

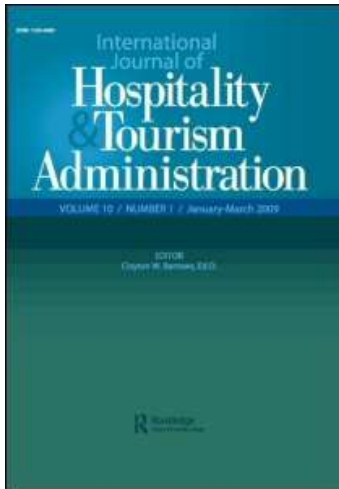
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Resident Attitudes Toward Tourism Impacts

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Resident Attitudes Toward Tourism Impacts: The Case of Kusadasi in Turkey

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ABSTRACT. This study aims to identify the perceived impacts of tourism by residents in a community, Kusadasi, located on the Western Turkish coast. Based on a survey of 238 local residents, tourism impacts were assessed by a 33-item tourism impact scale, which measures both belief and affect toward the impact attributes. According to the mean measures, the most strong and favorable perceptions toward tourism impacts are found to be associated with economic, and social and cultural aspects of tourism, while environmental aspects are found to be the least favorable in terms of the perceived impacts of tourism. The study also identified whether there exist any significant differences between socio-demographic variables and resident's attitudes toward tourism by the analysis of variance. *[Article copies available for a fee from The Haworth Document Delivery Service: 1-800-HAWORTH. E-mail address: <getinfo@haworthpressinc.com> Website: <<http://www.HaworthPress.com>> © 2002 by The Haworth Press, Inc. All rights reserved.]*

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INTRODUCTION

Since the mid-1980's Turkey has experienced a remarkable growth in tourist numbers with international arrivals doubling between 1993 and 2001 and revenues reaching \$10 billion as of 2001. It is estimated that this trend may have a significant impact upon host communities in Turkish tourist regions. Given the fact that tourism can flourish in an area only with the support of the area's residents, it is envisaged that the attitudes and perceptions of residents toward tourism development and impacts serve as crucially important inputs in identifying the strategic and managerial priorities of tourism. This realization has led to an increasing attention to the perceived impacts of tourism on local residents over the last two decades.

Using a tourism impact scale recently developed by Ap and Crompton (1998), this study first attempts to identify the resident's perceived impacts of tourism in a resort town, Kusadasi, located on the Western Turkish coastline. The study also identifies whether there exist any significant differences between socio-demographic variables and resident's attitudes toward tourism by the analysis of variance. The main reason for selecting Kusadasi was its outstanding place in Turkish tourism industry. Kusadasi has particularly diverse resources to attract tourists. The two major ones are its climate and its proximity to well-known historic places such as Ephesus and other ancient Greek cities. Other attractions include beaches, natural parks, and the house of Virgin Mary near Ephesus, which is one of the Christian centres of religious pilgrimage. Commensurate with the rapid development of Turkish tourism over the past two decades, the city of Kusadasi has become one of the top tourist destinations in Turkey, and has captured a remarkable place in Turkey's tourism industry. As of 1997, Kusadasi alone accounted for nearly 5 per cent of overall tourism revenues generated in Turkey. It receives approximately 500,000 foreign tourism visits annually with majority of tourists coming from Western Europe and the USA (Kusadasi Chamber of Commerce, 1998).

The remainder of the paper is organized into four sections. The next section reviews the literature regarding the economic, social, cultural and environmental impacts of tourism. Then, the research methodology is presented followed by the results and discussion of the study's find-

ings. Conclusions and policy recommendations are provided in the last section.

LITERATURE REVIEW

Resident attitudes toward tourism, or more specifically the perceived impacts of tourism on local residents has been a subject of research more than three decades. As noted by Andereck and Vogt (2000) that the difference between attitudes and impact perceptions appears to be of semantics nature given that the previous studies generally included very similar types of measurement scales. In examining the impacts of tourism on local residents, previous research tends to focus on a number of areas including mainly economic, social, cultural and environmental factors where both positive and negative perceived impacts are assessed. Early work on perceived impacts of tourism, which dates back to the 1960's, tended to focus on the economic and positive effects of tourism (Pizam, 1978). However, in the 1970's, the consequences of tourism were examined more critically by anthropologists and sociologists who emphasized negative socio-cultural impacts (de Kadt, 1979). The 1980's and 1990's have been characterized by a more balanced perspective, where positive and negative effects were discussed together (Andereck and Vogt, 2000; Ap and Crompton, 1998; Lankford and Howard, 1994; Snaith and Haley, 1999; McCool and Moisey, 1996; Inskeep, 1991; Upchurch and Teivane, 2000).

The economic impacts of tourism are usually perceived positively by the residents. First of all, tourism acts as an export industry by generating new revenues from external sources. A host nation will gain foreign exchange, which will contribute to improve the nation's balance of payments (Gee, Makens and Choy, 1997; Liu and Var, 1986; Dogan, 1987). Tourism decreases unemployment rate by creating new job opportunities (Sheldon and Var, 1984; Gilbert and Clark, 1997). It can create jobs immediately through employing local residents in hotels, restaurants, and entertainment and tourist services that cater directly to tourists. Tourism can also generate indirect employment in related, service industries by creating demand for local products supplied to establishments that would not have existed without tourists (Haley and Haley, 1997). Increasing demand for a tourism region encourages new infrastructure investment (Inskeep, 1991), and communication and transportation facilities (Milman and Pizam, 1988). The amount of taxes collected by government will also increase commensurate with the

growing level of economic activity. Residents of a resort are thus expected to have a better standard of living and higher income as a result of tourism activities.

However, if not well planned and controlled, tourism may lead to negative impacts or reduce the effectiveness of positive ones. The prices of goods and services may rise as tourist areas achieve success (Liu and Var, 1986; Husbands, 1989). Because seasonal facilities frequently operate at or near full capacities during peak seasons, increasing demand for accommodation may push up the rents as well as the land prices for building new houses and hotels (Pizam, 1978; Var, Kendall and Tarackcioglu, 1985). New revenues from tourism usually flow into the landowners and businessmen while the residents suffer from increased cost of living. This may give rise to a mal-distribution of income (Dogan, 1987). New employment opportunities attract people to migrate to touristic resort areas, creating new social and cultural problems.

Tourism may cause a gradual change in a society's values, beliefs and cultural practices. Local residents feel this impact more heavily. By observing the tourists, local people may have a tendency to change their life style (dressing, eating, entertainment and recreational activities, and so forth). Tourism can contribute to the revitalization of arts, crafts and local culture and to the realization of cultural identity and heritage. In order to attract more tourists, architectural and historical sites are restored and protected (Inskeep, 1991; Liu and Var, 1986). Moreover, many people from different cultures gather together, improving mutual understanding and image of different communities and cultures (Brayley, Var and Sheldon, 1990). While such social and cultural influence of tourism may be interpreted positively, it may also be considered negatively as an indication of acculturation or cultural degradation (Mok, Slater and Cheung, 1991; Brunt and Courtney, 1999). The local community's cultural values may erode over time. Some residents may identify themselves with the tourist's cultural values and wish to have the same luxuries, which in turn may tempt them into undesirable professions.

In addition to its cultural impacts, tourism is perceived to contribute to changes in value systems, individual behavior, family relations, collective lifestyle, moral conduct and community organizations (Ap and Crompton, 1998). These kinds of social impacts may be evaluated positively or negatively. With the development of tourism in an area, there might be changes in social structure of the community. Basically two different classes may emerge in the community: a rich class which con-

sists of businessmen and landowners, and a lower class which includes mostly immigrants (de Kadt, 1979; Dogan, 1987). Tourism also modifies internal structure of the community by dividing it into those who have and have not a relationship with tourism or tourists (Brunt and Courtney, 1999). Intense immigration from different cultures of people gives rise to social conflict in the area. Generally speaking, impacts of tourism on women are perceived more positively such as more freedom, more opportunities to work, increased confidence, better education, and higher standards of living with higher family income. However, some argue that tourism distorts family structure and values, and also leads to increase in divorce rates and prostitution (Gee, Makens and Choy, 1997).

Tourism may lead to a decline in moral values; invokes usage of alcohol and drugs; increases crime rates and tension in the community (Liu and Var, 1986; Milman and Pizam, 1988; Lankford, 1994; Lindberg and Johnson, 1997). Moreover, with the development of tourism, human relations tend to be commercialized while the non-economic relations begin to lose their importance in the community (Dogan, 1989). In relatively small tourism resort towns, increased population and crowd especially in summer seasons cause noise, pollution and congestion. This hinders the use of public areas such as parks, gardens and beaches as well as of local services by the residents, which sometimes result in negative attitudes towards tourists (Ross, 1992; Lindberg and Johnson, 1997; McCool and Martin, 1994). Urbanization caused by rapid development of tourism can improve governmental and local services such as fire, police and security (Milman and Pizam, 1988). In addition, the variety of social entertainment and recreational activities may increase in such cities.

The negative impacts of tourism on the environment have been mentioned in the recent works within the framework of sustainable development of tourism. Unplanned and uncontrolled constructions, distorted urbanization and inadequate infrastructure all damage the natural environment and wildlife, and cause air and water pollution. Overuse or misuse of environmentally fragile archaeological and historical sites can lead to the damage of their features (Inskeep, 1991; Gee, Makens and Choy, 1997). The costs of losing wild life areas and natural landscape as well as undertaking historical and cultural preservation are very high.

However, if planned well, efforts and works to restore historic sites and buildings; to establish recreational areas and parks; to improve infrastructure system in order to prevent water and air pollution are all

positive contributions to the region. Knowing that visitors prefer a clean and natural environment, the residents should be cognizant of environmental and ecological issues ([Liu and Var, 1986](#); [Inskip, 1991](#)).

The attitudes toward tourism held by residents do not exist within a vacuum and are influenced by a number of factors ranging from the current economic climate and environmental awareness to a variety of individual and community or societal level factors ([Lawson et al., 1998](#)). [Haralambopoulos and Pizam \(1996\)](#), in their study of local resident's perceptions of the social consequences of tourism on the Greek Island of Samos, noted a strong relationship between respondent's demographic and socioeconomic characteristics and their perceptions on the impacts of tourism. Their analysis of the findings suggested that direct economic dependency on the tourism industry was the most significant determinant of resident's attitudes toward tourism. Of the most significant and explanatory of socio-demographic characteristics impacting upon the tourism impacts were occupational status, years of living in the area, number of minors in the family, size of household, education, income and employment of one or more family members in tourism.

In a similar study, [Korça \(1996\)](#) focused on identification of the demographic variables that are important in differentiating resident attitudes toward tourism in Antalya, which is one of the most popular tourism destinations on the Turkish Mediterranean coastline. Of the 13 demographic subgroups, she found the frequency of beach use and the distance between the individual's home and the tourism zone of the community as the most significant variables in differentiation of perception of tourism impacts. Some of the other demographic variables with partial level of significance were job's relation to tourism, income's dependency on tourism, occupation and education level.

In a more recent study, [Tosun \(2002\)](#) investigated resident perceptions of tourism impacts on a Turkish town, Urgup in the Cappadocia region that is located in the heart of Anatolia. As part of his analysis, both bivariate and multivariate statistical analysis were employed to explore the relationship between the socio-demographic variables and resident's support and to predict the level of influence of the former. Based upon the study's findings, it was found that most demographic variables did not influence resident's support for tourism, although there were some exceptions in a few variables including age, sense of belonging to Urgup, and length of residency, and the level of support for the industry.

RESEARCH METHODS

Survey Instrument

In this study, perceived impacts of tourism by local residents in Kusadasi were assessed relying on a tourism impact scale recently developed by Ap and Crompton (1998). This scale originally consisted of 35 items and assessed tourism impacts by measuring both belief and affect towards the impact attributes. The scale was demonstrated to have dimensional distinctiveness and stability, internal consistency, content validity, and convergent validity. The Ap and Crompton's scale was first translated into Turkish and later back-translated into English by a group of academicians who are experts in both languages to avoid any ambiguity in interpretation and wording of the items. Drawing on a series of interviews with a group of local residents in Kusadasi including permanent residents, touristic shop owners and public officials, some adjustments in the form of both additions and deletions were made to the original scale due to the distinct socioeconomic settings in western Anatolia. For instance, as the data for the original scale was collected from the US communities, there exist some differences between the US and Turkish case in terms of taxation and provision of local services. Moreover, this study added another variable "level of migration" given the significance of this topic for most Turkish resort towns. After these adjustments the new scale consisted of 33 items.

Using the same methodology by Ap and Crompton, the perceived tourism impact scale measured both belief and affect components. The belief component was measured by asking respondents to rate the level of change associated with each item. A five-point scale was used (1 = large decrease, 2 = moderate decrease, 3 = no change, 4 = moderate increase, and 5 = large increase). An additional sixth point was placed as a category for a "don't know" response. The evaluation component of the scale was measured by asking respondents to indicate their level of like or dislike with each item on a five-point rating scale (1 = dislike, 2 = somewhat dislike, 3 = neither like or dislike, 4 = somewhat like, and 5 = like). Thus, a respondent who believed that there had been a large increase in "the revenue generated in the local economy" caused by tourism may have indicated a score of 5 for this item. If this respondent's evaluation of this change were something that he or she liked, then a score of 5 would be assigned. The respondent's multiplied score on this item would be a maximum of 25. This high score indicates that there is a

strong and favorable perception with the revenue generated in the local economy created by tourism. While a higher score for an item shows a strong and favorable perception, lower score denotes a weak and unfavorable perception associated with that item.

Sample Selection and Data Collection

This study was conducted in Kusadasi, which is one of the major tourist destinations located on the Western Turkish coastline. It has a permanent population of around 40,000 people. A sample of 300 residents was randomly drawn from local electoral rolls. As of 1998, there exist 29,845 registered electorates. All adult members of the visited address were approached. Trained interviewers gathered data in a two-week period in January 2000, which is a low tourist season in the city. Interviews were undertaken during day and night time, and on all days of the week so as to obtain a more representative sample within households. Two hundred, thirty-eight respondents completed the survey, with a response rate of 79.3%. The sample appears to relatively well represent the population in terms of the demographic profile of respondents, which is presented in Table 1. The domination of sample by relatively young respondents is not particularly surprising, given the nature of Turkish population which is composed mainly of young people whose ages are well below 20. However, two general limitations of the survey should be identified. First, male respondents dominated the sample due to socio-cultural reasons. In some cases, it was observed that husbands did not allow their wives to participate in the survey, which undoubtedly created a problem of gender representation. Second, the survey was undertaken during the low tourist season (the month of January) and thus the impacts of heavy tourist concentration on the destination were not acute. This could have influenced the respondent's perceptions.

Data Analysis

Factor analysis was used to identify the underlying dimensions of perceived impacts of tourism. Then the areas where the impacts of tourism are perceived favorably or unfavorably are determined by mean ranking of each impact item. ANOVA was used to assess whether there exist any significant differences between demographic variables and resident's attitudes toward tourism.

TABLE 1. Demographic Profile of Respondents (N = 238)

	Number	%
Gender		
Female	80	33.6
Male	158	66.4
Age		
Under 20 years	23	9.7
21-30 years	95	39.9
31-45 years	83	34.9
Over 45 years	37	15.5
Marital status		
Single	103	43.3
Married	126	52.9
Divorced/widowed/separated	9	3.8
Education		
Primary school	43	18.1
High school	127	53.4
University	68	28.5
Income		
Under 3 billion TL	129	54.2
3 billion TL - 6 billion TL	85	35.7
Over 6 billion TL	24	10.1
Occupation		
Trade	72	30.3
Worker	49	20.6
Civil Servant	18	7.6
Tourism	33	13.9
Student	10	4.2
Retail/Sales representative	27	11.3
Retired/Other	29	12.1
Length of Residency		
Less than 5 years	28	11.8
5-10 years	45	18.9
11-15 years	46	19.3
15 + years	119	50.0
Total	238	100

RESULTS AND DISCUSSION

Principal components factor analysis with varimax rotation was used to determine the underlying primary dimensions governing the full set of 33 impact items. The sample was appropriate for using factor analysis as measured by Kaiser's measure of sampling adequacy (MSA) and Bartlett's test of sphericity. The overall MSA was 0.84 and the Bartlett test of sphericity was statistically significant ($p < 0.001$). The eigen value greater than 1.0 criterion and the scree plot test were used together to determine when factors cease to add significantly to the amount of variance

extracted (Hair et al., 1995). The items with factor loadings greater than 0.4 were grouped for each factor derived. The factor analysis generated seven underlying dimensions of the perceived impacts of tourism by local residents, which make good conceptual sense and explained a total of 63.5 per cent of the observed variance, as shown in Table 2. The seven factors may be labeled as: *Social and cultural*, *economic development*, *quality of environment*, *state and local services*, *cost of living*, *community attitude*, and *crowding and congestion*. All seven factors exhibit satisfactory level of construct reliability as suggested by Nunnally (1978), with Cronbach alpha values ranging from 0.61 to 0.82. These factors are largely consistent with the findings of Ap and Crompton (1998).

Table 3 shows resident's attitudes toward the perceived impacts of tourism. Based on the mean measures of impact items, the impact items associated with *economic development* have the highest scores. Some of the economic development items of tourism impact, which are most favored by residents, are as follows: "Variety of shopping facilities in the area" (14.37), "standard of living" (13.87), and "revenue generated in the local economy" (13.68). Following the economic impact of tourism, *social and cultural* aspects of tourism impact are evaluated relatively favorably. Some of the items comprising the factor of *social and cultural* are: "Variety of restaurants in the area" (13.58), "change in life style" (12.82), "opportunities to learn other people and cultures" (12.48), and "variety of entertainment in the area" (11.88). However, the tourism impact items, constituting *quality of environment*, *community attitude*, and *crowding and congestion* factors, are the least favorable impact attributes perceived by residents.

The finding that the economic impacts of tourism are perceived most favorably by local residents tends to support the view that tourism acts as export industry and contributes to the nation's balance of payment. Tourism has long been the major source of income for the city of Kusadasi and much of its development is owed to the tourism activity. However, residents evaluate the impact of tourism on property values, housing prices, and the prices of goods and services fairly negatively as such that new revenues generated from tourism usually flow into the property owners and businessmen while residents suffer from increased cost of living. Particularly local housing market in Kusadasi has long been subject to these adverse impacts of tourism, for there are significant connections between quality and the perceived image of Kusadasi.

The findings show that there is a relatively strong and favorable perception toward some of the social and cultural aspects of tourism which is not particularly surprising, since tourism plays an important role in

TABLE 2. Factor Analysis of Tourism Impact Items

<i>Factors</i>	<i>Factor loadings</i>	<i>Eigen-value</i>	<i>% Variance explained</i>	<i>Cumulative %</i>	<i>Cronbach alpha</i>
Factor 1:		9.17	27.8	27.8	0.82
<i>Social and Cultural</i>					
Opportunities to learn other people and cultures	0.77				
Variety of restaurants in the area	0.71				
Change in life style	0.59				
Variety of cultural facilities and activities in the community	0.58				
Variety of entertainment in the area	0.56				
Understanding of different people and cultures by residents	0.53				
Opportunities to restore and protect historical structures	0.48				
Awareness/recognition of the local culture and heritage	0.43				
Factor 2:		4.04	12.2	40.0	0.79
<i>Economic Development</i>					
Number of jobs in the community	0.81				
Personal income of local residents	0.79				
Standard of living	0.78				
Revenue generated in the local economy	0.70				
Variety of shopping facilities in the area	0.51				
Factor 3:		2.10	6.4	46.4	0.62
<i>Quality of Environment</i>					
Quality of buildings and city planning	0.57				
Quality of natural environment	0.51				
Opportunities to benefit from activities in the public areas	0.45				
Recreation and sport facilities	0.44				
Factor 4:		1.59	4.8	51.2	0.76
<i>State and Local Services</i>					
Quality of local services	0.81				
Adequacy of local services in meeting residents' demands	0.77				
Financial resources of local services	0.50				
Adequacy of state services in meeting residents' demands	0.47				
Level of investment, development and infrastructure spending	0.43				
Factor 5:		1.45	4.4	55.6	0.62
<i>Cost of Living</i>					
Property values and housing prices	0.80				
Price of goods and services	0.73				
Inequality of income distribution	0.59				

TABLE 2 (continued)

Factors	Factor loadings	Eigen-value	% Variance explained	Cumulative %	Cronbach alpha
Factor 6:		1.34	4.1	59.7	0.72
Community Attitude					
Positive attitudes of local residents toward tourists	0.66				
Community spirit among local residents	0.63				
Traditional and moral values of local residents	0.54				
Dynamism and liveliness of community	0.50				
Factor 7:		1.26	3.8	63.5	0.61
Crowding and Congestion					
Level of traffic congestion in the area	0.66				
Noise and pollution level in the area	0.64				
Level of migration to the area	0.60				
Level of urbanization	0.54				

Notes:

Principal components factor analysis with varimax rotation.

K-M-O Measure of Sampling Adequacy = 0.843; Bartlett Test of Sphericity = 2226.55, $p < 0.000$.

facilitating the exchange of cultures and creating opportunities to learn other people and cultures. Recognizing the fact that Turkish population is composed predominantly of younger generation may lead to a more favorable perception toward the social impacts of tourism.

However, the findings that the people of Kusadasi indicate quality of environment, community attitude, and crowding and congestion as the least favorable aspects of tourism impact do not appear to be surprising. Distorted urbanization and inadequate infrastructure in tourist regions damage the natural environment and wildlife, and cause air and water pollution. Local residents have also negative perceptions towards the impacts of tourism particularly on traditional moral values and community spirit among local residents. As argued by Dogan (1989) the development of tourism may lead to a decline in moral values by increasing materialization of human relations. Hence, the non-economic relations and community spirit begin to lose their importance in the community. Moreover, in relatively small resort towns like Kusadasi, increased population and crowd especially in summer seasons cause noise, pollution, and traffic congestion. During peak seasons, infrastructures are stretched beyond their limits, and overcrowding and traffic congestion often cause inconveniences to local residents. Local government has responded to that by limiting traffic in the central area but it is still far

TABLE 3. Residents' Attitudes Towards Perceived Impacts of Tourism

<i>Factors</i>	<i>N</i>	<i>Mean^a</i>	<i>Std. Dev.</i>	<i>Rank</i>
<i>Social and Cultural</i>				
Opportunities to learn other people and cultures	231	12.48	7.74	8
Variety of restaurants in the area	231	13.58	6.87	4
Change in life style	228	12.82	7.03	7
Variety of cultural facilities and activities in the community	230	8.69	6.20	15
Variety of entertainment in the area	232	11.88	6.82	9
Understanding of different people and cultures by residents	226	10.17	6.93	11
Opportunities to restore and protect historical structures	219	7.39	6.05	23
Awareness/recognition of the local culture and heritage	215	6.02	6.03	28
<i>Economic Development</i>				
Number of jobs in the community	234	13.52	6.02	5
Personal income of local residents	226	12.91	5.70	6
Standard of living	231	13.87	6.26	2
Revenue generated in the local economy	226	13.68	5.54	3
Variety of shopping facilities in the area	235	14.37	7.13	1
<i>Quality of Environment</i>				
Quality of buildings and city planning	223	5.00	4.86	31
Quality of natural environment	230	3.85	3.89	33
Opportunities to benefit from activities in the public areas	224	6.24	5.77	27
Recreation and sport facilities	225	7.84	5.64	19
<i>State and Local Services</i>				
Quality of local services	228	7.80	6.09	20
Adequacy of local services in meeting residents' demands	220	7.16	6.09	25
Financial resources of local services	191	9.57	6.04	12
Adequacy of state services in meeting residents' demands	226	7.31	5.84	24
Level of investment, development and infrastructure spending	210	8.94	6.35	13
<i>Cost of Living</i>				
Property values and housing prices	234	8.07	4.57	18
Price of goods and services	235	8.76	4.85	14
Inequality of income distribution	222	5.95	4.39	29
<i>Community Attitude</i>				
Positive attitudes of local residents toward tourists	234	8.67	7.09	16
Community spirit among local residents	224	5.35	5.48	30
Traditional and moral values of local residents	228	4.89	4.73	32
Dynamism and liveliness of community	232	10.41	7.22	10
<i>Crowding and Congestion</i>				
Level of traffic congestion in the area	237	8.44	4.22	17
Noise and pollution level in the area	233	7.07	4.00	26
Level of migration to the area	224	7.55	3.87	21
Level of urbanization	233	7.43	4.70	22

^aScores are based on the mean measures of the multiplied values of the two scales, the level of change and the level of like or dislike associated with each.

from solving that problem. This situation obviously hinders the use of public areas such as parks, gardens, and beaches as well as the provision of local services, which may to some extent result in friction between residents and tourists.

While social, cultural and economic features of the host country can serve as important factors in perceived influence of tourism, this paper deals with the relationship between demographic variables and resident's attitudes toward tourism impacts. Some of these variables that may be related to the extent and the level of tourism impacts on local residents include gender, income level, the number of visitors, their ethnic and economic characteristics, length of stay and activities (Butler, 1974).

In order to test whether any significant differences exist among demographic variables and resident's attitudes toward tourism, the thirty-three variables were tested by analysis of variance (ANOVA) of the following demographic groupings:

- Gender: Male, Female;
- Education: Primary, High School, University;
- Income: Under 3 billion TL, 3 billion TL–6 billion TL, Over 6 billion TL;
- Occupation: Trade, Worker, Civil Servant, Tourism, Student, Retail/Sales Representative, Retired/Other;
- Length of Residency: Less than 5 years, 5-10 years, 11-15 years, 15 + years;
- Job Type: Tourism-related, Nontourism-related;
- Travel Abroad: Yes, No.

Of the 231 F-values for the 33 tourism impact variables by the 7 demographic grouping variables, Table 4 shows that only 26.2 per cent (61 items) are significant at less than 10 per cent level. By demographic subgroups, education, occupation, and income show the most significant differences ($p < 0.1$) with each category comprising 39.4 per cent of the 33 tourism impact items (13 items), followed by job type (11 items).

Of the 8 impact items comprising the *social and cultural* factor, significant differences are found for 5 items by education and 3 items by demographic variables of occupation, income and job type, respectively. Overall, only 25 per cent of the 56 F-values are significant at the 10 per cent level. It is, however, surprising that no significant differences are found between the social and cultural aspects of tourism im-

and

TABLE 4. Demographic Differences in Resident Perception of the Impacts of Tourism

Mean Rank	Development Factor Items	Analysis of Variance F-value and Level of Significance						
		Gender	Occupation	Income	Education	Length of Residency	Job Type	Travel Abroad
	Social							
8	Opportunities to learn other people and cultures	1.26	1.99**	2.89**	7.67***	0.52	0.41	0.04
4	Variety of restaurants in the area	0.01	0.75	0.79	2.76**	1.00	2.49*	0.23
7	Change in life style	0.32	2.46**	5.34***	4.54***	1.44	0.72	2.29
15	Variety of cultural facilities and activities in the community	0.35	0.50	0.65	4.71***	0.84	3.99**	1.67
9	Variety of entertainment in the area	0.04	0.95	0.12	0.78	0.28	0.49	0.21
11	Understanding of different people and cultures by residents	0.36	1.79*	2.27*	4.56***	0.94	0.30	0.01
23	Opportunities to restore and protect historical structures	0.27	0.27	0.24	1.51	0.26	0.42	0.40
28	Awareness/recognition of the local culture and heritage	0.01	0.47	0.06	0.96	0.19	2.17*	0.14
	Economic							
5	Number of jobs in the community	0.97	1.71*	4.93***	4.33***	1.30	0.08	8.09***
6	Personal income of local residents	5.68***	0.58	3.01**	3.38**	0.33	2.07*	0.11
2	Standard of living	0.12	1.01	1.02	2.95**	0.69	1.07	0.37
3	Revenue generated in the local economy	0.02	2.14**	2.08*	7.30***	0.70	3.27**	0.53
1	Variety of shopping facilities in the area	0.01	0.31	1.13	4.09***	2.09*	0.02	0.05

*Environment**of*

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Local

TABLE 4 (continued)

Mean Rank	<i>and</i> Factor Items	Analysis of Variance F-value and Level of Significance						
		Gender	Occupation	Income	Education	Length of Residency	Job Type	Travel Abroad
	<i>Quality</i>							
31	Quality of buildings and city planning	0.88	0.63	0.06	0.16	0.84	2.90*	0.22
33	Quality of natural environment	0.10	0.81	0.01	2.42*	0.16	0.14	0.08
27	Opportunities to benefit from activities in public areas	0.03	0.19	1.73	1.32	0.95	0.05	2.41*
19	Recreation and sport facilities	0.03	0.99	2.77**	1.16	0.66	10.59***	1.65
	<i>State of</i>							
20	Quality of local services	0.02	1.94*	3.71**	0.77	2.30*	1.50	0.57
25	Adequacy of local services in meeting residents' demands	0.34	0.77	2.19*	0.53	1.26	0.87	0.19
12	Financial resources of local services	2.65*	0.64	1.53	0.52	0.48	0.51	0.06
24	Adequacy of state services in meeting residents' demands	1.72	2.18**	2.09*	0.44	0.62	1.44	0.20
13	Level of investment, development and infrastructure spending	0.78	0.41	1.07	0.65	1.50	0.39	0.11
	<i>Cost</i>							
18	Property values and housing prices	0.51	1.10	2.11*	0.65	0.67	0.13	0.15
14	Price of goods and services	0.80	2.22**	0.32	1.23	1.74	1.07	1.12
29	Inequality of income distribution	0.01	1.14	0.46	0.15	1.04	2.15*	0.45

Congestion

and

Mean Rank	Factor Items	Analysis of Variance F-value and Level of Significance						
		Gender	Occupation	Income	Education	Length of Residency	Job Type	Travel Abroad
	Community							
16	Positive attitudes of local residents toward tourists	0.04	2.13**	0.91	2.27*	0.64	5.07***	0.60
30	Community spirit among local residents	2.72*	2.86***	3.11**	0.21	0.35	0.27	0.59
32	Traditional and moral values of local residents	0.08	2.06**	0.08	0.31	0.45	0.03	0.02
10	Dynamism and liveliness of community	0.17	1.83*	0.06	2.22*	1.64	2.23*	0.78
	Crowding							
17	Level of traffic congestion in the area	0.99	0.89	1.55	0.75	1.17	0.11	0.03
26	Noise and pollution level in the community	0.78	0.25	0.88	0.12	2.51**	0.72	0.12
21	Level of migration to the area	0.09	0.33	0.09	0.67	2.08*	0.01	4.17**
22	Level of urbanization	2.59*	2.53**	4.84***	0.85	0.62	2.56*	0.02

Notes:

Demographic variables are as follows: Gender: Female, Male; Occupation: Trade, Worker, Civil Servant, Tourism, Student, Retired/Other; Income: Under 3 billion TL, 3 billion TL - 6 billion TL, Over 6 billion TL; Education: Primary School, High School, University; Length of Residency: Less than 5 years, 5-10 years, 11-15 years, 15 + years; Job Type: Tourism-related, Nontourism-related; Travel Abroad: Yes, No.

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$ (two-tailed).

$N = 238$.

impact and the demographic variables of age, length of residency, and travel abroad. These results are largely consistent with the findings of Liu and Var (1986).

Table 4 shows that compared to social and cultural impacts of tourism, a relatively larger percentage of significant differences are found for the five impact items constituting the *economic development* factor. Of the 35 F-values, 43 per cent are significant ($p < 0.1$). Education, income, occupation, and job type show greater variance in terms of the perceived impact of tourism while surprisingly gender, length of residency, and travel abroad do not exhibit significant differences.

The factors of *community attitude* and *crowding and congestion* constitute the other two areas where there exist significant differences between demographic variables and resident perception of the impacts of tourism. For *community attitude* 36 per cent of the 28 F-values are significant ($p < 0.1$), while for *crowding and congestion* only 25 per cent of the 28 F-values are significant ($p < 0.1$).

Table 4 indicates that the resident perception of the impacts of tourism on quality of environment, state and local services, and cost of living hardly varies across demographic variables with all three areas having much fewer percentages of significant differences at the 10 per cent level.

CONCLUSIONS

Using a recently developed tourism impact scale, this study has made an attempt to identify the resident's perceptions of the impacts of tourism in a prominent Turkish resort town. In order to determine the underlying dimensions of the perceived impacts of tourism by local residents, a 33-item tourism impact scale was subjected to factor analysis. The analysis yielded seven factors: *Social and cultural*, *economic development*, *quality of environment*, *state and local services*, *cost of living*, *community attitude*, and *crowding and congestion*, with each factor having a satisfactory level of construct reliability.

The results of this study indicate that the local residents perceived the economic aspects of tourism impact most favorably. As expected, local residents had very positive perceptions about the impact of tourism on some of the economic development items including variety of shopping facilities in the area, standard of living, and revenue generated in the economy. This finding tends to support the view that tourism industry emerges as the most important employment generator under the current

socioeconomic conditions given a limited number of job opportunities in other sectors of the local economy. However, the impact of tourism on property values, housing prices, and the prices of goods and services were perceived negatively, since most local people were of the opinion that revenues generated from the industry largely flow into the property owners and non-local entrepreneurs.

In addition, the findings suggest that there was a high degree of positive evaluation by residents with regard to social and cultural impacts of tourism on the area. Such impacts included variety of restaurants and entertainment in the area, change in life style, and opportunities to learn other people and cultures. These findings are in line with those of Korça's (1996, 1998) survey conducted in another popular tourist destination on the Turkish Mediterranean coastline. This favorable disposition towards social impacts of tourism stems largely from the composition of Turkish population dominated by younger generation.

This study has, however, found that residents of Kusadasi tend to have negative perceptions of tourism impacts on quality of environment, community attitude, and crowding and congestion. The negative physical impacts to a large extent have been the adverse consequences of largely unregulated tourism development in most Turkish tourist locations. Distorted urbanization and issues pertaining to local infrastructure damage the natural environment and wildlife, and cause air and water pollution. Residents also recognized the existence of some negative impacts concerning traditional and moral values, and community spirit among residents. Furthermore, residents felt that tourism had adverse impacts on issues like urbanization, level of migration and noise and pollution level in the area.

The study also identified whether there exist any significant differences between demographic variables and resident's perception of tourism impact. To this end, the 33 dependent variables on tourism impact were tested by analysis of variance of the 7 categories. Gender, occupation, income, education, length of residency, job type, and travel abroad were independent variables considered for this test. Only 26.2 per cent of the 231 F-values for the 33 tourism impact items by 7 demographic variables were found to be significant. The highest percentage of variation was found for *economic development* items (43 per cent), followed by *community attitude* (36 per cent), and *social and cultural* impact items by which they vary most with demographic variables such as education, occupation, and income. Those residents who have higher level of education and income had more favorable perception of the economic and social-cultural impacts of tourism than those who are less ed-

ucated and have lower level of income. The analysis of findings also suggests that there exists a relationship between direct economic dependency on the industry and resident's attitudes toward economic and social-cultural impacts of tourism. Those residents who had a major business relation with tourism industry had more favorable attitudes than those who were not engaged in or associated with the industry.

The findings of this study are limited by the nature of the sample. In essence, these findings cannot be generalized to the population at large in Turkey, since communities differ with respect to attitudes toward tourism. Given the fact that there are nearly more than 50 touristic host communities in Turkey, a comparative study which will include different Turkish destinations that have different roles and levels of involvement with tourism industry would serve particularly useful. Another methodological limitation lies in the fact that as majority of previous research, this study has examined tourism attitudes at one point in time.

Before any gainful tourism development plan can be established, an analysis of perceived influence of tourism should be studied from a longitudinal view. This entails an appropriate methodology that will monitor and examine these impacts across time. The use of multivariate statistical tests would also be particularly useful to investigate the influence of socio-demographic characteristics in understanding significant perceptual differences between groups of residents.

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