ABSTRACT

BANKS, CARRIE ELIZABETH. Disentangling the Influence of Community and Place Attachment on Resident Attitudes toward Tourism Development. (Under the direction of Dr. Stacy Tomas and Dr. Yu-Fai Leung).

Though there is a wealth of research concerning residents' attitudes toward tourism, little research has been conducted regarding residents' attachment to their community. Exploring the possible links between resident attachment and attitude toward tourism is likely to provide key insights into the root causes of resident attitude. The purpose of this research was to explore the concepts of community attachment (attachment to social ties and relationships) and place attachment (attachment to the physical landscape) as they relate to one another and affect resident attitudes toward tourism development (i.e. a resident's feeling about the rate of development in their community due to tourism). While past research often blurred the lines between community and place attachment, the current study sought to disentangle the two constructs. Using Ashe County, NC, as a study area, a 47-item intercept survey was used to explore attachment and attitudes. The survey measured three main constructs: community attachment, place attachment and resident attitude toward tourism development. The data were collected in Summer 2009. An exploratory factor analysis of the attachment items reduced into two dimensions: community attachment and place attachment. Subsequent Pearson Correlation tests found significant correlation between the two types of attachment. In addition, community attachment and place attachment were significantly correlated with resident attitudes toward tourism, especially in the areas of economic benefit and urbanization or overcrowding. Residents with higher levels of both community attachment and place attachment were more likely to agree that tourism was causing overcrowding in their community. Finally, a resident's percent of life lived in the

study area was found to be a statistically significant predictor of community attachment and 11 of 13 resident attitude items. The variable percent of life lived in community has not been used in previous published research and was shown in this research to be a good predictor of community attachment and resident attitudes. It is important to note that only community attachment was significantly correlated with items that dealt with economic development and equitable distribution of economic benefits, whereas high place attachment indicated a greater correlation with items dealing with land use. This supports the idea that respondents who are attached to community are more interested in economic development and equitable sharing of gains. Respondents with higher place attachment were concerned with the environmental impacts of tourism such as urbanization and overcrowding, without significant concern for economic benefit. This suggests that in the planning stages, newcomers would advocate for environmental protection and regulations such as zoning, while long-term residents would be concerned about the environment but also take notice of the economic aspects of tourism. This suggests that high percent of life (high community attachment) residents are more likely to take a holistic view of tourism in their community and both its positive and negative impacts. Successfully disentangling community attachment from place attachment, allowed this study to gain insights into how each type of attachment influences resident attitudes toward tourism. By identifying the important issues of both groups, positive benefits can be accentuated and encouraged while negative impacts can be minimized.

Disentangling the Influence of Community and Place Attachment on Resident Attitudes toward Tourism Development

by
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DEDICATION

This thesis is dedicated to my grandparents.

Ethel Banks and the late Rev. Chester Banks

&

Reo and Clara Miller

Of the eight generations of Ashe County residents that came before me, they witnessed more change in the county than ever thought possible.

Thank you for your guidance and love.

BIOGRAPHY

Carrie Banks is the 9th generation of her family to call Ashe County, NC home. This is where she was first introduced to tourism and its impacts on local residents. Carrie graduated with a B.A. in Environmental Studies, with honors, from UNC-Chapel Hill in 2002. Her undergraduate honors thesis was titled: Land Use Effects on Water Quality in the Highlands Plateau and her concentration was environmental communication, rhetoric and advocacy. She then spent the next five years as the conservation coordinator for the North Carolina Chapter of The Nature Conservancy before beginning graduate school in the Parks, Recreation and Tourism Management program at North Carolina State University. While attending NCSU, Carrie studied abroad in Ghana and Ecuador examining ecotourism and sustainable tourism development. She was awarded the NC Tourism Education Foundation's 2008 Tourism Student of the Year award at the North Carolina Governor's Conference on Tourism. Carrie hopes to work in county extension or for a non-profit rural development organization. She plans to stay in North Carolina and hopes to return home to Ashe County one day.

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TABLE OF CONTENTS

List of Tables ..... **viii**

List of Figures ..... **x**

Chapter I: Introduction **1**

Chapter II: Literature Review **5**
- **Resident Attitudes** **5**
- **Attachment and Attitudes** **11**
  - Community Attachment 12
  - Place Attachment 15
  - Disentangling Community Attachment and Place Attachment 17
- **Last Settler Syndrome and Culture Clash** **19**

Chapter III: Methodology **23**
- **Study Area** **23**
- **Research Questions** **28**
- **Data Collection** **31**
- **Development of Survey Instrument and Measures** **33**
  - Resident Attitudes Toward Tourism Development Scale 34
- **Attachment Scales** **38**
  - Community Attachment Scale 38
  - Place Attachment Scale 40
- **Socio-demographic Variables** **42**
- **Pre-test** **43**
- **Data Analysis** **45**
- **Research Objective 1** **46**
  - Justification for Parametric Analysis 47
- **Research Objective 2** **49**
  - Creation of New Variables 49

Chapter IV: Results **52**
- **Profile of Respondents** **55**
- **Resident Attitude Toward Tourism Summary** **60**
- **Attachment Analysis** **63**
  - Community Attachment Dimension Summary 63
  - Place Attachment Dimension Summary 63
- **Disentangling Community Attachment and Place Attachment** **66**
- **Community Attachment and Place Attachment Factor Characteristics** **67**
- **Research Objective 1** **69**
- **Research Objective 2** **74**

Qualitative Data Summary of Important Findings **82**

Chapter V: Discussion and Implications **86**
Resident Attitude Findings **88**
Place Attachment and Community Attachment Finding with Regard to Attitudes **90**
Socio-demographic Predictors of Community Attachment and Place Attachment **92**
Implications **98**
Limitations **100**
Sampling 100
Instrument Design 101
Study Area 105
Recommended Future Research **107**
Conclusion **109**

References **111**

Appendix **122**

LIST OF TABLES

Page

Table 1. Definitions of Key Terms Used in This Study 22

Table 2. McCool and Martin (1994) Resident Attitude Items Organized by Factors 37

Table 3. Full List of Items from Theodori (2004) Intended to Measure Community Attachment 39

Table 4. Community Sentiment Items (McCool and Martin, 1994).....40

Table 5. Full Scales from Williams and Vaske (2003) Used to Design Place Attachment Items 41

Table 6. Continuous Socio-demographic Variables Collapsed into Groups 51

Table 7. Comparison of Demographics from Current Study and Most Current US Census Information 53

Table 8. Total Number of Surveys Collected in Each Ashe County Community 54

Table 9. Traditional Socio-demographic Profile of Respondents.....56

Table 10. Respondent Characteristics Used to Measure Attachment to Ashe County, NC 59

Table 11. Tourism Attitude: Percentages and Mean Scores for Each Resident Attitude Item 62

Table 12. Attachment Items: Percentages and Mean Scores for Each Attachment Item.....65

Table 13. Exploratory Factor Analysis (Direct Oblimin Rotation) Results of Attachment Items.....67

Table 14. Pearson Correlation Scores of Attitude Toward Tourism with Attachment Dimensions 72

Table 15. Stepwise Regression Model for Socio-demographic Predictors of Community Attachment 76

Table 16. Stepwise Regression Model for Socio-demographic Predictors of Place Attachment.....78

Table 17. Significant Results of Socio-demographic Predictors of Tourism Attitude Stepwise Regression for Predicting Attitudes 80

Table 15. Stepwise Regression Model for Socio-demographic Predictors of Community Attachment 76

Table 16. Stepwise Regression Model for Socio-demographic Predictors of Place Attachment.....78

Table 17. Significant Results of Socio-demographic Predictors of Tourism Attitude Stepwise Regression for Predicting Attitudes 80

LIST OF FIGURES

Page

Figure 1. Butler's (1980) Tourism Destination Lifecycle 8

Figure 2. Map of the Study Area: Ashe County, North Carolina. 25

Figure 3. Population by Zip Code and Required Number of Surveys 32

Figure 4. The Number of Completed Surveys per Zip Code. 55

Figure 5. Community Attachment Factor Score Histogram (Total Respondents) 68

Figure 6. Place Attachment Factor Scores Histogram (Total Respondents) 69

Figure 7. Conceptualization of Significant Findings of Interrelationships of CA, PA and Attitudes (Research Objective 1) 87

Figure 8. Conceptualization of the Significant Findings of Predictive Relationships of Socio-demographic Variables on CA and PA (Research Objective 2). 93

CHAPTER I

INTRODUCTION

Resident attitudes, though one of the most examined areas of tourism research, are often overlooked when tourism begins growing in a community. Currently, many rural communities are looking to tourism as a 'clean' industry to replace manufacturing jobs and as a way to further economic development, which makes the understanding and use of resident attitudes a timely and important area of research (Andereck & Vogt, 2000; Choi & Sirakaya, 2005; Harrill, 2004; Ko & Stewart, 2002; Lankford, 1994). In addition, this tourism growth, especially in high natural resource amenity settings, often spurs second-home communities and retiree influx (Smith & Krannich, 2000). It is likely that this in-migration is altering the rural landscape and possibly changing the demographic makeup of the population as well as increasing tensions between newcomers and long-term residents (Perdue, Long & Gustke, 1991; Smith & Krannich, 2000).

While this scenario has occurred across the United States, the current study used Ashe County, North Carolina as a study area. The mountain climate and scenery in this rural county are the main tourist attractions and are causing the aforementioned in-migration of retirees and second-home owners (Brehm, Eisenhaur & Krannich, 2004; Carlsen, Getz, Ali-Knight, 2001; Nielsen et al., 1977; Stedman, 2006). Based on data collected at the April 2008 C.A.F.E. (Creating Ashe's Future Economy) meeting, (discussed in detail in Chapter III) there seemed to be a divide and tension between newcomer residents and longer-term residents with regard to tourism impacts, development and land-use. Newcomers seemed much more concerned with environmental impacts of tourism and uncontrolled growth while

long-term residents were more concerned with economic development aspects of tourism. The current study explored the idea that resident attitude is predictable based on the attachment type and strength to community and place, which differs for each respondent, based on length of residence in the community.

Town planners and community leaders need to better understand the attitudes of their community members toward tourism to ensure successful and sustainable tourism development and to protect the quality of life enjoyed by the residents of rural communities (Andereck & Vogt, 2000; Harrill, 2004; Lankford, 1994). Understanding the important differences in how newcomer and long-term residents relate to their communities would aid community planners in garnering support for tourism development and also help to reduce tensions between the two resident groups. Understanding residents' attachments to their community and landscape could also help planners and government officials open dialogue about the issues and impacts that residents deem most important. Early recognition of the possible impacts of tourism is key to developing tourism in ways that benefit the community while also avoiding sacred areas that the community wants to avoid turning into tourism attractions (Harrill, 2004).

Giving residents the opportunity to highlight the positive impacts they deem most important, while also voicing concern about negative impacts, allows them to help guide the future of their community, by becoming involved in the planning process. Past literature has shown traditional demographic variables to be inconsistent predictors of resident attitude due to the inherent heterogeneity of communities (Andereck & McGehee, 2008; Andereck Valentine, Knopf, & Vogt, 2005). Instead, other characteristics have emerged as somewhat

more reliable predictors of tourism attitude. The following characteristics have been found to have significant predictive power with regard to resident attitudes: economic dependency on tourism, employment of self of family members in the tourism industry, involvement in tourism and frequent contact with tourists (Andereck & McGehee, 2008; Andereck, Valentine, Knopf & Voght, 2005; Harrill & Potts, 2003; Long, et al., 1990; McGehee & Andereck, 2004, 2009; Thomason, Crompton & Kamp, 1979). In order to explore possible new predictive characteristics, the current study examined community attachment and place attachment with regard to tourism attitudes of newcomer and long-term residents. A better understanding of rural newcomer and long-term resident attachment type and strength is needed to help predict and explain which aspects of tourism development are desirable and which are not, thus creating a better tourism product for the entire population.

Further examination of community attachment and place attachment will be beneficial for multiple stakeholder groups, including tourism professionals, town planners, policy makers, and of course, the residents themselves. Digging deeper into resident attitudes toward tourism development is necessary because, "if it is know(n) *why* residents support or oppose the industry [tourism], it will be possible to select those developments which can minimize negative social impacts and maximize support for… alternatives" (Williams & Lawson, 2001, p. 270). This research study furthers the body of knowledge of attachment research by more closely identifying the specific aspects to which people form attachments. In addition, this study aimed to add to the body of knowledge of resident attitudes by further examining the underlying factors that form a resident's attitude toward tourism development.

The overall goal of this research was to explore the concepts of community attachment and place attachment as they relate to each other and to resident attitudes toward tourism development. Chapter II discusses each concept (resident attitudes, community attachment and place attachment) in turn and then draws upon previous literature in attachment *and* tourism. The methods used in this research are then discussed in Chapter III and results are presented in Chapter IV. Chapter V expounds upon the findings of this research and compares them with existing literature. Finally, limitations of this study are noted, future research is suggested, and implications stemming from this research are presented.

CHAPTER II

LITERATURE REVIEW

Chapter II examines existing research in the three overarching topics explored in this study: resident attitudes toward tourism development, community attachment and place attachment. Past and current trends are examined within each subject, highlighting major findings and potential gaps in the body of knowledge. The following review of literature led to the development of the researcher's research objectives and hypotheses, which will also be discussed.

Resident Attitudes

For the purposes of this study, the term resident attitudes (Attitudes) refer to the collected opinions of local residents toward tourism development in their community. While the terms 'attitudes' and 'perceptions' have often been used interchangeably, today's research mostly uses the term 'attitudes,' and the difference between the two is viewed as semantics (Andereck & Vogt, 2000; Andereck & McGehee, 2008).

Researchers have attempted to gauge resident attitudes toward tourism for decades. Early studies focused mainly on identifying tourism impacts felt by community residents and the socio-demographic determinants of these attitudes (Lui & Var, 1986; Liu, Sheldon & Var, 1987; Perdue, Long & Allen, 1987). For example, Lui and Var (1986) found both positive and negative attitudes toward tourism in Hawaii. In this study, some positive attitudes were held with regard to the protection of the natural landscape, preservation of historic sites, and the preservation of the local culture. However, Lui and Var also found negative attitudes with regard to overcrowding, increased traffic and increased prostitution.

This finding of mixed positive and negative attitudes was significant, showing the complexity of the issue and raised doubts that resident attitude findings would be similar in other study areas. However, building upon their 1986 study in Hawaii, Liu, Sheldon and Var (1987) explored cross-national resident attitudes toward tourism impacts in Istanbul, North Wales and Hawaii and found them to be quite similar. By contrast, Perdue, Long and Allen (1987) found no socio-demographic relationship with resident attitudes once they controlled for personal benefit in their Colorado study.

Allen, Long, Perdue & Kieselback (1988) explored the importance of seven social dimensions of community (public services, economics, environment, medical services, citizen involvement, formal education and recreation services) and how they were affected by tourism. Using 20 rural Colorado communities as their study area, they found public services, economics and citizen involvement to be the dimensions most sensitive to changes brought about by tourism development.

Exploring resident attitudes in the tourism field is important, not only to protect the quality of life of residents living in tourism destinations, but also to develop a more sustainable tourism industry (Harrill, 2004; Lankford, 1994). By indentifying the negative impacts and positive benefits perceived by residents, these impacts can be negated or encouraged appropriately. Lankford (1994) was one of the first to assert that taking resident attitudes into account was an essential step for the development of a successful tourism industry. He advocated for further research in the areas of resident attitude and government responsiveness in order to promote tourism that is acceptable to all stakeholders. Harrill (2004) compiled a literature review of resident attitudes toward tourism development to

educate planners and urged them to initiate public participation in the tourism planning process. Harrill (2003) hoped to raise the profile of tourism planning within the realm of smart growth and New Urban planned communities and provide a base of information for planners with regard to tourism development.

Some common findings for this growing field of research have emerged. Several early research projects determined that as tourism development increases, resident perceptions of tourism impacts (positive and negative) also increased, thus raising the awareness of residents that tourism was impacting their community (Butler, 1980; Long, Perdue & Allen, 1990). Butler (1980) outlined a six-stage destination life cycle model that is still being discussed and modified nearly 30 years later (Williams, 2004) (Figure 1). Indeed, so many researchers have applied and modified Butler's original model that he compiled and edited a book in 2006 of subsequent research based on his model. This compilation revisited studies, across multiple disciplines, which used his original lifecycle model. One such study, Long et al. (1990) examined 28 rural Colorado communities in different stages of the tourism lifecycle. They found that residents in communities with higher levels of tourism development were more likely to note impacts than residents from communities in the earlier stages of the lifecycle model. In other words, residents of communities further along in the destination lifecycle model were more perceptive with regard to tourism impacts. As displayed in Figure 1, development and number of visitors increase through time until reaching the crest of development, stagnation. Once the community is in stagnation, they have two options: to rejuvenate their tourism industry or to continue the decline.

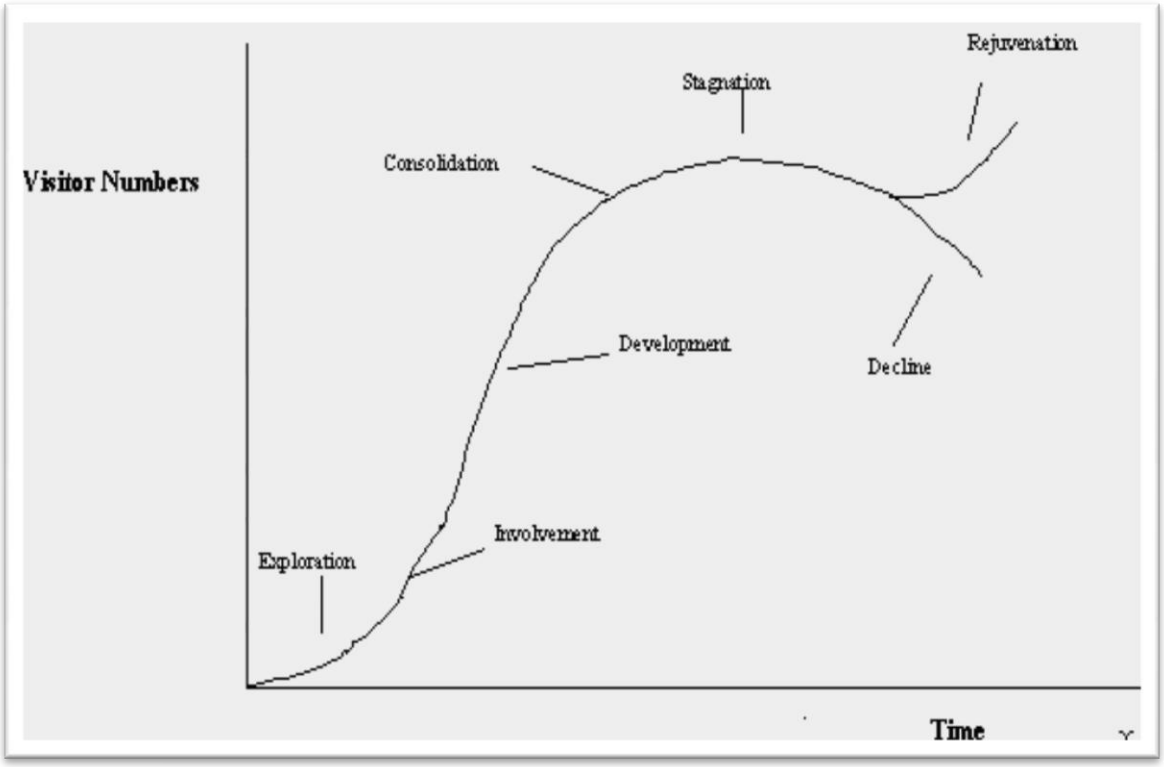


Figure 1. Butler's (1980) Tourism Destination Lifecycle

Early research also showed that the economic benefits of tourism were often acknowledged and appreciated by residents (Ap & Crompton, 1998; Long et al., 1990). Ap and Crompton noted in their 1998 article that economic benefits are easier to quantify than social impacts and therefore are more often noticed by residents. However, there seemed to be a threshold of tourism development where residents began to feel more of the negative impacts of tourism (Ap & Crompton, 1993; Butler, 1980; Perdue, Long & Kang, 1999). Perdue, Long and Kang (1999) examined gaming growth in the Western US. They compared resident attitudes in one non-gaming community with three early development stage gaming communities and one community further along in the development of gaming. Comparing these communities illustrated changing resident attitudes with regard to levels of tourism

development or stages of destination lifecycle. Based on their findings, they suggested that consideration must be paid to the rate of development occurring in the lifecycle model. Their research found an initial dip in perceived quality of life as the community and its residents struggled with the rapid boomtown-like growth of the gaming industry. However, after the residents were able to become accustomed to the changes and began reaping some of the economic benefits of the industry, their attitude toward tourism became more favorable again. Perdue et al. (1999) did not argue that the model needed to be amended they asserted each community and rate of development is different and needs to be taken into account. This is a common caveat in tourism research.

It was also established early in the research that socio-economic variables (gender, income level, length of residence) tend to produce inconsistent results and often do not seem to significantly or consistently affect resident attitudes toward tourism (Allen, Hafer, Long, Perdue, 1993; Ap & Crompton, 1998; McCool & Martin, 1994; McGehee & Andereck, 2004; Perdue, Long & Allen, 1990; Sheldon & Var, 1984). McGehee and Andereck (2004) asserted, "no consistent relationships have emerged in the analysis of the connection between traditional demographic variables and tourism attitudes" (p. 247). Significant demographic predictors are often closely tied to the specific study area, due to the basic heterogenic makeup of communities. For example, two quantitative studies (Um & Crompton, 1987; Wales, Sheldon & Var, 1984) found that ethnic heritage was tied to residents' attitudes in rural Texas and North Wales (UK), respectively. However, Liu and Var (1986) did not find this to be the case in Hawaii, where no significant differences were found among ethnicity.

Resident attitude results with regard to *length of residence* have also been mixed in previous research. Allen, Hafer, Long and Perdue (1993) found length of residence to have no significant influence on resident attitude toward tourism development in rural Colorado. By contrast, McGehee and Andereck (2004) found that length of residence did have predictive power with regard to negative impacts of tourism in Arizona. McCool and Martin (1994) found that the longer a respondent had lived in their community the more likely they were to have negative attitudes toward tourism development.

Demographics aside, many studies in various rural settings found that residents recognized the economic benefits of tourism, while also being concerned about possible negative social and environmental impacts (Liu et al., 1987; McCool & Martin, 1994; Perdue et al., 1990; Perdue et al., 1999). For example, Perdue et al. (1999) found that residents of growing Colorado gaming communities desired the economic gains of legal gaming, but were also concerned about negative impacts such as traffic and crime. In addition, residents who personally benefit from tourism or are economically dependent on tourism tend to perceive greater level of economic gains, and have a more positive outlook on tourism in general (Andereck & McGehee, 2008; Thomason, Crompton & Kamp, 1979). Thomason, Crompton and Kamp (1979) explored the similarities and differences between entrepreneurs, public employees and residents. The entrepreneur group held significantly more positive attitudes toward visitors because of the possible economic gain associated with them.

Quality of life studies began emerging in the mid to late 1980s, showing that residents often felt that tourism generally worked to increase their quality of life (Andereck, Valentine, Vogt & Knopf, 2007; Liu et al., 1987; Perdue et al., 1999; Roehl, 1999). Andereck et al.

(2007) explored quality of life with regard to tourism in a quantitative study of Latinos and Caucasians in Arizona, finding no significant difference with respect to quality of life items. Quality of life studies were very popular in the 1999s with regard to Western US gaming tourism. Stokowski (1993, 1996) and Perdue et al. (1995, 1999) examined quality of life in gaming communities in Colorado and South Dakota, while Roehl (1999) examined and Nevada's gaming industry. All three studies found negative impacts in the perceived quality of life of the residents. Similarities can be drawn between the gaming industry and tourism areas that are experiencing rapid growth in second-home communities. Residents in communities experiencing rapid growth have noted dissatisfaction with quality of life measures such as; the rising cost of land, taxes and essentials in past research (Lui & Var, 1986; Perdue, Long & Gustke, 1991; Perdue, Long & Kang, 1999).

The current body of knowledge, with regard to resident attitude toward tourism, is extensive. However there are some research gaps. Since the field began to grow in the 1980s, relatively few research projects have examined resident attitudes toward future tourism development, choosing instead to focus on resident attitudes toward the impacts of existing tourism (Andereck & McGehee, 2008; Liu, Sheldon & Var, 1987; Perdue, Long & Allen, 1987). In addition, relatively little research has focused on attachment levels and resident attitudes, perhaps due to inconsistent results in previous studies (discussed in the following section).

Attachment and Attitudes

In the 1990s, tourism researchers began exploring the idea that attachment levels to community and place would affect a resident's attitude toward tourism (McCool & Martin,

1994; Williams, Patterson, Roggenbuck & Watson, 1992; Williams, McDonald, Riden & Uysal, 1995). Community attachment (CA), in tourism literature, refers to "the extent and pattern of social participation and integration into the community, and sentiment or affect toward the community" (McCool & Martin, 1994, p. 30). A similar construct, place attachment (PA) refers to a resident's attachment to the physical landscape of their community. Determining the type and level of attachment is helpful because a resident's attachment to their physical and/or social surroundings may influence their attitudes with regard to future tourism development in their community. Furthermore, a better understanding of these attachments may aid in efforts striving to bring about cooperation and positive stakeholder relations between residents and the tourism industry (Williams et al., 1995).

The need to understand the link between residents' attachment to their community and attitude toward tourism has thus been established, but many other facets of determining attachment are still debated. Specifically, there are several different types of attachment, which have been previously used, with little differentiation, in resident attitude research: community attachment (McCool & Martin, 1994; Theodori, 2004; Um & Crompton, 1987), place attachment (Williams et al., 1992; Williams et al., 1999a), place identity (Shamai, 1991; Williams et al., 1992) and place dependence (Smith & Krannich, 1998) (discussed in further detail in a later section).

Community Attachment

Community attachment (CA) has its roots in sociology, with sociologists Kasarda and Janowitz's (1974) systemic model being most commonly cited as bringing this concept into

its current form (Brehm, Eisenhaur & Krannich, 2004a, 2004b; Trentelman, 2009). The seminal finding of their research was that length of residence was significantly associated with community attachment. Kasarda and Janowitz (1974) found that length of residence was "a central and crucial factor in the development of … social bonds" and thus community attachment (p. 338). Length of residence continues to be the most commonly used (and sometimes sole) measure of CA in current research (McCool & Martin, 1994; McGehee & Andereck, 2004; Um & Crompton, 1987; Williams, et al., 1995).

The most appropriate way to determine community attachment is still a point of debate in tourism and sociology. Mixing of CA and PA items in the name of community attachment is commonplace and occurs even when sociologists and tourism researchers collaborate. Brehm, Eisenhaur and Krannich (2004b) purposely mix CA and PA, (though they do not call them as such) in order to "examine more closely the connection between two dimensions of community attachment—social and natural environment—and attitudes about local environmental issues" (p. 143). Citing McCool and Martin's (1994) finding that newcomers had a higher attachment level than long-term residents, Brehm et al. (2004b) sought to further examine the differences between the two resident groups with regard to community attachment and environmental concerns. After collecting data in Wyoming and Utah, Brehm et al. (2004b) concluded that CA was comprised of two distinct factors: social attachment, and natural environment attachment.

In addition to the mixing of CA and PA scales, selection of independent predictor variables of CA is also an issue of debate. Length of residence, heritage, birthplace and community sentiment alone or in various combinations have all been used in past tourism

research to determine community attachment levels (Kasarda & Janowitz, 1974; McCool & Martin, 1994; Um & Crompton, 1987; Williams, et al., 1995). Um and Crompton (1987) used a combination of three independent variables to determine level of community attachment in rural Texas: birthplace, German heritage and years of residence. Kasarda and Janowitz (1974) explored the relative importance of variables affecting community attachment in the United Kingdom, where they compared the influences of length of residence and community size on community attachment. Their study found that length of residence had more influence on levels of community attachment than community size, making length of residence a good variable to use in both rural and urban settings.

Based on the findings of McCool and Martin (1994), length of residence may be a consistent variable that influences community attachment, but it should not be the only variable used to measure attachment. It is important to use several indicators when attempting to determine a respondent's level of community attachment because, according to McCool and Martin (1994), residents may have strong community attachments after living in an area for a relatively short amount of time, thus diminishing the predictive ability of length of residence.

Theodori's (2004) findings indicated, "the way length of residence related to certain measures of community attachment depends upon the age on an individual" (p.107). He found younger respondents in his rural West Texas study started with low community attachment and quickly increased their attachment level as they lived more years in the community. By contrast, older respondents began with higher levels CA and only increased

slowly overtime. Given the past significance of the length of residence variable in tourism research, it was also examined with regard to CA, PA and Attitudes in the current study.

Place Attachment

Environmental psychology began exploring Place Attachment (PA) with Fried's (1963) seminal work on the immigrant populations displaced from the West End neighborhood of Boston. Fried (1963) found that the poor immigrants in his study tended to have strong attachments to their communities, even though they lived in poor conditions. He referred to this attachment as "spatial identity" and found that displaced residents were often devastated after forced relocation, displaying very strong emotional bonds with their built community.

The concept of PA was introduced in geography in 1974. Tuan, a human geographer, is widely credited with the first publication describing PA. He described PA as a deep bond or emotional attachment that people form with specific places. In 1977, Tuan expanded the construct by describing the differences between residents and tourists with residents forming strong bonds to "home places" based on the accumulative effect of ordinary experiences. By contrast, visitors in the same location are likely to quickly form bonds based on a memorable experience or a spectacular landscape.

Pulling from these works in environmental psychology and geography, Williams and Roggenbuck first introduced the concept of PA to the field of recreation in 1989. They justified the importance of measuring PA by stating, "the degree of attachment to a place may be important in determining perceptions of substitutability and conflict, as well as overall satisfaction" (Williams & Roggenbuck, 1989, p. 2). In 1992, Williams, Patterson,

Roggenbuck and Watson's study framed the concept of PA into the version that is most commonly used today in tourism research. Each stage of PA's development will be explored below.

Williams, Patterson, Roggenbuck and Watson (1992), argued the commoditization of place by outdoor recreation researchers was not adequate. They asserted a respondent's feelings toward the landscape were just as important as their use of land for recreation. In their attempt to broaden outdoor recreation's use of PA, they outlined the measures of place attachment that are still most commonly used today; a combination of place identity and place dependence (Williams & Vaske, 2002).

Unlike community attachment, the study of place attachment is so prolific and so specialized that multiple types of place attachment have evolved, including: place familiarity, place belongingness, place identity, place dependence, and place rootedness (Hammitt et al., 2009). While these concepts all measure slightly different types of place attachment, two core concepts remain the basis for all of these specializations; place identity and place dependence (Hammitt et al., 2009).

Williams and Vaske (2003) used previous literature to identify place identity and place dependence as components of place attachment. Place identity "refers to the symbolic importance of a place as a repository for emotions and relationships that give meaning and purpose to life" (p. 831). In the same article, they identified place dependence as "reflect(ing) the importance of a place in providing features and conditions that support specific goals or desired activities" (p. 831). While these concepts are similar and both refer to attachment to physical location, they also have important differences. Place identity is an emotional

attachment to land based on the individual's unique memories, emotions and experiences originating in that location. By contrast, place dependence is a functional attachment, meaning that the attachment is based on a functional use of the landscape for activities, such as hiking, skiing or swimming.

Examining place attachment with regard to visitor satisfaction soon caught the attention of tourism researchers and the field began incorporating this construct in its own research. Tourism brought a whole new dimension to the study of place attachment in that sometimes tourists decide to become part-time or full residents. This is not the case in wilderness and recreation settings, where previous research had focused. Exploring differing attachment levels and types in tourism literature began in the late 1980s (McCool & Martin, 1994; Stedman, 2006; Um & Crompton, 1987).

Disentangling Community Attachment and Place Attachment

Place attachment is heavily used in outdoor recreation research to measure visitor attachment to a physical place or natural resources (Davenport & Anderson, 2005; Kaltenborn & Williams, 2002; Stedman, 2006; Williams et al., 1992; William & Roggenbuck, 1989). Whereas community attachment measures a person's attachment to intangible connections with other community members, place attachment measures a person's affection or attachment to a physical location. These two different types of attachment have been used interchangeably and have been mixed into single scales for many past tourism research studies (McCool & Martin, 1994; Morgan & Messenger, 2009; Sheldon & Var, 1984; Um & Crompton, 1987; Williams et al., 1995). Perhaps this mix of attachment types in previous studies is because these two attachment types are connected and difficult to

separate.

McCool and Martin cautioned in 1994 that researchers should take care to determine if they are measuring community attachment or place attachment. They argued the difference is much more than semantics. Their study yielded some unexpected results that led them to propose that newcomer and long-term residents were considering two different types of attachment as they responded to survey items. They suggested that long-term residents were thinking in terms of community attachment and newcomer residents were using the framework of place attachment. Both newcomers and long-term residents (length of residence 5 years or less and length of residence 30 years or more, respectively, as defined by McCool and Martin (1994)) displayed strong levels of attachment, but possibly to different attributes of their hometown. Likewise, Um and Crompton (1987) asserted that, "residents are not a homogenous group, and it is reasonable to anticipate that 'new' residents [under nine years] may have different perceptions of tourism impacts on their community than 'old' [over 20 years] residents" (p. 29).

McCool and Martin's (1994) theory, regarding length of residence and attachment, was supported by the work of Richard Stedman in 2006. Stedman's quantitative study examined the attachment of permanent residents and part-time residents of Vilas County, Wisconsin. Much like McCool and Martin, he determined that homeowners, both permanent and part-time residents, have strong attachments to Vilas County. Stedman (2006) stated:

> …year-round resident attachment is fostered through social networks and

> feelings of community. Second-home owner attachment is predicated on a different set of meanings, the up north that emphasizes the environmental quality of the setting and its importance as an escape from everyday life (p. 201).

Many second-home owners eventually become residents and will probably hold attitudes similar to those of newcomer residents. Stedman (2006) associated visitors with newcomers, which would support this supposition.

Last Settler Syndrome and Culture Clash

Communities experiencing in-migration, like Ashe County, often experience conflict and "culture-clash" as new groups of people with differing attitudes and values grow in population. Smith and Krannich (2000) state:

> The theoretical reasoning… (behind culture clash) is that newcomers of urban origin bring a particular socio-cultural identity to the rural communities to which they migrate; this identity and the associated value orientations differ significantly from those held by longer-term residents (p. 399).

These differences are most often apparent in regard to environmental conservation, with newcomers wanting restriction on further development. Nielson, Shelby and Hass (1977) explain this phenomenon as the last settler syndrome. First coined by geographer Gilbert White in 1977, the last setter syndrome asserts that, "each (resident) wants his particular town and country landscape to remain just as it was when he or she arrived. The most recent settler wants to be the last settler" (Nielson et al. as cited from White, 1977, p. 574).

Various fields used the construct often in the years closely following its inception: forestry (Bradley, 1984), recreation (Boteler, 1984; Jacob & Schreyer, 1980), sociology

(Dunlap & Canton, 1979) and geography (Wilson, 1977). In more recent years, the concept has been adopted by researchers in the tourism field (Arnberger & Brandenburg, 2007; Banks, 2003; Coccossis, 2004) with regard to visitor satisfaction inconsistencies caused by new visitors reporting high levels of satisfaction while repeat visitors are unsatisfied to do subsequent changes between visits and eventually move on to a new area.

Volunteer participants at the 2008 Ashe County C.A.F.É. (Creating Ashe's Future Economy) tourism roundtable discussion alluded to the last settler syndrome, with many newcomer participants favoring zoning regulations while residents who had lived in the community for most of their life did not. In addition, many newcomers bemoaned the rapid development of the county. One long-term resident of this study described the last settler syndrome perfectly by saying, "new residents want to build their homes and then don't want any more development."

Last settler syndrome indicators are common in research dealing with in-migration in high natural resource amenity communities (Brehm, Eisenhaur & Krannich, 2004; Carlsen, Getz, Ali-Knight, 2001; Nielsen et al., 1977; Stedman, 2006). Carlsen et al. (2001) found newcomer business owners in Western Australia often favor environmental protection more highly than longer-term residents, which may put them at odds in matters of development and preservation. The researchers were unsure as to the underlying causes of the differing attitudes of newcomers and longer-term residents (undefined), but speculated that perhaps disparities in education level and income may attribute for some of the underlying differences. Better understanding the type of attachment held by long-term and newcomer residents may support and further explain these differences and the last settler syndrome.

The undefined concept of newcomer and long-term resident is an important issue in studies of the last settler syndrome. Communities are so diverse and have different histories that often dictate what defines a newcomer or long-term resident. For example, Brehm et al., (2004) used historical in-migration data of their study area to determine that newcomers should be categorized by length of residence of 10 years or less based on the last wave of population growth in that particular community. However, Stedman (2006) likened visitors to newcomers and seasonal residents, which he found to have similar strengths of place attachment. As is common in tourism research, the designation of newcomer or long-term residents is most useful when given on a community case-by-case basis.

As McGehee and Andereck stated in 2004, "there is often great heterogeneity within communities and, as a result, great variety in attitudes about tourism development" (p. 132). This heterogeneity makes resident attitudes difficult to measure and even more difficult to predict. Further exploring the constructs of community attachment and place attachment with regard to attitudes may offer additional insight into each topic. McCool and Martin suggested disentangling community attachment and place attachment as future research because they were unsure if they had measured attachment to community or place in their 1994 study. In addition, McGhee and Andereck (2004) assert that though some investigators have concluded attachment is negatively related to tourism attitudes, "this relationship is not yet conclusive given that others have found the opposite or no definitive relationship in their studies" (p. 247).

In an attempt to address these gaps in the literature, the objective of this research study was two-fold: 1) to examine the interrelations among community attachment, place

attachment and resident attitudes toward tourism development and 2) to explore determining independent variables that contribute to community attachment, place attachment and resident attitudes toward tourism development. Table 1 provides a compilation of operational definitions of terminology and acronyms used in this research study.

Table 1

Definitions of Key Terms Used in This Study*

Community Attachment (CA)	Community attachment is "the extent and pattern of social participation and integration into the community, and sentiment or affect toward the community" (McCool & Martin, 1994, p. 30).
Place Attachment (PA)	Place attachment is used to measure a respondent's attachment to a physical place or to natural resources (Stedman, 2006; Williams et al., 1992).
Place Dependence	Place dependence is a functional attachment that a person has to a particular landscape that provides features and conditions allowing them to partake in activities that they enjoy (Williams & Vaske, 2002).
Place Identity	Place identity is an emotional attachment that "refers to the symbolic importance of a lace as a repository for emotions and relationships that give meaning and purpose to life" (Williams & Vaske, 2002, p. 831).
Resident Attitudes (Attitudes)	For the purposes of this study, resident attitudes refers to the collected opinions of local residents toward tourism development.

*Abbreviations used in this document are presented in parentheses.

CHAPTER III

METHODOLOGY

Chapter III contains a description of the study area, as well as the study's research objectives, questions and hypotheses. Development and pre-testing of the survey instrument is discussed along with the selected methods of data analysis. By employing a resident survey in Ashe County, North Carolina, this research aimed to understand the effect of attachment on attitudes toward tourism development and distinguish between community and place attachment. Further analysis was conducted to determine if residents' level and type of attachment affect their attitude toward tourism development.

Study Area

In order to test the various hypotheses in the present study, a study area was sought consisting of a rural, yet developing county with high natural resource amenities and a growing tourism industry. In addition, due to the researcher's location at North Carolina State University, a county in North Carolina was ideal due to travel implications and also dissemination of information post study. Ashe County was selected in part due to the aforementioned reasons as well as others that will be discussed in this section.

Ashe County lies in the northwestern corner of North Carolina, bordering both Virginia to the north and Tennessee to the west (Figure 2). (Map data was taken from Lands Managed for Conservation and Open Space from NC OneMap (NC Center for Geographic Information and Analysis)). Nestled in the Appalachian Mountains, Ashe County was historically referred to as 'the lost province' due to its topographic and climatic

isolation. When the county was created in 1799, it took days to simply visit a bordering county due to the rough terrain and dramatic elevation changes. This transportation difficulty led to social and economic isolation (Nash, 1979). However, the county is now well connected to bordering states and counties with modern roads and highways and has undergone some major changes in the past several decades. Now 'the lost province' is only a name used by the tourism and real estate industries in marketing the rural quaintness of the area.

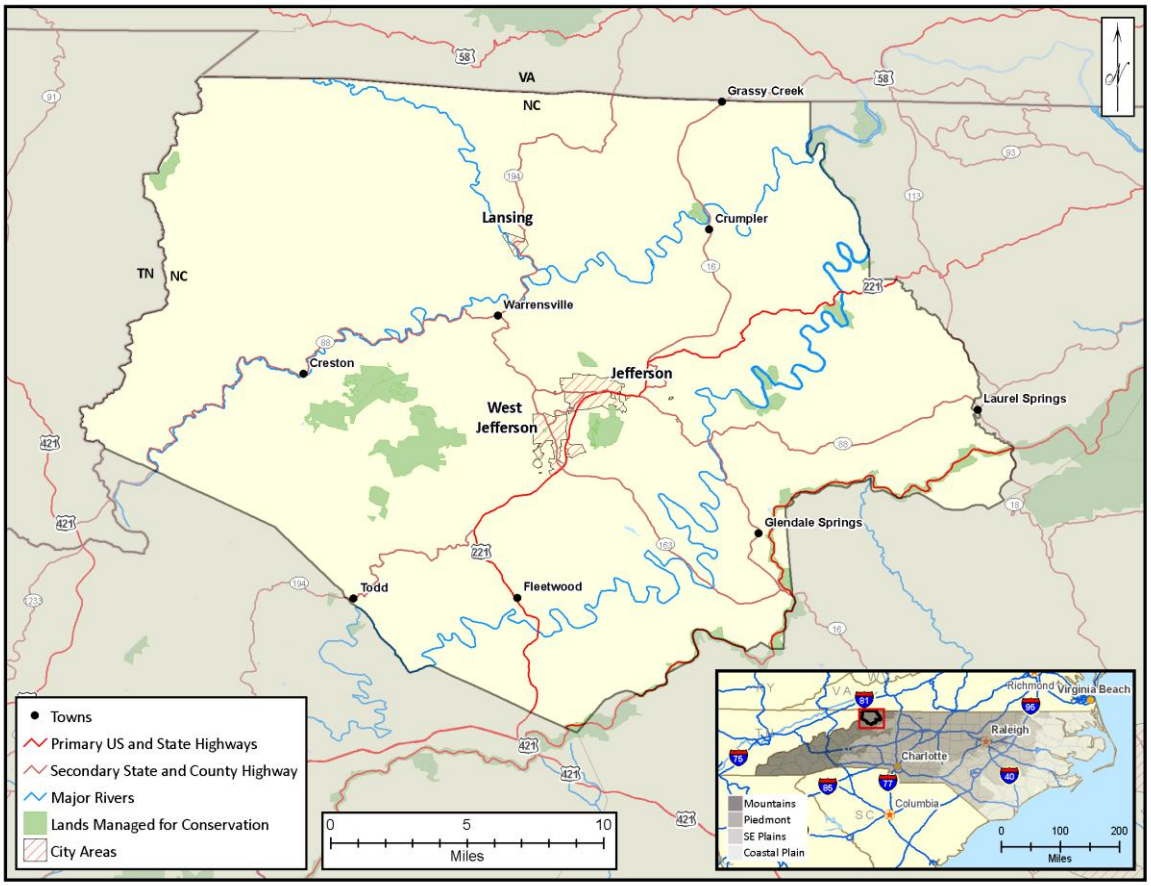


Figure 2. Map of the Study Area: Ashe County, North Carolina

Note: Bordering Tennessee and Virginia, Ashe county is a rural (57.2 persons/square mile) mountainous region with only three distinct city areas: Lansing, West Jefferson and Jefferson.

From 1950-1970 the main industry shifted from cash crops like burley tobacco to manufacturing. According to a 1979 profile of Ashe County compiled for the USDA Cooperative State Research Service, "in 1950, 45% of the work force was involved in full time farming, but by 1970, only 9% of the work force farmed full time" (Nash, 1979, p. 8). As this trend continued, family farming became a side job as residents began full-time employment in one of the many factories opening in the county. This shift led the way for the next big farming industry in Ashe County, Fraser firs. Ashe County is the top producer

of Fraser firs in the state (NCDA&CS Research Stations Division Website, 2008). This is currently a popular option for landowners who were working full time, but have land available for cultivation. This shift in industry paved the way for the most recent economic boom of tourism.

The Ashe County Tree Growers Association began the Christmas in July Festival in 1985. Though the festival has changed through the years, it is still an annual occurrence in West Jefferson, Ashe County's most populous town. Countless other factors have lead to the expansion of tourism in Ashe County including; the designation of the New River as an American Heritage River, by President Bill Clinton and Vice-President Al Gore in 1998, the expansion of Hwy 421 from the triad and a major downtown revitalization effort in West Jefferson starting in 2002. In 2005, West Jefferson received a $20,000 Business Redevelopment Planning Grant from the North Carolina Rural Economic Development Center. All of these events, along with Ashe County's natural resources, beautiful scenery and proximity to large population centers have contributed to its growth in tourism development.

Ashe County, a tier two county, is currently experiencing change, as manufacturing jobs leave the area and tourism grows. According to the Ashe County Chamber of Commerce, tourism in the county has doubled in the past decade, becoming a multi-million dollar industry (Ashe County Chamber of Commerce, 2005). The success of tourism has led to a growing number of retirees becoming permanent, newcomer residents, making it an ideal study area for the present research study. According to the 2003 Western North Carolina Regional Outlook Report produced by the Center for Regional Development, Ashe County is

experiencing an increase "in all age groups over 40 years of age, a trend that is particularly evident in the 65 and over age group. The number of residents in these age groups has increased net of [above] the natural increase in the aging population of the region" (p. 2). As such, changing demographics, a growing tourism industry and the rural population makes Ashe County a good location for this study.

According to the Ashe County Chamber of Commerce, tourism revenues have doubled in the past decade. The Chamber further asserts that "a direct result of the increased tourism has been the second-home market and the growth of the financial, insurance and real estate markets" (Ashe County Chamber website, 2005). The 2008 Economic Impact of Travel on North Carolina Counties Report states tourism employed 370 Ashe County residents (1.5% of the population) in 2008 and generated $2.32 million in local tax receipts (U.S. Travel Association, 2008). The county remains rural with 57.2 persons/square mile compared to the North Carolina average of 165.2 persons/square mile. However, the increase of tourism and second-home owners who later become permanent newcomer residents is likely changing the population makeup and rural landscape of the county. As this county continues on in the destination life cycle, it is important for community leaders to understand resident attitudes toward tourism development so that successful sustainable tourism can be developed. These fluctuating factors make Ashe County a suitable location to explore the effects of community and place attachment on resident attitudes toward tourism development.

Disagreement and tension was noticeable among residents during an April 2008 Ashe County Chamber of Commerce sponsored event. The meeting and reception called the

Hospitality C.A.F.E. (Creating Ashe's Future Economy) was open to chamber members who were involved in tourism as well as other interested residents. The goals of the event were threefold: "Recognize the importance of tourism in our local economy. Grow the hospitality/tourism industry in our county. Establish the Chamber in a leadership role in the tourism development" (Ashe County Tourism Development Committee, 2008, p. 1). Several different stations were set up during the meeting to hold short focus groups with participants on topics such as marketing, agritourism, regionalism, and resident attitudes toward tourism.

Based on the data collected at the resident attitudes station, there seems to be a growing divide and mounting tension between long-term residents and newcomers in regard to their attitudes toward tourism development and land-use. Each group seemed to be equally invested in tourism as a plausible economic development tool for the county, but tended to have different agendas. The newcomers appeared to be pro-conservation and land regulation, while the long-term residents spoke more of economic benefit concerns over the equal distribution of tourism dollars and impacts.

Research Questions

Based on the aforementioned literature review and the qualitative data gathered during the Ashe County Chamber of Commerce's Tourism roundtable meeting in April 2008, the following objectives, research questions and hypotheses are presented.

Objective 1: To explore the interrelationships among Community Attachment (CA), Place Attachment (PA) and resident attitudes toward tourism development (Attitudes).

Research Question 1: What are the interrelationships among CA, PA and Attitudes?

RQ 1a: What is the relationship between CA & PA?

Hypothesis 1a: CA and PA are correlated, but distinct constructs.

Hypothesis 1a was formulated based on the work of McCool and Martin (1994). When both newcomer and longer-term residents were found to have high levels of attachment in their study, they suggested that perhaps the newcomer and the longer term resident had formed two different types of attachment. They suspected long-term residents answered attachment questions based on their connection to social ties and relationships while newcomers may have answered the same attachment questions with their attachment to the physical landscape in mind. Thus, it is hypothesized that CA and PA are distinct, yet correlated, constructs because they measure attachments of different yet similar relationships, which may correlate to one another.

RQ 1b: What is the relationship between CA & Attitudes?

Hypothesis 1b: CA and Attitudes are negatively correlated.

RQ 1c: What is the relationship between PA & Attitudes?

Hypothesis 1c: PA and attitudes are negatively correlated.

Hypotheses 1b and 1c were also partially based on the work of McCool and Martin (1994). They found that the more highly attached a resident was to their community the more likely they were to be concerned about negative impacts of tourism. Therefore as attachment level increases, resident attitude toward tourism would become increasingly negative. Um and Crompton (1987) found similar results in their study stating that with the exception of environmental impacts, "the more attached residents were to the community in terms of birthplace, heritage and years of residence, the less positively they perceived the

tourism impacts in their community" (p. 28). Thus it is hypothesized that similar results will be found in this study.

Objective 2: Explore the key determining socio-demographic variables that contribute to CA, PA and Attitudes?

RQ2a: What are the key determining socio-demographic variables that contribute to CA?

Hypothesis 2a: The best predictor of CA is length of residence.

Based on previous research the most consistent predictor of CA has been length of residence in the community. Several past studies have found length of residence to be an effective, if sometimes partial, predictor of community attachment (Kasarda & Janowitz, 1974; McCool and Martin, 1994; Um & Crompton, 1987; Williams, et al., 1995). Therefore, it is hypothesized that the best predictor of CA is length of residence.

RQ2b: What are the key determining socio-demographic variables that contribute to PA?

Hypothesis 2b: The best predictor of PA is length of residence.

Past research has found that both newcomers and long-term residents can have high levels of place attachment (McCool & Martin, 1994; Stedman, 2006; Um & Crompton, 1987). Newcomers form place attachments quickly, especially in high natural resource amenity areas, such as the study area (Stedman, 2006). Therefore, it is hypothesized that length of residence would be the best predictor of place attachment.

RQ2c: What are the key determining socio-demographic variables that contribute to Attitude?

Hypothesis 2c: The best predictor of Attitude is employment in the tourism industry.

Several studies have found that economic dependence or employment is a good predictor of resident attitudes toward tourism (Andereck & McGehee, 2008; Harrill & Potts, 2003; Long, et al., 1990; McGehee & Andereck, 2004). As would be expected, often individuals who profit monetarily from tourism will be more likely to note positive impacts while overlooking or minimizing the negative impacts. Therefore it is hypothesized that employment in the tourism industry would be the best predictor of attitude toward tourism development.

Data Collection

Based on the total approximate population of Ashe County, 25,702 residents (2008 US Census estimate), and Cochran's sample size formula for continuous data, 380 respondents were needed to complete analysis with a 95% confidence level (Bartlett, Kotrlik & Higgins, 2001). In order to ensure representative sampling of the entire population of Ashe County as well as reduce the probability of sampling error, a minimum number of surveys were sought from each of the county's 10 zip codes (Babbie, 2008) (Figure 3). Population by zip code and necessary numbers of surveys was calculated using the ESRI Data and Maps 2008 US Census data (2008 census estimate).

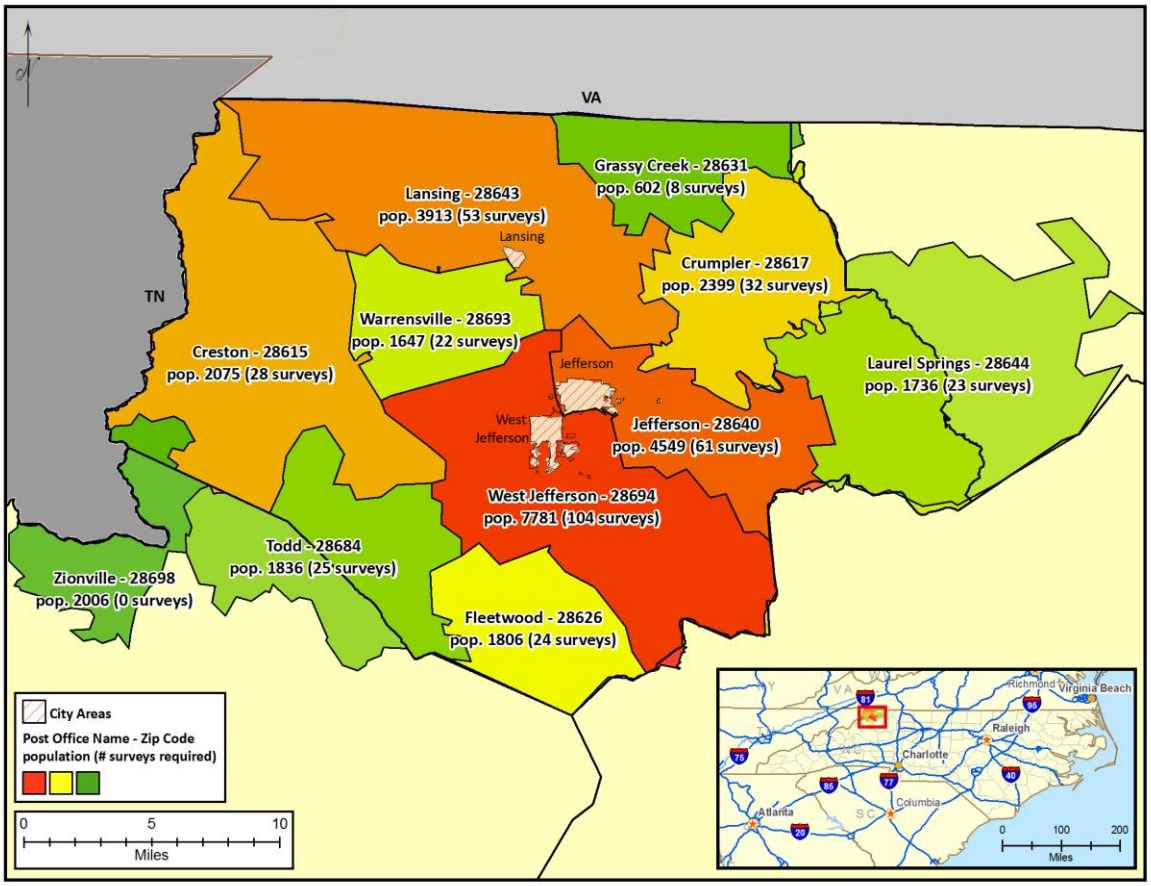


Figure 3. Population by Zip Code and Required Number of Surveys

All data were collected during a four-week period from, July 25th to August 21st 2009. Though a simple random mail survey, using a tax parcel sample frame, was considered, this was not feasible for the current study, due to budgetary constraints. The use of intercepts to gather data required fewer monetary resources than mailed surveys because they required less printing and no postage. In addition, response rate is often better when employing the intercept method (Babbie, 2008). A modified probability sample was employed in which a systematic quota-sampling plan was used. Every nth adult (determined by traffic flow) was approached and asked to complete a survey. Only adult residents (over the age of 18) of

Ashe County were asked to complete the survey. People were considered a resident if they lived in Ashe County full time or owned a part-time residence in the county. Participation was voluntary and confidential. Incentives were offered when potential respondents were approached; including NCSU towels, NCSU student health t-shirts and a raffle ticket for a chance to win a $50 gas card. Data collection began on the morning of Saturday, July 25th with eight volunteers (including the researcher) simultaneously gathering data at various locations. The volunteers had a strict data collection protocol to follow and were given all needed training and materials. The primary researcher then entered the data collected on Saturday, July 25th to determine where further data collection was needed, based on zip code quotas and amount needed for 95% confidence level of analysis. The remaining data were collected during the subsequent 27 days by the primary researcher.

Development of Survey Instrument and Measures

No published studies could be identified which measured all three constructs in this study (CA, PA and Attitudes), leading to a modified instrument being created and implemented. Three surveys from existing literature were combined to create a new survey instrument for the current study (Appendix). Past tourism research has also combined previously used Tourism Impact Attitude Scale (TIAS) instruments while adding their own attachment items. For example, Harrill and Potts (2003) and Vesey and Demarche (2000) used a modified version of Lankford's 1994 TIAS to measure resident attitude while including their own questions, drawn from literature, to measure attachment. Resident attitude items were taken from McCool and Martin (1994). Community attachment items were taken from Theodori (2004). Place attachment items were taken from Williams and

Vaske, (2003). According to Vaske (2008), an intercept survey should take between 5 and 15 minutes to complete. Thus, due to the excessive length of three combined surveys, each survey was shortened to reduce redundancy and increase response rate (Vaske, 2008). Higher factor loading scores were used to choose items for inclusion in this study. Using McCool and Martin (1994) as a model, while adding scales from other research to measure community and place attachment, this research study aimed to understand the effect of attachment on attitudes toward tourism development and distinguish between community and place attachment. The survey instrument for this research consisted of a combination of three separate scales measuring a) resident attitude toward tourism development, b) community attachment and c) place attachment. Demographic questions were also included along with one open-ended question stating, *Please indicate how you think tourism or tourism development has affected your community?* This question was added to capture issues or impacts that were not specifically mentioned as part of the quantitative scale items. The survey consisted of 47 total questions (Appendix) and all questions (Attitude, CA and PA) were measured on a 5-point Likert scale (*strongly agree* = 1; *strongly disagree* = 5)

Resident Attitudes Toward Tourism Development Scale

The resident attitude items were taken from McCool and Martin (1994). This study was chosen for several reasons. Firstly, McCool and Martin (1994) measured resident attitudes toward future tourism development, not just resident attitudes toward current levels of tourism and its impacts. Also, these items were created for the state of Montana, which is rural and sparsely populated, much like Ashe County. The attention to rural values like hunting and fishing in the McCool and Martin (1994) instrument was also an important

consideration for this study. Many of the values held by residents of Montana may be similar to those held by Ashe County residents. Finally, McCool and Martin's (1994) study questions were reliable ($\alpha > 0.6$).

Twelve of the original 27 tourism development attitude items from McCool and Martin (1994) were retained for this study. Fifteen items were omitted in order to reduce redundancy and increase response rate. The 12 remaining items (Table 2) were chosen because they scored high in McCool and Martin's factor analysis, because they represented different dimensions and because they were of particular interest for the study area. Table 2 includes all 27 of the original McCool and Martin (1994) items organized in their 1994 factor analysis groupings. The items in bold were retained for the purposes of this study and will henceforth be referred to by the variable name listed in Table 2. Though all items loaded in McCool and Martin's (1994) factor analysis at acceptable levels of reliability, five items (*friction, restrict, suffer, overall* and *minority*) loaded on more than one factor. Therefore, four of those five (*friction, restrict, suffer* and *overall*) items were removed from this study. The fifth item, (*minority*) remained because the researcher wished to test this item again in a different study area. Additional items were removed because they attained lower scores than similar items loading on the same factor (*traffic, crime, attracts, fair share* and *earned*). Finally, six items were removed because they were redundant and/or they had little relevance for this study area (*disrupt, burden, discover, promise, cultural, parks*).

The wording of some items was changed to reflect the different study areas. The word 'Montana' was changed to 'Ashe County' in two items. The word 'Montanans' was

changed to ‘Ashe County residents’ in two items and the word ‘state’ was changed to ‘county’ in one item. In addition, the contraction ‘I’d’ was separated into ‘I would.’

Table 2

McCool and Martin (1994) Resident Attitude Items* Organized by Factors**

Variable name used in this study	All attitude items used in McCool & Martin (1994)
Negative Attitude Statements**	
Urbanization	**Tourism is responsible for too fast a rate of urbanization and development in Ashe County.**
Not used	Tourists disrupt the peace and tranquility of our public parks.
Not used	Tourists are a burden on my community's services.
Overcrowded	**In recent years, the state is becoming overcrowded because of tourists.**
Not used	Tourists add greatly to the traffic problems in my community.
Not used	The more Ashe County is discovered by tourists, the harder it is for county residents to find uncrowded places to recreate.
Not used	An increase in tourists in my community will lead to friction between local residents and tourists.
Not used	Tourism has increased the number of crime problems in my community.
Environment	**The environmental impacts resulting from tourism are relatively minor.**
Not used	My community should take steps to restrict tourism development.
Crowd hunting and fishing	**Tourists crowd out local residents in many good hunting and fishing spots.**
Not used	The local residents are the ones who really suffer from living in an area popular with tourists.
Positive Attitude Statements**	
Economic future	**Tourism is one of the brightest spots in Ashe County's economic future.**
Not used	Tourism holds great promise for Ashe County's future.
Employment	**The tourism industry provides many worthwhile employment opportunities for Ashe County residents.**
Not used	The overall benefits of tourism outweigh the negative impacts.
Not used	Tourism encourages a variety of cultural activities by the local population (such as arts, music, crafts, etc.)
QOL improved	**The quality of life in my community has improved because of tourism.**
Not used	Tourism attracts more spending and investment in Ashe County's economy.
Not used	Because of tourism, there are more parks and other recreational areas and facilities that local residents can use.
Equity Attitude Dimensions**	
Taxed more	**Tourists should be taxed more than local citizens for the services they use.**
Charge more	**It's okay to charge tourists more for things than locals pay.**
Not used	Tourists do not pay their "fair share" for the services communities provide them.
Economic Benefits**	
Low pay	**The problem with tourism is that most of the jobs in the tourism industry are low paying.**
SOL higher	**Our household standard of living is higher because of money that tourists spend here.**
Minority	**Only a small minority of Ashe County residents benefit economically from tourism.**
Not used	Most of the money earned from tourism ends up going to out of state companies.

*Items in bold indicate those used in present study.
** Factor's used by McCool and Martin (1994)

Attachment Scales

Community Attachment

There is no single universally agreed upon method for measuring community attachment, the respondent's level of attachment to social ties in the community. For the purposes of this study, six of 17 items from Theodori (1994), two items from McCool and Martin (1994) and one original item, were used to measure community attachment. Theodori's 1994 scale consisted of 14 items. Theodori (1994) did not publish factor loading or reliability scores for his scale therefore no statistical data were available to aid in the selection of items for this scale. Thus with no other parameters, eight of Theodori's 14 original items were removed because of redundancy (Table 3). Wording for two of the items was changed from "the community" to "the county" in an effort to clarify the items and reduce confusion. Community Attachment items, included in this research project, are displayed in bold font in Table 3. These items will henceforth be referred to by the variable name used in this study, which is also listed in Table 3.

Table 3

Full List of Items* from Theodori (2004) Intended to Measure Community Attachment

Friendships	**The friendships and associations that I have with other people in the county mean a lot to me.**
Future success	**The future success of Ashe County is very important to me.**
Take care of house	**I know someone who will take care of my house if I am away.**
Remain resident	**I plan to remain a resident of Ashe County for a number of years.**
Similar	**I like to think of myself as similar to the people who live in the county.**
Agree	**I think I agree with most people in Ashe County about what is important in life.**
Attached	**I feel very attached to Ashe County.**
Not used	I know enough people to help me with tasks or errands.
Not used	If I am sick, I have someone to care for me.
Not used	If I need a ride to some place, I have someone to take me.

*Items in bold indicate those used in this study.

Two community sentiment items from McCool and Martin (1994) were added to the CA attachment scale (Table 4). These questions were used by McCool and Martin (1994) in an attempt to measure community attachment. However, they were unsure if they had measured attachment to social bonds or physical landscape. By including these items in this research, the researcher will attempt to shed further light on McCool and Martin's 1994 study. The words "Ashe County" were substituted for "Montana" in both questions.

Table 4

Community Sentiment Items* (McCool and Martin, 1994)

Variable name used in this study	Complete item
Sorry to leave	If I had to move away from Ashe County, I would be very sorry to leave.
Rather live	I would rather live in Ashe County than anywhere else.

*Items in bold indicate those used in this study. These items were originally intended to measure community attachment, but loaded with place attachment in this study.

One original item was also included in the survey instrument. The item *I live in Ashe County because my family has been here for generations* was included in an attempt to examine if generational ties influence CA.

Place Attachment Scale

As first introduced by Williams and Roggenbuck (1989), current PA research is still using place identity and place dependence as primary measures of PA, (Hammitt et al., 2009; Williams, 2000; Williams & Vaske, 2003; Williams et al., 1992). Therefore, these two concepts were used in this research. PA items for this study were taken from Williams and Vaske (2003) and are a combination of place identity and place dependence items (Table 5). Williams and Vaske's (2003) PA scale was found to be reliable with $\alpha = 0.89$ and $\alpha = 0.82$, for place identity and place dependence, respectively. Thus, Williams and Vaske (2003) created a reliable scale that could be used to measure place attachment with confidence. Therefore, a majority of questions from their scale were used in this research. Four of the 11 questions were omitted for the sake of brevity.

Table 5

Full Scales from Williams and Vaske (2003) Used to Design Place Attachment Items*

	Variable name used in this study	Full item
Place dependence	**Compare**	**No other place can compare to Ashe County.**
Place dependence	**More satisfaction**	**I get more satisfaction living in Ashe County than I would in any other place.**
Place dependence	**What I like to do**	**Ashe County is the best place for me to do what I like to do.**
Place identity	**Part of me**	**I feel like Ashe County is a part of me.**
Place identity	**Who I am**	**Living in Ashe County says a lot about who I am.**
Place identity	**Special**	**Ashe County is very special to me.**
Place identity	**Identify**	**I identify strongly with Ashe County.**
	Not used	"X" means a lot to me.
	Not used	Doing what I do at "X" is more important to me than doing it any other place.
	Not used	I wouldn't substitute any other area for doing the types of things I do at "X."
	Not used	The things I do at "X" I would enjoy doing just as much at a similar site.

*Items in bold indicate those used in present study.

As mentioned in Chapter II, for the purposes of this study, Place Attachment (PA) was measured using a combination of place identity items and place dependence items. Place identity was measured using the following items: (*part of me*, *special*, *attached*, and *who I am*). The following items were used to measure place dependence: *what I like to do*, *compare*, and *more satisfaction*. The combination of place identity and place dependence items results in an overall measurement of PA. Williams and Vaske (2003) tested the

validity of this scale using confirmatory factor analysis, and found that "overall, the confirmatory factor analyses demonstrated that the data provide an acceptable fit for the place identity and dependence dimensions" (p. 834).

The entire scale from Williams and Vaske (2003) was not used in this study. The final four Williams and Vaske's (2003) items (variable name listed as "not used") in Table 5 were not included in this study. They were omitted in the interest of reducing redundancy and because they seemed to be more applicable for recreation studies instead of tourism.

Finally, two original items, (*I live in Ashe County because no other place can offer me similar farming opportunities* and *I enjoy living in Ashe County because no other place can offer me similar hunting and fishing opportunities*) were included. These items held specific relevance to the study area, due to its rural nature and history of farming, hunting and fishing. Participation in these activities is dependent upon land availability; possibly making them good indicators of place dependence. Therefore, these items were designed to measure the respondent's level of place dependence and thereby add to the cumulative attachment score of PA.

Socio-demographic Variables

Along with the traditional socio-demographic variables used in social science research (gender, age, income, education) several socio-demographic questions were added in order to examine causal relationships between respondent characteristic and CA, PA and attitudes. Respondents were asked to give their zip code so the researcher could ensure the stratification of the sampling design was being fulfilled. Residential status (*permanent*, *part-time* or *other*) was also asked to differentiate permanent and part-time residents per

Stedman's 2006 study. The variable, *other*, was included to capture ineligible respondents so they could be removed prior to analysis. Asking respondents to fill in how many years and months they had lived in Ashe County captured *length of residence*. Based on Um and Crompton (1974), respondents were asked if they were born in Ashe County in order to explore relationships between birthplace, CA, PA and Attitudes. Respondents were also asked whether or not they were employed in the tourism industry, with hotel, restaurant and local attraction listed as examples. Based on the findings of previous research, significant links between this variable and Attitudes have been documented (Andereck & McGehee, 2008; Harrill & Potts, 2003; Long et al., 1990, McGehee & Andereck, 2004). Based on the research of Kasarda and Janowitz (1974), a dichotomous question about participation in *civic/volunteer* activities was included as a possible indicator of CA. Finally, a series of questions concerning homeownership were used to capture homeownership. Respondents were asked if they owned a home in Ashe County. If the respondents indicated homeownership, they were then asked if the home was their primary residence. Finally, primary homeowners were asked if their home had ever been used as a part-time residence. These questions were included in order to examine the belief that new residents were once tourists, turned vacation homeowners, turned new permanent residents.

Pre-test

A pre-test was conducted prior to data collection to identify possible problems with the instrument. Twenty-nine individuals (NCSU students and acquaintances of the researcher) answered the survey questions and provided feedback. Fifteen pre-tests were

done via email with changes marked using Microsoft Word. Another14 pre-tests were conducted using paper surveys and the volunteers wrote comments on the survey itself.

A total of 14 respondents had no comments on the design of the survey. Of the 15 who did comment, a few commonalities emerged in the feedback. Three respondents felt that the attachment questions were too repetitive. The order in which these questions were asked was therefore changed in an attempt to separate the most repetitive questions.

Two respondents felt one of Theodori's (2004) questions should be slightly altered from "*I know someone who will take care of my house **while** I am away*" to "*I know someone who will take care of my house **if** I am away*." The change from **while** to **if** serves to clarify the question for residents who reside permanently in the county and might say they never leave. In addition, wording the question as an "**if** scenario" also seemed less intrusive to the respondents in the pre-test.

One respondent was confused by the word "community" in two of Theodori's (2004) questions. She was unsure whether to answer the questions with regard to West Jefferson or Ashe County, which she stated would affect of her answers. As a result, the wording in both questions (*remain resident* and *future success*) was changed from community to county.

Not all of the suggested changes were implemented. Two respondents suggested a bigger font size for the survey but this was not changed due to budgetary printing restrictions. In addition, one respondent was confused by questions 45 (*If yes* [you do own a home], *is this home your primary residence?*) and 46 (*If yes* [you own a home and it is your primary residence], *was your current home ever your 2nd home or part time residence in the past?*). However, since no other respondents reported confusion with these questions no changes

were made. Finally, one respondent felt that the survey was simply too long. The researcher felt that no more questions could be omitted and the number of questions used in the pre-test remained the same for the actual data collection.

Data Analysis

Data analysis was conducted using SPSS for Windows Release 17.0 (Statistical Package for the Social Sciences). The data set was checked and cleaned prior to data analysis. Ten paper surveys were selected at random and checked against the data entered in SPSS. Extreme values were also checked to ensure that data had been entered correctly. The data were also checked for scores outside expected range. All of the attachment questions (Tables 4, 5 and 6) were reverse coded in SPSS so higher scores would demonstrate higher levels of attachment.

A descriptive profile of respondents was first generated with frequencies, means and standard deviations. This information was not used directly to address either of the research objectives, but does provide some useful information, which will be discussed at length in the results section.

Using the items in Tables 3, 4, 5 and 6 the researcher aimed to address the following research objectives. Specific questions needed to answer each research question are listed below, along with the intended statistical analyses. The research objectives and research questions are summarized below.

Objective 1: To explore the interrelationships among Community Attachment (CA), Place Attachment (PA) and resident attitudes toward tourism development (Attitudes).

Research Question 1: What are the interrelationships among CA, PA and Attitudes?

RQ 1a: What is the relationship between CA & PA?
Analysis: Pearson correlation

RQ 1b: What is the relationship between CA & Attitudes?
Analysis: Pearson correlation

RQ 1c: What is the relationship between PA & Attitudes?
Analysis: Pearson correlation

Objective 2: What are the key determining socio-demographic variables that contribute to CA, PA and Attitudes?

RQ2a: What are the key determining socio-demographic variables that contribute to CA?
Analysis: Stepwise Regression

RQ2b: What are the key determining socio-demographic variables that contribute to PA?
Analysis: Stepwise Regression

RQ2c: What are the key determining socio-demographic variables that contribute to Attitude?
Analysis: Stepwise Regression

Research Objective 1

In order to address Research Objective 1: *To explore the interrelationships among Community Attachment (CA), Place Attachment (PA) and resident attitudes toward tourism development (Attitudes)* an exploratory factor analysis with oblique rotation was used on CA, PA and Attitude items. The factor analysis of Attitude items did not result in clean factors so these items were analyzed individually. This meant that factor scores could not be calculated for each respondent with regard to overall resident attitude toward tourism development. Instead, each Attitude item was analyzed individually with regard to CA and PA. These analyses will be discussed in detail in Chapter IV. Direct Oblimin rotation was used in the

exploratory factor analyses of CA and PA, instead of the more common Varimax rotation, because previous literature indicated that CA and PA were related. Direct Oblimin rotation is used when items are correlated with one another (Tabachnick & Fidell, 2001). Also, the Direct Oblimin rotation led to cleaner factor loadings with each item loading on only one factor, reducing the attachment scale into two factors (Community Attachment and Place Attachment). A priori, these two factors were expected to emerge in the factor analysis.

Justification for Parametric Analysis

PA and CA factors were then created based on the factor loadings. The histograms for the CA and PA items displayed negative skewness. Typically, a non-normal distribution necessitates nonparametric statistical analysis (Tabachnick & Fidell, 2001). This research however, used parametric analysis with the following justification. Skewness is to be expected when studying attachment to one's community and is quite common in social science research (Vaske, 2008). Carefully developed surveys can expect monotonic relationships between scales and latent variables (Vaske, 2008). It is expected that most residents have strong or very strong attachments to their community and human dimensions surveys often contain measurement error. However according to Vaske (2008), "measurement error does not affect population parameter estimates, but the fact that the observations do not correspond perfectly to the underlying latent model in no way implies that the analysis should be confined to nonparametric statistics" (p. 82). In addition, "the Central Limit Theorem reassures us that, with sufficiently large sample sizes, sampling distributions of means are normally distributed regardless of the distributions of variables" (Tabachnick & Fidell, 2001, p. 72).

Previous research shows that the Pearson correlation can be used successfully with non-normal distributions. Vaske (2008) references Havlicek and Peterson's 1977 study, which examined Pearson correlation with regard to violating the assumptions of normality. They concluded that Pearson *r* is "insensitive to extreme violation of the basic assumptions of normality and of the type of measurement scale. Failure to meet the basic assumptions separately or in combination had little effect upon the results" (Vaske, 2008, p. 82). Vaske (2008) concluded that parametric procedures are "robust and yield valid conclusions even when the data are distorted (i.e., not normally distributed). If the distortions are severe, various transformations can be applied to the data" (p. 94). The data in this study did not need to be transformed because they were not severely distorted. Skewness scores are considered severely skewed if they are greater than one (Tabachnick & Fidell, 2001). CA had a skewness score of -0.700 and PA had a skewness score of -0.957. In the field of psychology, a kurtosis value of +/-1 is considered very good for most psychometric uses, but +/-2 is also usually acceptable (Garson, 2009). CA had a kurtosis value of .812 and PA had a kurtosis value of 1.316. Finally the scales were not transformed to correct normality because they were both negatively skewed before transformation and positively skewed after transformation. Based on the above justifications, parametric statistics were used to analyze the data.

Once the CA and PA factor scores were calculated, Pearson correlation tests were conducted to address Research Questions 1a, 1b and 1c. Significant correlations between CA and PA, CA and Attitudes and PA and Attitudes were sought and identified.

Research Objective 2

In order to address Research Objective 2: *What are the key determining socio-demographic variables that contribute to CA, PA and Attitudes?* The data were analyzed using stepwise regression to ascertain prediction relationships between: (1) community attachment and place attachment, (2) community attachment and resident attitudes toward tourism development and (3) place attachment and resident attitudes toward tourism development.

Creation of New Variables

To compare resident groups, some variables (*income, residential status*, and *education level*) were used in their original format, while other variables (*date of birth* and *length of residence)* were transformed into new variables that were easier to compare. In addition, the research sought to compare each of the two extremes of each resident grouping in Table 6. Stratifying the results allowed for these comparisons. *Year of birth* was transformed into *age* by subtracting *year of birth* from the current year (2009). Age was then categorized into three groups, young (ages 18-45), middle aged (ages 46-65) and elderly (ages 66 and older). Given the past significance of the length of residence variable in tourism research, it was also examined with regard to CA, PA and Attitudes in the current study.

Based on comments from the 2008 roundtable C.A.F.E. about how long-term residents are never considered 'local', the researcher wanted to examine the similarities and differences of residents who had lived in Ashe County for varying percentages of their lives. Thus, *number of years* (*length of residence*) lived in Ashe County was divided by *age* to

calculate *percent of life* lived in Ashe County. Though *percent of life* was not mentioned in the review of literature, it seems to be a logical extension of *length of residence* and may prove to be a significant predictor of CA. *Percent of life*, while similar to *length of residence* lived in Ashe County, weighs the importance of the proportion of life lived in Ashe County. For example, two respondents may have both lived in Ashe County for 30 years, but whether they are age 30 (100%) or 60 (50%) will dramatically effect the percentage of life lived in the county. People who have lived in places other than Ashe County will have a different perspective that may effect attachment and attitudes.

Table 6 presents three variables that were transformed from continuous variables to categorical variables by collapsing the data into groups. The age category was based on the breakdown of the data. Relatively few respondents (n = 62, 18%) were younger than 30 years of age. In order to compare the youngest group of respondents to the oldest, the young age group included 18-45 to capture 25% of the respondents. Likewise, the age group 66 + contains 25% of respondents. *Length of residence* was grouped into three groups based on the goal of comparing the two extremes of short-term residents and long-term residents and having a sizeable group of both to compare. There were 109 short-term residents and 176 residents in the long-term category. Similarly, *percent of life* was broken down into four groups so that the two extremes, newcomer and lifelong residents, could be compared. The newcomer group was made-up of 42 respondents while the lifelong group contained 126 residents.

Table 6

Continuous Socio-demographic Variables Collapsed into Groups

Continuous Variable	Group
Age	Young = 18-45
	Middle aged = 46-65
	Elderly = 66 +
Length of Residence	Short-term resident = 0-10 years
	Mid-term resident = 11-30 years
	Long-term resident = 31 years +
Percent of Life	Newcomer = 0%-10%
	Less than half of life= 11%-50%
	More than half of life = 51%-90%
	Lifelong = 91% +

CHAPTER IV

RESULTS

Chapter IV presents the results of the research findings answering the two aforementioned research objectives. Response rate and similarities and differences between survey demographics and US Census data are also discussed. Basic descriptive data (i.e. mean, standard deviation) of all questions (CA, PA and Attitudes) are displayed. In addition, results from more involved statistical analyses, which were used to test hypotheses and explore research objectives, are also examined.

In total, 424 surveys were completed while 77 eligible residents refused to take the survey. Thus, the resulting response rate was 84%. Seven surveys missing responses for the majority of attitude items, attachment items or socio-demographic items, were deleted from the data set. An additional four cases were also deleted because the zip codes reported were not located within Ashe County. This left a total of 413 usable surveys for analysis. Demographics (age, race, gender) of the collected data were compared to demographic data from the latest available census data to ensure the respondent sample was comparable to the Ashe County population at large (Table 7).

No noticeable difference was detected between respondents and people who refused to take the survey. Forty females (51.9%) refused to participate in the survey, splitting gender of non-respondents roughly in half, just as they were in the survey sample (54.5% female) and the 2008 census data (50.7% female). The majority of non-respondents (n= 40, 51.9%) reported *not interested* as their reason for refusal. Another 33.7% (n = 26) gave lack

of time for their reason for refusal. Finally, the remaining 14.4% (n = 11) of non-respondents refused to complete because they felt it was too long.

Table 7

Comparison of Demographics from Current Study and Most Current US Census Information*

	Census Data	Survey Demographics
Female persons	50.7% (2008)	54.5%
Person's over 65	19.5% (2008)	20.9%
Median household income	$35,288 (2007)	$50,000-$75,000
High school graduate	68.6% (2000)	26.8%
Bachelor's degree or higher	12.1% (2000)	37.6%
Homeownership rate	81.0% (2000)	84%

*Census Data information was obtained from US Census Bureau State and County Quickfacts http://quickfacts.census.gov

Many of the demographic characteristics of the survey respondents were similar to those from the most current census data. There are some notable differences in the following categories, high school graduate, bachelor's degree or higher and median income. Firstly, the data in these categories are from 2000, which was the most recent available data. Given that nearly a decade has passed could account for some or all of these differences, especially in income due to inflation. Also, this research used different scales of measurement for education level, giving respondents more options than the census survey.

The zip code quotas, the number of surveys required for representative county sampling, were met in six of the county's ten zip codes (Table 8 & Figure 4). Although four zip code quotas were not reached, each quota exceeded 50% of the required amount with the exception of Todd. Only 17 surveys (39% of the Todd quota) were collected. It should be

noted however, that the Todd zip code is physically split in half by Ashe and Watauga Counties, which was not taken into account during the quota stratification. This total number of surveys may or may not be representative of the Todd population within Ashe County. The researcher stopped data collection without completing the zip code stratification due to time and money constraints. Also, the minimum requirement of 380 surveys for 95% confidence had already been met.

Table 8

Total Number of Surveys Collected in Each Ashe County Community (Zip Code)

Community (Zip Code)	Goal	Goal %	Number of Surveys Collected	Percent of Total Surveys Collected
Creston (28615)	28	7.4%	40	10.4%
Crumpler (28617)	32	8.4%	28	7.3%
Fleetwood (28626)	24	6.3%	25	6.5%
Grassy Creek (28631)	8	2.1%	13	3.4%
Jefferson (28640)	61	16.1%	63	16.3%
Lansing (28643)	53	13.9%	49	12.7%
Laurel Springs (28644)	23	6.1%	18	4.7%
Todd (28684)	25	6.6%	17	4.4%
Warrensville (28693)	22	5.8%	22	5.7%
West Jefferson (28694)	104	27.4%	109	28.2%
Zionville (28698)*	0	0.0%	2	0.5%

* Zionville was not included in the stratification goal for survey collection because, based on 2008 US Census data, most residents in this zip code reside in Watauga County, North Carolina.

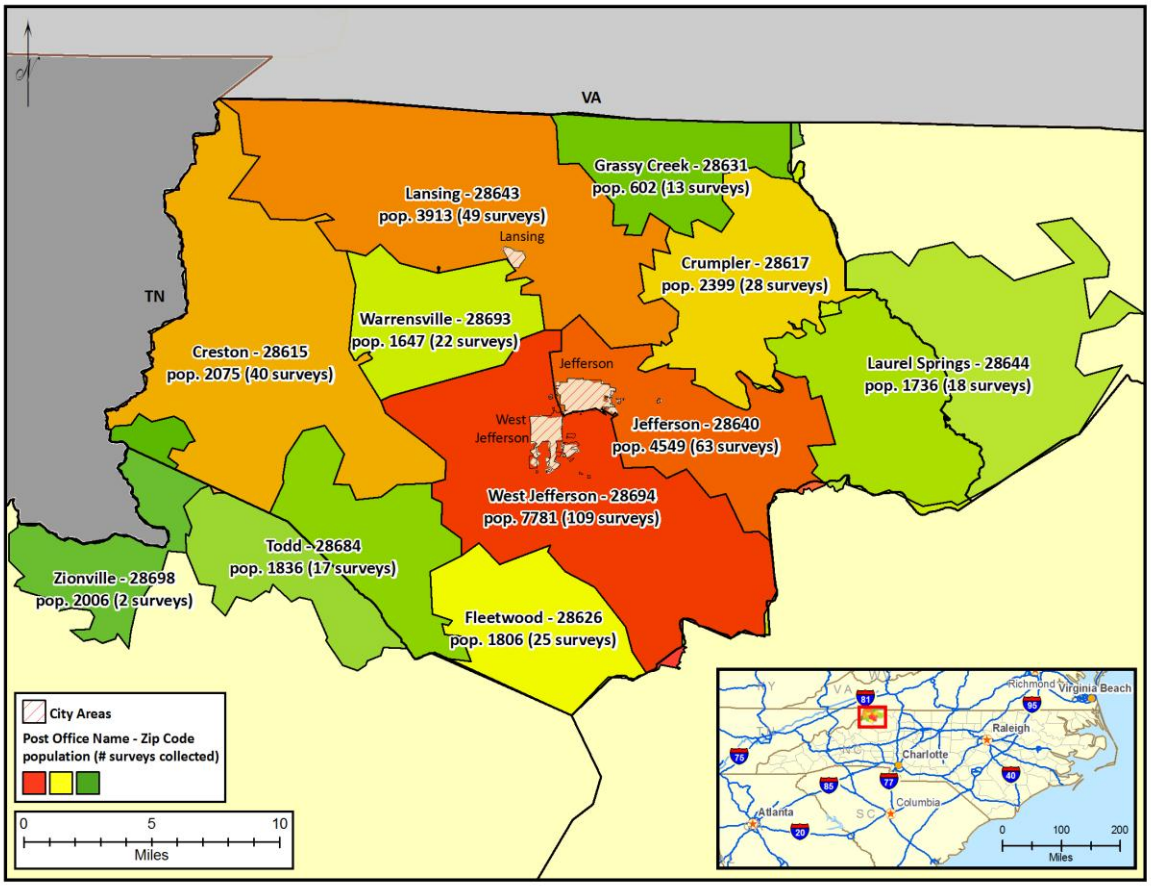


Figure 4. The Number of Completed Surveys per Zip Code.

Note: Warmer colors indicate higher numbers of collected surveys.

Profile of Respondents

A profile of respondents is presented in Table 9. Of the 394 respondents who reported their gender, 56.2% (n=223) were female. The majority of respondents were fairly well educated, with only 5.2% (n=20) having not completed high school. Many respondents, 22.7% (n=88) indicated they had some college education, but did not finish their degree. The largest group of respondents, 24.0% (n=93), was college graduates and the remaining 16.0% (n=62) had advanced graduate degrees. The average age of respondents was 55.5 years old.

The youngest respondent was 18 and the oldest respondent was 93. Ages were collapsed into three groups: young (ages 18-45), middle age (ages 46-65) and elderly (ages 66 and over). The majority of respondents 51.0% (n=177) were classified as middle aged. A quarter of respondents (24.5%) were classified as elderly (Table 9).

Table 9

Traditional Socio-demographic Profile of Respondents

	N	Percent
Gender		
Female	223	56.2%
Male	174	43.8%
Education		
Some high school	20	5.2%
High school graduate or equivalent	89	22.9%
Jr. college/Technical school	36	9.3%
Some college	88	22.7%
College graduate	93	24.0%
Advanced graduate degree	62	16.0%
Income		
Under $25,000	70	19.4%
$25,000 - $50,000	128	35.6%
$50,000 - $75,000	77	21.4%
$75,000 - $100,000	40	11.1%
$100,000 - $150,000	9	2.5%
More than $150,000	19	5.3%
Age		
18-45	85	24.5%
46-65	177	51.0%
66 +	85	24.5%

Length of residence in Ashe County was measured as a continuous variable but was then collapsed into three categories that were easier to report (Table 10). Nearly 28% (27.7%, n=109) of respondents had lived in Ashe County for 10 years or less and were classified as short-term residents. The long-term residents category held the majority of respondents with 44.5% (n=176) having lived in Ashe County for 31 years or longer.

As mentioned in Chapter III, four *percent of life* categories were created, in which the researcher aimed to capture the two extremes (0-10% and 91% or more) of life lived in Ashe County. In the lowest *percent of life* category (newcomers), 14.2% (n=47) had lived in Ashe County 0-10% of their life. This percentage is much smaller than the 41.8% (n=138) of respondents who had lived in Ashe County for 91% of their lives or more, making them lifelong residents (Table 10). By capturing respondents in these two categories, it was possible to compare the attachments and attitudes held by newcomers and lifelong residents.

A series of dichotomous questions were asked to help describe respondents and to determine predictors of attachment (Table 10). More than half of the respondents indicated they were not born in Ashe County (56.4%, n = 219). In addition, an overwhelming majority of respondents (91.0%, n=364) were not employed by the tourism industry. Respondents were nearly equally split on whether or not they participated in civic or volunteer organizations, with 49.9% (n=198) reporting 'yes.' The majority of respondents (86.2%) owned a home in Ashe County. Of those respondents who reported owning a home, 85.8% (n=296) also reported their Ashe County home was their primary residence, implying that 14.2% of surveyed homeowners owned a part-time or "summer" home in Ashe County.

Finally, homeowners were asked if their Ashe County home was or ever had been their second or part-time residence. The majority of respondents (81.4%, n=262) reported that their home had never been a summer home or part-time residence.

Table 10

Respondent Characteristics Used to Measure Attachment to Ashe County, NC

	N	Percent
Percent of life lived in Ashe County		
0-10%	47	14.2%
11-50%	97	29.4%
51-90%	48	14.5%
91% +	138	41.8%
Length of residence in Ashe County		
0-10 years	109	27.7%
11-30 years	109	27.7%
31 years or more	176	44.7%
Where you born in Ashe County?		
Yes	169	43.6%
No	219	56.4%
Are you currently employed by the tourism industry?		
Yes	36	9.0%
No	364	91.0%
Do you currently participate in any civic or volunteer organization?		
Yes	198	49.9%
No	199	50.1%
Are you retired?		
Yes	162	40.7%
No	236	59.3%
Do you own a home in Ashe County?		
Yes	343	86.2%
No	55	13.8%
If you own a home in Ashe County, is it your primary residence?		
Yes	296	85.8%
No	49	14.2%
Was your current resident ever your second-home or part-time home in the past?		
Yes	60	18.6%
No	262	81.4%

Resident Attitude Toward Tourism Summary

Respondents were asked to respond to a total of 13 items (12 from McCool and Martin 1994 and 1 original question) regarding their attitude toward tourism development. The results are presented in Table 11. Respondents most strongly agreed that tourism is one of the brightest spots in Ashe County's *economic future* (mean = 2.4), with 65% of respondents *agreeing* or *strongly agreeing* with the item. However, it is also important to note that *low pay* had the second highest mean. While the majority of respondents agreed that tourism was one of the brightest spots in Ashe County's *economic future*, 44% *agreed* or *strongly agreed* with the statement, "the problem with tourism is that most of the jobs in the tourism industry are low paying" which seems to be in conflict with the high agreement with *economic future*.

Three items (*QOL improved*, *taxed more* and *charged more*) had a majority of respondents that *disagreed* or *strongly disagreed* with each statement. This means the while the majority of respondents did not think the *quality of life* in their community had improved due to tourism, they still did not want to tax (*taxed more*) or charge (*charge more*) tourists more than locals. Forty-two percent of respondents *disagreed* or *strongly disagreed* that the *quality of life* in (their) community has improved because of tourism.

The majority of respondents (60%) *disagreed* or *strongly disagreed* that tourists should be *taxed more* than local citizens for the services they use. Likewise, a large majority (72.5%) of respondents *disagreed* or *strongly disagreed* that it would be okay to charge tourists more for things than locals pay. Indeed, *charge more* received the highest *strongly agree* score for the attitude scale at 22.9%. The item *crowd hunting and fishing* received the

most responses in the *unsure* (24.6%) category when compared to the other attitude items. This may be a result of respondents who did not hunt or fish answering *unsure*.

Table 11

Tourism Attitude: Percentages and Mean Scores for Each Resident Attitude Item*

Tourism Attitude items	Mean (Std. Dev)	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
N range = 397 – 407		1	2	3	4	5
Economic future	2.40 (1.184)	22.3%	**42.9%**	14.1%	13.2%	7.4%
Low pay	2.48 (1.006)	17.0	**35.8**	31.6	12.8	2.7
Employment	2.53 (1.151)	16.6	**43.7**	17.1	15.4	7.2
Minority benefit	2.65 (1.168)	16.3	**38.2**	15.0	25.6	4.9
Urbanization	2.67 (1.258)	22.5	**26.9**	17.5	**26.9**	6.2
Environmental impacts	2.87 (1.070)	5.7	**40.5**	22.1	24.6	7.0
Overcrowded	2.96 (1.259)	17.6	21.8	13.9	**40.3**	6.4
Crowd hunting and fishing	2.99 (1.229)	16.7	17.4	24.6	**32.9**	8.4
SOL higher	3.03 (1.201)	11.9	24.9	22.0	**31.1**	10.1
QOL improved	3.06 (1.214)	9.9	28.9	19.3	**29.6**	12.3
Taxed more	3.38 (1.209)	10.6	15.0	14.3	**45.8**	14.3
Charge more	3.66 (1.208)	8.8	12.1	6.5	**49.6**	22.9

* Bold numbers indicate the highest proportion of responses per item.

Attachment Analysis

Community Attachment Dimension Summary

All items in the CA dimension had mean scores of 4.0 or higher, with a score of four signifying *agree* (Table 12). *Friendships* and *future success* both had a mean of 4.61, indicating strong agreement. *Friendships* however had a smaller standard deviation (.598) than *future success* (.890), meaning that the responses for *friendships* clustered more closely around the mean score. A total of 97% of respondents *agreed* or *strongly agreed* with *friendships* while 98% *agreed* or *strongly agreed* with *future success*. *Future success* was the only item in the entire instrument to which no respondents choose *strongly disagree*.

Place Attachment Dimension Summary

The PA dimension also had high mean scores ranging between 4.40 and 3.81 (Table 12). The majority of respondents (88.6%) *agreed* or *strongly agreed* that they would be very *sorry to leave* if they had to move away from Ashe County. The majority of respondents *agreed* or *strongly agreed* with every item in this dimension. The item with the lowest mean (3.81) stated, "no other place can compare to Ashe County." While the majority (64.3%) *agreed* or *disagreed* with this statement, another 20.4% were *unsure*.

As mentioned previously, attachment was measured by a compilation of scales from three sources: Williams and Vaske (2003) (Table 5), Theodori (2004) (Table 3) and McCool and Martin, (1994) (Table 4). Every item had a majority of responses in either the *agree* or *strongly agree* category (Table 12). In addition, the means for 15 of the 16 items were 4.0 or higher, with 4 being *agree,* indicating that the majority of respondents had strong to very

strong levels of agreement with attachment items indicating high levels of attachment to Ashe County.

Table 12

Attachment Items: Percentages and Mean Scores for Each Attachment Item*

Community and Place Attachment Items N range = 395 - 405	Mean (Std. Dev.)	Strongly Agree 5	Agree 4	Unsure 3	Disagree 2	Strongly Disagree 1
Community Attachment [a]						
Friendships	4.61 (.598)	**65.0%**	32.3%	1.5%	1.0%	0.2%
Future success	4.61 (.890)	**63.0**	35.3	1.5	0.2	--
Remain resident	4.50 (.683)	**58.9**	32.8	7.8	--	0.5
Take care of house	4.29 (.812)	44.2	**46.5**	4.5	3.5	1.3
Similar	4.05 (.900)	32.7	**48.7**	11.6	5.3	1.8
Agree	4.04 (.890)	33.4	**45.0**	15.1	5.4	1.0
Place Attachment[a]						
Sorry to leave	4.40 (.799)	**55.2**	33.4	8.7	1.7	1.0
Special	4.38 (.731)	**47.5**	46.8	3.0	1.5	1.2
Attached	4.33 (.770)	**46.5**	43.8	5.9	3.2	0.5
Part of me	4.28 (.848)	**46.0**	42.5	5.5	5.3	0.8
Identify	4.20 (.856)	40.6	**45.1**	9.8	2.8	1.8
Rather live	4.18 (.980)	**49.0**	28.6	14.4	7.2	0.7
Who I am	4.09 (.939)	37.8	**42.5**	12.3	5.8	1.8
Satisfaction	4.08 (1.000)	**44.0**	29.4	18.8	6.7	1.2
What I like to do	4.02 (1.010)	**38.7**	36.7	14.0	9.5	1.2
Compare	3.81 (1.131)	**34.9**	29.4	20.4	12.2	3.0

[a] based on Principal components factor loadings (Direct Oblimin rotation) of .3

* Bold numbers indicate the highest proportion of responses per item

Disentangling Community Attachment and Place Attachment

An exploratory factor analysis was performed on the attitude toward tourism development items in an attempt to replicate the results produced by McCool and Martin (1994). The attitude toward tourism development items did not generate clean factors, as many items loaded on two or more factors. Therefore, it was decided to keep the attitude items separate and run analyses on individual items.

An exploratory factor analysis was used to evaluate whether CA and PA were unique factors (Table 13). The KMO value was .927, well above the recommended 0.6 (Pallant, 2005). In addition, Bartlett's test of sphericity displayed statistical significance ($p = .000$). Values obtained by the KMO (.927) and the Bartlett's test of sphericity ($p = .000$) support the factorability of these two scales. The analysis produced two factors with eigenvalues equal to or greater than 1.0, explaining 59% of the variance. Using the Kaiser's criterion, these two factors were retained and rotated using Direct Oblimin rotation. Direct Oblimin rotation was used instead of the more common Varimax rotation because previous literature indicated that CA and PA were related and Direct Oblimin rotation is used when items are correlated with one another (Tabachnick & Fidell, 2001).

One factor was comprised of only Theodori's (2004) community attachment items and thus was named community attachment (CA) (Table 13). The other factor contained a mix of items, including all of Williams and Vaske's (2003) place attachment items thus, this factor was named place attachment (PA). In addition to the Williams and Vaske's (2003) items, both of McCool and Martin's (1994) attachment items, and one Theodori (2004) CA item also loaded on this factor. The vague nature of Theodori's attachment item (*I feel very*

attached to Ashe County) led the researcher to believe it was reasonable for this item to load with PA items. It is meaningful to note that McCool and Martin's two sentiment items (*sorry to leave* and *rather live*) loaded with PA because they were originally intended to measure CA (Table 13).

Table 13

Exploratory Factor Analysis (Direct Oblimin Rotation) Results of Attachment Items

	Factor Loading	Eigenvalue	Variance Explained	Alpha
Community Attachment		8.115	50.72%	0.758
Friendships[a]	.84			
Future success[a]	.73			
Take care of house[a]	.59			
Remain resident[a]	.55			
Similar[a]	.47			
Agree[a]	.47			
Place Attachment		1.356	8.48%	0.939
Compare[b]	.92			
More satisfaction[b]	.90			
What I like to do[b]	.87			
Rather live[c]	.83			
Who I am[b]	.79			
Attached[a]	.74			
Identify[b]	.70			
Special[b]	.69			
Part of me[b]	.67			
Sorry to leave[c]	.63			

[a.] Theodori, 2004
[b.] Williams & Vaske, 2003
[c.] McCool & Martin, 1994

Community Attachment and Place Attachment Factor Characteristics

Community and Place attachment scores were then created for each respondent using the factor scores as weights. The CA factor scores ranged from 8.37 (low attachment) to

18.19 (high attachment) and are displayed in Figure 5. The PA factor scores ranged from 6.64 (low attachment) to 29.51 (high attachment) and are displayed in Figure 6. Cronbach's alphas were calculated to examine the reliability for both factors. Table 13 shows good internal consistencies ($\alpha > .7$) for both the community attachment factors ($\alpha = .758$) and place attachment factors ($\alpha = .939$). The histograms for the CA and PA factor scores displayed negative skewness (Figure 5 & Figure 6, respectively). Usually non-normal distributions mean that only nonparametric statistical analysis can be used. However, based on the justifications stated in Chapter III, it was decided to use parametric statistics.

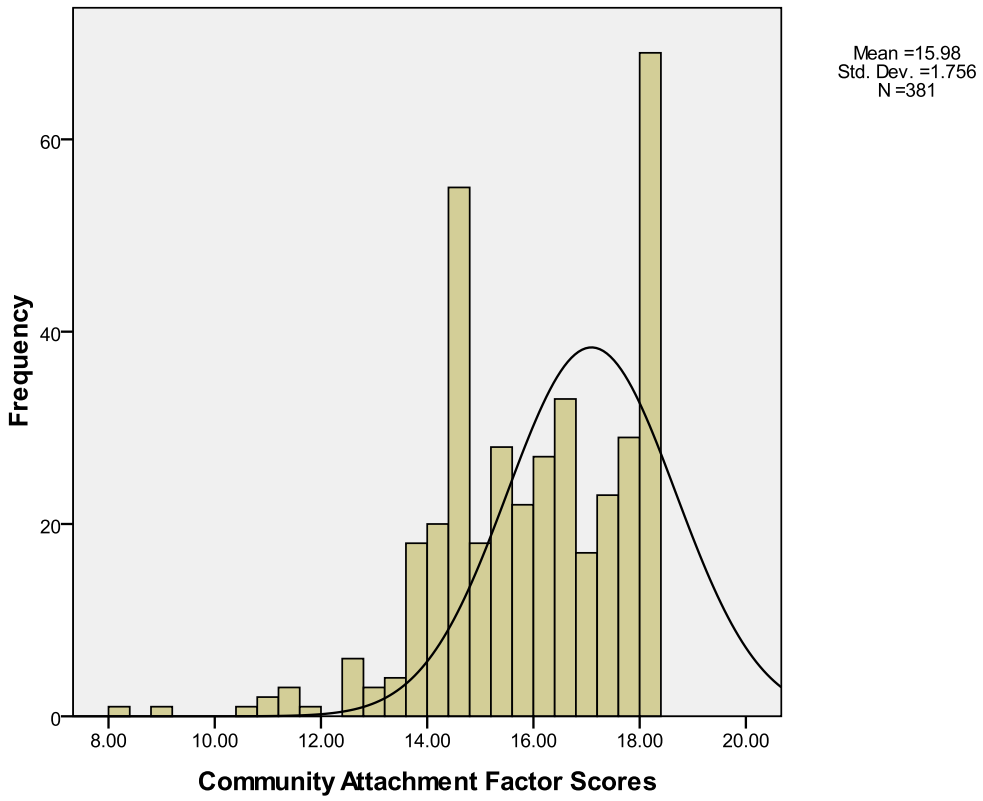


Figure 5. Community Attachment Factor Score Histogram (Total Respondents)

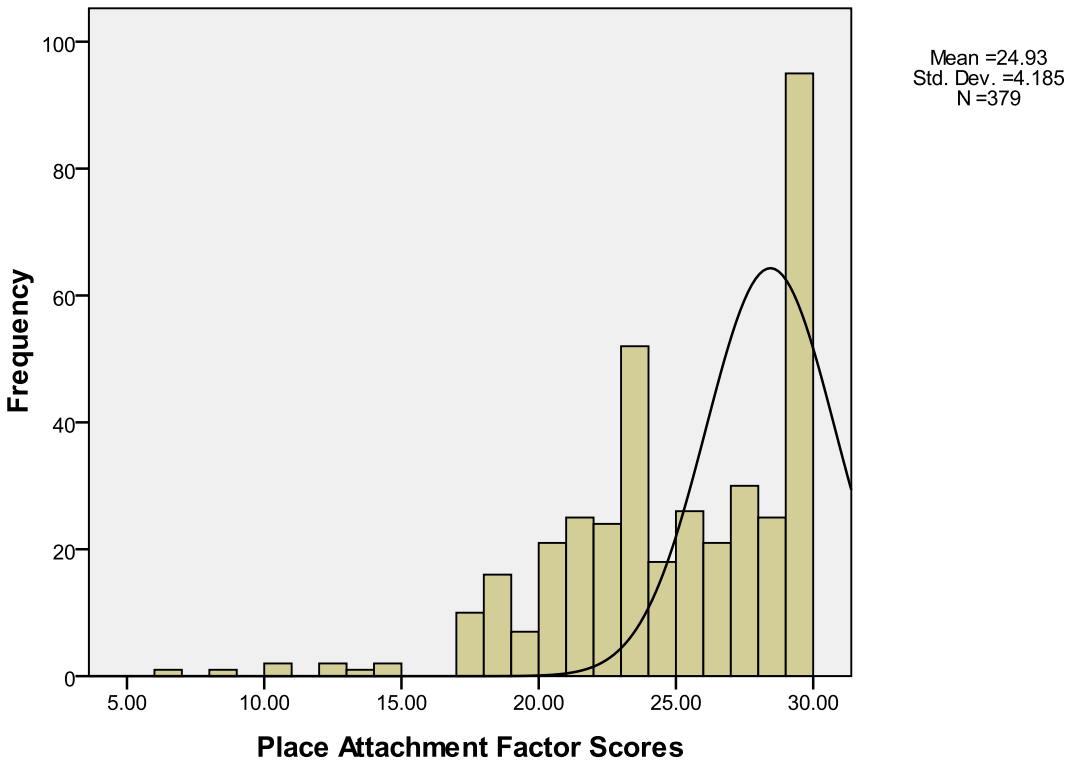


Figure 6. Place Attachment Factor Scores Histogram (Total Respondents)

Research Objective 1

Research Objective 1 explored the interrelationships between the study's three overarching constructs: CA, PA and Attitudes. Using Pearson correlation analyses, these interrelationships are explored and described.

Objective 1: To explore the interrelationships among Community Attachment (CA), Place Attachment (PA) and resident attitudes toward tourism development (Attitudes)

RQ 1a: What is the relationship between CA & PA?

H1a: CA and PA are correlated but distinct constructs.

The data reduction of the attachment items into community attachment items and place attachment factors had be addressed first in order to answer *RQ 1a: What is the relationship between CA & PA?* Community attachment and place attachment are distinct constructs. In order to explore the interrelationships between CA and PA, a Pearson correlation was conducted using the newly created CA and PA factor scores. A Pearson correlation coefficient of .669 ($p = 0.01$) demonstrated a strong, positive and statistically significant correlation between CA and PA. This score also supports the earlier finding that CA and PA are distinct constructs because a score of 1.0 would signify that the constructs were the same. Therefore, higher levels of CA are associated with high levels of PA. Thus, hypothesis 1 was supported.

RQ 1b: What is the relationship between CA & Attitudes?

H1b: CA and attitudes are negatively correlated.

Multiple Pearson correlations of CA and Attitudes items revealed five items with significant, negative correlation (*urbanization*, *overcrowded*, *crowd hunting & fishing*, *low pay* and *minority benefit*). As displayed in Table 14, the correlations are weak, with all five correlation coefficients with scores below 0.20. It is worth noting that all five items with significant correlations were anti-tourism development statements. A higher level of CA is associated with a greater tendency to agree that tourism is responsible for too fast a rate of *urbanization* and development in Ashe County (-.163). Likewise, a higher level of CA is associated with a greater tendency to agree that in recent years, the county is becoming

overcrowded because of tourists (-.172). Higher levels of CA are also associated with a greater tendency to agree that tourists *crowd* out local residents in many good *hunting and fishing* spots (-.124). Respondents with higher levels of CA also had a greater tendency to agree that the problem with tourism is that most of the jobs in the tourism industry are low paying (-.126). Finally, a higher level of CA is associated with a greater tendency to agree that only a small minority of Ashe County residents benefit economically from tourism (-.123). Hypothesis 1b was partially supported with five (of 12 possible) significant, negative correlations between CA and Attitudes.

Table 14

Pearson Correlation Scores of Attitude Toward Tourism[a] with Attachment Dimensions

	Factors	
	Community Attachment	Place Attachment
Urbanization	-.163**	-.221**
Overcrowded	-.172**	-.226**
Environmental impacts	.030	.046
Crowd hunting & fishing	-.124*	-.140**
Economic future	.035	.073
Employment	.099	.042
QOL higher	.053	.076
Taxed more	-.054	-.033
Charge more	-.039	-.018
Low pay	-.126*	-.072
SOL higher	.040	-.005
Minority benefit	-.123*	-.040

[a] This table displays variable names. See Table 2 for a list of complete questions.
* $p < 0.05$ ** $p < 0.01$

RQ 1c: What is the relationship between PA & Attitudes?

Hypothesis 1c: PA and attitudes are negatively correlated.

Multiple Pearson correlations were used to examine the relationship between PA and attitudes (Table 14). Three items were significantly and negatively correlated with PA (*urbanization*, *overcrowded* and *crowd hunting and fishing*). It is important to note that all three Attitude items correlated with PA they also correlated significantly and negatively with CA, meaning both attachment types correlated to three of the same items. A higher level of PA is associated with a greater tendency to agree that tourism is responsible for too fast a rate of urbanization and development in Ashe County (-.221). A higher level of PA is also associated with a greater tendency to agree that in recent years, the county is becoming overcrowded because of tourists (-.226). Finally, a higher level of PA is associated with a greater tendency to agree that tourists crowd out local residents in many good hunting and fishing spots (-.140). Thus, hypothesis 1c was partially supported with three Attitude items significantly and negatively correlated with PA.

Based on these findings, Objective 1 was accomplished. Interrelationships among CA, PA and Attitudes were explored. Significant correlations were found between CA and PA, as well as CA and Attitudes and PA and Attitudes. In summation, hypothesis 1a was supported while hypotheses 1b and 1c were partially supported.

Research Objective 2

Objective two explored the key determining socio-demographic variables that contribute to or predict CA, PA and Attitudes. Stepwise Regression analyses were performed to explore causation and to address hypotheses.

Objective 2: What are the key determining socio-demographic variables that contribute to CA, PA and Attitudes?

RQ2a: What are the key determining socio-demographic variables that contribute to CA?

H2a: The best predictor of CA is length of residence.

Table 15 shows the results of a stepwise regression analysis performed to address research question two. Stepwise regression was used instead of the more common multiple regression analysis because the sole purpose of this regression analysis was to determine predictors. The researcher chose to use stepwise regression because it is seen as a compromise between the other two methods of forward selection and backward deletion. In stepwise regression, the equation begins as an empty slate. When independent variables meet statistical criteria they are added one at a time to the equation. These same variables can also be deleted if they are no longer significant as the equation changes (Tabachnick & Fidell, 2001). All dichotomous items were dummy coded and the scale for attachment items was reversed (strongly agree was changed from a value of one to five, two was changed to four, etc.) so that a higher number would mean higher levels of attachment. Only significant standardized Beta coefficients are reported in Table 15.

The regression model only accounts for 4.3% of the variance in CA scores. The best predictor of CA was the percent of life lived in Ashe County (Table 15). Although this is the best predictor, it has a weak score of 0.181 with a significance of $p = 0.002$. The second variable included in the regression model was participation in civic or volunteer groups, with a weak Beta score of $\beta = .143$ and significance of $p = .015$.

Hypothesis 2a was not supported. *Length of residence* was not the best predictor or CA. Indeed, length of residence was excluded in the stepwise regression model. *Percent of life* was the best predictor of CA, followed by and participation in *civic/volunteer* organizations.

Table 15

Stepwise Regression Model for Socio-demographic Predictors of Community Attachment[a]

	Community Attachment β	**t**
Included Variables		
Percent of life lived in Ashe County	.181 (.002)	3.092
Participate in civic/volunteer organizations	.143 (.015)	2.449
n = 381		
r^2 = .043		
F = 6.518 p = .002		
Excluded Variables		
Length of residence in Ashe County	NA	.934
Gender	NA	1.071
Education level	NA	.422
Income	NA	-1.056
Residential Status	NA	1.313
Born in Ashe County	NA	.412
Employed in the Tourism Industry	NA	-.177
Retired	NA	-.896

[a]Only significant standardized Beta coefficients are reported here.

p values are in parenthesis

RQ2b: What are the key determining socio-demographic variables that contribute to PA?

H2b: The best predictor of PA is length of residence.

Table 16 shows the results of a stepwise regression performed to address Research Question 2b. This model explains 9.7% of the variance in PA scores. According to this model, the best predictor of PA was the number of years a respondent had lived in Ashe County, with a Beta value of $\beta = .303$ ($p = .000$). The second best predictor of PA was participation in *civic/volunteer* organizations, which is the same as the second best predictor for CA. The Beta score for the *civic/volunteer* item was weak at $\beta = .121$, yet significant ($p = .032$). Hypothesis 2b was supported; *length of residence* was the best predictor of PA.

Table 16

Stepwise Regression Model for Socio-demographic Predictors of Place Attachment[a]

Included Variables	**Place Attachment**	
	β	***t***
Length of residence in Ashe County	.303 (.000)	5.396
Participate in civic/volunteer organizations	0.121 (0.032)	2.151
n = 379		
r^2 = .097		
F = 15.609 p = .000		
Excluded Variables		
Percent of Life lived in Ashe County	NA	.591
Gender	NA	.989
Education level	NA	-.100
Income	NA	-1.889
Residential Status	NA	.636
Born in Ashe County	NA	.997
Employed in the Tourism Industry	NA	-.342
Retired	NA	-.424

[a]Only significant standardized Beta coefficients are reported here.

p values are in parenthesis

RQ2c: What are the key determining socio-demographic variables that contribute to Attitude?

H2c: The best predictor of Attitude is employment in the tourism industry.

As stated earlier, the items intended to measure resident attitudes toward tourism development (Attitudes) did not respond well to factor analysis. As a result, the items were not factored into domains, but have been left separate and analyzed individually. In order to answer the final research questions, *what are the key determining socio-demographic*

variables that contribute to attitude, a stepwise regression was performed using each attitude item as the dependent variable. Table 17 provides a summary of the analyses. *Percent of life* lived in Ashe County was the variable found the most often to have a correlation with the tourism attitude statement. Eleven of the 13 Attitude statements could be predicted by *percent of life* lived in the county. *Length of residence* in the county was the next most selected variable with significant scores on four attitude statements. Two of the socio-demographic variables, income and whether or not the respondent was born in Ashe County, failed to correlate with any of the attitude items.

Hypothesis 2b (*The best predictor of Attitude is employment in the tourism industry*) was not supported. *Employment* was correlated with only two attitude items (*economic future* and *SOL higher*). Relatively few respondents worked in the tourism industry (9%), which likely affected the predictive power of this variable.

Table 17

Significant Results of Socio-demographic Predictors of Tourism Attitude Stepwise Regression for Predicting Attitudes

N range: 394-407	**Urban-ization** *β*	**Over-crowded** *β*	**Envr impacts** *β*	**Crowd hunting** *β*	**Bill-boards** *β*	**Economic future** *β*	**Employ-ment** *β*	**QOL improved** *β*	**Taxed more** *β*	**Charge more** *β*	**Low pay** *β*	**SOL higher** *β*	**Minority benefit** *β*
Percent of Life lived in Ashe County	-.367 (.000)	-.386 (.000)	---	-.208 (.001)	---	.213 (.000)	.440 (.000)	.394 (.000)	-.445 (.000)	-.481 (.000)	-.185 (.002)	.120 (.038)	-.528 (.000)
Length of residence in Ashe County	---	---	---	.147 (.008)	---	---	---	---	.252 (.019)	.283 (.008)	---	---	.205 (.039)
Participate in civic or volunteer organizations	---	---	---	.116 (.003)	---	---	---	-.113 (.037)	---	---	---	---	---
Gender	.110 (.042)	---	---	---	.120 (.038)	---	---	---	---	---	---	---	.114 (.032)
Education level	---	---	---	.123 (.040)	-.190 (.001)	.147 (.008)	---	---	---	---	---	---	---
Income	---	---	---	---	---	---	---	---	---	---	---	---	.146 (.009)
Residential Status	---	---	---	---	---	---	---	---	---	---	-.141 (.021)	---	---
Born in Ashe County	---	---	---	---	---	---	---	---	---	---	---	---	---
Employed in the Tourism Industry	---	---	---	---	---	-.116 (.037)	---	---	---	---	---	-.182 (.002)	---
Retired	---	---	-.166 (.004)	---	---	---	---	---	---	---	---	---	---
	R^2=.151 F= 25.791 p= .000	R^2= -.149 F= 51.018 p= .000	R^2= .028 F= 8.313 p= .004	R^2= .170 F= 14.818 p= .000	R^2= .046 F= 7.037 p= .001	R^2= .138 F= 15.443 p= .000	R^2= .160 F= 55.516 p= .000	R^2= .186 F= 33.224 p= .000	R^2= .071 F= 11.186 p= .000	R^2= .081 F=12.779 p=.000	R^2= 073 F= 1.428 p= .000	R^2= .054 F= 8.302 p= .000	R^2= .206 F= 18.708 p= .000

p values for variable within model are in parenthesis

Percent of life lived in Ashe County was the best predictor of tourism attitude in this study, with a statistically significant effect on 11 of the 13 tourism attitude items (Table 17). Also, many of the Beta scores for *percent of life* were some of the highest in the regression model. The Beta score for *percent of life* and *minority benefit* was the highest Beta score β = -.528 (p = .000). This finding means that the larger *percentage of life* a respondent had lived in Ashe County the more likely they were to agree that only a small minority of Ashe County residents benefit economically from tourism. The variables *charged more* (-.481), *taxed more* (-.445), *overcrowd* (.-386) and *urbanization* (-.367) also had negative, significant Beta values with *percent of life*. Respondents who had lived a greater *percentage of life* in Ashe County were more likely to agree that tourists should be charged more and taxed more than residents. These respondents were also more likely to agree that tourism is responsible for a too rapid rate of *development* and *overcrowding* in the county. Respondents with a larger *percentage of life* lived in Ashe County were also more likely to disagree that the tourism industry provides many worthwhile *employment* opportunities for Ashe County residents.

The second best overall predictor of attitude toward tourism development was *length of residence* in Ashe County (Table 17). This variable had four statistically significant, positive Beta scores for *crowd hunting* (.147), *taxed more* (.252), *charge more* (.283) and *minority benefit* (.205). This means that the more years a respondent had lived in Ashe County, the more likely they were to disagree that with the aforementioned items. Respondents who lived more years in Ashe County were more likely to disagree with the following: tourism was *crowd*ing locals out of good *hunting* and fishing spots, tourists should

be *charged more* or *taxed more* and to disagree that only a *minority* of respondents benefit economically from tourism.

It is also important to note that the r^2 values of the regression models discussed above are weak, explaining little of the total variance in each model (Table 17). While the predictive power of *percent of life* is a significant predictor of Attitudes, the largest percent of variance explained by any model was in 20% in the *minority benefit* model. Much variance remains unexplained.

Qualitative Data Summary of Important Findings

Responses to the open-ended question suggest several concerns that were not explored in the quantitative portion of the study. The majority of respondents (n = 274, 67.3%) wrote a comment for the open-ended question. Several respondents commented that tourists or tourism was raising the price and value of land and homes in the county. Tension between newcomers and long-term residents, sometimes referred to as "natives" was also discussed. In addition, some written comments alluded to the aforementioned concept of last settler syndrome. Finally, many respondents commented on what they see as a tension between tourism and factories as competing industries in the county.

Nearly 40 respondents commented on their belief that tourism was raising their cost of living, particularly with regard to taxes and price of land. Most comments were negative with regard to the change in values, but a few were positive. One respondent felt that, "tourism has made land and home prices go way beyond what they are really worth, which makes it impossible for local residents to purchase a home." Another respondent noted, "the tourists coming in seem to have a wealthier status than most of the local people and are

willing to pay more for a farm or piece of land. Because of this, the real estate in our county has risen outrageously and none of the younger generations of locals can afford to buy land or homes in the place where they know as home." Given the large number of respondents who mentioned similar issues, it is unclear whether respondents were answering attitude questions with regard to tourists or part-time/second-home owners. Only one respondent explicitly separated tourists and newcomers stating, "Tourism (actually the establishment of residence by former tourists) has escalated land prices to a level that it makes it difficult for natives to retain their land holdings and for younger natives to establish residence here…." Further investigation into separating tourists and part-time or "tourists-cum-residents" by defining each could yield different quantitative results.

As illustrated in the above quotes, several respondents spoke of tension between "natives" and tourists. Based on these comments, it seems that most of this tension is brought about by changes in the price of land and cost of living for Ashe County residents. Others mentioned differing values between the two groups and aggravation at newcomers who try to change the status quo. One respondent commented, "There are good people who have moved here and blended. But there are also thousands more that have moved here to be in a small town and have tried to change everything about it. They just weren't raised with the same values as people whose families have been here for generations." Another more positive comment stated, "tourism truly improves real estate sales and anything associated with the river, but as tourists buy homes and land, they tend to want to change the very things they claim are so good here." Several other respondents also commented on their disappointment that tourists or newcomers want to change things in the county in particular

with regard to bringing in ABC stores and the sale of alcoholic beverages in restaurants. One respondent commented, "it [tourism] has allowed governmental policy changes that are counterproductive to a traditional Ashe County lifestyle," while another stated, "tourism has caused lots of rules to be passed that are not 'Ashe County'." This perceived threat to the traditional values and lifestyle of Ashe County is an important impact to note and monitor because an erosion of local lifestyle could negatively impact the quality of life of the residents.

Other respondents spoke of a split society. One respondent stated, "I believe it [tourism] has hurt the everyday working man around here. There are no jobs. There is no in-between. The rich or the poor is all. Tourists are worse for the situation." Newcomers building homes that are much larger than the typical Ashe County dwellings exacerbate this seemingly wide divide between the rich and the poor. Another respondent commented, "it [tourism] has sent young people away and brought an end to how people like and how the land looks. It has created a split society."

As previously mentioned, the last settler syndrome refers to newcomers wanting to be the last settler in an area. In other words, after they move to an area they want all other growth to cease. One respondent illustrated this concept perfectly with their written comment stating, "I hope to retire to the area. I am concerned about overdevelopment. We've been coming to the area since 1983 and see a dramatic change, better for downtown but worse for the landscape." This dissatisfaction with changes that have occurred since their first contact exemplifies the feelings of the last settler. Another respondent wrote, "I wasn't

born here [Ashe County], but I got here as fast as I could. If I was born here, I would hate tourism."

Another respondent wrote, "with the economy like it is, I think tourism has had a positive effect, but in the long aspect of it, I think it's going to take away the private and personal part of neighbors and friends knowing one another." Some respondents noted that they would rather see the county recruiting factory jobs instead of tourism. One respondent noted, "People benefit from tourism, however I feel the county needs to lure more factories or businesses to come to Ashe County. Our people are having to leave to find good paying jobs. Young people are leaving. We need to find some way to keep them here." While another respondent stated, "Tourism don't bring in many jobs. We need more factories." Four respondents even went so far as to say that the tourism industry is the reason for the decline of factory work in the county. One respondent stated, "I feel because of tourism, factories with good benefits and pay have left." While another respondent felt that increased tourism is the reason that factories are no longer coming to the county, saying, "[tourism] is keeping factories out of our county. People are having to leave here to find work."

While these open-ended comments cannot be quantifiably measured and generalized to the county as a whole, they do offer important insights. Quantitative survey instruments cannot capture all elements of importance, especially in a resident attitude situation and these comments serve to identify impacts and other variables that may affect a resident's attitude toward tourism development.

CHAPTER V

DISCUSSION AND IMPLICATIONS

The results of this exploratory research serve to expand the body of knowledge in the realm of resident attitudes toward tourism development, community attachment and place attachment. This section provides a discussion of the study's findings, then compares results with previous studies and explores possible reasons for agreement or disagreement. Limitations of this research, as well as recommendations for future research are also included.

The findings of the exploratory factor analysis (Table 13) and Pearson correlation analyses (Table 14) completed to examine Research Objective 1 are conceptualized in a flow diagram in Figure 7. As discussed in Chapter IV, the results of a Pearson correlation analysis demonstrated a strong correlation score (.669) between CA and PA. This finding also supports hypothesis one, that CA and PA are distinct but correlated constructs. Support for this hypothesis adds to the body of knowledge for both community attachment and place attachment research. Now that these different types of attachment can be separated from one another, more information can be ascertained about how they affect resident attitudes in tourism and other fields. Reuse of the survey instrument utilized in this study can help researchers measure the attachment of interest CA or PA without also measuring both by accident and thereby inflating attachment levels.

Figure 7 displays a diagram used to more easily conceptualize and understand the results of this study. This does not display a structural equation model or path analysis. The diagram illustrates the correlations among CA, PA and resident attitudes toward tourism

development. As demonstrated by the bold two-headed arrow, CA and PA were positively correlated. This arrow is bolded to display strong correlation. In addition, the thinner, double-headed arrows signify the weak, negative correlations between CA, PA and attitude items (blue boxes).

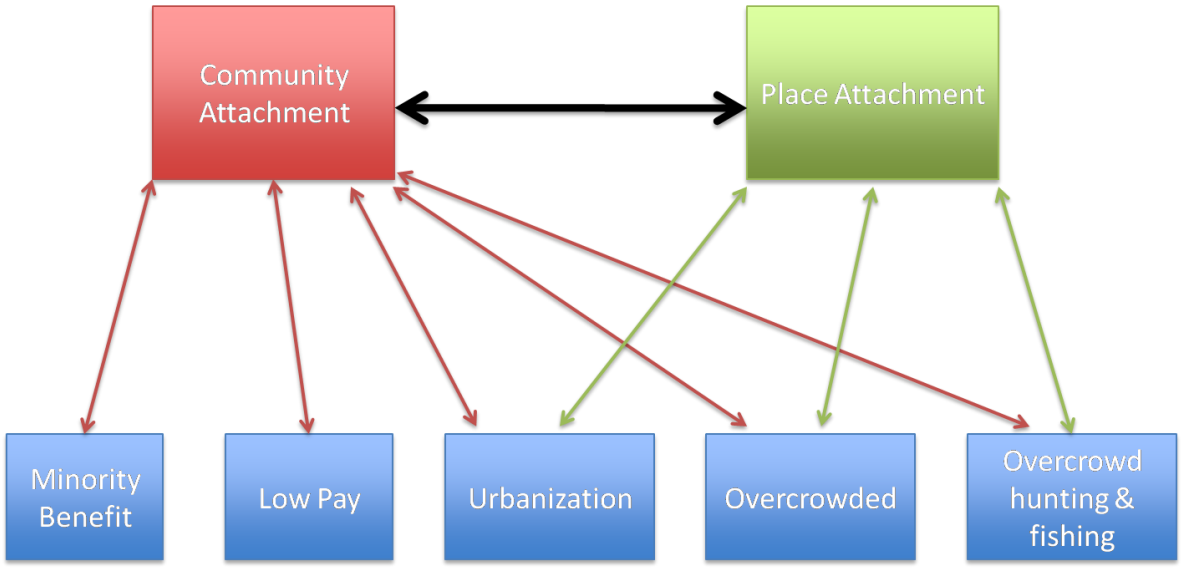


Figure 7. Conceptualization of Significant Findings of Interrelationships of CA, PA and Attitudes (Research Objective 1)

Note: The bold arrow indicates a strong correlation between community attachment and place attachment, based on a Pearson Correlation. The thinner arrows indicate weaker correlations, based on Pearson Correlations. This is not a structural equation model or path analysis.

Resident Attitudes Findings

Since the attitude items in this study were not conducive to data reduction by factor analysis, an attitude score is unavailable for each respondent. Instead of comparing groups with positive or negative attitudes toward tourism in general, agreement or disagreement with specific items were examined.

The majority of respondents agreed that most of the jobs in the tourism industry are low paying. This supports findings of Lankford (1994), Lankford and Howard (1994) and McCool and Martin (1994). However the findings of this research do not support Liu and Var's 1986 study, which found that residents perceive a positive gain in standard of living in Hawaii. Forty-one percent of respondents disagreed or strongly disagreed that tourism had increased their household standard of living. These findings suggest that Ashe County residents tend to view tourism in a negative light with regard to tourism industry wages and tourism's influence on their quality of life. This attitude may be partially explained by the small percentage of the county residents actually employed by the tourism industry. Only 370 residents or roughly 1.5% of the population of Ashe County was employed in the tourism industry in 2008 (U.S. Travel Association, 2008). This average is similar to the North Carolina state average of approximately 2% (U.S. Travel Association, 2008). This small employment number helps to explain why so few respondents identified themselves as tourism industry employees. Even though the percentage of tourism industry employees captured in the data collection of this study (n = 36, 9%) was higher than the actual percentage reported by the U.S. Travel Association, the sizable gap between this group and the other respondents as a whole, made comparison of this small group to the larger whole

undesirable for statistical analysis. The difference between actual and sampled tourism industry employees is probably due to the intercept sampling method employed by the current study, which concentrated on high traffic areas of each community.

The overall findings of resident attitudes toward tourism in this study are mixed (Table 11). The general finding in resident attitude research is that residents are, overall, not concerned with the negative aspects of tourism (Andereck & Vogt, 2000; Andereck & McGehee, 2008). By contrast, the findings of this study seem to be evenly split with regard to overall positive or negative attitudes. The majority of respondents held negative attitudes regarding five items (*urbanization, QOL improved, low pay, SOL higher* and *minority*) and positive attitudes in another six items (*overcrowded, environmental impacts, crowd hunting and fishing, economic future* and *employment*). The aforementioned differences between this study and the others listed above could stem from a number of factors. The difference could lie in site-specific issues in Ashe County or be a product of a bias instrument. The difference could also point to the downward fall of Butler's (1980) destination lifecycle model. While determining the stage of destination life cycle in Ashe County is beyond the scope of this research, it should be noted that this might be an intervening factor with regard to resident attitude.

The mix of positive and negative attitudes in this study is more consistent with work that shows residents having both positive and negative attitudes based on dimensions, such as, environment, economy, social, negative or positive (Andereck & Vogt, 2000; Lankford, 1994; Lui & Var, 1986). Because the attitude questions in this study were not factorable this comparison cannot be made with certainty. However, when grouping attachment items based

on the factor analysis done by McCool and Martin (1994) these questions tend to hold together as generally positive or negative (Table 2). For example, McCool and Martin used a dimension titled *economic benefit* including the items *low pay, SOL higher* and *minority*. The majority of respondents in the current study held negative attitudes on these items. Additionally, McCool and Martin's four items in the negative attitude dimension also produced three consistent positive attitudes. Attitudes in this study were likewise positive for positive dimension statements and negative for the equity dimension items.

Place Attachment and Community Attachment Findings with Regard to Attitudes

The items chosen for inclusion in this study to ascertain attachment levels factored into the separate dimensions of community attachment and place attachment, as expected (Table 13). This supports the researcher's hypothesis that CA and PA are separate constructs. Another insightful result of the factor analysis was that the two community sentiment items from McCool and Martin (1994) loaded on the PA factor. This is meaningful because the items *sorry to leave* and *rather live* were originally intended, by McCool and Martin (1994), to measure community sentiment (CA). However, as they suggested, the items instead factored with the PA items (Table 13). This finding supports the supposition that McCool and Martin (1994) made in their conclusions. They were concerned that perhaps they had measured two different types of attachment in their study; a) a measure of a respondents attachment to community relationships, traditions and lifestyle *and* b) another type of attachment of a respondent's dependence on the physical landscape of their community (McCool & Martin 1994). Though McCool and Martin (1994) did not call these two types of attachments CA and PA per se, they are described as such.

Similarly, the findings of the current study also support Brehm, Eisenhaur and Krannich's (2004) study that asserted community attachment was made up of two distinct factors; social attachment and natural environmental attachment. The findings based on attachment levels between newcomers and long-term residents were similar and the difference between the overall findings of the current study and Brehm et al. (2004) may be semantics. Both studies reduced attachment items to two factors dealing with social and landscape attachments (with the majority of respondents in both studies exhibiting high levels of both CA and PA) and simply chose to name and interpret them differently. Separating CA and PA, instead of calling social and landscape attachment components of CA, is more direct and more likely to be adopted by non-academic tourism planners and government officials.

The Pearson correlation of both CA with attitude items and PA with attitude items produced some additional significant results. Both CA and PA were correlated with the following three items: *urbanization, overcrowded* and *crowd hunting and fishing* (Table 14 and Figure 7). This supports findings from previous studies showing that higher levels of PA will result in a greater likelihood for negative attitudes toward any tourism impacts pertaining to loss of undeveloped land and viewshed impairment (Andereck 1995; Williams et al., 1992). While both CA and PA were correlated with these variables, PA had a higher *r* value, showing a stronger correlation. Community Attachment was also correlated with the same three items and two others (*low pay* and *minority*), which supports Perdue et al. (1999) who found that residents were likely to take notice of environmental impacts, but also be concerned with economic aspects of tourism development.

It is important to note that only CA was significantly correlated with items that dealt with economic development and equitable distribution of economic benefits, whereas high PA indicated a greater correlation with items dealing with land (Table 14 and Figure 7). This supports the idea that respondents who are attached to community are more interested and in tune to economic development and equitable sharing of gains. Respondents with higher PA were concerned with the environmental impacts of tourism such as urbanization and overcrowding, without significant concern for economic benefit. This suggests that in the planning stages, newcomers would advocate for environmental protection and regulations such as zoning, while long-term residents would be more concerned about the environment but also take notice of the economic aspects of tourism.

Socio-demographic Predictors of Community Attachment and Place Attachment

The results of the stepwise regression show some meaningful similarities and differences among the best predictors for CA and PA (Table 15 and Table 16). Figure 8 displays a diagram used to more easily conceptualize and understand the results of this study. This does not display a structural equation model or path analysis. This figure displays the results of two stepwise regression models; one examining socio-demographic predictors of CA and another examining socio-demographic predictors of PA. The arrows in this diagram point in only one direction, displaying causation and bold arrows indicate the strongest beta score in each regression model.

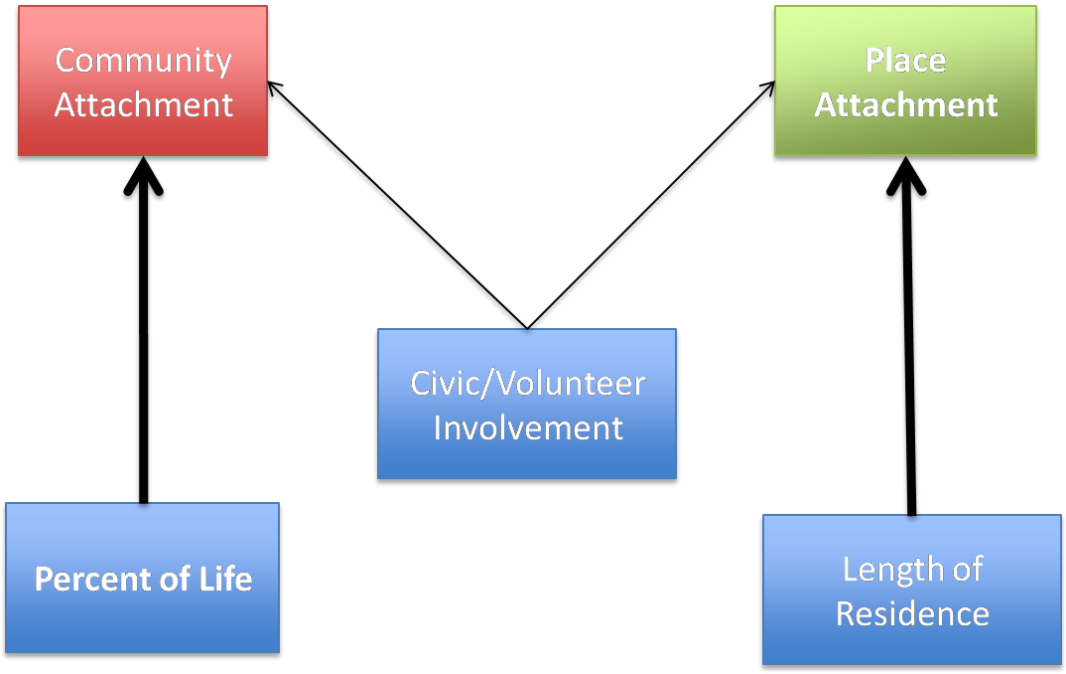


Figure 8. Conceptualization of the Significant Findings of Predictive Relationships of Socio-demographic Variables on CA and PA (Research Objective 2)

Note: The bold arrows indicate the strongest predictive relationship in each stepwise regression model. The thinner arrows indicate weaker predictive relationships, based on each stepwise regression model. This is not a structural equation model or path analysis.

The best predictor of CA was *percent of life* lived in Ashe County (Table 15). This variable was not found in any published work pertaining to attachment or resident attitudes. The concept of a *percent of life* variable was brought to the attention of the researcher when one respondent commented verbally, "I've lived here [Ashe County] for 47 years and I'm still not considered local." This opinion was also referred to at the previously mentioned 2008 roundtable discussion. These findings suggest that *percent of life* may be a new, useful variable in attachment research. The disconnect between newcomers and life-long residents could be one reason why *percent of life* is such a strong predictor of CA while it is not for

PA. As, McCool and Martin (1994) suggested, newcomer residents can quickly form strong attachments to the physical landscape while social ties take much longer to establish.

Length of residence was the best predictor for PA (Table 16). McCool and Martin (1994) noticed that both long-term and newcomer residents had high levels of attachment in their study. They concluded that perhaps they had measured two different types of attachment. They believed newcomer residents had answered their attachment items based on a connection to the physical location (PA) whereas longer-term residents had answered the items as intended; as attachment to social and community bonds (CA). This confusion was part of the inspiration for this study and this finding along with the factor analysis above supports McCool and Martin's (1994) supposition. This study builds on their research by attempting to disentangle CA and PA and further understand the effects of each attachment on resident attitudes toward tourism development.

Participation in civic or volunteer organizations was the second best predictor for both CA and PA (Table 15 and Table 16). Previous research has found this independent variable to be a significant predictor of attachment (Kasarada & Janowitz, 1974). This seems logical as it is to be expected that civically involved residents would have higher levels of attachment to their community and landscape.

The *percent of life* variable, created in this study, was the best predictor for nearly all of the resident attitude items (Table 17). Respondents with a higher *percent of life* lived in Ashe County were more likely to agree that tourism is causing too fast a rate of *urbanization*, *overcrowding*, and crowding the locals out of good hunting and fishing spots (*crowding hunting and fishing)*. These items all have environmental components and supports previous

research that stated residents took notice of environmental impacts of tourism (Andereck & McGehee, 2008; Um & Crompton, 1987). Based on these findings, the higher the *percent of life* of lived in Ashe County (and thereby higher CA), the more likely they are to hold negative attitudes toward tourism development. This supports the findings of Um and Crompton (1987) who determined that the more attached a resident was to their community based on heritage, length of residence and birthplace, the more likely they are to notice environmental impacts of tourism. This suggests that high percent of life (high CA) residents are more likely to take a holistic view of tourism in their community and both its positive and negative impacts.

It is also important to note that the r^2 values of the *percent of life* regression models are weak, explaining little of the variance in each model (Table 17). While the predictive power of *percent of life* is an exciting discovery, the largest percent of variance explained by any model was in 20% in the *minority benefit* model. While this is an important contribution to the body of knowledge, the small percent of variance also demonstrates how much is still unexplained in the field of resident attitudes.

By contrast, the higher the *percentage of life* a respondent had lived in Ashe County, the more likely they were to disagree that tourism is one of the brightest spots in the *economic* future of Ashe County and that tourism provides worthwhile *employment* opportunities. In addition, residents with a higher *percentage of life* were more likely to agree that only a minority of Ashe County residents benefit economically from tourism. These findings do not support previous research stating that residents recognized economic development potential in tourism (Perdue et al., 1999). These findings point to a different

ideal that residents with high *percent of life* (and thereby high CA) are concerned about the quality of jobs and number of jobs available in the tourism industry and feel that only a small portion of the population is gaining the monetary benefits of the industry.

Another worthwhile finding concerned charging and taxing tourists more than locals. While the majority of respondents *disagreed* or *strongly disagreed* with the idea of charging higher prices (60.1%) and higher tax rates (72.5%), these items were negatively correlated with *percent of life* (Table 17). This means that respondents with a higher percent of life were more likely to *agree* or *strongly agree* with these statements. This is particularly notable because *percent of life* not only predicts these attitudes but changes the likely response from *disagree* to *agree*. High *percent of life* respondents seem to be a group of respondents that answer this item differently than the majority, demonstrating an important difference between natives and newcomers. This finding suggests that newcomers still remember being tourists of Ashe County and disagree that tourists should pay higher taxes or fees. By contrast, long-term residents feel it is only fair that tourists, who they believe are raising the cost of living, should pay more than the locals.

Finally, higher *percent of life* respondents were more likely to *disagree* that tourism had improved the *quality of life* in the community and disagree that their household s*tandard of living* was higher because of money spent by tourists in the county (Table 17). These findings support previous research that found both newcomer and long-term residents perceived no personal benefit from tourism (Andereck & McGehee, 2008; Long et al., 1990; Perdue et al., 1991). The importance of this finding should not be overlooked. As mentioned in Chapter II, resident support is crucial for success of tourism. In this study, long-term

residents perceive no personal benefits from tourism, while newcomers appear ambivalent. As previously mentioned, both respondents with high levels of CA and PA noted negative impacts of tourism. Without some perceived positive impacts, resident attitude toward tourism development is unlikely to improve.

Length of residence lived in Ashe County was the second best predictor of resident attitude, which supports the findings of McCool and Martin (1994) and McGehee and Andereck (2004) while opposing the findings of Allen et al., (1993). All four of the attitude items that could be predicted based on number of years lived in Ashe County had the opposite directional relationship as *percent of life* (Table 17). For example, a negative beta score indicated that the larger percentage of life a respondent had lived in Ashe County the more likely they were to agree that tourists crowd out local residents in many of the good hunting and fishing spots. By contrast, a positive beta score indicated that the respondents with higher numbers of years lived in Ashe County the more likely they were to disagree that tourists were crowding locals out of their good hunting and fishing spots. This further supports the case that *percent of life* and *length of residence* measure two different groups of respondents with differing attitudes toward tourism. There is a disconnect between these two groups that warrants further investigation. This study did not contain an exhaustive list of tourism impacts. There may be others (i.e. traffic, crime, erosion of social culture) that demonstrate differing opinions between *percent of life* and *length of residence*. Also, there is a gap in the body of knowledge concerning the difference between *percent of life* and *length of residence*, as *percent of life* appears to be a new indicator.

According to past research (Andereck & McGehee, 2008; Harrill & Potts, 2003; Liu et al., 1987; McGehee & Andereck, 2004; Perdue et al., 1990; Smith & Krannich, 1998) economic dependence is a good predictor of tourism attitudes. A question was included in this survey to determine whether or not the respondent was employed by the tourism industry. However too few respondents replied yes, making comparisons of those employed in tourism and those not difficult.

Implications

While a wealth of data exists on resident attitudes and its link to successful tourism development (Andereck & McGehee, 2008; Ap & Crompton, 1998; Lankford, 1994), there is a noticeable gap in literature on the application of this data. The next step needs to be taken by tourism professionals, planners and researchers to bridge the gap between academic research and tourism stakeholders. As Harrill and Potts (2003) stated, "tourism is …invisible to many planners, so tourism development is often left to private developers and leisure service providers," who may not have the best interest of the community in mind. Planners need to recognize the need for their expertise in the field of tourism and become involved. Demonstration that newcomers view tourism development (and in this case second-home development) differently than long-term residents is valuable information in this field. In addition, a free flow of data and information is needed in the development stage of community planning. Data supplied by this study would be useful to Ashe County planners as they make decisions on future development and revitalization. By identifying the negative impacts and positive benefits perceived by residents, these impacts can be negated or encouraged appropriately in the planning process.

Planners and government officials could use this survey instrument to gauge resident attitude toward tourism development in the planning stages. Identifying the likes and dislikes of the public prior to tourism development could lead to better planning and as a result a better tourism product. Cooperative extension is another, and perhaps the best, vehicle for change in tourism planning. Extension agents work closely with their community officials and residents, while also having access to the latest academic research and university researchers. Understanding how residents feel about tourism by identifying both their positive and negative attitudes toward tourism and its impacts in their community could lead to better communication and decision-making, leading to a more successful and sustainable industry.

A tourism management plan is needed in any community that is experiencing growth in tourism, especially in high natural resource amenity communities (Harrill & Potts, 2003). Any community in Ashe County, or the county as a whole, could use the data provided by this research to help create a tourism management plan. With data from this thesis supporting the decisions behind the plan, the planners could be more confident that they are addressing the actual concerns of the community. For example, higher levels of CA and PA are both associated with a greater tendency to agree that in recent years, the county is becoming *overcrowded* because of tourists.

Zoning and land-use regulations seems a logical solution for areas dealing with growth, yet residents in many rural areas are resistant to this type of government interference, as evidenced earlier in the discussion of zoning at the 2008 C.A.F.E. meeting. However, based on the findings of this study, county planners would have evidence of resident concern,

depoliticizing the hot-button topic of zoning and land-use regulations. One respondent noted their concern and hope for future planning by commenting, "I think tourism has had a positive impact on the area overall, but it encourages residential development that will eventually destroy the rural nature of the county. There's a need for very careful land use planning to preserve the things that are so special about this county." Residents who are educated on the possible benefits and pitfalls of tourism in their community should be integral to the planning process. This education could come about through newspaper articles, radio programs, public forum meetings and/or informative brochure publications. This study will serve to open lines of communication in Ashe County and could be replicated in other counties or communities that are actively pursuing tourism development.

Limitations

While this study does have theoretical and practical merits, there are limitations that could affect both the internal and external validity of this study. Internal limitations include sampling methods, survey design and study area. External limitations include the season during which the sampling occurred and the economic climate during the study. Each will be discussed at length in this section.

Sampling

Several different methods of sampling exist in the social sciences. While the current study utilized a modified probability sample, a simple random sampling could have also been used. To obtain a representative sample of the entire county, the respondents for this research could have been chosen at random from a sample frame containing all Ashe County residents. The Ashe County tax parcel data would have been a good sampling frame for this

task and every Ashe County landowner would have had an equal opportunity to be chosen for this research. While this simple random sampling method could have sampled residents that were not likely to frequent the shopping centers and restaurants used in the current study, the response rate would have likely dropped, raising the risk of non-response bias (Babbie, 2008). In addition, several respondents asked that the survey be read aloud to them by the researcher due to various reasons such as poor eyesight, inability to read or write and difficulty holding the clipboard. Mail surveys may not have captured respondents with similar debilities. Due primarily to financial constraints, an intercept model was used. Every n^{th} adult (determined by traffic flow), was approached to fill out a survey. Thus, using a modified probability sample, a systematic quota-sampling plan was used. Therefore the researcher may not be able to generalize the results countywide due to the inherent demographic and resident bias (Riddick & Russell, 1999). However, comparison of census data and survey demographics were closely aligned suggesting that a good sample of the county was achieved. While this intercept-sampling model was scientifically sound, it does raise issues of whether or not the findings of this study can be generalized to other areas.

Instrument Design

One major constraint of this study was that no published studies could be identified which used the type of instrument needed, leading to a modified instrument being created and implemented. Three separate sets of questions from three separate research studies were combined and then modified to create the instrument for this study (Appendix). Previous research has also combined previously used Tourism Impact Attitude Scale (TIAS) instruments while adding their own attachment items.

Harrill and Potts (2003) and Vesey and Demarche (2000) used a modified version of Lankford's 1994 TIAS to measure resident attitude while including their own questions, drawn from literature, to measure attachment. Stedman (2006) also combined scales to measure place attachment of second-home owners in Wisconsin. Stedman's (2006) scale was constructed of items from two different studies; Stryker and Serpe (1982), Jorgensen and Stedman (2001). In addition, the items from Jorgensen and Steadman had been modified from two other scales: Morre & Graefe, 1994; Williams et al., 1992. Though chosen based on previous research, the scales used in the present study had never been combined or shortened before and may have overlooked important attributes and factors. However, the current study did take steps to create the most reliable scales possible. PA and Attitude items were chosen from existing scales based on strong factor analysis scores and were found to be reliable in their original studies.

Four original items were also included to explore issues that were specific to Ashe County. These items did not factor well and were removed from the analysis during factor analysis and subsequent correlation tests. The researcher had intended to explore the relationship between generational ties and attachment, but did not create an effective item for this purpose. The item that was originally created was confusing for respondents. Several respondents asked the researcher how they should answer the item if they had no generational ties to Ashe County. Some wrote "NA" over the item while others chose strongly disagree or unsure. As a result, this poorly worded item was not analyzed. Thus, it was not possible for the researcher to examine generational ties with regard to CA, PA and Attitudes. This data could have possibly revealed important data for Ashe County or

revealed another difference between predictors of CA and PA. A similar problem was found in two other original items, *I enjoy living in Ashe County because no other place can offer me similar hunting and fishing opportunities* and *I live in Ashe County because no other place can offer me similar farming opportunities*. Just as in the case of the generational ties item, respondents who did not hunt, fish or farm were confused about the best way to answer these items. In hindsight, it would have been more appropriate to ask respondents to choose yes or no for generational ties, hunting and fishing and farming. Then, if they responded *yes*, ask if that is an important consideration for living in Ashe County. This likely would have resolved the confusion and resulted in the collection of more useful data.

Another limitation of the survey instrument was the researcher did not define the term tourist in the survey instrument. Many respondents wrote comments about second-home owners, part-time residents, summer people and so forth. It is unclear whether or not respondents answered the survey thinking of tourists who come and go from the county on vacation or people who were once tourists and then built a residence in the county, becoming part-time residents or second-home owners. Defining tourist in the survey instrument could have led to different results.

The question, *were you born in Ashe County?* may not have captured all "native" Ashe County residents. Several respondents asked the researcher how they should answer if they were born in the Watauga Hospital. Watauga County borders Ashe to the south and has a much larger hospital than Ashe County. Many Ashe County residents give birth in Watauga County either because it is geographically closer to their home than Ashe Memorial or because they want the security of a larger hospital. Respondents who were native Ashe

County residents may have answered "no" for this question because they were born in Watauga County. In the future, this question should be reworded to capture local information of this type. Perhaps the question should be reworded to say, "do you consider yourself a lifelong resident of Ashe County" or "were you born in Ashe County or any of the surrounding counties."

Finally, conceptualizing the current study in differing ways could have led to alternative forms of data collection and overall research methods. Selecting different scales when creating the current study's modified scale could have led to different results. In addition, utilizing qualitative research techniques would have complemented the quantitative methods and enriched the interpretation of findings in the current study.

With regard to scale selection, using a more current resident attitude instrument could have resulted in higher Pearson correlation scores between CA, PA and Attitudes. For example, to create the scale used in their 2004 study, McGehee and Andereck, gleaned items from the following studies: Lankford and Howard (1994), McCool and Martin (1994), Allen et al. (1993) and Long et al. (1990). They utilized different dimensions from the aforementioned studies to create a possibly more effective survey instrument. Use of different Attitude scales could have resulted in factorable resident attitude dimensions, making analysis more concise and strong. Resident attitude factor scores would make regression of Attitudes items possible, instead of modeling each question individually as was done in the current study. In addition, differently worded attitude items may have resulted in stronger Pearson correlation scores between CA, PA and Attitudes.

Finally, the current study could have used qualitative methods or a mix of qualitative and quantitative methods to explore the interrelationships of CA, PA and attitudes. The current study's survey design was influenced by qualitative data collected in 2008 at the Ashe County C.A.F.E. Continuing on with qualitative methods could have revealed different and unique variables that predict CA, PA or Attitudes. This is an excellent method for exploratory research, such as the current study, however, without the use of statistical analysis, this researcher would be unable to expound the significance of such discoveries. Therefore, the researcher chose to use quantitative methods.

Study Area

The resident attitude scale used in this study was created for the state of Montana (Table 11). While Montana and Ashe County are both considered rural, there are some stark differences in the meaning of rural for each location. Some notable differences may be due to population density differences between Western US and Eastern US ideals of what it means to be rural. The population density of Ashe County was 57.2 persons/square mile while Montana's population density was much lower at 6.2 persons/square mile, according to 2000 Census Data (US Census Bureau, 2000). While Ashe County is considered rural relative to North Carolina's total population density (165.2/persons/square mile) it is still considerably more populated than Montana.

Also, factors dealing with the study site and timing of the data collection may have influenced the results of the study. Ashe County, NC may or may not be representative of other high natural resource amenity counties in the mountains of North Carolina. In addition, collecting data during the busy tourist season of summer may have influenced respondents'

answers. Respondents may have been irritated by large numbers of tourists and therefore feel more negatively about tourism impacts at that moment. This is especially true with the subject of traffic. While the survey did not include a question about traffic, 20 respondents wrote about increased traffic in the comments section. Data collected during the winter months when tourism is decreased could have changed he results of this study. However, the likelihood of sampling part-time residents may have also fallen dramatically.

Finally, the economic climate in 2009 may have influenced responses. The rate of tourism development and second-home building slowed in the 2008 economic downturn, which may have affected resident attitudes. This could have several influences. If second-home development had been occurring as rapidly as it was in the 1990s and early 2000s then long-term residents may have felt positively about this development if they were profiting and negatively if they were not. During this time of economic prosperity the first of many gated communities were being built in Ashe County. This was changing the rural landscape of the county and may have evoked strong resident attitudes that were somewhat subdued by the time data was collected in 2009.

The negative economic climate during the 2009 data collection may have affected responses in another way. Any economic development during an economic slump may seem advantageous, even if tourism is not the preferred industry. One respondent commented, "tourism is an asset to Ashe County, especially during hard economic times. If the economy was better, I would probably like less tourism and a slower growth rate." Gursory, Jurowski and Uysal (2002) found that a down economy had the highest direct and indirect effects on resident support for tourism. Similarly, the poor economic climate and the influence it had

on responses may lessen the generalizabilty of these findings to surrounding counties or other rural communities.

Recommended Future Research

Previous research, supported by this study, shows traditional socio-demographic variables to be inconsistent indicators of resident attitudes. Future research should take into account *percent of life* as an independent variable. Given the significance of the variable in this study, several existing datasets could probably be examined if they consisted of *year of birth* or *age* and *length of residence* data. Researchers could create *percent of life* variables from the existing data and re-analyze the data. As stated earlier, *percent of life* differs from *length of residence*, the traditional measure of community attachment. In this study, percent of life was found to be a good indicator of CA and several resident attitude items. Another independent variable that warrants further investigation is generational ties to community, which could be a predictor of CA. Finally, whether or not a respondent engages in farming, hunting and or fishing activities could be worthwhile independent variables in future research with regard to place dependence (a measure of PA).

Replication of this survey instrument (with modifications made based on limitations) in other rural areas in the US and other developed nations could be helpful for examining and increasing the validity and reliability of this scale for use in rural communities. Implementing a similar study in another county in the mountains of North Carolina, with similar demographic makeup would be meaningful. If other mountain communities are found to have similar attitudes and attachments then regional development plans would be appropriate to further economic growth while also anticipating and managing negative social

and environmental impacts. Further investigation in rural coastal areas of North Carolina could also yield some significant results. The North Carolina coast is currently facing many of the same tourism impacts as the mountains, such as rising land cost, higher cost of living, the uncontrolled growth second-homes and rentals, and dilution of local culture with in-migration of retirees. The addition of spatial methods, mapping resident address to proximity of core tourist attractions, as demonstrated by Raymond and Brown (2007), may also offer new insight on CA, PA and attitudes and should be explored.

Past research has examined resident attitudes toward rising cost of living and tax burdens caused by tourism (Long et al., 1990; Fritz, 1982), but further research is needed. Future studies examining social change issues with regard to PA and CA would be valuable. Anthropologists and sociologists have studied these types of social change issues for many years. Collaboration between these fields and tourism researchers would yield richer results and better suggestions for future sustainable tourism growth.

Longitudinal studies are somewhat lacking in the tourism field in general. A longitudinal study of Ashe County would also be possible if the survey is administered again in the future. This data could further explore Butler's (1980) destination lifecycle model. This dataset could be used as a benchmark as the tourism industry continues to grow and change in the county.

Place attachment research has applied qualitative research approaches (Davenport & Anderson, 2005; Fredrickson & Anderson, 1999; Milligan, 1998) and these approaches could also be done in resident attitude and community attachment research. Several resident attitude studies have recommended the use of focus groups, in depth interviews and mixed

method models, yet few have pursued this path (Andereck & McGehee, 2008; Andereck & Vogt, 2000; Decrop, 1999; Lindberg & Johnson, 1997; Jamal & Getz, 1995). Further examination of the comments collected in this study could produce richer mixed methods results. Qualitative data collection could potentially give insights into the underlying reasons for both community and place attachment that could then be measured quantitatively.

Finally, a structural equation model, using this dataset and future studies, is recommended. A structural equation model is similar to a regression model but is more powerful because it "combines factor analysis, canonical correlation and multiple regression" (Tabachnick & Fiddel, 2001, P. 26). The combination of statistical evaluations makes structural equation modeling more powerful and robust than using these tests alone, as they were used in the present study. This more sophisticated form of analysis could shed further light on the relationships and influences of each independent variable on resident attitudes, CA and PA simultaneously. Latent variables could be identified and thus explain more variance creating a clearer picture of how resident attitudes, CA and PA influence one another. Greater confidence with regard to reliability and validity can also be achieved through structural equation modeling. More conclusions could be drawn from this more robust analysis.

Conclusion

By successfully disentangling community attachment from place attachment, this study was able to gain insights into how each type of attachment influences resident attitudes toward tourism. A new variable, *percent of life*, was found to be a significant predictor of community attachment and resident attitudes, warranting further exploration. Community

attachment and place attachment are important factors in resident attitudes toward tourism and hold great potential to further explaining attitudes. A better understanding of resident attitudes is key to the future of sustainable tourism development. The results also help to validate McCool and Martin's (1994) concern that they had measured a combination of community attachment and place attachment in their 1994 study.

Resident attitude is an important factor to consider in any development plan. Tourism tends to build slowly over time. Unlike the sighting of a factory that draws attention and public comment, tourism creeps into a community and often goes unnoticed until the negative impacts reach a critical point. Rural communities looking to tourism as a new mode of economic development need not fall into this pattern. Communities have the opportunity to plan and negate negative impacts while increasing economic activity in their communities that will help more than just a minority of residents. Using the findings of the current study, close attention can be paid to the differing opinions of lifelong and newcomer residents and dialogues can be opened. By bringing all stakeholders to the table, and presenting the findings of this study, the common concerns of the newcomers and long-term residents can be acknowledged and actions taken. By identifying the important issues of both groups, positive benefits can be accentuated and encouraged while negative impacts can be minimized. In keeping with Lankford's (1994) assertion that community support is a necessary step of tourism development, common vision for development and compromise can be reached between these two resident groups in rural society and the county can prosper.

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APPENDIX

NC STATE UNIVERSITY

Hello Ashe County Resident,

You have been selected to participate in a study about tourism development. Feedback from our participants will allow us to better understand the local community's attitudes regarding tourism development in Ashe County. We would like you to take a few minutes to complete the questionnaire. This survey will take approximately 10 minutes to complete. Participation is voluntary and confidential.

Thank you in advance for your time.

Carrie E. Banks
Graduate Student
NCSU

Dr. Yu-Fai Leung
Associate Professor
NCSU

Dr. Stacy Tomas
Assistant Professor and
Tourism Extension Specialist
NCSU

Please respond by indicating with an "X" how strongly you agree or disagree with each statement below with respect to tourism development in Ashe County.

Rate how much you agree or disagree on a scale of 1 to 5: 1 = Strongly Agree 2 = Agree 3 = Unsure 4 = Disagree 5 = Strongly Disagree	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
	1	2	3	4	5
1.Tourism is responsible for too fast a rate of urbanization and development in Ashe County.					
2. In recent years, the county is becoming overcrowded because of tourists.					
3. The environmental impacts resulting from tourism are relatively minor.					
4. Tourists crowd out local residents in many good hunting and fishing spots.					
5. Billboards are ruining the rural landscape of the county.					
6. Tourism is one of the brightest spots in Ashe County's economic future.					
7. The tourism industry provides many worthwhile employment opportunities for Ashe County residents.					
8. The quality of life in my community has improved because of tourism.					
9. Tourists should be taxed more than local citizens for the services they use.					
10. It's okay to charge tourists more for things than locals pay.					
11. The problem with tourism is that most of the jobs in the tourism industry are low paying.					
12. Our household standard of living is higher because of money that tourists spend here.					
13. Only a small minority of Ashe County residents benefit economically from tourism.					

Please respond by indicating with an "X" how strongly you agree or disagree with each statement below.

Rate how much you agree or disagree on a scale of 1 to 5: 1 = Strongly Agree 2 = Agree 3 = Unsure 4 = Disagree 5 = Strongly Disagree	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
	1	2	3	4	5
14. The friendships and associations that I have with other people in this community mean a lot to me.					
15. I think I agree with most people in this community about what is important in life.					
16. I plan to remain a resident of this community for a number of years.					
17. I like to think of myself as similar to the people who live in this community.					
18. The future success of this community is very important to me.					
19. I know someone who will take care of my house while I am away.					
20. If I had to move away from my community, I would be very sorry to leave.					
21. I'd rather live in the town where I live now than anywhere else.					
22. I live in Ashe County because my family has been in Ashe County for generations.					
23. I feel like Ashe County is a part of me.					
24. Ashe County is very special to me.					
25. I identify strongly with Ashe County.					
26. I am very attached to Ashe County.					
27. Living in Ashe County says a lot about who I am.					
28. Ashe County is the best place for me to do what I like to do.					
29. No other place can compare to Ashe County.					
30. I get more satisfaction living in Ashe County than I would in any other place.					
31. I enjoy living in Ashe County because no other place can offer me similar hunting and fishing opportunities.					
32. I live in Ashe County because no other place can offer me similar farming opportunities.					

33. Please indicate your zip code: _____	34. Please indicate your birth year: _____
35. How would you categorize your relationship to the local community? (Circle appropriate response) a. Permanent Ashe County resident b. Part-time Resident _____ # of months/year Other _____	36. How long have you lived in Ashe County? _____years _____months
37. Please indicate your gender (Circle one) a. Female b. Male	38. Were you born in Ashe County? (Circle one) a. Yes b. No
39. Please indicate your education level: (Circle one) a. Some High School b. High School Graduate or Equivalent c. Jr. College/Technical School d. Some College e. College Graduate f. Advanced Graduate Degree	40. Please estimate your total 2008 household income (before taxes): (Circle one) a. Under $25,000 b. $25,000-$50,000 c. $50,000-$75,000 d. $75,000-$100,000 e. $100,000-$125,000 f. $125,000-$150,000 g. More than $150,000
41. Are you currently employed by the tourism industry? (Ex. Hotel, Restaurant, Local Attraction) a. Yes b. No If yes, please describe: _____	42. Do you currently participate in any civic or volunteer organization in Ashe County? (Circle one) a. Yes b. No
43. Are you retired? (Circle one) a. Yes b. No	
44. Do you own a home in Ashe County? (Circle one) a. Yes (If yes, please answer # 45 and #46) b. No (If no, please skip to # 47)	45. If yes, is this home your primary residence? a. Yes b. No
46. If yes, was your current home ever your 2nd home or part time residence in the past? (Circle one) a. Yes b. No	

47. Please indicate how you think tourism or tourism development has affected your community.

_____

_____

_____

_____

Thank You!!!

NORTH CAROLINA STATE UNIVERSITY
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