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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	} needs/values
Economic	
Environmental	
- 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)

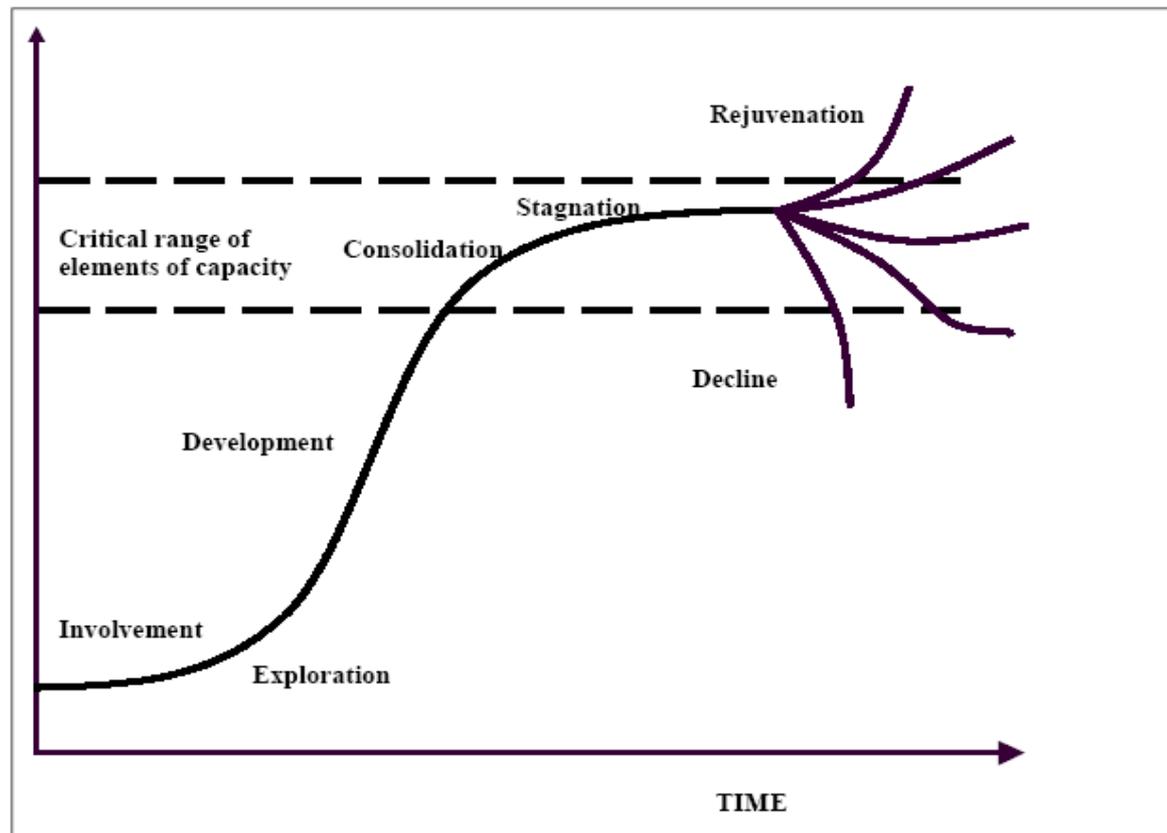
Literature review

- 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.

Doxey's index of irritation (`irridex')

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

Behavioural response models

- Dynamic matrix (Bjorkland & Philbrick, 1972); Butler's, 1974)
- Dogans framework (1989)
- Ap & Crompton's framework (1993)
- 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
 - 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

*Research as
emerging
process*

	Cold	Warm
Low TPI	Terschelling (0,013) (0,007)	Curacao (0,085) (0,088)
Hight TPI	Ameland (0,021) (1,000)	Aruba (0,493) (0,614)

Figures refer to Tourism Penetraton Index, McElroy

Aruba & Curacao



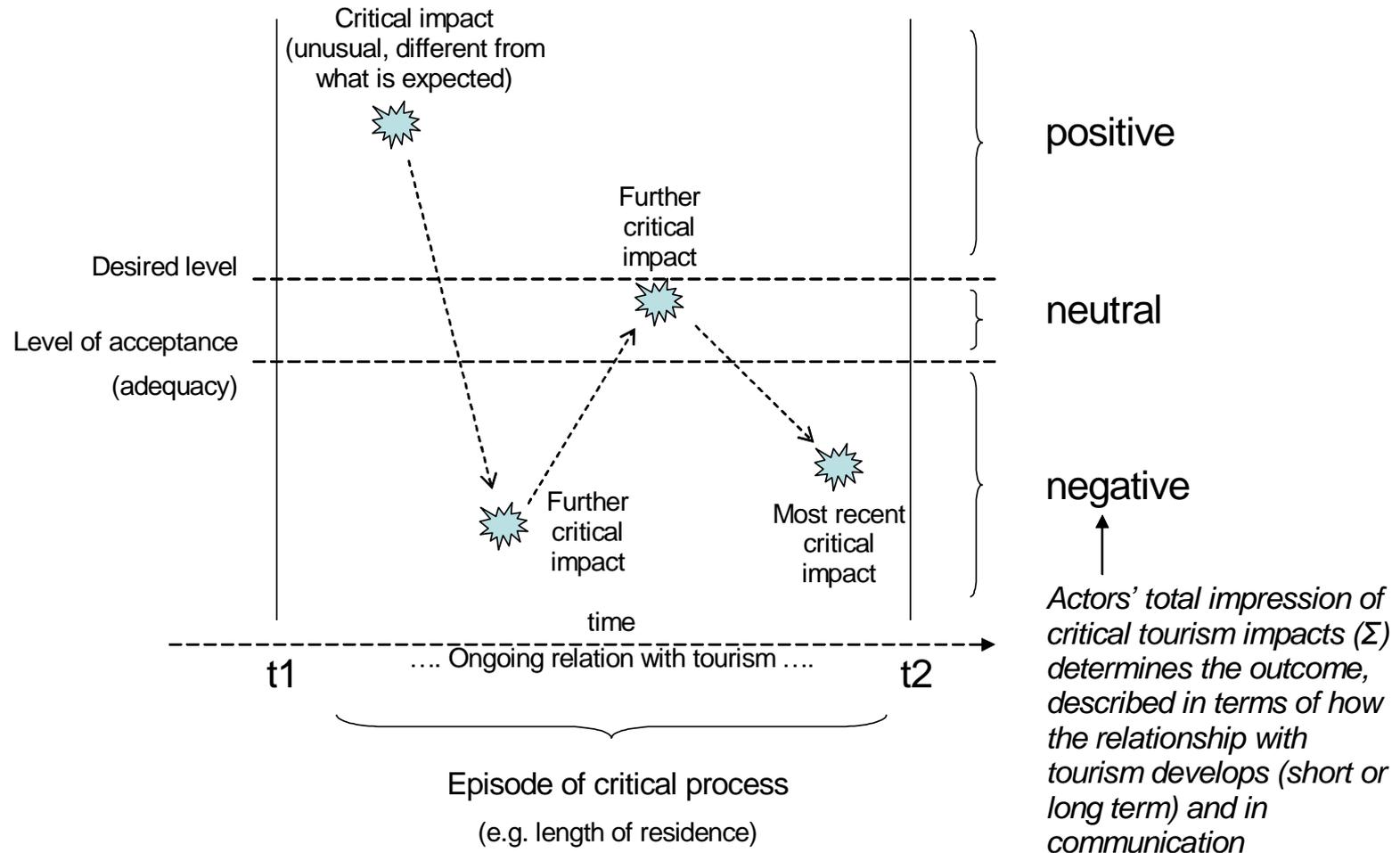
Ameland & Terschelling



Research design (2)

- Critical Incident Technique (adapted)
- Qualitative interviews with residents
 - ↳ expert interviews
- Grounded analysis

Model of acceptance process of tourism – critical impacts

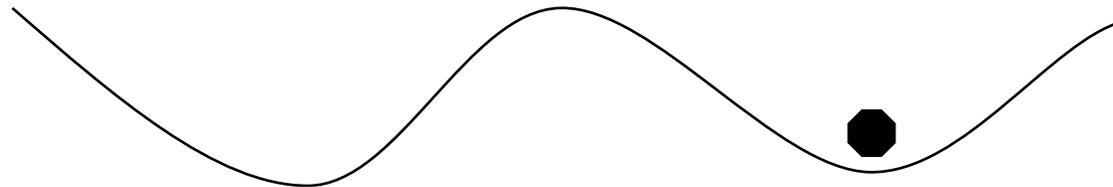


Preliminary propositions (1)

- 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



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Behavioural response models (detail)

- › Bjorkland & Philbrick (1972); Butler's Dynamic matrix (1974) – attitudinal/behavioural responses to tourist activity (active-passive behaviour * positive-negative attitude affected by nature and degree of involvement with tourism)
- › Dogans framework (1989): coping strategies of resistance-retreatism-boundary maintenance-revitalisation-adoption
- › Ap & Crompton's framework (1993) – continuum of strategies embracement-tolerance-adjustment-withdrawal
- › Burns & Holden (1995)