participants stated that development of land based activities is crucial to increasing visitors' satisfaction when weather prevents them from going to the islands. Generated ideas included development of an entertainments centre, water activities on land, bowling, rock-climbing, roller-coaster, living reef public aquarium, and bush walks with educational/interpretive focus. Additionally, tours (for example eco-tours, reef tours) to Bowen and Proserpine can be further developed through better cooperation with local communities and businesses. Outside entrepreneurs can be attracted to implement these ideas through various incentives, which will in turn increase local population. Once realised these activities and facilities will attract family visitors who were identified by local community as a desired type of visitors through conducted residents' survey.
- Tourism can contribute to development of services for aged population such as aged care, specialised medical facilities, and retirement villages by attracting investment. To facilitate this, data needs to be collected showing that there is a strong demand for such projects in the area.

- Creative marketing campaigns such as viral online campaigns can help to attract more visitors, increase their spending and stay. Overseas cruise ship visitors can be targeted with a one-page flyer that promotes the area as a perfect destination for their next holiday distribution of which can be organised through existing Cruise Ship Ambassadors program.
- Additionally, various competitions and prizes can be established encouraging visitors to recommend the destination to their friends and family members and to promote the destination by word of mouth and/or on social media.
- Melbourne and Sydney residents were identified by the participants as a potential target market for the destination to attract more visitors to the area.

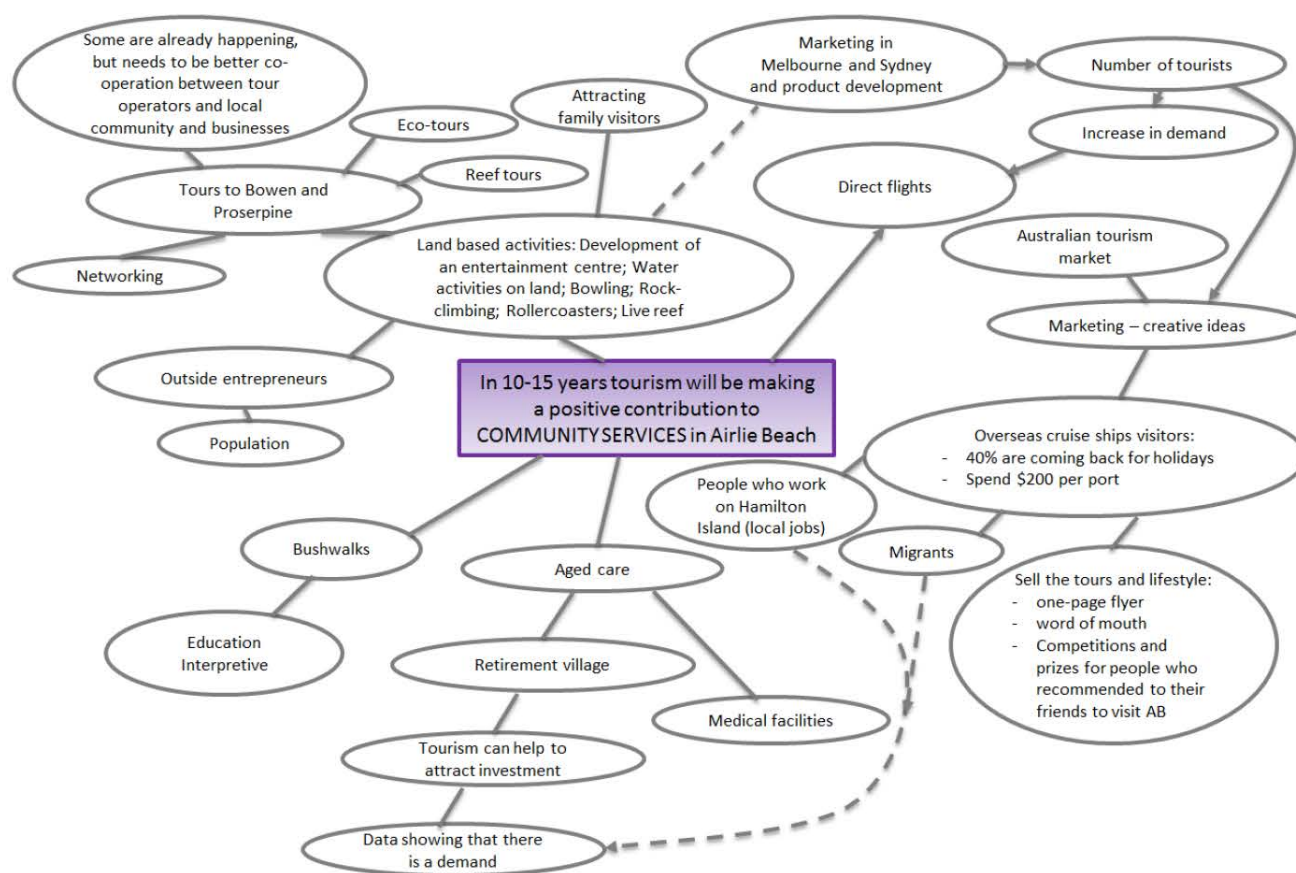


Figure 8: Tourism Contribution to Community Services in Airlie Beach

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## Generated Tourism Strategies for Airlie Beach

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From all the generated and described above ideas the following tourism strategies for Airlie Beach can be developed:

1. Co-operation with nearby communities (Bowen and Proserpine) to develop a range of land based activities such as eco- and farm tours. This can increase visitors stay in the region therefore increasing tourism benefits to the local communities.
2. Developing a unique local identity that at the same time fits with wider area 'Whitsunday Islands' brand. This can be done through seeking input from local population, and collecting and presenting information about history and transformation of the region and the islands.
3. Promoting the region as a retirement location. The region needs to attract the investment for developing range of facilities required by aged population. Data needs to be collected demonstrating that there is a demand for this these type of developments in Airlie Beach. Marketing campaigns can target older cruise ship visitors.

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## Recommendations

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Cooperation between the two communities was discussed at both workshops with specific projects suggested by participants as outlined above. To facilitate the partnership between Bowen and Airlie Beach tourism operators, business and community organisations a networking event is highly recommended. This event may take place on a regular basis ensuring that cooperation between the communities is ongoing. Event can be used for pitching various business ideas to attendees as well as brainstorming about the solutions to common challenges faced by the two communities.

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## Tourism Strategies Workshop

Atherton Tablelands

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December 14

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## Executive Summary

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This report presents the findings from a Tourism Strategies workshop for Atherton Tablelands community stakeholders held on September 18, 2014. Representatives of the Tablelands Regional Council, Tropical Tablelands Tourism, local tourism operators, small business owners and other interested community stakeholders participated in the workshop and contributed their thoughts and ideas. The workshop focused on identifying the ways in which sustainable tourism development could contribute to the region's community well-being with specific tourism strategies generated as a result of the workshop.

Four key areas were identified for action:

1. Branding Atherton Tablelands as a tropical medicine hub.
2. Educating locals about value of tourism for all in the community.
3. Preserving the local lifestyle.
4. Increasing web-presence.

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## Introduction

Tourism is often seen as a developmental opportunity for small tropical communities. However, when tourism development strategies are discussed often the initial and the only question asked is *‘What does this particular community has to offer that may attract visitors?’* While this is a valid question, the focus of this research project was on community, rather than visitors, and the research question explored was *‘How can visitors contribute to the overall community well-being?’* The underlying idea of this research position is to shift the focus of tourism strategies from approaching communities as a resource for visitors to approaching tourism as a resource for communities.

Within this community centered approach, tourism impacts are usually separated into economic, environmental and social. While the economic and environmental impacts of tourism have been the subject to considerable research, the social impacts of tourism remain underresearched. The research project focused on establishing links between styles of tourism development at a destination and social aspects of community well-being.

A two-hour workshop with Atherton Tablelands community stakeholders was conducted to generate ideas and strategies for using tourism as a resource for improving the social aspects of the community’s well-being and this report outlines the main findings from that workshop.

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## Research Background

The workshop was the final stage of a research project that focused on the social impacts of tourism on tropical community well-being. Three North Queensland tropical communities with varying degrees of tourism development were selected for conducting the research: Airlie Beach-Whitsunday (as a community with a prominent well-developed tourism industry), Bowen (as a community with an emerging tourism industry) and the Atherton Tablelands (as a community with a small but established tourism industry).

Prior to the workshop two studies on the social impacts of tourism were carried out in the selected communities. The first one consisted of an analysis of available secondary data on tourism and was focused on measuring tourism in the three communities. The analysis facilitated the construction of tourism profiles for each of the three communities.

The second study was focused on assessing community well-being and residents’ perceptions of tourism at each of the selected communities. A survey of residents was conducted and primary data analysed. The results allowed for hypothesised links between the style of tourism development and its associated social impacts to be made.

The report on the findings of these first two studies was prepared and made available to community stakeholders. A copy of the report is available on request by contacting principal researcher Elena Konovalov via e-mail [elena.konovalov@my.jcu.edu.au](mailto:elena.konovalov@my.jcu.edu.au).

To guide the research project an extensive review of the research on community well-being and social impacts of tourism was undertaken. The review resulted in identifying the following social aspects of community well-being that have been linked to tourism:

- Human Capital - the skills and abilities of residents; includes education, skills, health and self-esteem
- Social Capital - connections among people in a community including networks and relationships
- Community Identity and Pride - feeling of emotional connection to a community

- Community Services - includes public services, recreational services and public transport

The workshop was focused on using the knowledge gained from the previous two studies to identify tourism development strategies for the Atherton Tablelands community that use tourism as a community resource to improve each of the above social aspects of community well-being. The workshop findings are outlined below.

## Workshop Findings

The two hour workshop for Atherton Tablelands stakeholders was conducted on September 18, 2014. Representatives of the Tablelands Regional Council, Tropical Tablelands Tourism, local tourism operators, small business owners and other interested community stakeholders participated in the workshop and contributed their thoughts and ideas.

Most of the time during the workshop was allocated to a structured brainstorming activity focused on identifying ways in which two tourist types (General Holidaymakers and Visitors on an Organised Tour) could positively contribute to each of the four social aspects of a region's community well-being. The two tourist types were selected as they were identified from the resident survey as two types of tourists that they would like to see more of.

A futures wheels technique was used for the exercise. The futures wheel technique is a futures research method for capturing qualitative knowledge (Benckendorff, 2008). It is a structured brainstorming method aimed to facilitate a group discussion and systematic thinking about the future consequences of a decision. The technique can be applied to variety of research questions, and has previously been shown to be useful for exploring the links between tourism and quality of life/community well-being (Benckendorff et al., 2009; Moscardo, Schurmann, Konovalov, & McGehee, 2013; Murphy & Schurmann, 2013).

The futures wheel exercise consists of placing a statement about a desirable future at the centre of the to-be-constructed wheel. Then participants are invited to contribute their thoughts and ideas on conditions that have to be present for this desired future to be realised. In the workshop two such wheels were constructed and the participants were asked to identify links between desired tourist types and each of the four social aspects of community well-being.

The desirable future at the centre of the first wheel was "In 10-15 years' time **GENERAL HOLIDAYMAKERS** will make a positive contribution to community well-being in Atherton Tablelands". The ideas generated by the two groups of participants were combined and the result is presented in Figure 1.

The following main themes have emerged:

- In the area of **HUMAN CAPITAL** a link between tourism and education was explored with the following opportunities identified:
  - Educating locals about tourism and its benefits for all in the community - marketing tourism activities to visitors and locals, encouraging locals to be visitors in their own 'backyard' and explore all the different activities there are; educating residents about the flow-on effect from embracing tourism.
  - Demand for skills and education - presence of visitors in the community creates demand for specific skills which can be gained by locals through training courses.
  - Retaining young people in the community - tourism can create more full time jobs for young people; additionally, the development of adventure tourism can attract young visitors to the community as well as provide activities and hobbies that local youth can participate in.

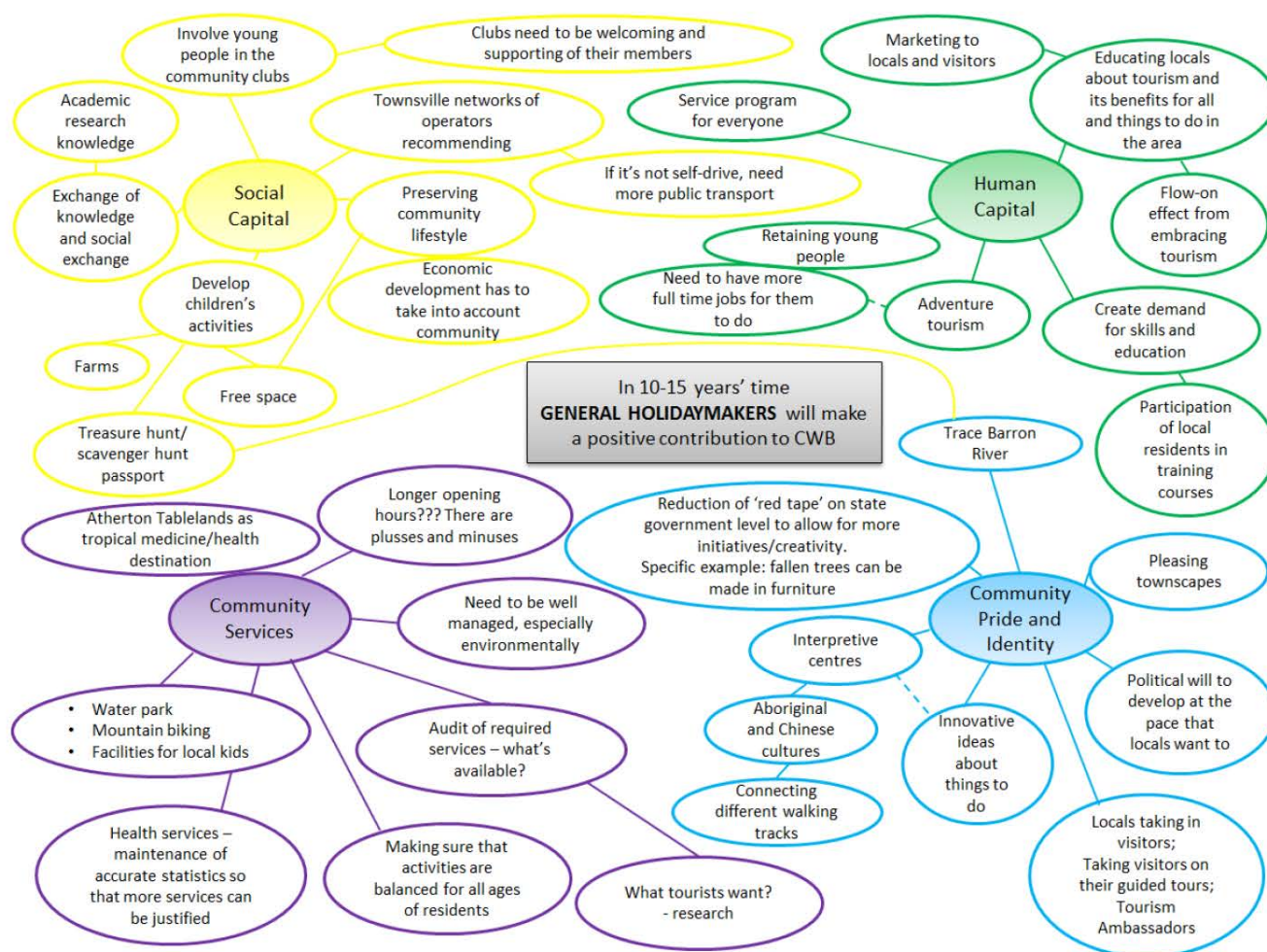


Figure 1: Combined Futures Wheel for General Holidaymakers

- Training programs for all small business operators about improving quality of service they provide to customers which would create higher customer satisfaction.
- In the area of **SOCIAL CAPITAL** significant emphasis was placed on preserving community lifestyle and ensuring that current and future tourism development does not alter it dramatically. The following areas of opportunities were identified:
  - Academic research and knowledge - tourism can facilitate an exchange of knowledge and social exchange by creating opportunities for social interactions between locals and visitors; inviting visitors that have interesting experience and knowledge to share with locals through public lectures and meetings; involving visitors in volunteering activities that capitalise on their skills and knowledge.
  - Actively involving young people - involving visiting and local youth in community clubs. This will foster community attachment and pride as well as ensure that community clubs do not cease to exist as their members age. Clubs in turn have to be welcoming and supporting of new members.

- Developing more activities for young children such as treasure hunt/ scavenger hunt passport activities. This is both beneficial for local families as well as will attract specific types of visitor that locals see as desirable - families with young children.
- Connecting with Townsville network of tourism operators - this will increase so-called bridging social capital when connections are created outside the boundaries of local community. This can facilitate increase of visitors from Townsville through promotional campaigns that are beneficial to local and Townsville operators. However, the participants identified an issue with lack of public transport here for visitors that are not using their own transport which can be addressed with some innovative ideas such as car-pooling/sharing.
- In the area of **COMMUNITY IDENTITY AND PRIDE** two themes were explored, roles of locals and government in tourism:
  - Locals can get involved in tourism through participation in a Tourism Ambassadors program (an example of similar working initiative is Cruise Ship Ambassadors in Airlie Beach) and by taking visitors on their guided tours and sharing their knowledge of local history and stories.
  - Additionally locals can get involved with developing new activities for visitors to do. Ideas generated by the workshop participants included development of interpretive centres (new-style museums that use different means of communication to share natural and cultural heritage of the area with visitors and locals); showcasing Aboriginal and Chinese cultures and its history in the region; connecting existing walking tracks and tracing Barron River.
  - There needs to be reduction of 'red tape' at a state government level to allow for more initiatives/creativity for business ideas in tourism to get off the ground. For example some craftsmen in the area would like to use fallen trees for their craft, but at the moment there are regulations in place that make it difficult.
  - Presence of political will to develop at the pace locals want to and ensuring that interests of local community are at the heart of any tourism development decision.
  - Both government and locals have responsibility to maintain the pleasing townscapes as this is pleasant for both locals and visitors and makes locals feel proud of their community.
- In the area of **COMMUNITY SERVICES** the importance of understanding the demand generated by locals and visitors and looking for possible crossovers were discussed:
  - It is necessary to disseminate the knowledge about the available services to locals and visitors; audit of the available services may be required.
  - Maintaining accurate statistics on health services consumption and demand from both locals and visitors - this can justify funding applications for the provision of new/more health services in the area.
  - Marketing Atherton Tablelands as a tropical medicine hub and health destination - involving the local aboriginal community, academics and health practitioners and building on their knowledge to create unique tourism activities and brand
  - Provided services have to be well managed especially environmentally to preserve the lifestyle and natural environment that Atherton Tablelands are famous for. Various services for all ages of residents need to be well balanced without assigning an emphasis on services for a particular category of residents.
  - Ideas for new services and/or further development of the existing ones that will be beneficial for visitors as well as locals included: water park, mountain biking, more facilities for children,

longer opening hours (it was noted by the participants that there are plusses and minuses associated with the increase of opening hours)

- During the discussion the following additional **ideas** emerged:
  - Improving the available information for locals and visitors on the Web: information about free activities, information about disabled access, information about dog/pet friendly facilities, information about distance and time. Furthermore the provided information has to be easily accessible and regularly updated.
  - Listing as much as possible of existing tourism services on the Australian Tourism Data Warehouse.
  - Attracting more visitors to come into visitor information centres through improving/increasing the provided services.
  - Developing post-visit selling for example through Facebook campaigns and 'I visited Atherton Tablelands' promotional merchandise
  - Improvements to infrastructure such as streets signs and numbers

The desired future placed at the centre of the second wheel was "In 10-15 years' time **VISITORS ON ORGANISED TOURS** will make a positive contribution to community well-being in Atherton Tablelands". The ideas generated by the two groups of participants were combined and the result is presented in Figure 2.

The following main themes have emerged:

- In the area of **HUMAN CAPITAL** development of new skills and services required by this type of visitors were discussed:
  - Setting up the youth exchange programs that will provide double benefit to the community: local youth will have an opportunity to 'go and see the world' and gain new skills and knowledge that they will bring back with them to the community; and at the same time welcoming youth from other parts of the world will enable community to benefit from their skills, ideas and knowledge.
  - Piggy back from tours - levy for infrastructure and marketing; online shopping for visitors that already have tried the local products and want to keep buying it when they are back home.
  - Working with tour operators and overseas brokers to increase the flexibility of tours thus enabling the visitors to alter their travelling plans to spend more time in the area.
  - Development of home stay experiential tourism where visitors get to live with locals like locals therefore creating memorable and unique experiences and also integrating visitors into the local community, thus creating opportunities for knowledge and skills sharing.
  - To create higher visitor satisfaction, longer stays, higher rates of return visitors and word of mouth recommendations the following ideas were suggested: developing pool of local guides, language interpreters, targeting tour stops with local craft and produce markets and offering local activities, and increasing range and capacity of available accommodation.

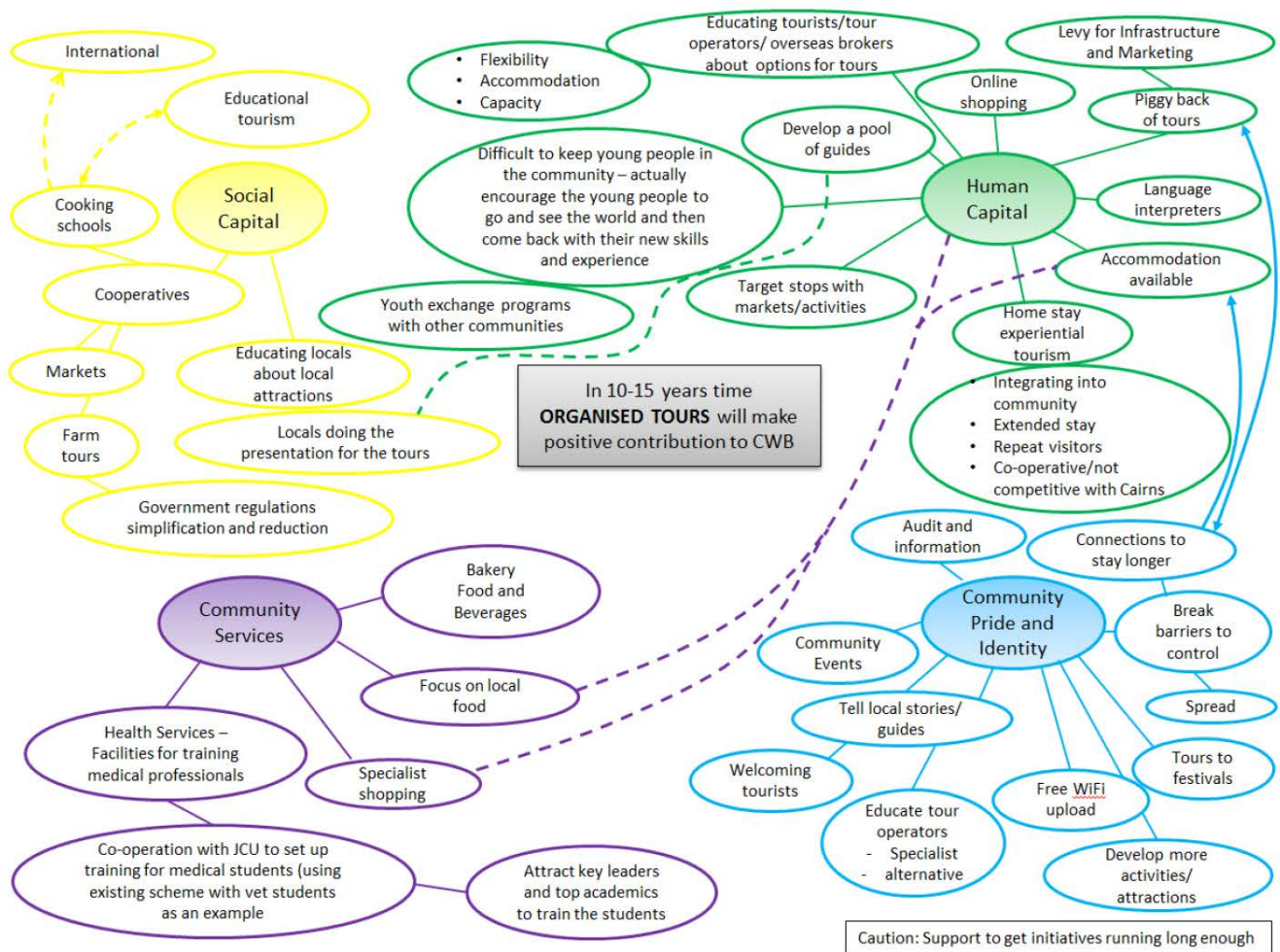


Figure 2: Combined Futures Wheel for Visitors on Organised Tours

- In the area of **SOCIAL CAPITAL** opportunities for knowledge exchange and cooperation within the community were identified:
  - Creation of cooperatives that manage local markets and farm tours. Participants noted that currently there are restrictive government regulations that make it difficult to run farm tours and sell local produce directly to visitors and this is something that needs to be addressed.
  - Development of educational tourism that is focused on attracting international visitors to gain or share their knowledge. A specific example is running cooking schools that use local tropical produce.
- In the area of **COMMUNITY IDENTITY AND PRIDE** links were made to local events and festivals:
  - Welcoming visitors, promoting local community events to visitors, developing tours for local festivals.
  - Educate tour operators, working in partnership to share local stories, engage local guides, promote the local activities to facilitate longer stays and wider spread of visitors outside tourism hot spots so that various areas can benefit from visitors on organised tours.
  - Wi-Fi facilities and more information about activities available online.

- In the area of **COMMUNITY SERVICES** creation of demand for available local services were discussed:
  - Demand generated from visitors on organised tours can support more restaurants, cafes, bars, bakeries and specialised shops increasing range of services available to locals. Local produce can be used thus increasing the authenticity of the visitors' experience and creating demand for the produce.
  - In the area of health services various ideas were generated: providing training facilities for medical professionals, co-operation with James Cook University to set up training for medical students (using existing scheme with veterinary students as an example); attracting key leaders and top academics to train the students.
- During the discussion the following additional **ideas** emerged:
  - Promoting Atherton Tablelands as 'Village of the Future' focusing on exchanging local knowledge about sustainable living.
  - Develop more attractions so visitors have to stay overnight to see it all.

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## Generated Tourism Strategies

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From all the generated and described above ideas the following tourism strategies can be developed:

1. Branding Atherton Tablelands as a tropical medicine hub that is focused on healthy lifestyle and sustainable living. Engaging local experts and suppliers to develop range of activities and marketing campaign to promote this new brand.
2. Educating locals about value of tourism for all in the community. This can be done through actively engaging locals in tourism activities such as giving public lectures or presentations to visitors, encouraging them to contribute to share local knowledge, stories and history of the place, and creating opportunities for exchange of traditions, knowledge and skills.
3. Preserving the local lifestyle. It is extremely important to locals, to the feeling of community pride and ownership they experience and to their life satisfaction. At the same time this is a trade mark of Atherton Tablelands that can be marketed to visitors through home stay experience programs.
4. Increasing web-presence through online marketing and social media campaigns, educating locals about new technologies, providing support to local tourism operators for taking their business online. Increasing Wi-Fi facilities.

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