Critical impacts of tourism

multiple case studies

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Context

• Research programme research Group Service Studies Stenden university

• PhD study (2005-2009)

• Sustainable development
Sustainable Development ...

“To meet the needs and aspirations of the present without compromising the ability to meet the needs and aspirations of future generations”
...Core issues

• Conserving resources for future generations
• Balancing Social Economic Environmental
  needs/values

• Community level
• Aim: Quality of life
• Participatory planning & development

• Holistic (systems) approach
• Interdisciplinary research designs, interpretative methodologies
Research issue PhD study

- To investigate how the *process* of acceptance (irritation/resistance) develops

Acceptance:
- Perceived impact of tourism on quality of life

Quality of life:
- The way we experience our lives (Max-Neef, 1992)
Preliminary questions

• How does resistance arise?
• Which incidents are occurring during this process?
• Which stakeholders play a role in these incidents?
• What kind of resistance?
• Resistance with whom?
• How does one deal with resistance?
• How is the resistance expressed? How does it show?
• Is there any tipping point? (socio-cultural carrying capacity)
Literature review

• Tourism development models
• Behavioural response models
• Independent factors affecting tourism perceptions & attitudes
• Theoretical frameworks trying to explain tourism perceptions and attitudes
• Methodologies tourism perceptions and attitudes
Tourism development models

- Tourist Area Life Cycle (Butler, 1980)
- Irridex model (Doxey, 1975)
- Creative destruction applied to tourism (Mitchell, 1998)
- Chaos approach applied to tourism (McKercher, 1999)
- Tolerance index (Florida, 2002)
Tourism development hypothesis

Stage of tourism development

With proceeding tourism development, positive perceptions are gradually replaced by negative perceptions.

Hypothetical evolution of a tourist area, (Butler, 1980)
Doxey’s index of irritation (‘irridex’)  

<table>
<thead>
<tr>
<th>Euphoria</th>
<th>Visitors are welcome and there is little planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apathy</td>
<td>Visitors are taken for granted and contact becomes more formal</td>
</tr>
<tr>
<td>Annoyance</td>
<td>Saturation is approached and the local people have misgivings. Planners attempt to control via increasing infrastructure rather than limiting growth</td>
</tr>
<tr>
<td>Antagonism</td>
<td>Open expression of irritation and planning is remedial yet promotion is increased to offset the deteriorating reputation of the resort</td>
</tr>
</tbody>
</table>
Behavioural response models

- Dynamic matrix (Bjorkland & Philbrick, 1972; Butler’s, 1974)
- Dogans framework (1989)
- Burns & Holden (1995)
Independent factors (with various empirical evidence)

- Gender, age
- Birthplace
- Distance
- Community attachment
- Ethnicity
- Education level
- Length of residence & ‘learning to live with tourism’
- Type of tourist-resident contact

- Proximity to resorts
- Economic dependency
- Economic and tourism development
- Level of knowledge about tourism
- Involvement of residents in tourism decision making

- Tourism penetration
- Cold-warm
Theoretical frameworks
*resident attitude - tourism impact*

- Social exchange theory (Ap, 1992; Nash, 1989; Perdue e.a., 1990)
- Attribution theory
- Dependency theory
- Growth machine theory
- Community attachment
- Social representations theory (Moscovic, 1981, Pearce e.a., 1996)
Dominant methodologies

• Tourism impacts
  ▮ Perception
  ▮ Attitude
  ▮ Behaviour

• Positivist approaches
• Multi-item scales
  o E.g. Tourism Impact Attitude Scale (TIAS, Lankford & Howard, 1994)
Conclusions literature review

- Main focus on perception or attitude
- Based on much too simplistic and understanding of resident attitudes (Lankford & Howard, 1994: 135)
- Mainly exploratory and descriptive, not explanatory
- Mainly etic, positivist methodologies

- Need to empirically identify the dimensions of residents’ responses (Wall & Mathieson, 2006)
- Need for understanding and explanation: “full consideration of the emic paradigm” (Monterrubio, 2007)
- “qualitative measures are needed for inclusions of a more personal voice on the community residents (Monterrubio, 2007)
Research design (1)

- Social constructivist / interpretative approach
- Emic, contextual, process oriented methodology
- Multiple case study design

<table>
<thead>
<tr>
<th></th>
<th>Cold</th>
<th>Warm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low TPI</td>
<td>Terschelling</td>
<td>Curacao</td>
</tr>
<tr>
<td></td>
<td>(0.013) (0.007)</td>
<td>(0.085) (0.088)</td>
</tr>
<tr>
<td>Hight TPI</td>
<td>Ameland</td>
<td>Aruba</td>
</tr>
<tr>
<td></td>
<td>(0.021) (1.000)</td>
<td>(0.493) (0.614)</td>
</tr>
</tbody>
</table>

Figures refer to Tourism Penetration Index, McElroy
Aruba & Curacao
Ameland & Terschelling
Research design (2)

• Critical Incident Technique (adapted)

• Qualitative interviews with residents
  → expert interviews

• Grounded analysis
Model of acceptance process of tourism – critical impacts

<table>
<thead>
<tr>
<th>Critical impact (unusual, different from what is expected)</th>
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</thead>
<tbody>
<tr>
<td>Desired level</td>
</tr>
<tr>
<td>Level of acceptance (adequacy)</td>
</tr>
<tr>
<td>Ongoing relation with tourism</td>
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Episode of critical process
(e.g. length of residence)

Actors’ total impression of critical tourism impacts ($\Sigma$) determines the outcome, described in terms of how the relationship with tourism develops (short or long term) and in communication.
Preliminary propositions (1)

- Main factors of irritation:
  - tourists, mainly their behaviour
  - Powerful stakeholders, mainly their behaviour

- Mixed evidence of independent factors;
  - Factors affect and outweigh each other
Preliminary propositions (2)

- No continuous increase in irritation
- No tipping point in irritation, with specific responses
  - Stepwise increase in irritation followed by adaptation
Thank you for your attention
Behavioural response models (detail)

› Bjorkland & Philbrick (1972); Butler’s Dynamic matrix (1974) – attitudinal/bahavioural responses to tourist activity (active-passive behaviour * positive-negative attitude affected by nature and degree of involvement with tourism)


› Burns & Holden (1995)