

**SOCIO-ECONOMIC IMPACT OF TOURISM IN COX'S BAZAR:
A STUDY OF LOCAL RESIDENTS' ATTITUDE**

**A Thesis Submitted to the
Department of Tourism and Hospitality Management, Faculty of Business
Studies, University of Dhaka for the Degree of Doctor of Philosophy (Ph.D)**

**In
Tourism and Hospitality Management**

Submitted By

Mohammad Badruzzaman Bhuiyan

Ph.D Registration No-13/2014-2015



DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

UNIVERSITY OF DHAKA

DHAKA, BANGLADESH

02 October, 2016

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DECLARATION

I, hereby declare that the dissertation entitled “Socio-Economic Impact of Tourism in Cox’s Bazar: A Study of Local Residents' Attitude” is prepared by me. This dissertation is an outcome of a socio-economic research consisting of both theoretical and empirical works. The study has been designed to search unexplored areas to make an additional contribution in the field of diversified tourism of Bangladesh. I humbly submit this thesis to the Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh for the award of the Degree of Doctor of Philosophy. The contents of this thesis have neither in part nor in full been submitted to any other institution for any other academic degree.

02 October, 2016

Mohammad Badruzzaman Bhuiyan

CERTIFICATE

I am pleased to certify that the dissertation entitled “Socio-Economic Impact of Tourism in Cox’s Bazar: A Study of Local Resident’s Attitude” has been prepared by Mr. Mohammad Badruzzaman Bhuiyan, Assistant Professor, Department of Tourism and Hospitality Management, University of Dhaka. It is an original work and an addition to the knowledge in the field of tourism. To the best of my knowledge, no other person has carried out exactly such type of work. We have gone through the draft and final version of the dissertation thoroughly and found it as satisfactory for submission to the Department of Tourism and Hospitality Management, Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh for fulfilling of the Degree of Doctor of Philosophy.

02 October, 2016

(Professor Dr. Syed Rashidul Hasan)

Department of Tourism and Hospitality
Management, University of Dhaka
& Supervisor of the Thesis

DEDICATION

DEDICATED TO MY RESPECTED PARENTS MD. MYIN UDDIN BHUIYAN
and ROWSAN ARA BEGUM WHO LAID THE FOUNDATION OF MY
EDUCATION

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In the name of Allah, the most Gracious and the most Merciful, I praise Him for providing me the opportunity and inspirations for carrying out this study. May peace and blessing of Allah be upon His beloved prophet Muhammad (SAW), his family and his companions.

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ABSTRACT

In the 21st century, globalization of capitalism, movement of populations, and advances in transportation and communication technology have helped to develop tourism into one of the world's largest industries. Tourism is a dynamic economic sector which plays a significant role in the sustainable economic development and in poverty reduction. It is recognized that tourism has become a significant industry both in poor and rich countries due to its positive impacts on the economy, people's livelihoods and socio-cultural development. Unfortunately, the efforts and steps taken by the government of Bangladesh have not brought remarkable growth in its tourism sector in spite of its huge potentiality. Literatures on tourism impact have indicated that there is a lack of study that provides the information of local residents' attitude towards tourism impact in developing tourist destinations. In particular, very little is known about the factors influencing local residents' attitude towards tourism impact. To fill this gap, this study examines the influence of economic and social impact of tourism on the attitude of local residents' of Cox's Bazar in Bangladesh. This study has the following objectives: (1) to analyze the attitude of local residents of Cox's Bazar about the impact of tourism on their economic development; (2) to analyze the attitude of local residents of Cox's Bazar about the impact of tourism on their social changes; (3) to examine the influences of demographic factors on the attitude of local residents towards tourism impact in their area; and (4) to

make recommendations for all tourism stakeholders and the local community to maximize the benefits of this sector and for the development of tourism.

To achieve the objectives of the study, data were collected from 397 local residents of Cox's Bazar through questionnaire. During data collection, the stratified random sampling approach was used to select the respondents that represent the whole group of the population that lives in the four Wards within the Cox's Bazar Municipality area; Ward no. 2, 3, 9, and 12. Factor analysis was initially used to assess the dimensionality of the various constructs in the theoretical model, thereafter multiple regression analysis was performed to investigate the influence of economic impact (living standard, employment opportunity, earning capability) and social impact (cultural development, social value) of tourism on the attitude of local residents' of Cox's Bazar in Bangladesh. The results indicated that local residents' attitude towards tourism impact are significantly affected by the living standard, employment opportunity and earning capability created by tourism but local residents' attitude towards tourism impact are not significantly affected by the cultural development and social value created by tourism. The findings implied that the respondents have positive attitude about the economic impacts than the negative economic impacts due to the benefits received from the growth of the tourism industry in Cox's Bazar. Their positive attitudes were mostly influenced by an opportunity to earn greater income from working in the tourism industry or by selling goods and services to tourists. On the other hand, the respondents have a slightly negative attitude in the statements related to consequences of tourism impact on the local residents of Cox's

Bazar in terms of cultural development and social value. Based on the findings of this research, some recommendations have been made that could assist the related authorities in formulating appropriate policy and strategy and constructing a framework for developing sustainable tourism in Cox's Bazar.

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Glossary of words

ADB	Asian Development Bank
BB	Bangladesh Bank
BPC	Bangladesh Parjaton Corporation
BTB	Bangladesh Tourism Board
BBS	Bangladesh Bureau of Statistics
CFA	Confirmatory Factor Analysis
CSD	The Commission for Sustainable Development
DC	District Commissioner
DFID	Department for International Development
ESCAP	The Economic and Social Commission for Asia and the Pacific
FDI	Foreign Direct Investment
GoB	Government of Bangladesh
GDP	Gross Domestic Product
GNP	Gross National Product
ICIDI	International Commission on International Development Issue
ILO	International Labour Organization

IMF	International Monetary Fund
IUCN	International Union for the Conservation of Nature and Natural Resources
KMO	Kaiser-Meyer-Olkin
LDC	Least Developed Country
MAS	Measure of Samplify Adequacy
NGO	Non Government Organization
NHTTI	National Hospitality Tourism Training Institute
PCA	Principle Component Analysis
PRSP	Poverty Reduction Strategy Paper
SAARC	South Asian Association for Regional Cooperation
SCCI	South Asian Association for Regional Cooperation (SAARC) Chamber of Commerce and Industry
SME	Small and Medium size Enterprise
UN	United Nations
UK	United Kingdom
UNCED	United Nations Conference on Environment and Development
UNDP	United Nations Development Programme
UNEP	United Nations Environment Program
UNWTO	United Nations World Tourism Organization
VAT	Value Added Tax
WB	World Bank
WCED	World Commission on Environment and Development
WTTC	World Travel and Tourism Council

WTO World Trade Organization
WWF World Wide Fund for Nature

CHAPTER ONE

Introduction

1.1 Introduction

This chapter commences with a brief discussion of the background of the study. It starts the problem statement, research objectives, research questions and hypotheses of the study. This chapter also highlights the significance of the research and scope of the study. Lastly, the chapter concludes with an outline of the forthcoming chapters.

1.2 Background of the Study

Tourism is considered as one of the largest and fastest developing sectors of the world. Its high growth and development rates bring considerable volumes of the foreign currency inflows, infrastructure development, employment generation, regional development, economic multiplier effects and introduction of the new management and educational experience actively affect various sectors of the economy, which will be positively affected to the social and economic development of the country (Nayomi & Gnanapala, 2015). Tourism has become not only a major force in world trade but also a vital factor in a country's economic, cultural and social development (Sharpley, 2009). Over the last

decades, tourism has experienced continued growth and increased diversification becoming one of the fastest economic sectors in the world. These dynamics have turned it into a key driver of socio-economic progress in nations worldwide. The development of tourism in emerging economies have been shaped by many factors.

Today, tourism is one of the major sectors in international trade and one of the main wealth creators for many developing countries. Tourism is one of the world's largest sectors, but it is also one of the most complex industry, impacting on and impacted by countless actors and actions. Tourism creates jobs, poverty eradication, gender equality, and the protection and promotion of our natural and cultural heritage. Which means, it is a significant industry not only for rich but also for the poor people. The economic advantages of tourism are, however, enormous and this fact has been realized all over the world. Tourism thus is not only an economic activity but also many countries the highest foreign exchange sector. It is an important medium of social and cultural development and it also promotes lasting goodwill and friendship among the nations of the world. In the long run, the most important contribution of tourism is developing an understanding of varied cultures and lifestyles.

Bangladesh is a potential country for tourism. Its unique natural resources, rich culture and heritage, colorful and hospitable lifestyle are great attractions for

tourists. Realizing the vast potentials and multi-dimensional benefits of tourism, the present government has laid huge emphasis over the development of tourism as an economic sector of the country. Economic growth is an essential criterion of tourism development. Furthermore, the economic impact of tourism development on the community is a significant tool to change the local residents' perception of and attitude toward tourism development. Therefore, it has a tremendous opportunity to contribute to our GDP. The increasing rate of foreign tourist arrival as well as domestic tourism creates a great opportunity for this country to use tourism as an economic development tool for the growth of the economy. For this reason, GoB has established Ministry of Civil Aviation under which they have two affiliated network which specially focused on tourism related issues of this country named, Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB). BPC is responsible for tourism infrastructural development related activities and BTB is for tourism promotion related activities. These two organizations are trying their best for the betterment of the tourism sector of Bangladesh.

Since the independence of Bangladesh in 1971, the country has been trying to develop its tourism industry by taking various measures but it could not achieve expected level of success as it required. Even with its unique and diverse tourism resources, Bangladesh has not yet been able to attract tourists effectively

(Bhuiyan, 2009). The depth of this failure of tourism industry in Bangladesh is reflected in the report of the World Travel and Tourism Council (WTTC) where it has been shown that in 2011, the travel and tourism industry of Bangladesh obtained 130th position based on the size and 155th position in relative to the contribution in Gross Domestic Products (GDP) (WTTC, 2015). Tourism is the number one foreign exchange earners in 60 countries of the world and over 150 countries tourism is one of the five top foreign exchange earners. In 23 of the 49 Least Developed Countries, tourism is one of the top three foreign exchange earners and in seven countries it is the single largest revenue earner (UNWTO, 2012). But if we consider tourism perspective of Bangladesh the number is not very promising.

Bangladesh is located conveniently on the east-west air-corridor, making it a gateway to the Far East. It is endowed with resources which are potential for the growth of the tourism industry. In the southeast the country has a beach of soft silvery sand. It is a Riviera-like setting with a crescent-shaped low hills overlooking the Bay of Bengal. The range of the hills clad in lush green thicket is a thesaurus location for tourists name Cox's Bazar. It's the longest continual natural sea beach on the planet earth and the place where the country likes to come to relax. Due to the huge number of tourist's arrival, Cox's Bazar develops as an important city of Bangladesh with available transportation, accommodation,

banking and many other facilities. This development contributes to the national economy of the country. All these facilities and services are creating significant employment opportunity in Cox's Bazar. The municipality covers an area of 6.85 sq km with 27 mahallas and 9 wards. Located at a distance of 152 km. As it is located in the South of Chittagong, Cox's Bazar is connected both by air and road with Dhaka and Chittagong. The major source of economy of Cox's Bazar is tourism. Many people are involved in hospitality and customer service related business. A number of people are also involved in fishing, collecting seafood and sea products for their livelihood. Traditionally Cox's Bazar is a conservative society. The socio cultural and economic statistics including literacy rate is far below than national average (Ahammed, 2010).

Nearly two million people visit Cox's Bazar in peak season from November to March. Most of the visitors are domestic and they come from different parts of the country. The basic purposes of visitors include walk along the beaches, sea bathing, parasailing, surfing, shopping from the Rakhaine stalls. There are many beautiful beaches such as Labonee, Kalatoli, Himchari and Innani. Among them Labonee beach is the most popular one. It has been repeatedly noted as one of the most frequently visited tourist destinations of the country. Other attractions of Cox's Bazar include: Aggmeda Khyang, a Buddhist monastery at the hills; Himchari picnic spot which is about 8 kms away from Cox's Bazar; Innani Beach,

32 kms away from the city; Sonadia island with very less human visitation; Teknaf peninsula, 80 km away from town and picturesque St. Martin Island to the south at 13 kms away from Mainland. All these places are easily accessible from Cox's Bazar by bus, jeep and boat. The area from Labonee to Kalatali beach has many hotels, motels, cottages, rest and guest houses and restaurants. Over thousands of local and non-local Bangladeshi nationals are working in the tourism sector of Cox's Bazar (Ahammed, 2010).

In the recent years, Cox's Bazar experiences huge growth in tourism and this improvement has been reflected by the establishment of different infrastructures and facilities in this area. The improvement of tourism industry leads to the development of different facilities such as hotels, restaurants, airport, gift shops etc. It also supports local community by creating numerous employment opportunities. It is obvious that the developments of tourism in Cox's Bazar certainly have some socio-economic and environmental impacts. If the tourism development happens with improper planning, it can create problems. The aim of this report is to address this fact. Recently, this area is showing signs of negative impacts such as excessive crowds, poor waste management, security issues and unplanned construction of hotels to support excessive local tourist demand. This implies that Cox's Bazar encounters socio-economic and environmental impacts mainly caused from domestic tourism. This problem of some certain areas of

Cox's Bazar requires immediate attention, a little has been done to investigate about the impact of tourism and tourist activities on the socio-economic and cultural aspects of the concerned area.

Studies on community attitudes toward tourism have mainly focused on broad issues related to economic, socio-cultural and environmental impacts (Kuvan and Akan, 2004). Economic dependence on tourism has been found to have a positive and significant effect on resident attitudes, where those standing to gain more financially from tourism tend to have more positive attitudes towards tourism (Harrill, 2004). On the other hand, local culture is affected by tourism- both positively and negatively. Actually social, economic and cultural background of tourists and local inhabitants are different, and thus local residents do not always like excessive tourists' mobility to avoid a dreaded contamination. As a matter of fact, development decision should conform to the opinion of the local residents regarding their social values and culture.

Tourism has immense potentiality in terms of economic and social values in Cox's Bazar, the tourist capital of Bangladesh. By observing different literatures, it is found that there are a lot of studies regarding tourism potentialities, tourism facilities, tourism development plan as well as problems and prospects of tourism in Bangladesh. But So far, researchers of this study didn't find any prolific study conducted in this field, covering the socio-economic impact of tourism in

Bangladesh, especially on Cox's Bazar, the longest sea beach of the world as well as one of the most popular tourist destinations. For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed.

The development and economic management of a natural area is closely tied to residents' perception of the impacts of tourism, especially in the initial stages of development. Tourism is prominent in Bangladesh's economic restructuring, particularly in coastal areas. A "community mandate" is necessary for sustaining the tourism industry and managing the more critical aspects that appear as a tourism destination reaches maturity. Cox's Bazar is now in its maturity stage. Everyone is aware about the longest sea beach in the world is in Bangladesh. A lot of noteworthy development has been done in this area that contains a population of about 22 lakhs (2011 Census, Bangladesh). Tourism development provides opportunities to stimulate local commerce and industry. Certainly, there is a direct need to evaluate the impacts of such developments on local population. For this purpose, this study aims to examine socioeconomic impacts of tourism on local residents of Cox's Bazar.

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. Tourism plays a vital role in the

economic development of a country. It contributes to the fulfillment of significant societal growth and expansion. Over the past six decades, tourism has experienced continued expansion and diversification, to become one of the largest and fastest-growing economic sectors in the world. But Sharpley (1994); Wall and Mathieson (2006) argue that in developing countries major benefits generated by tourism do not reach to the poorer sections of the society whereas the host countries bear the environmental and social costs.

Local residents' support is essential for long term success in the tourism development process. Community participation is an important component of community development and reflects a grassroots or bottom-up approach to problem solving. Effective community participation may lead to social and personal empowerment, economic development and socio-political transformation. Each and every sector of the economy has some negative impacts on the livelihood of the community. As it is one of the most visible sectors of the economy, tourism sector bears the major blame. However, the local community needs to participate in tourism activities if they want to get benefits from the development of tourism. Though tourism is an important tool for economic development in developing countries, it is necessary to understand the impact tourism on local community and how they can benefit from it. Community participation in tourism is concerned with decision making process and how the

benefits of development can be enjoyed by them. Sustainability may never be achieved if participation and consent of local people in tourism planning and development are not ensured. Moreover, it is needless to say, mere consultation is not sufficient here. Global competitiveness cannot be ensured if local resentment towards tourism seen persistent. It may have resulted from not being involved in the development process. Krishna (2011) which can also have a negative effect on the experience of tourists and fail to maintain the competitiveness of the tourism market as the tourism industry is largely dependent upon repeat visits. So it is essential that guests have a positive and welcoming experience. The equal distribution of the benefits of tourism earnings among local communities from the government level is also essential for fostering a healthy and a favorable social environment that could establish Cox's Bazar as a pleasurable place to re-visit.

Tourism is undoubtedly a blessing for those local people who are directly or indirectly involved with it for their livelihood. But, for the overall benefit of the local economy, environment, society and culture, it should be developed and managed in a sustainable manner, considering the perception and attitude of the local residents. However, it is important to find out all the factors influencing socio-economic aspect both in a positive and negative way. The purpose of the research is to find some key socio-economic factors that have profound impact on the local residents through tourism.

1.3 Statement of the problem

Tourism is one of the most important components of the global economy. It generates billions of dollars in revenues and millions of jobs worldwide. It is considered by many communities, especially in emerging countries the only tool for development, and the only chance for increasing the quality of life. Thus the tourism industry has stretched from seaside to mountain resorts and from small villages to big metropolises. But at the same time, tourism started to show its uglier side. Both the actions of investors and of tourists are having negative impacts on the socio-cultural values and environmental assets of host communities all over the world. In the present paper, we are trying to observe the socio-economic impacts of tourism on local residents' attitude in Cox's Bazar.

Many studies have addressed about tourism impacts when tourism is being evaluated (Frew & Shaw, 1999; Govers et al., 2007; Murphy, Moscardo & Benckendorff, 2007; Plog, 2002), but they did not examine the local residents' attitude towards socio-economic impact of tourism. Conceptually, tourism development generated economic, physical, and social impacts in the destination area. For example, Liu, Sheldon, and Var (1987) justified the economic benefits and the costs of social, cultural, and environmental impacts of tourism. Lankford and Howard (1994) identified local tourism development and personnel and community benefits as tourism impacts, while developing the tourism impacts

attitude scale. Each of this study used different approaches, techniques and procedures to assess tourism development impacts and to identify residents' characteristics. On the other hand, even though there are some studies that focused on determinants affecting residents' attitude towards tourism impacts, each study examines only few determinants and addresses inconsistent results instead of examining them simultaneously. Moreover, there are few studies that investigate the relationship between determinants and residents' attitude towards tourism impacts. Also, there is a limited standardized scale and measurement to identify a relationship between determinants and residents' attitude towards tourism impacts. Local residents could have different attitude on different dimensions of tourism impacts according to their demographic characteristics.

Earlier researchers and scholars have suggested that despite the availability of some research on residents' attitudes toward tourism and its impacts, it is necessary to conduct additional research on this topic in other geographical locations, in different settings and over a period of time in order to not only reinforce earlier findings but also identify and explore other factors that may influence the host residents' perceptions of and attitudes toward tourism, its impacts and their support for tourism development.

Cox's Bazar is a well-established and well-known tourist site in Bangladesh. In spite of the importance of tourism in Cox's Bazar and the knowledge that the

attitudes and perceptions of local residents are vital for the success of tourism, little is known about the local residents' perceptions of tourism. Although there appears to be substantial research on tourism activities in Cox's Bazar, no published research has so far, dealt with the residents' perceptions of the socio-economic impact of tourism and their attitudes toward tourism development in Cox's Bazar.

- Do local residents have positive or negative attitude and perception about the impact of tourism on their lives and their economic development?
- Is tourism responsible for making any social changes or economic leverage of the local community?
- How different demographic factors are affecting attitude of local residents towards tourism impact?

Hence, the above mentioned questions have created the need for undertaking a study that will concentrate on the local residents' attitude towards tourism impacts. A systematic and comprehensive analysis about these aspects among the residents of Cox's Bazar can help local authorities, planners, community decision-makers, tour-operators, and tourism promoters to identify real concerns and issues in order to implement appropriate and effective policies and actions in the area, thus optimizing the benefits and minimizing the problems associated with tourism.

Consequently, this study was designed to solve the above issues by achieving the following objectives.

1.4 Objectives of the Study

The aim of this study is to investigate and analyze the impact of tourism activities on the social and economic lives of the local residents. The overall objectives of the thesis are as follows:

- to analyze the attitude of local residents of Cox's Bazar about the impact of tourism on their economic development;
- to analyze the attitude of local residents of Cox's Bazar about the impact of tourism on their social changes;
- to examine the influences of demographic factors on the attitude of local residents towards tourism impact in their area and
- to make recommendations for all tourism stakeholders and the local community to maximize the benefits of this sector and for the development of tourism.

1.5 Research Questions

In order to achieve this research objectives systematically, the study specifically addresses the following research questions.

- What is the attitude of local residents of Cox's Bazar about the impact of tourism on their economic development?
- What is the attitude of local residents of Cox's Bazar about the impact of tourism on their social changes?
- Do demographic factors influence the attitude of local residents of Cox's Bazar towards socio-economic impact of tourism?
- What are the strategies and policies to maximize the opportunities and benefits of tourism and minimize the threats of tourism development to the local community?

1.6 Hypothesis Development

Hypothesis 1

There is a significant positive relation between living standard and the level of local residents' attitude towards tourism impact.

Hypothesis 2

There is a significant positive relation between employment opportunities and the level of local residents' attitude towards tourism impact.

Hypothesis 3

There is a significant positive relation between earning capacity and the level of local residents' attitude towards tourism impact.

Hypothesis 4

There is a significant positive relation between cultural development and the level of local residents' attitude towards tourism impact.

Hypothesis 5

There is a significant positive relation between social value and the level of local residents' attitude towards tourism impact.

1.7 Significance of the Study

- The tourism scenario of Cox's Bazar has much changed in the last one and half decade. The place used to deal with a crowd that was considerably seasonal. But now, it can be merely stated that there is no specific season in there. As it already reached to its maturity stage of development of socio economic perspective will draw under major attention project. Till now, not many socio-economic studies associated with tourism impact have been done on tourism of Cox's Bazar. Socio-economic development is one of the burning issues for cox's Bazar perspective. One of the major purposes of this study is to evaluate this pidgin of shift which hasn't majored significantly yet. So this study has its own significance in this regard.
- Most of the cases, tourism development has been viewed from the tourists' point of view. This study attempts to view tourism development from local residents' perspective. A proper understanding of residents' perception helps in tourism planning. Thus, having knowledge about how residents perceive tourist activities helps when formulating development strategies and provides leadership. For example the local government can identify what needs to be done to change perceptions, more specifically the negative one. The study would also enable developers to notice if tourism is bringing benefits to locals

and ways to maximize those benefits and at the same time minimizing negative impacts would be devised.

- This study also attempts to assess attitude and understanding of local residents regarding tourism potential, planning and management of Cox's Bazar. It signifies the role of community in tourism development. To achieve sustainable tourism development local communities need to participate in decision-making process. Local communities can take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development. To achieve long lasting outcome, communities need to be active participants rather than passive observers. More direct local involvement in decision-making, for example, it may enable residents to request a specific portion of tax benefits from tourism to be allocated to community development and the protection of the tourism resource base. The main purpose of community participation is to involve people in the design and the decision making processes. It is further argued that community participation in decision making increase people's trust and confidence with the tourism industry. It also provides the local community with a voice of designing and decision-making in order to improve plans, service delivery, and finally, promotes a sense of community by bringing together people who share common goals.

- It also signifies communities as key stakeholders in tourism development. There are different actors involved in tourism development, including private sector, government, donor agencies, civil societies and local people themselves. Local communities are regarded as an important asset in tourism development as it is within their premises that these activities take place. Local communities are also regarded as legitimate and moral stakeholders in tourism development because their interests affect and are affected by decisions of key policy makers. The degree of involvement of local communities in various decision making and policy issues is determined by the extent to which they affect or are affected by these decisions and policies. Local tourism development requires people who are affected by tourism to be involved in both the planning process and the implementation of policies and action plans. This ensures that development meet the perceived needs of the local community. If decisions concerning development of tourism in a region are not made in consultation with the local communities during the design stage, it will be impossible for the local communities to be involved during implementation. Likewise, there will be little support of local communities for tourism activities. Whichever circumstances, it is vital to identify and involve key stakeholders right from the design stage. Failure to do so can cause technical or political difficulties during implementation, and can significantly influence the success and outcome of the process. In fact, enabling wide participation of

various stakeholders in the decision making process, including local communities, makes possible to gain knowledge about other stakeholders, acquire new skills and share ideas which, in turn, fosters understanding of regional problems and allows for generation of new and innovative solutions.

- The findings of this study will help to develop Cox's Bazar as a more suitable tourist destination. The Cox's Bazar oriented tourism is now to be considered in a larger scale. Government tourism policies and BPC strategies of the 90s were may be suitable for the then circumstance, but the situation has changed a lot. The most visited tourist area in Bangladesh is Cox's Bazar which is now formidably occupying the top of the World's New Seven Wonders list. The growth of this industry can positively impact on socio-economic development of the country.
- The findings of this study may be used for development of new theory in this field. This study can offer a framework to the stakeholders for following up community perceptions which is currently nonexistent. The findings may also enlighten tourism stakeholders with an in-depth scenario of the perceived strong points and weak points of the socio-economic impacts of tourism in Cox's Bazar that can serve as an input in its enhancing program.

1.8 Scope of the Study

This study was restricted to examine the influence of socio-economic factors of tourism impact such as living standard, employment opportunity, earning capability, cultural development and social value on the attitude of local residents of Cox's Bazar in Bangladesh. The sample included only local residents who lived at least for five consecutive years in the study area. Data were collected through structured questionnaires using stratified random sampling method. Questionnaires were distributed to local residents of only four Wards (Ward no. 2, 3, 9 & 12) of Cox's Bazar Municipality areas.

1.9 Definition of Terms

To make it convenient for the reader to understand the different terms that are often used in this thesis, it is necessary to explain these as they easily can be defined in different ways. The purpose of this is to decide on one definition of a specific term, which is most relevant to this report.

- **Tourism impact:** tourism development brings with it inevitable positive and negative impacts which arise from the interrelationship between host communities, visitors and the natural environment. Tourism impacts usually

are measured by social, economic, and environmental aspects. In this study, tourism impacts are measured by economic and social aspects.

- **Local resident:** A local resident in this study is a person who has lived in Cox's Bazar for more than five consecutive years.
- **Attitude:** In the Collins English (1991) dictionary the term is defined as "The way a person views something or tends to behave towards it, often in an evaluative way."
- **Tourism:** Tourism is defined as visitors' activities when they travel to places that exist outside their ordinary environment. The duration of the stay shall be shorter than a year and the main purpose of the trip shall not involve work that is compensated by someone at the destination.
- **Community:** To understand the current widespread use of the term 'communities' one needs to understand what makes a 'community'. Most conservation literature views the 'community' as a small spatial unit, homogenous social structure with shared norms and common interest.
- **Community tourism:** This is a special brand of tourism based on small travel companies that are created, managed, and owned by local and indigenous peoples.

- **Sustainable tourism:** The World Tourism Organization defines sustainable tourism as “tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life supporting systems”.
- **Social impact:** Social impact is the effect of an activity on the social fabric of the community and well-being of individuals and families.
- **Economic impact:** An economic impact examines the effect of an event on the economy in a specified area, ranging from a single neighborhood to the entire globe.
- **Socio economic impact:** Socio-economic impact assessment (SEIA) is defined here as an examination of how a proposed development has changed and has the potential to change the lives of current and future residents of a community.

1.10 Structure of the Thesis

The thesis comprises six chapters.

In the **current chapter** the broader issues, concepts and approaches fundamental to the research have been outlined. Especially the background ideas for the research, the problem statement of the study, research questions and objectives, significance and scope of the study and finally the important terms and definitions are highlighted.

Chapter Two reviews the literature that provides the conceptual framework followed in this research and tells the outcomes of the different research by the authoritative scholars in the field of tourism. In line with tourism impact study the different important research articles were consulted and some of them are noted down for facilitating the understanding of the outline of research path.

Chapter three outlines the methodological approach adopted in the investigation of socio-economic impact of tourism on the attitude of local residents in Cox's Bazar. Specifically, the research process and analysis are presented in greater detail. The sampling procedure, the reasons for study area selection, the respondents to be interviewed and the underlying reasons for selection, questionnaire preparation, and data analysis procedures are described in detail.

Chapters four presents the data analysis and results of the research. In this chapter, the data obtained from the respondents through the questionnaire were arranged systematically. The responses of the local residents of 25-tourism impact statements on Lickert Scale are arranged together with frequency under the heads, economical impact (sub-head: living standard, employment opportunity and earning capability) and social impact (sub-head: cultural development and social value) of tourism.

This chapter first presents the residents' overall attitude towards economic and social impact of tourism. Then discusses the effect of different demographic factors on the attitude of local residents about tourism impact. It then tries to identify the relationship between tourism attitude and tourism Impact through hypotheses testing with multiple regression analysis.

Chapter five provides a discussion on the findings and their implications for tourism planning and development. It also looks for space whether the research questions are answered properly in a valid and reliable manner.

Chapter six concludes with a reflection and assessment of the findings and makes recommendations drawn from the results for achieving more sustainable tourism development. Finally, the researcher provides some directions for future research keeping in mind the limitations of the present study.

CHAPTER 2

LITERATURE REVIEW

A review of existing literature was performed to support the study undertaken in this thesis. This chapter provides an overview of empirical studies looking at tourism impact and, in particular, resident attitudes towards tourism impact. The review of literature helps to identify authoritative researches presented by various researchers or authors in attempting to respond to the research questions. The main focus is placed on how residents perceive tourism impacts; critically examine the influence of tourism impacts on the attitude of local residents. The literature review will be based on the following topics: 1) tourism impacts, 2) local residents' attitudes towards tourism impact, 3) tourism impact models, 4) tourism impact and resident attitude scales and 5) tourism and local community participation.

2.1 Tourism and its significance

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year (Mason, 2003, p. 3). Over the last half century, the growth and development of tourism as a social and economic activity has been remarkable (Sharpley, 2009). Tourism development is generally viewed as an important set of economic activities for improving local economies

and many nations promote nature-based tourism to promote and sustain both environment and economics.

While tourism development requires well developed attractions, tourism superstructures, and infrastructure at the same time hospitality of the local residents is very important and essential. Identifying residents' perceptions of tourism, and the factors affecting the formation of these perceptions are important for gaining public support for tourism development. Lack of residents' support of tourism development or apathy and annoyance of local community can lead to negative reactions to tourists and in turn result in their avoidance of visiting the destinations where they feel uncomfortable (Fridgen, 1991).

Tourism is one of the largest and fastest growing industry (Davenport & Davenport, 2006) of the world in terms of employment generation and contribution to national GDP (WTTC 2013). Tourism industry may become a tool for Third World countries to combat poverty by generating income and employment as well diversifying the economy. Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year (Mason, 2003, p. 3). Millions of people all over the world involved directly in the tourism industry and many more are employed in tourism related activities. A large number of populations in the form of 'host communities' involved in producing final tourism products, as they live in destination areas.

Governments and tourism companies spend millions of dollars every year to increase their income and promote holidays and tourism products.

According to the Organization for Economic Co-operation and Development (OECD) over the past years, travel and tourism have been an important economic sector in the world economy. The economic growth rate of international tourism has been faster than the world economy and this trend seems likely to continue in the next decades (OECD, 2010).

The World Travel and Tourism Council (WTTC) for more than 20 years have been assessing the travel and tourism contribution to the world economy. According to WTTC report, travel and tourism is one of the world's largest industries and a main provider of job opportunities. Travel & Tourism's total contribution to the global economy has risen to 9.5% of global GDP (US \$7 trillion) - not only outpacing the wider economy, but also growing faster than other significant sectors such as financial and business services, transport and manufacturing. Travel & Tourism forecasts over the next ten years also look extremely favorable. By 2020, this should be 303,019,000 jobs which is 9.2 percent of total employment, or 1 in every 10.8 jobs. The world travel and tourism economy's contribution to gross domestic product is expected to rise from 9.2 percent (\$5.75 trillion) in 2010 to 9.6 percent (11.15 trillion) in 2020. Inskeep (1991) states that tourism is an important economic, sociocultural, and

environmental phenomenon in today's world. Over the last half century, the growth and development of tourism as both a social and economic activity has been remarkable (Sharpley, 2009, p.1).

2.2 The Nature of Development Process and Tourism

Roosbeh & Mirzaei, (2013) mentioned development as a term with various aspects which has different meanings in different societies. Wall (2005) states that the term development is complicated integrating a mix of material and moral ideas encompassing both present and future states; the current situation and how it came to be and the future perspective. At the early stages of its development the economic aspects were considered. Andriotis (2000, p.13) argued that the concept of development has been discussed for many years.

However, according to Binns (cited in Wall, 2005, p.30) besides the economic issues, it encompasses social, environmental and ethical considerations and its measurement may incorporate indicators of poverty, unemployment, inequality and self-reliance.

Along with the changing in notion of development the measurement tools have changed and encompassed environmental, socio-cultural and ethical aspects Roosbeh & Mirzaei (2013). Friedmann (1980, p.4) states: "Development is always of something, a human being, a society, a nation, an economy, a skill ... It is often

associated with words, such as under or over or balanced: too little, too much, or just right ... which suggests that development has a structure, and that the speaker has some idea about how this structure ought to be developed. We also tend to think of development as a process of change or as a complex of such processes which is in some degree lawful or at least sufficiently regular so that we can make intelligent statements about it”.

Goldsworthy (1988) states that, the term “development” can be considered in three aspects: a process, the result of that process, and the activities that support the process, each of which surrounded by social, economic, political and environmental ideological perspectives.

Andriotis (2004, p.14) argues that “tourism can offer to a destination a natural path to economic growth through various stages, ranging from traditional non-tourism where no tourists visit the destination, to the precondition to take off where explorers and drifters make their appearance, to maturity where the destination is visited by mass individual tourists, to the final stage of mass consumption where the destination is visited by mass organized tourists”.

Andriotis (2000, p.13) argued that the concept of development has been discussed for many years and referred to the Friedmann (1980, p.4): “Development is always of something, a human being, a society, a notion, an economy, a skill ... It is often associated with words, such as under or over or balanced: too little, too much, or

just right ... which suggests that development has a structure, and that the speaker has some idea about how this structure ought to be developed. We also tend to think of development as a process of change or as a complex of such processes which is in some degree lawful or at least sufficiently regular so that we can make intelligent statements about it”.

According to Wall (2005, p.31) “the evolution of research on tourism has paralleled the evolution of development studies as a whole, with an early emphasis on economic aspects now increasingly being complemented with a more balanced perspective incorporating environmental and socio-cultural matters”.

Rostow (1996) identified five stages which all societies have to pass them if they want to be developed: the traditional society, the precondition for take-off, the take-off, the drive to maturity and high mass production.

2.3 Evolution of Development Paradigms

2.3.1 Sustainable Development

Masud (2010) states that since the 1980s, sustainable development has become a popular word in development studies, in general, and in tourism research in particular and the main focus of sustainable development is on society, and its aim is to include environmental considerations in the steering of societal change, especially through changes to the economic activities. He also mentioned there

that the concept of sustainable development has caused debate from academics and policy makers and it is difficult to define sustainable development because there are no globally accepted definitions of sustainable development.

In 1960 the concept of sustainable development emerged as a result of the perceived clash between the environment and the development process. The term ‘sustainable development’, initially offered in the International Union for Conservation of Nature (IUCN) World Conservation Strategy (IUCN, 1980) and later on generalized by the Brundtland Report (WCED, 1987). Many tourism scholars and organizations have outlined sustainable tourism principles and frameworks (Inskip, 1991; Swarbrooke, 1999; Pigram, 1985; Wall, 2005; Wheeler, 2006; WTO, 1993).

The International Union for the Conservation of Nature and Natural Resources (IUCN) report (1980: Section 1.2) defined it as: “the integration of conservation and development to ensure that modifications to the planet do indeed secure the survival and wellbeing of all people”. But the definition of sustainable development has been criticized because it puts more emphasis on environmental morality and ethics.

Sharpley (2000:7) argues that this definition does not take into account social and political barriers to development. He also claims that these barriers to development also militate against sustainable tourism development and says that “sustainable

development may be conceptualized as a juxtaposition of town schools of thought: development theory and environmental sustainability”.

Sharpley (2009, p.45) identified three key principles underpinning sustainable development are that “ (a) a holistic perspective is required, both development and environmental sustainability are global challenges; (b) the emphasis should be on the long-term future; and (c) although the focus of development should be people-centered, the challenge is to achieve both intra and inter-generational equity; development should be fair and equitable for all people both within and between generations”.

Baker (2006, p.7) argued that “adopting sustainable development principles is about steering societal change at the interface between:

- The society perspectives: this relates to human morals and values, relationships and institutions.
- The economic perspectives: this concerns the allocation and distribution of scarce resources.
- The environmental perspectives: this includes the contribution of both the economic and the social perspectives and their effect on the environment and its resources”.

The Brundtland Report (WCED, 1987, p.43) formulated the well-known definition of sustainable development as, “sustainable development is development that meets the needs of present generations without compromising the ability of future generations to meet their own needs”.

Sustainable development insures that next generations all over the world will have enough resources to adequately sustain themselves and maintain a reasonable quality of life (Harris, Griffin & Williams, 2002; Keyser, 2002). After the Earth Summit held in Rio de Janeiro in 1992, pressure has grown for the tourism industry to lift its environmental performance in common with other economic sectors, and to work towards ecologically sustainable forms of tourism development (Pigram & Wahab, 2005, p. 14).

Butler (1980) criticizes the concept of sustainable development for its limited concentration on ecological and economic issues. After 10 years of the Earth Summit where policies were recommended, there has been little achievement.

The fast growth of international tourism after the World War II has resulted in the raising of concerns over how the cultural and natural environments of destinations are affected by tourism (Holden, 2000, p.64). As a result, similar to the trends in development theory of dissatisfaction with development philosophies (Telfer, 2002), many tourism analysts turn away from past methods of tourism development in favor of ‘alternative tourism’ (Brohman, 1996a).

2.3.2 Sustainable Tourism

Sustainable tourism as an emerging paradigm seems to enhance the existing conceptual frameworks on tourism planning and development by making the residents its focal point. Indeed, both direct and indirect support of community residents' participation is the foundation of the sustainability paradigm (Butcher 1997; Jamieson & Jamal, 1997).

Thus, according to UNEP & UNWTO sustainable tourism should:

- “Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

- Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.” (2005, p.11).

In recent years, changing attitudes toward the nature of the tourist experience together with the growing realization that tourism takes place in fragile areas was the notion that it consumes environmental resources (Mason, 2003). Increasingly, groups of tourists became more concerned and feel more responsibility about the impacts of their activities were having on the environment, this led to the growth of what some consider as more environment friendly forms of tourism, such as ecotourism (Wearing & Neil, 1999 cited in Mason, 2003).

Sustainable tourism, is a kind of development model, which administrates all of the resources for the economic, social and aesthetical needs of locals and visitors and prove the same conditions for future generations and meets their needs while protecting the artificial natural environment and cultural wholeness, proving the continuity of the ecological process, the biological variety; and the life systems, without any changes (WTO, 1998, p: 32).

Swarbrooke, (1998, p:14) states that sustainable tourism means the tourism which is economically viable but does not destroy the resources on which the future of

tourism will depend, notably the physical environment and the social structure of the host community.

2.3.3 Sustainable Tourism Development

The concept of sustainable tourism development as per Godfrey, “achieved virtual global endorsement as the new [tourism] industry paradigms in the late 1980s” (Godfrey, 1996:60).

Hunter (2002) says that “For sustainable tourism to occur, it must be closely integrated with all other activities that occur in the host region”.

According to WTO, sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is very important management of all resources in such a way that economic and social needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems (WTO, 1993, p: 10).

"Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable

tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them." (WTO, 2004).

UNWTO (2005) suggested sustainable tourism development as:

“Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”.

The management of sustainable tourism in Ecologically Critical Areas in Cox’s Bazar (January 2008) observed that the current tourism pattern is marginalizing locals; poor communities in the area are receiving no significant benefits from tourism rather than paying some of the social and environmental costs of this activity. It also states that involving locals in management can be done either by delegating tourism rights to community level or by ensuring that government planning processes are participatory and responsive to local needs.

2.4 Tourism Impacts

2.4.1 Dimensions of tourism impacts

The increasing growth of tourism both at domestic and international level has been matched by the corresponding increase in the numbers of those who study tourism and its impacts (Sharma, 2004:255). Mathieson and Wall (1982:2) notes that literature on tourism has expanded immensely with the result that research has become ‘highly fragmented with researchers following different paths.’ There are many ways of categorizing the impacts of tourism. Mathieson and Wall (1982:37) divided tourism impacts into economic, social and physical (environmental categories).

For some time, it has been popular for most academia to think about tourism impacts in three domains which are; social, economic and environmental. Weed (2008:396) echoes the use of the word ‘triple bottom line’ to encompass impacts of tourism. An understanding of the triple bottom line with regards to tourism impacts is of utmost importance. Weed (2008:396) notes that the community perceive impacts differently as they redistribute resources resulting in some sub-groups reaping rewards at the expense of others.

When analyzing tourism impacts it is very important to notice that there is a possibility of tourism to pose negative impacts on the community (Keyser,

2009:18). As Keyser (2009:19) further testifies, environmental damage and social disruptions are some of the negative impacts of tourism. This therefore necessitates for the need assessing tourism impacts from two dimensions, positive and negative. The term tourism impact is used as a kind of shorthand to describe changes in the state of something related to tourism over time (Hall & Lew, 2009:3). The complexity of tourism industry requires an integrated approach when assessing tourism impacts as postulated by Hall and Lew (2009:16). This is because as tourism grows great economic opportunities are noticed and at the same time economic problems arise (Hall & Lew, 2009:17).

Tourism development can enhance a country's economy through numerous positive economic impacts. However, tourism development can also cause negative outcomes. With the rapid expansion of tourism in the late 20th century came a noticeable change “in the structure of society...[and] the expansion of international tourism has increased the contact among different societies and cultures” (Brunt & Courtney, 1999, p.495). The change brought about by tourism development, questions the development of tourism on the basis of its damage to the social, cultural, and environmental characteristics within a destination. Furthermore, Ko & Stewart (2002) state the economic benefits resulting from tourism development must be compared to tourism's potential for social disruption. The purpose of this section is to provide a conceptual background of

tourisms' positive and negative impacts on a country's economic, social and cultural characteristics.

2.4.2 The economic impacts of tourism

Positive economic aspects of tourism development revolve around increased employment opportunities, improved standard of living, support for infrastructure, and economic growth. In Faulkner & Tideswell's (1997) study of the Australian Gold Coast, tourism development contributed to economic growth and increased employment opportunities within the region. Liu & Var (1986) reported that Hawaiian residents strongly agreed that tourism development led to economic benefits, with regards to job opportunities and increased investments in the state's economy. Similarly, residents in North Wales believed that tourism brought more investment and spending in the country's economy in addition to creating an increase in job opportunities (Sheldon and Var, 1984). Easterling suggests the positive economic impacts (Table, 1) include “contributions to standard of living, increased employment, improvement of development, and infrastructure spending” (2004, p. 54). Tourism development further improves public utilities, transport infrastructure, and increase tax revenues (Ap & Crompton, 1998).

Table 2.1: Positive Economic Impacts of Tourism Development (Source: Easterling, 2004, p.51).

	Findings	Researcher
Employment Opportunity	Tourism results in increased employment	Ahmed, 1986; Ap & Crompton, 1998; Belisle & Hoy, 1980; Brayley et al. 1990; Carmichael et al., 1996; Davis et al., 1988; Faulkner & Tideswell, 1997; Forster, 1964; Hudman, 1978; Keogh, 1990; Lawson et al., 1998; Liu & Var, 1986; Manspenger, 1995; Milman & Pizam, 1988; Prentice, 1993; Weaver & Lowton, 2001
Standard of Living	Tourism has significantly increased standard of living for the community	Akis et al., 1996; Belisle & Hoy, 1980; La Flamme 1979; Liu & Var, 1986; Long et al.; 1990; Pizma, 1978
Support for Infrastructure	Tourism enhances investment, development, and infrastructure spending	Akis et al., 1996; Ap & Crompton, 1998; Fritz, 1982; Sharply, 1994
Economic Growth	Tourism is perceived to increase economic growth; a dominant factor in the economy	Ahmed, 1986; Brayley et al. 1990; Cook 1982; Greenwood, 1972; Sheldon & Var 1982

Even though tourism development brings positive economic benefits, it can also result in negative economic impacts. Tourism development can have the potential to cause over-dependence of residents on tourists, and to commercialize relationships between residents and visitors (Table, 2). For example, the economic crisis of 2001 in Asia led to a drastic reduction in the number of Japanese tourists to Canada, making several tourist operators who specialized in supplying tourist services to the Japanese market, go bankrupt (Wall & Mathieson, 2006). Negative economic impacts also include increased land and housing prices, higher taxes, and inflation levels (Ap & Crompton, 1998). According to Wall & Mathieson (2006), another negative impact of tourism on the economy of a destination is the propensity to import. In other words, the possibility of leakage occurring from the destination. This is highly likely to occur in developing countries as they are “frequently unable to supply the quantity and quality of goods and services required to meet the demands created by tourists” (Wall & Mathieson, 2006, p. 103).

Table 2.2: Negative Economic Impacts of Tourism Development (Source: Easterling, 2004, p.51).

	Findings	Researcher
Increased Cost of Living	Tourism results in increased costs of living for the host community	Carmichael et al., 1996; Faullner & Tidewell, 1997; Greenwood, 1972; Lawson et al., 1998; Liu & Var, 1998; Staynes & Stewart, 1993
Increased Price	Residents perceived that tourism results in increased prices (i.e., food, services, goods, land)	Ahmed, 1986; Akis et al., 1996; Belisle & Hoy, 1980; ; Lawson et al., 1998; Liu & Var, 1998; Staynes & Stewart, 1993 La Flamme 1979; Liu & Var, 1986; Long et al.; 1990; Pizma, 1990; Stonich, 1998
Benefits nor distributed	Residents believe that economic benefits accrue to minority of the host population	Belisle & Hoy, 1980; Freitag, 1994; Getz, 1994; Joshson et. al., 1994; Lindbarg et al., 2001; Touson, 2001
Employment is Seasonal, Temporary	Employment is Seasonal and is typically for low wages and long hours	Elo & Kyngas, 2008; Jordan, 1980; Loyal & Feuerstein, 1992; McCool, 1994; Sharply 1994; Tousan, 2001;
Increased Economic Instability	Residents believe that tourism is responsible for fluctuations in income and prices	Getz, 1994

Most studies on economic impacts of tourism have dwelled on the positive side and slightly giving a blind eye on the negative imperatives (Andereck, Valentine, Knopf & Vogt, 2005:2). Tourism is widely perceived as a potential economic base, it provides elements that may improve quality of life such as employment opportunities, tax revenues, economic diversity, festivals, restaurants, natural and cultural attractions, and outdoor recreation opportunities. Arguably, tourism is the second largest industry in the world; estimates from the World Travel and Tourism Council (WTTC) suggest that it generates around 200 million jobs worldwide and accounts for 10% of global GDP (WTTC, 2013).

Tourism is a consumption-based industry and cannot be wholly classified under a single code as it cuts across various industries. Swarbrooke (2002:25) asserts that tourism brings foreign currency and contributes to improving the balance of payment as a country as a whole. Cooper *et al.*, (1993:114) note that tourists spend their money on a variety of goods and services. Tourist money may be spent on; accommodation, food and beverages, services, goods from retail operations and on activities. This money is seen as an injection into the economy and is viewed to have effects on demand (Cooper *et al.*, 1993:114). Tourism is argued to bring income to the central government; this is through taxes paid by employees and taxes on purchased items (Swarbrooke, 2002:25). Ryan (2003:149) views tourist spending as a profit generating mechanism for tourist businesses such as

accommodation, food and beverage and activities. The tourist spent is thereby used for expansion and growth of businesses, hence the growth of the local economy.

In trying to explain the impacts of tourism in economic terms, Kreag (2001:6) highlighted positive and negative impacts. According to Kreag (2001:6) tourism increases employment opportunities, although it is argued that most of these jobs are low paying and seasonal. Swarbrooke (2002:25) is also of the view that most tourism jobs are part-time due to the seasonality nature of the industry. This necessitate for effective planning to promote tourism during the low season. Weed (2008:498) suggested hosting of many events, extensive marketing, and strategic pricing as ways to boost tourism during the shoulder season.

As tourism grows, additional opportunities are created for investment, development, and infrastructure spending (Kreag, 2001:7). Tourism often encourages improvements in public utilities such as water, sewer, sidewalks, lighting, parking, public toilets, waste control, and landscaping (Frost & Hall, 2009:295). Such improvements as Kreag (2001:7) notes benefit tourists and residents alike. In addition, tourism promotes improvements in transport systems resulting in upgraded roads, airports, public transportation - rail and buses. Jina (1994:36) declares that transport facilities are necessary for tourism development; he claims that without transport facilities, it is “a dead body with no life.” Jina

(1994:36) further claims that tourism development is anchored on improved transport facilities. In this regard, the writer is of the notion that tourism development results in improved transport systems at the destination. Tourism encourages new elements to join the retail mix, increasing opportunities for shopping and adding healthy competitiveness. Tourism is however affected by leakages which Keyser (2002:288) described as siphoning of income from the income flow of a destination. Leakages have an effect of diluting income whereby tourism receipts leave the destination economy. Page (1995:48) notes that leakages are mostly felt when the economy heavily depends on imports. Page (1995:56) went on to suggest ways of combating leakages which includes; reducing the openness of an economy, maximizing local economic linkages reduction of imports such as labour, goods and services and promotion of local investment.

The perceptions from local residents are influenced by a number of factors together with the extent of contact that they relate with tourists which also includes personal economic dependence on the tourism industry (Marzuki, 2012:201). Based on the argument that rural communities are very fragile, the growth of tourism could rapidly affect local communities in the destination. The impacts from tourism also influence local perception in each community in different degrees depending on the factors and local residents' interaction with the

industry. Nevertheless, it is understood that local residents' perceptions are important to strengthen economic growth from tourism development and provide a good image of the tourism industry (Marzuki, 2012:202).

2.4.3 The social impacts of tourism

Tourism development also affects the social, cultural and environmental aspects within a destination. Socio-cultural impacts are concerned with the “ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization” (Pizam & Milman, 1984, cited in Haralambopoulos & Pizam, 1996, p.503).

Socio-cultural aspects within a destination may be positively affected through increased tourism (Table, 3). Research (Ap & Crompton, 1998; Easterling, 2004) suggests that tourism brings an increased understanding of other cultures, and strengthens the cultural identity of the host destination and increases community pride. Furthermore, tourism development increases and promotes cultural exchange between tourists and residents. For example, the majority of Hawaiian residents agreed that tourism development promoted “cultural exchange giving [residents] better understanding of the world” (Liu & Var, 1986, p. 201). Tourism can also be a force to preserve and revitalize the cultural identity and traditional

practices of host communities and act as a source of income to protect heritage sites (Easterling, 2004).

Table 2.3: Positive Socio-Cultural Impacts of Tourism Development (Source: Easterling, 2004, p.53)

	Findings	Researcher
Increased Understanding of Different Cultures	Residents report enhanced understanding of differences	Ap & Crampton, 1998; Liu & Var 1986; Mathison & Wall, 1982; Milman & Pizma, 1988; Pizma, 1978; Sheldon & Var, 1984
Revitalized Traditional Practices	Residents believe that tourism has revitalized traditional practices leading to their preservation	Besculides, Lee, & McCormick 2002; DeKadt, 1970; Esman, 1984
Increased Demand for Local Arts	Tourism has increased the demand for local crafts and arts	Ap & Crampton, 1998; Liu & Var 1986;
Preserves Cultural Identity of Hosts	Residents believe that tourism has helped to preserve the cultural identity of the local community	Liu & Var, 1986; Evans, 1976
Greater Pride in Community	As a result of the tourism development, there are greater community pride and	Ap & Crampton, 1998; Delamere & Hinch, 1994; Inskeep, (1994).

	cohesion	
Improve Quality Life	Tourism development its believed to improve residents overall quality of life	Burns 1996; Pizma, 1978; Milman & Pizma, 1988; Perdue, Long & Alien, 1990
Promotes Cultural Exchange		Belisle & Hoy, 1980; Brougham & Butler, 1991; Elo & Kyngas (2007); Liu, Shaldom & Var, 1987; Liu & Var, 1986; Sheldom & Var, 1984

Tourism has at least four positive social impacts on host communities (Mthembu, 2009:70). Firstly, tourism is known to bring greater understanding between people of different cultures. McIntosh and Goeldner (1995:17) are of the view that tourism can contribute to peace, particularly when tourists make at least a casual contact with their hosts. Secondly, tourism can bring a new awareness of old culture, traditions and fading local arts and crafts, as tourists attach great value to what is different and unfamiliar. This is especially true in the lesser developed countries of the world. Once local residents recognize that their indigenous culture has the potential to attract more tourists, they will try to preserve it. (Mtembu, 2009:70). Thirdly, destination areas are often greatly enriched by the new ideas and new social interest conveyed by tourists. Fourthly, tourism regularly facilitates a transition from an inflexible dictatorial social structure to one that is more

sensitive to the needs of the individual; societies that are closed to outside influences tend to be somewhat rigid. Encouragements of tourism contacts within these areas stimulate more moderate policies. This has benefits for both hosts and tourists (Bennet, 1995:95).

Just like negative impacts of tourism development on developed countries, tourism development in developing countries has also led to negative socio-cultural change (Table, 4). The nature and degree of tourism impacts varies from one country to the other depending on the country's social and cultural structure (Dogan, 1989). Brunt & Courtney (1999) state that the degree to which tourism generates socio-cultural impacts depends on the number and type of tourists, the nature of tourism development within the area, and on many aspects of the host community (*e.g.*, size, strength, resiliency, and traditions).

Brunt & Courtney (1999) indicate that social impacts are those with an immediate effect on tourists and host communities with regards to quality of life. However, these impacts are liable to change over time in response to the industry's structural changes and the extent of the host population's exposure to tourism development. Tourism development can affect the habits of individuals, their daily routines and social life, their beliefs and values (Dogan, 1989).

Table 2.4: Negative Socio-Cultural Impacts of Tourism Development (Source: Easterling, 2004, p.53)

	Findings	Researcher
Loss of Native Language	Residents report that as a result of the influx of tourist languages, their native language has been lost	Coppock 1987; Cybrisky, 1970; White, 1974
Increased Prostitution	Residents believe that tourism results in increased prostitution	Belishe & Hoy, 1990; Liu & Sheldon, 1987; Liu & Var, 1996
Tourism Destroy Community Character	Tourism erodes social fabric of communities	Faukenberry et al., 2000; Allen et al., 1988; Bisillat, 1979; Braytey et al., 1990; Delamere & Hinch, 1994;
Residents Attitude Worsen Over Time	Residents negative attitude may become hostile behaviors	Doxey, 1975; Dogan, 1989; Husband, 1989; Munt, 1994
Tourism Intensifies labor burdens	Burden of accommodating tourists intensifies residents stress and exploits workers	Braytey et al., 1990; Freitag 1994
Tourism Leads to a Loss of Authenticity	Tourism creates inauthentic behaviors on the part of the host population	Brougham & Butter, 1961

The White Paper on Tourism Development has attempted to focus on strategies which should negate or perfect the negative impacts of tourism on local communities. These impacts are frequently cited in literature. Tourists are often inclined to discard many of the social norms which regulate their behavior in their daily lives when they travel away from home. Some tourists tend to relax their dress code; they manifest loose sexual morals or indulge in the illegal drug consumption and heavy drinking. This behavior may bring them into direct conflict with the host population, or it may undermine the local traditions or customs of the host country. This in turn, leads to many of the other negative social impacts of tourism (Bennet, 1995:98). These negative impacts, if not addressed directly, could lead to increased negative perceptions of tourism hence residents would not support tourism development programs (Sharma & Dyer, 2012:39). Locals working in the tourist industry often remain in low-key jobs, while outsiders fill the more demanding and better-paying jobs. This might have economic and social repercussions: it could lead to conflict in the workplace and locals could be made to believe that they are inferior to foreign cultures or people. The negative effect of a perception like this on the social values of the local community is self-evident (Mthembu, 2009:72). This phenomenon often surfaces in Southern Africa, where many of the hotels and those in top managerial positions working in the tourist industry are foreigners (Mthembu, 2009:72). Some managers are not familiar with the South African environment, including the

cultural values and traditions of this numerous African subcultures. This may lead to unnecessary conflict in the organization.

According to Haralambopoulos & Pizam (1996), tourism has an impact on the transformation of the social system within communities, by changing “the socio-economic status of some individuals”. For example, due to tourism, some residents could have a better social and economic status than others if the land they own suddenly acquires a higher value than it did before.

Cultural impacts of tourism are those that influence a long-term and gradual change in the values, beliefs and traditions of a society. Research suggests that tourism can have a harmful influence on the culture of a country (Haralambopoulos & Pizam, 1996). However, tourism is also believed to “contribute to the 'renaissance' of traditional art forms in host societies” (Haralambopoulos & Pizam, 1996, p.508). A majority of countries within the Arabian Gulf (i.e., Kingdom of Saudi Arabia, Qatar, and Kuwait) have very conservative views guided by Islam. The influx of Western tourists poses a threat to the culture and traditions of the country. As Tosun (2002) suggests, tourism generating from developed countries can have a negative socio-cultural impact (e.g., decline in traditions, materialization, and social conflicts) on members of developing countries. Further, the demonstration effect of tourism is seen as the main cause of change within community values, where the influx of Western

tourists could mean the imitation of Western traits along with a shift of community morals from traditional, Islamic values (Haralambopolous & Pizam, 1996).

Haralambopolous & Pizam (1996) further reported that residents believe tourism development would increase rates of individual crime, drug taking and abuse, and sexual harassment. Mason & Cheyne (2000) suggest that residents express concern in fear of the perceived changes and loss of control over their environment as a result of tourism development. Dogan (1989), states that tourism leads to a decline in traditions, social conflict, environmental deterioration and an increased crime rate. For example, in a study on the impacts of tourism on the Amish of Pennsylvania, tourism development led to changes in the quilting designs produced by the Amish. Quilts designed for tourists, were not traditional Amish designs and not of the same quality of the quilts made for the Amish use (Besculides *et al.*, 2002). Even though the Amish population were benefiting from selling the quilts, the quilt design did not reflect their culture.

The study of social impacts of tourism has been combined with cultural impacts resulting in socio-cultural impacts (Keyser, 2002:346). To give a clear distinction between the two, Keyser (2002:346) refers social impacts as changes in the norms and values of society that are more noticeable in the short term. Cultural impacts are long term changes in art forms, rituals, community structures and so forth (Keyser, 2002:346) Tourism has brought lot of changes world-wide, some of these

impacts might have positive influences and some are negative and Keyser (2002:349) views tourism as one driver in societal change. These impacts are two sided; they might bring good and bad things in the destination as pointed out by (Mthembu, 2009:70). Weed (2008:394) reiterates that any impact on the society should be classified within the social domain. Malthieson and Wall (1982:4) suggest that in categorizing or defining social impacts in tourism, anything that affects the quality of life has to be considered. In this regard, changes in quality of life of residents of a tourist destination constitute social impacts.

Sociologists view tourism as a social phenomenon whilst anthropologist considers it as a cultural phenomenon (Keyser, 2002:344). The social phenomenon involves social interaction between tourists and residents and between tourists and the tourist industry (Keyser, 2002:344). According to Keyser (2002:344), such form of interaction causes social change. Keyser (2002:344) further identifies factors which influence tourism. These are for example fashion, social status, norms and values of a society.

The cultural phenomenon involves contracts between the different cultural backgrounds of tourists and host communities and tourism industry and residents (Keyser, 2002:345). This form of contact is referred to as cultural exchange (Keyser, 2002:345). Sharma (2004:94) notices that cultural exchange can be possible even with a well-managed small-scale tourism development.

2.4.4 Factors Influencing Residents' Attitudes.

What one perceives can be substantially different from objective reality. Brida, Disegna and Osti (2011:5) argue that residents do not form a homogenous group in terms of their perceptions of tourism impact therefore, perceptions differ from one person to the other. It is believed that those who obtain more benefits perceive tourism positively whereas those who have less benefit would perceive tourism impact negatively (Brida *et al.*, 2011:5).

A number of factors influencing residents' perceptions have been identified in the literature. Tourism planners and developers are interested in knowing how community members view tourism activities in their area. This is important for them to gain residents' support when it comes to the development of tourism policies (Ap, 1992:665).

Previous studies have examined residents' attitudes towards tourism development by identifying certain socio-demographic and independent variables. Variables such as age, income, gender, length of residence, and ethnicity have been used to understand and explain how attitudes towards tourism development differ from one resident to the other (Table, 5).

Table 2.5: Socio-demographic Factors Resulting in Positive and Negative Impacts (Source: Easterling, 2004, p.50)

	Positive Impacts	Researchers	Negative (or Neutral) Impacts	Researchers
Age	Younger residents more favorable toward development	Haralambopoulos, 1996;	- Middle aged residents concerned about infrastructure - Older residents less tolerable of tourism and more concerned about community impacts	Bastias et al., 1993 Tomljenovic, Renata and Faulkner, 1999
Education	More educated residents are more involved and supportive	Ayres and Potter, 1989; Korca, 1998	- More educated residents resent Tourism - Higher education leads to higher awareness	Ahmed, 1986; Bastias et al., 1993
Gender	More opportunity for women workers in tourism industry	Tooman, 1987; Urry, 1991		

Income	The higher the income, the more positive the attitude toward tourism	Haralambopoulos, 1996;		
Length of Residence	<ul style="list-style-type: none"> - Newer residents more favorable - Longer term residents become more attached, more involved 	Stynes, 1993; Ayres and Potter, 1989; Haralambopoulos, 1996; McCool, 1984	<ul style="list-style-type: none"> - Residence has no effect on tourism attitude - Long term residents are less favorable 	<p>Allen et al., 1993; Clements et al., 1993;</p> <p>Haralambopoulos, 1996;</p>
Residential Location-Proximity to Tourist activities	<ul style="list-style-type: none"> - Urban residents more favorable - As distance increased tourism viewed more favorably 	Wall, 1986; Pearce, 1980; Belislay & Hoy, 1980	The closer the proximity the greater the concerns	Faulkner & Tidswall, 1997; Ciements, 1987; Korce, 1998; Teo, 1994
Translucence			The greater the number of tourists, the more transient the resident population become	Allen et al., 1988

Personal benefits such as personal or family job opportunities, additional income and so forth are noted to affect the manner in which residents view tourism

impacts (Mensah, 2012:275-276). Interestingly, the behavior of residents towards tourism predicts their attitudes and perceptions as noted by Ap (1992:670). Ap (1992:668) postulated that members of the host community with business or employment interests in tourism will generally be more positively disposed to it because they trade off resulting costs with benefits. Conversely, those who are not involved in the tourism derive no considerable direct benefits, yet may still experience some costs and are more inclined to hold negative perceptions (Mensah, 2012:276).

Yoon (1998:17) identified ten factors which determine residents' perceptions on tourism impacts. These factors have been widely debated in past research and they are; length of residency, community attachment, tourism related jobs, recreational activity, tourist contacts, tourism policy participation, travel experience, the levels of tourism development and growth of community. Additionally, residents' perceptions are influenced by demographic characteristics (Ap, 1992). Factors such as age, gender, income, occupation, religion, ethnicity and marital status are examples of demographic characteristic having an influence on residents' perceptions.

Perdue, *et al.* (1990) suggest that very little variation in residents' attitudes are explained by these variables. However, McGehee & Andereck (2004) suggest that the individuals' age determines how they form their attitudes towards tourism. For

example, McGehee & Andereck's study suggests older residents are less likely to agree with "statements concerning the negative impacts of tourism" (2004, p. 136).

Tomljenovic & Faulkner (1999) found older residents to be more tolerant to the presence of international tourists than younger residents. However, older residents were more concerned with tourism's impact on crime and safety levels and disturbance in the neighborhood, than younger residents (Tomljenovic & Faulkner, 1999). Contrary to Tomljenovic & Faulkner's (1999) study, Cavus & Tanrisevdi (2002) found older Turkish residents hold more negative perceptions towards tourism development than younger residents. Varying relationships between 'age' and residents' attitudes towards tourism development could depend on the values and culture of residents. Tomljenovic & Faulkner suggest that because older residents grew up with values conflicting with modern lifestyles, they are likely to oppose tourism development because of the social change associated with it.

Regarding gender; Mason & Cheyne (2000) found women to be more opposed to tourism development than men, due to increases in traffic, noise, and crime. According to Harrill (2004), women could be more opposed to tourism due to traditional wage and occupational difference. Iroegbu & Chen (2001) found urban male residents holding a college education and making more than \$25,000 per

year, were more likely to support the development of tourism than female residents of the same age and income (McGehee & Andereck, 2004). Residents whose livelihoods depended on tourism were found to perceive tourism development more positively (Haralambopoulos & Pizam, 1996). McGehee & Andereck also found that residents who depended on the tourism industry “or perceive a greater level of economic gain tend to have a more positive perception of tourism's economic impact than other residents” (2004, p.133).

Other factors such as length of residence, level of community attachment, and distance from tourism facilities and attractions have also been studied. Lankford & Howard (1994) suggest that the longer residents live in a destination, the more they opposed tourism development. For example, long-term residents of Montana & Virginia held less favorable perceptions than more recent residents towards tourism development (Harrill, 2004). Easterling (2004) suggests that residents living further away from tourism facilities and attractions are less likely to have negative perceptions towards tourism than those who live closer to tourism centers. Further, Harrill (2004) suggests residents who were more attached to the community were less likely to hold positive perceptions towards tourism impacts. However, McGehee & Andereck suggest that the relationship between community attachment and its influence on residents' attitudes was not yet conclusive, “given

that other [researchers] have found the opposite relationship or no definitive relationship in their studies” (2004, p.133).

2.5 Attitudes towards Tourism Development

This section describes some theories of residents' attitudes towards the development of tourism. Carmichael et al., defines attitudes as the “enduring predisposition towards a particular aspect of one's environment [and] can be reflected in the way one thinks, feels and behaves with respect to that aspect” (2000, p.603). Attitudes of individuals can be classified along the following three dimensions: cognitive (beliefs, knowledge, perceptions), affective (likes and dislikes), and behavioural (action taken or expressed) (Carmichael et al., 2000). Residents of host destinations can base their attitudes towards tourism development on any of the aforementioned attitude dimensions.

According to Getz, attitudes are “reinforced by perceptions and beliefs of reality, but are closely related to deeply held values and even to personality” (1994, p.247). Andriotis & Vaughan, state that the important aspect of residents' attitudes is that “what is perceived does not have to be true” (2003, p.173). It is perceptions rather than reality that motivate an individual to act in a certain way. Hence, perceptions become the meaning associated with an object. It is suggested that “residents might attribute meaning to the impacts of tourism without necessarily having the knowledge or enduring predispositions” (Getz, 1994, p. 248).

When residents feel that tourism development threatens their identity, they are more likely to develop attitudes that are “at best ambivalent and at worst actively hostile”. For example, Hernandez, *et al.*'s (1996) study of residents in Puerto Rico suggested mixed feelings towards tourism development. Residents were concerned with possible changes to their way of life, ending the tranquillity and increasing crime (Mason & Cheyne, 2000). Similarly, in a study by Haralambopolous & Pizam (1996) investigating social impacts of tourism as perceived by local residents of Samos (Greece), mixed attitudes towards the industry were held. Residents reported positive impacts of tourism to include job creation, increased tax revenue and increased personal income. In addition, “residents felt local hospitality benefited and the area's image improved as a result of tourism” (Mason & Cheyne, 2000, p.393). Moreover, suggestions have been made (Fredline & Faulkner, 2000) that community members benefiting from tourism through investment, ownership, or employment are more likely to form positive attitudes towards tourism development than residents who do not directly benefit from tourism.

Capenerhurst (1994) argues that the concern of residents towards tourism development arises when tourism is perceived as a threat to the status quo, to the community identity, or to local culture. The reaction of residents towards tourism development also depends on the number of people in the host community. For

example, smaller host communities might have stronger reactions towards tourism development than larger host communities as development is more visible. It is “at the local level where facilities are seen to be built, where land and other resources are allocated between competing users, and where the wishes of permanent residents need to be accommodated as well as visitors” (p.152, cited in Mason & Cheyne, 2000, p.395). Moreover, it is noted that “the consequences of tourism have become increasingly complex and contradictory [and] are manifested in subtle and often unexpected ways” (Mathieson & Wall, 1982, p.4-5).

It is assumed that three factors influence on residents' perceptions, namely: economic dependency, resident's social factor and level of local participation in tourism activities. There has always been a controversial debate of the influence of these factors on residents' attitudes. Many scholars have been searching for its universal model but it seems there is no such proved model existing until now.

Sirakaya et al. (2002, in Nunkoo & Gursoy 2011, 2) mention that there are differences in the determinants of residents' support for tourism between the developed and developing regions. Ward and Berno (2011, 1564-1565) through their research between Fiji and New Zealand- two developing and developed states respectively indicate that residents who belong to a growing economic region have more positive attitude toward tourism activities in their community. Although Fijians acknowledged some negative consequences of tourism, generally

they held a positive view of tourism. In contrast, New Zealanders were more ambivalent and uncertain about the personal benefits of tourism for their own wills although they did not deny the economic benefit that tourism has brought to their state.

Economic factor is quite complex determination affecting residents' support for tourism activities. However, Blau (in Kayat 2002, 175) proposes that the partner in a social exchange with less power of alternative opportunities (or the so-called "no-power" residents) is prone to be more dependent on the exchange relation. Kayat (2002) conducts his study in Langkawi Island, which was one of the least developed districts in Malaysia but has been undergoing substantial changes in its economy thanks to tourism. He finds out that the "no-power" respondents who presented strong support for tourism also showed great dependence on this industry. In fact, these dependent residents have no alternative than tourism to sustain themselves. In their perception, the money and material wealth that tourism brought to them were so important that any other negative impacts were underestimated or neglected (Kayat 2002, 181-182).

However, McGehee and Andereck (2004, 136) reveal that residents who benefit economically from tourism also reported its negative impacts. Their research was conducted in twelve communities in Arizona and the finding was that respondents who are living in more tourism dependent communities are more likely to agree

that tourism has negative impacts than residents of less tourism dependent communities. Supporting this result, Latkova and Vogt (2011,62) in a study of three rural areas in Midwest expose that there is a positive relationship between tourism dependence and tourism ‘negative impacts’. In order to clarify these results, Nunkoo and Ramkisson (2010, 56) explain that residents depending on tourism who display negative attitude towards the industry might believe that their local economy is strong enough not to depend on tourism and there could be other possibilities for them to make income rather than tourism sector. The perceived local economic level therefore is more likely to influence tourism dependent residents on their perceived tourism impacts.

To what extent one economically benefited from tourism predict perceived positive or negative impacts of tourism is questioned to examine the authentic meaning of tourism development in an area. In the context of volunteer tourism that benefitting the poor is the core objective, residents’ perceptions hence could be stereotyped when the economic benefit might be over evaluated than other impacts. It is therefore very important to apply both social and economic factors in order to gain a more precise insight into residents’ perceptions towards tourism development generally and volunteer tourism specifically.

There has been a controversy about the influence of social factors on residents’ attitudes towards tourism. While some researchers have found a significant

difference in residents' perceptions related to some social elements such as age, length of residency, ethnicity, contact with tourists, others recognized a relatively minor role of these factors in explaining residents' attitudes toward tourism development. However, these variables are considered as standard part of survey implementation (Harrill 2004, 252). The social factors have helped many studies in forming different clusters within a community. Brida et al. (2010) demonstrate that this way of dividing into cluster groups allows "easy identification of group membership, so the positives about tourism development and possible solutions to potential negative impacts can be distributed to key people".

Some studies indicated that gender is a determinant of residents' attitudes toward tourism. Nunkoo and Gursoy (2011, 18) report that residents with feminine identity were more aware of the negative impacts of tourism and more supportive for tourism development in the community. The explanation lies in the fact that femininity is more community-oriented, emphasizing on sensitivity and concern for others. Regarding age, McGehee and Andereck (2004, 136) discover that the older the respondent is the more likely he or she is to agree with the positive impacts of tourism. Similarity, Ward and Berno (2011) also find that older people show more tolerance to tourists and have more positive attitude toward them. However, Williams and Lawson (2001, 283) in their findings conclude that the older group tends to least approve of tourism in the town. They are considered the

most “community oriented” group as they care for natural environment, community values including the role of local people in maintaining control over their community.

Community attachment has been applied in many studies as an important determinant in tourism perceptions (McGehee & Andereck 2004, Andereck et al. 2005, Nunkoo & Ramkisson 2010, Latkova & Vogt 2011). McCool and Martin (1994, in Nunkoo & Ramkisson 2010, 56) define community attachment as the “extent and pattern of social participation and integration into community life, and sentiment or affect toward the community”. Community attachment was measured by the length of residency, birthplace (Mc Gehee & Andereck 2004). Nunkoo and Ramkisson (2010) use the concept of community commitment instead of community attachment. This is characterized “as the extent to which local residents internalized the community as their own, feel loyal to it and would not consider moving away from the area at will” (Grzeskowiak et al. 2003, Theodori 2001, in Nunkoo & Ramkisson 2011b, 177). Similarly, Stockon (2011) besides length of residency, attempts to modify the dimension of community attachment by the questions of belonging, emotional bond and fond memories about the community. Latkova and Vogt (2011) add two more features in this category as social and environmental attach (family ties, local culture and tradition, natural landscapes, opportunities for outdoor recreation as well to be involved in

community). Harrill (2004, 259) concludes that in general, the tourism researchers have discovered a direct negative relationship between community attachment and residents' perceptions towards tourism. It is explained by the fact that tourism is an industry with the potential consequences of degrading community life quality. Therefore the more attached residents are to their community, the more negative they are feeling towards tourism development. However, in the case of four researchers under this study, except Stockon (2011), there are some inconsistent results as McGehee & Andreck (2004) and Latkova & Vogt (2011) discover a contradictory result while Nunkoo and Ramkisson (2010) do not find any relationship between community attachment and residents' tourism perceptions.

Generally, there is no consistent relationship when testing the correlation between social variables and attitudes. This might be because these variables are applied in different areas in which the geography, the tradition as well as the tourism development level vary greatly. Thus, these results are only related to specific environments and cannot be generalized to other states. For a particular community in this study, an examination of social factors should also be investigated in order to clarify which social factor would have an effect on the local residents' perceptions towards volunteer tourism.

Local participation is one principle of sustainability in tourism. This element is considered as the key difference between conventional mass tourism and

sustainable forms of tourism (Mowforth & Munt 2009, 101-107). The involvement of local community in the decision-making process has not only enhanced individual learning but also for potential future endeavors of the community development (George et al. 2009, 168).

The importance of local involvement in area-development projects could not be therefore under-estimated. Supporting for this cause, Kayat (2002) discovers that the more power local residents in Langkawi, Malaysia is given, the more favorable and supportive attitude they express towards future tourism development of the town. Similarly, Nunkoo and Ramkisson (2011b) in their study of Grand-Baie- a tourist resort in Mauritius find out a direct positive relationship between residents' perceived level of power to influence tourism and the perceived benefits of the industry.

Harsanyi (1971) and Nagel (1975) (in Kayat 2002, 175) identify the resources owned by residents as an important source of power because they imply the residents' ability to influence the tourism development (such as labor, capital, cultural and natural resources) in their state. Consistent with social exchange theory, these resources represent residents' power in an exchange with tourism development to satisfy their needs (Kayat 2002, 175). Ap (1992, in Nunkoo & Ramkisson 2010, 57) also agrees that the study of residents' power in tourism is

necessary since it determines the residents' capacity to take advantage of tourism benefits.

Whether the community is involved passively or could actively participate in tourism policy making process is dependent on the barriers of community capacity in tourism development which includes the lack of community participation opportunities, the power imbalance between local authority, the lack of tourism knowledge and the availability of short-term funding programs (Hunt 2005, in Aref & Redzuan 2009, 22). The local expected to be involved more in tourism development activities but there was no or little support from government. In addition, the finding also shows that the residents in Shiraz saw inconsistent activities in terms of tourism planning in their community.

The purpose of involving the variable of residents' participation in this study is to examine the level of local power that "to make people central to the development by encouraging beneficiary involvement in interventions that affect them and over which they previously had limited control and influence" (Cooke & Kothari 2001, in Nunkoo & Ramkisson 2010, 57).

2.6 Tourism Impact Models

This part describes the tourism impact models which considered residents' perceptions as the foundation. The three models which are introduced are Doxey's

Irridex Model, Butler's Tourist Area Life Cycle (TALC) Model and Social Exchange Process Model.

2.6.1 Doxey's Irridex Model

In the Irridex model, Doxey developed a useful framework for the analysis of community attitude towards tourists, the irridex (derived from irritation index) represents the escalating irritation of the residents as the impacts of the visitors number increases.

Doxey's Irridex Model (1975) presents an analysis of the effects of tourism development on the social relationship between host and tourists. Its four stages describe different stages of tourism development and their influence on hosts and tourists. At the first stage, tourism development is minimal, few tourists visit the destination area, tourists want to mix with the local population and they welcome the tourists. At this stage, limited commercial activities take place. At the second stage, the number of tourists increase, the local population perceives that more tourists will visit their destination and the relationship between tourists and the local community becomes formal.

At the third stage, there is significant tourist growth demanding more resources. A competition of resources creates tension between the local population and tourism. The local population becomes concerned about tourism and its impact on their

livelihood. At the fourth stage a conflicting situation is presented where tourists are seen in a negative way. Tourists and tourism becomes the victim of society's wrong doings.

Stages	Host Community Attitude	Characteristics
Stage 1	Euphoria	<p>Small number of visitors</p> <p>Visitors want to merge with local community</p> <p>Host community welcome tourism</p> <p>Limited commercial activity in destination area.</p>
Stage 2	Apathy	<p>Visitors number increases</p> <p>Visitors are taken for granted</p> <p>The relationship between tourists and the host community is more formalized</p>
Stage 3	Irritation	<p>The number of tourists grow significantly</p> <p>Increased involvement of external commercial organizations</p> <p>Increased competition for resources between tourists and residents</p> <p>Locals concerned about tourism</p>
Stage 4	Antagonism	<p>Open hostility from locals</p> <p>Attempts to limit damage and tourism flows</p>

Figure 2.1: Doxey's Irridex Model; Source: Adapted from Keyser (2002)

Doxey (1975) cites the physical presence of tourists, the differences between tourists and locals and the foreign ownership of local resources as possibly constituting the primary factors causing social impacts. This model is a useful simplification of the complex relationship and set of attitude that developed between tourists and host communities. The specific abilities of the host communities to accommodate or tolerate tourism, and the attitudes that are formed in consequences, are different from community to community and are determined by a number of factors, including the number and type of visitors, length of visit, and cultural distance between host and guests (Doxey, 1975).

2.6.2 Butler's Tourist Area Life Cycle (TALC)

Tourism Area Life Cycle (TALC) is a model developed by Butler to explain the stages involved in the development of a tourism destination. TALC model has identified six stages involved in the life cycle of a tourist destination. These stages include; exploration, involvement, development, consolidation, stagnation and decline/ rejuvenation. While many tourism scholars have adopted Butlers TALC model as tool for tourism destination planning, there are still a few tourism scholars who think that the model that not provide a comprehensive understanding of the development of tourism destination. Butler's TALC model provides a useful means of understanding the historical evolution of tourism destination. Though

this model is not comprehensive, it provides an effective tool that can be used in tourism destination planning.

According to Butler's TALC model a tourism destination goes through six stages. The first stage is exploration. This stage involves a few tourists discovering a new tourism area (Butler, 2011). This stage is usually characterized with minimal number of visitors due to limited access, limited knowledge and inadequate facilities. The tourist visiting such areas are mainly the allocentric or adventure seeking tourists. The second stage, involvement, begins when local community begins to participate in the tourism development process. On seeing a few tourists interested with their area, members of the local community begin to develop simple infrastructures and facilities such as access roads and small accommodation and catering facilities (Butler, 2011). More tourist gain knowledge of the area and the number of visitors begin to rise. At this stage the area is still popular among the allocentric type of tourists.

The development stage begins to set in when the government and small scale investors take notice of the interest of tourist on this area (Butler, 2011). The government set in to provide necessary infrastructure such as roads and electricity while investors begin to provide sophisticate infrastructures such as accommodation and transport facilities. The areas also become widely marketed as tourism destination further increasing the number of tourist visiting the area. The

mid-centric tourists begin to have confidence with this area and start visiting further increasing the number of visitation. Consolidation stage is marked by entry of the big players in the tourism industry into this area (Butler, 2011). Small facilities are replaced by large tourism establishments designed to serve large masses of tourists. More and more tourists flock into the areas as the psychometric begins to gain confidence with this destination.

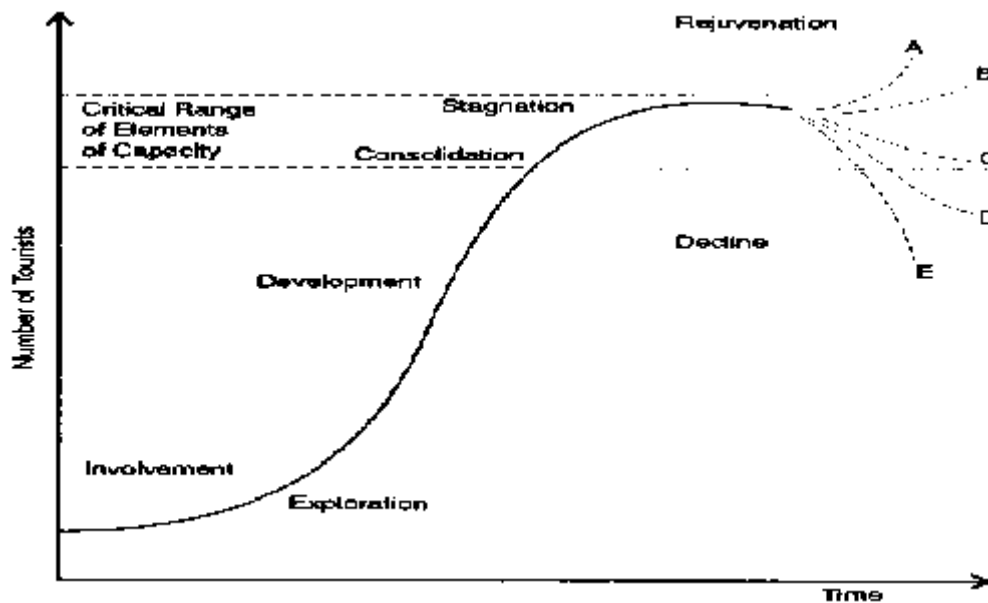


Figure 2.2: Butler's Tourist Area Life Cycle (TALC)

The stagnation stage is marked by stabilization in the growth of the number of tourists (Butler, 2011). This is mainly as a result of the allocentric tourist leaving the area as it begins to lose its novelty status and their number is replaced by the psychometric tourists who are appealed by the comfort and familiarity offered by the area. The rising number of tourists begins to irritate locals as they begin to feel

the pressure associated with the large number of tourists. Decline or rejuvenation stage may follow the stagnation stage. Decline stage results from the tourism areas undergoing degradation as a result of increased pressure from the large number of tourists. Environmental and social problems begin to haunt the area leading to the area losing its appeal. However, the areas tourism appeal may be rejuvenated through various means such as developing new products beside the product that had initially attracted tourist into the area.

2.6.3 Social Exchange Process Model

For assessing the social impacts of tourism many writers used (Lankford and Howard, 1994; Ryan and Montgomery, 1994; Haralambopoulos and Pizam, 1996; and Faulker and Tideswell, 1997) social exchange theory. Modern social exchange theory has evolved through the works of Emerson (1972). Homans (1961) claims that social exchange theory is based on the premise that human behavior or social interaction is an exchange of activity.

The main components of the model are need satisfaction, exchange relations, consequences of exchange, and the no-exchange outcome. The figure presents a set of processes that link the main components of the model. They are: (1) initiation of exchange; (2) exchange formation; (3) exchange transaction evaluation; (4) positive evaluation of exchange consequences, that is, reinforcement of behavior.

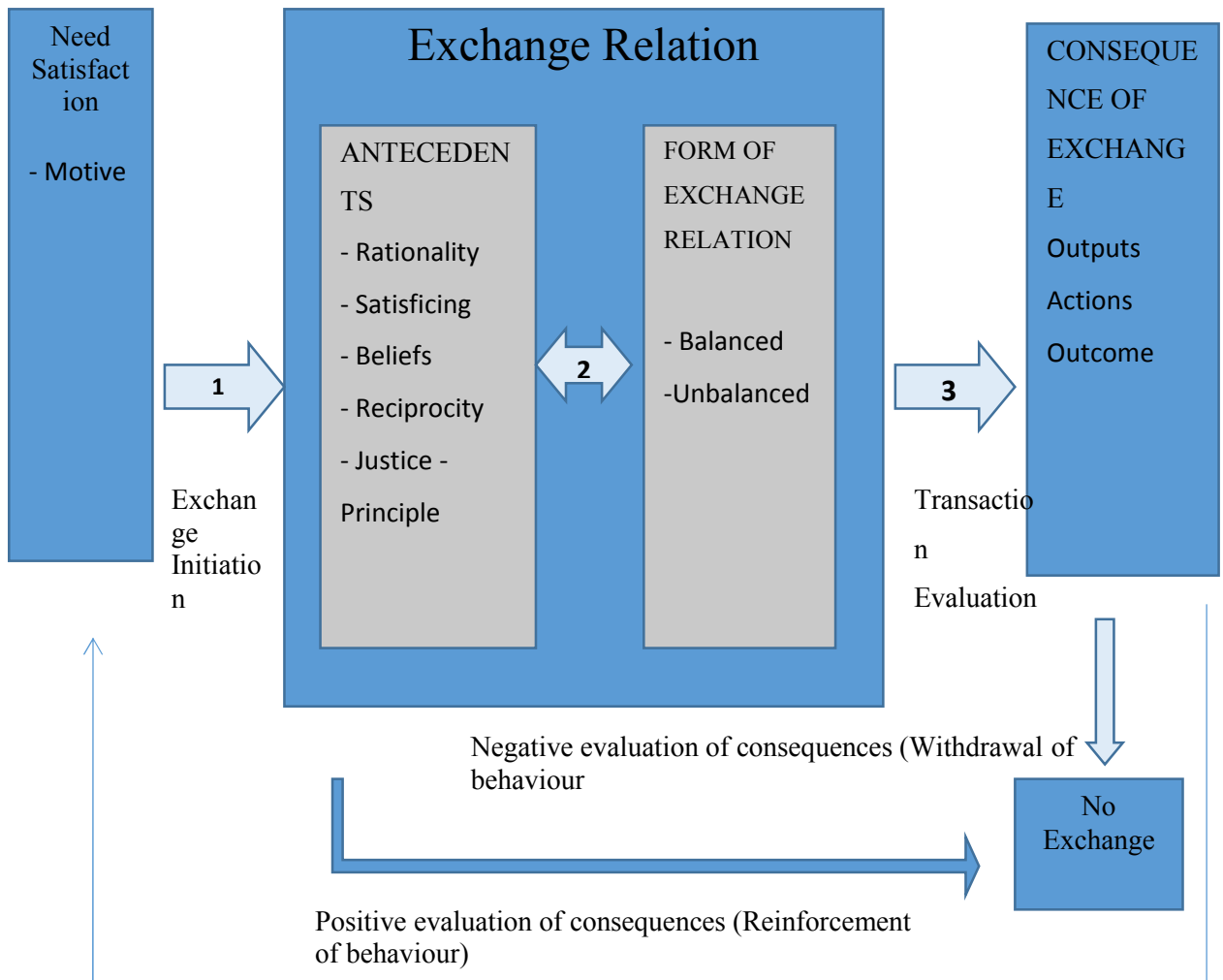


Figure 2.3: Social Exchange Process Model; Source: Adapted from Ap (1992:670).

According to Ap (1992), Social exchange theory suggests individuals engage in exchange if three preconditions are realized: (1) the rewards are valued (2) the exchange produces valued rewards and (3) the costs do not exceed expected rewards. This principle suggests that residents will be willing to enter into an

exchange with the tourists if they can reap some benefits without incurring unacceptable costs.

The exchange process follows a sequence of events. The first event is identification of need. Ap (1992:672) says: “an actor will initiate an exchange relationship when there is a need to satisfy”. To initiate an exchange there must be a need to satisfy and satisfaction of need justify the rationale for engaging in social exchange. Therefore, unless a community has a need to develop tourism or perceives tourism as a means of achieving social and economic benefits, it is unlikely to welcome the development of tourism (Ap, 1992; Ap and Crompton, 1998). The social exchange must be reciprocal, i.e. the resource exchange between parties should be roughly equivalent. Social exchange theory which is generally concerned with explaining the exchange of resources (physical or symbolic) between people or group of people is similar to Nash’s suggestion.

2.7 Tourism Impact and Residents’ Attitude Scales

This section looks at the different resident attitude scales that have been devised. The Index of Tourism Impacts will be discussed in more detail as it will be used throughout the research.

Perdue, *et al.* (1990:595) developed a model looking at resident perceptions and possible relationships between “perceived impacts and resident support for

additional tourism development and specific development policies”. The model was applied to 16 rural communities in Colorado. According to Perdue, *et al.* (1990), residents who directly and personally benefit from tourism are more likely to support further tourism development. Perdue, *et al.*'s (1990) model hypothesized that if personal benefits from tourism development were not included in the model, then the perceived impacts are unrelated to resident characteristics. In other words, by excluding a resident's personal economic, social, and cultural benefits he/she would encounter from tourism development, a residents perception towards tourism impacts are not related to characteristics such as age, gender, and length of residence. The model showed general support for the aforementioned hypothesis. The model further supported that even when personal benefits were controlled for, “support for additional tourism development would be positively related to the perceived positive impacts of tourism and negatively related to the perceived negative impacts” (p.597).

Lankford & Howard (1994) devised a 27-item, two-dimensional scale to measure community attitudes toward tourism development known as the Tourism Impact Attitude Scale (TIAS). TIAS applies standardized scaling techniques for gauging host community attitudes toward tourism. The scale tests the influence of independent variables on residents' attitudes towards tourism. The TIAS was

tested in two rural tourism communities in the Columbia River Gorge region of Oregon and Washington.

To assess the extent to which independent variables influenced resident attitudes, Lankford and Howard (1994) used canonical correlation analysis and multiple regression analysis. The authors found that if local residents felt tourists affected their use of outdoor recreation areas, positive resident attitudes towards tourism development were reduced dramatically. Results also indicated that residents with the most favorable attitudes towards tourism development were those most likely to be employed in a job catering to tourists. Results of the study further suggested that Doxey's (1975) Irridex does not consider the “complexity of factors that can influence, either positively or negatively, residents' attitudes toward tourism” (p.135). Reliability scores for the TIAS were high with an alpha scale coefficient of 0.964, however scale validation remained incomplete. Despite the scale's reliability, the two dimensions identified were not consistent with classified frameworks of perceived impacts. According to Ap & Crompton (1998), Lankford and Howard's (1994) scale lacked compatibility with taxonomic frameworks of tourism impacts as it “better reflected prevailing conceptual classifications of perceived impacts” (p.123).

Based on these limitations, Ap & Crompton (1998) developed a 35-item scale, the Index for Tourism Impacts (ITI) (Appendix, A). Data for the study were collected

from three Texas communities heavily affected by tourism (Ap & Crompton, 1998). The purpose of the scale was to measure the physical/ecological/social or cultural environments, and the residents' acceptance of visitors. The index consists of two components: (1) belief measured by asking respondents the level of change associated with the 35 community indicators, and (2) evaluation measured by asking respondents “their level of like or dislike with each item” (Ap & Crompton, 1998, p. 124). For example, rating the level of change, like or dislike brought about by tourism development, with the level of traffic congestion, opportunities to learn about other people and cultures Ap & Crompton's (1998) study demonstrated the following three domains: economic, social/cultural, and physical/environmental. The study further led to the emergence of four other domains: crowding and congestion, services, taxes, and community attitude. Factor analysis was used to verify the scale and confirm the underlying perceived impact dimensions. The results confirmed the dimensional distinctiveness of the instrument (Ap & Crompton, 1998). The ITI is believed to have acceptable internal consistency levels and relatively high convergent validity. Because the index was tested on three Texas communities with different characteristics, the authors concluded, “the consistency of results that emerged across such diverse samples, suggests that the instrument is likely to be applicable across a broad spectrum of communities that are impacted by tourists” (Ap & Crompton, 1998, p.129).

2.8 Tourism and Community Participation

2.8.1 Community

There are various definitions related to community and these terms are confusing, some academics (Stacey, 1969; Thorns, 1976) realize that the term community is difficult to define. Based on Hillery's (1955, p.65) review on 94 community definitions, he concluded that no agreement had been achieved but every definition deal with people. In addition to his review, he found that there are three main components related to the term community: area, common ties and social interaction. The word community is derived from the Latin word "communities". Examples are as a city, a town, a village or parish. This definition pinpoints that the concept of community is endowed with demographic, geographic, economic and political dimensions which leads the community to rule itself as an autonomous social unit. This autonomous social unit is strengthened by common values and experienced feelings of belongingness. On top of that, Jamal and Getz (1995) defined community as a body of people living in the same locality.

Swarbrooke (1999) points out the complexity of the term community within the tourism context and suggests that it involves geography, ethnicity, demography, governance, stakeholders and the power structure that exists within the community.

Singh et al (2003:7) define community as: “a set of people living together, symbiotically bound to each other and their habitat, thereby rendering themselves a distinct collective personality”. Here they point out that collective living creates a unique personality which separates one community from other communities. Tourism academics refer to communities as locals, native, residents, indigenous people, destination people and hosts. They usually put much emphasis on the term host. Therefore, it can be said that tourist destination community bears all the characteristics of community discussed above. Yet one significant difference is that it has to accept the impacts of tourism activities because as a community they have tourist attractions and are providing tourism services to tourists.

2.8.2 Community participation

Community participation is an important component of community development and reflects a grassroots or bottom- up approach to problem solving. In social work, community participation refers to “the active voluntary engagement of individuals and groups to change problematic conditions and to influence policies and programs that affect the quality of their lives or the lives of others” (Weil and Gamble, 1995). Effective community participation may lead to social and personal empowerment, economic development, and socio-political transformation. Yet there are obstacles: the power of central bureaucracies, the lack of local skills and organizational experience, social divisions, and the impact of national and

transnational structures. There is no clear-cut agreement in the literature of community development on the nature of community participation or on a prescription to ensure it. The need for community participation in development and management is nonetheless accepted and recognized in the professional literature. Brohman (1996) says community participation in the tourism development process as if it is a panacea to overcome tourism related problems in Third World countries. He asserts that community participation in the tourism development process will achieve a more equal distribution of the benefits, discourage undemocratic decision-making and meet the needs of the local community in a better way.

Through citizen participation, a broad cross-section of the community is encouraged to identify and articulate their own goals, design their own methods of change, and pool their resources in the problem-solving process (Harrison, 1992). It is widely recognized that participation in government schemes often means no more than using the service offered or providing inputs to support the project (Smith, 1998). This is contrasted with stronger forms of participation, involving control over decisions, priorities, plans, and implementation; or the spontaneous, induced, or assisted formation of groups to achieve collective goals (Smith, 1998). Most community development work involves the participation of the communities or beneficiaries involved (Smith, 1998).

2.8.3 Community participation and tourism

Community participation in tourism is concerned around the issues of their participation in the decision-making process and how the benefits of development of tourism can be enjoyed by them (Murphy, 1985; Inskip, 1994; Tosun, 2000 and 2006).

The concepts of community involvement and communication participation which are one and the same thing, have received considerable academic interest. However, (Arnstein, 1969) seminal work, Ladder of Participation has often served as a useful reference point. Arnstein (1969) recognized that there are different levels of citizen participation, ranging from manipulation or therapy of citizens, where participation is a sham, through consultation, to citizen control regarded as genuine participation. The ladder of participation identifies eight levels of citizen participation (Figure 2). According to Arnstein (1969), citizen participation is the redistribution of power that enables have-not citizens to be deliberately included in the developmental decision-making process. It is the “means by which they can induce significant social reform, which enables them to share in the benefits of the affluent society” Arnstein (1969). In this definition of participation, the most important point is the degree of power distribution. Arnstein (1969) has conceptualized the degree of citizen participation in terms of a ladder or typology of citizen participation comprising of eight levels, which are classified into three

categories relative to the authenticity of citizen participation. While the lowest category represents non participation, the highest category refers to degrees of citizen power and the middle category indicates degrees of citizen tokenism.

However, some of the criticisms leveled against Arnstein's typology are that it was developed in the context of developmental studies in general and not related to a particular sector of an economy Tosun's (2006), it does not specifically deal with tourism development and it provides misleading results within a developing country context Choguill, M. B. G. (1996). Tosun's (2006) Model of Community Participation (Figure 2.4) however, is situated within the context of community.

For Askew (1989), it is an educational and empowering process in which people, in partnership with those able to assist them, identify problems and needs and increasingly assume responsibility themselves to plan, manage, control and assess the collective actions that are proved necessary. To encourage the tourism development process, planners and community leaders need to provide educational information and programs such as workshops and awareness programs to residents (Sirakaya, 2001). For an ideal condition of community participation, it requires a transfer of power, from those who had major decisions-making roles to those who traditionally have not had such a role (Willis, 1995). This means, readjustment of power between local community and developers or the local authority need to be conducted in professional way as not to manipulate the participation process.

Arnstein's (1969) typology of community participation			Tosun's (1999; 2006) typology of community participation
8. Citizen control	Degrees of Citizen Power	⇒	3. Spontaneous Participation Bottom-up: active participation; direct participation; participation in decision making; authentic participation; self-planning
7. Delegated power			
6. Partnership			
5. Placation	Degrees of Citizen Tokenism	⇒	2. Induced Participation Top-down; passive; formal; mostly indirect; degree of tokenism, manipulation; pseudo participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback
4. Consultation			
3. Informing			
2. Therapy	Nonparticipation	⇒	1. Coercive Participation Top-down, passive; mostly indirect, formal; participation in implementation, but not necessarily sharing benefits; choice between proposed limited alternatives or no choice; paternalism, non/participation, high degree of tokenism and manipulation
1. Manipulation			

Figure 2.4: Normative Typologies of Community Participation; Source: Tosun (2006)

Tosun (2000) defined community participation as a form of action in which individuals confront opportunities and responsibilities of citizenship. The opportunities may include joining in the process of self-governance, responding to authoritative decisions that impact one's life and working co-operatively with others on issues of mutual concern (Til, 1984).

Different arguments have emerged regarding community participation in tourism from many scholars and practitioners (Murphy, 1985; Lea, 1988; Pearce, 1994; Brohman, 1996; Dei, 2000; Tosun and Timothy, 2003), one of the pioneers on community participation in tourism activities, argues that the local community who live in the tourism destination bear the main impacts of tourism whether it is positive or negative. Murphy (1985:165) says - "the industry uses the community as a resource, sell it as a product, and in the process affects the lives of everyone" Dei (2000) suggests that community involvement in tourism development helps to create entrepreneurial opportunities for locals and engages them in development related decision-making processes particularly regarding socio-cultural and environmental consequences associated with tourism. Tosun and Timothy (2003) outline seven arguments to support the necessity of community participation in tourism:

- i. community participation is a crucial component in the implementation of tourism plan and strategies;

- ii. sustainable tourism development can be achieved;
- iii. tourists' satisfaction can be increased;
- iv. better tourism plans by tourism professionals can be facilitated;
- v. fair distribution of costs and benefits among community members;
- vi. local identity needs can be satisfied; and
- vii. the democratization process can be strengthened in tourist areas.

Tosun (2000) says that community participation in tourism helps implementation of sustainable tourism development by creating better opportunities for local community to gain larger and balanced benefits. Mitchell and Reid (2001) find that 90% of respondents from the local population of Peru feel that they can increase their earnings if can enjoy greater participation in tourism activities. The views of the local community must be taken into account if the industry is to be sustainable in the long run (Williams and Lawson, 2001). Scheyvens (2004) claims that community involvement and their control over tourism resources lead to better distribution of economic benefits among the community.

2.9 Summary of Literature Review

Akis, *et al.* (1996), Easterling (2004), and Harrill (2004) suggest that tourism has become one of the world's fastest growing sectors, pursued by many destinations for its economic potential. Easterling (2004) however, suggests that despite its economic benefits, tourism can have adverse effects to both the destination and the host population. Problems of overcrowding, increased cost of living, environmental degradation, and an increase in crime are a few of the many negative impacts that may result from tourism development.

However, residents sometimes gradually lose their hospitable attitudes towards tourists and tourism development, and become more hostile and irritated with tourism. Ap (1992) suggested that residents' attitudes towards tourism depended on the exchange between a resident and a tourist. Cavus and Tanrisevdi (2003) suggests that it is crucial to consider residents' attitudes for successful tourism development. Numerous authors (Gursoy & Rutherford, 2004; Haralambopoulos & Pizam, 1996; Mason & Cheyne, 2000) have touched upon and evaluated attitudes and behaviors of residents towards tourism development. Researchers (Perdue *et al.*, 1990; Lankford & Howard, 1994; Ap & Crompton, 1998) have developed scales to measure residents' attitudes and behaviors towards tourism development, taking into consideration independent resident variables.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

Chapter Three is designed to justify and describe the research methodology and used to test the concept which is derived from the literature. The process ranges from the justification of the methodology, procedures of the survey, sampling technique, sampling design, structure of the questionnaire, pilot study, data collection procedure and data analysis process of the target population. To obtain information from the respondents, descriptive questionnaire followed by structured questionnaire is employed in the present study. The main purpose of the study is to examine the socio-economic impact of tourism towards the attitude of local residents of Cox's Bazar in Bangladesh. The study uses the formal questionnaire as a medium to follow the structured data collection method whereas the order of the questionnaire is pre-arranged. Survey questions are administered using the major modes which are personal interviews; where the respondents are asked many types of questions that include, behavior, intention, attitude, motivation, awareness and lifestyle to demographic characteristics (Malhotra, 2004). Lastly, this chapter ends with a discussion on the statistical techniques used to analysis the data.

3.2 Research Approach

Fundamentally, depending upon the purpose and the nature of the study, one can use inductive or deductive research approach. In a deductive approach, previous understanding of an aspect of the world is drawn which lead to the hypothesis to be developed and tested. If the hypothesis are supported, then the existing theoretical understanding remains unchanged while the understanding should be modified if not supported. This is stated as the common view in drawing the relationship between research and theory (Bryman & Bell, 2003). In contrast, in the case of an inductive approach, prior theories and attempts to build up an understanding of the world from the data are set aside. According to Mallhotra (1999), if there is not enough knowledge about the phenomenon or if this knowledge is fragmented, the inductive approach is recommended. On the other hand, inductive approach does not consider the prior theory in developing a new study. If the prior knowledge is not adequate enough to explain a phenomena or its shaped is fragmented, inductive approach can be applied (Elo & Kynga, 2007). In addition, inductive approach shifts the data from specific to general in examining the particular cases to be merged into a general or a greater statement.

3.3 Research Design

The selection of a suitable research approach is critical to the success of a research work (Sekaran, 2003). An appropriate research design is vital to identify the kind of data, data collection technique, and sampling procedure. Moreover, these research designs are treated a significant issue to materialize the research objectives (Burns & Bush, 2002). This study is cross-sectional where data were collected once, to answer the study's research questions. A cross-sectional study usually involves the measurement of all variables for all cases within a short time span so that the measurements may be viewed as contemporaneous. Thus, cross-sectional method was suitable for this study because the researcher was interested to examine the attitudes of the local residents towards tourism impact in Bangladesh. Moreover, cross-sectional method can be conducted within a short period and it can be used for a large number of individuals.

A survey method was employed because this study strongly believed that the survey method was best adapted to obtain personal and social facts, beliefs, and attitudes (Kerlinger, 1973). The study intended to use quantitative research design to investigate the socio-economic factors that influence the local residents' attitude of Cox's Bazar in Bangladesh. Quantitative research design was used as it permitted the researcher to anticipate only via evaluating opinion of respondents about the targeted phenomenon, and grasp a certain perspective of human

perceptions. Neuman (2006) noticed that the objective of quantitative research is to test the cause-effect relationship and to generalize it for the population. As the findings of this study would be generalized for Bangladesh, the basic research design for this study was a quantitative survey design and the data were collected through a self-administered questionnaire. Usually, a survey can be conducted with a large sample size which helps to generalize the result. According to Sukamolson (2005), the main reasons of using quantitative approach are as follows:

1. Offers inferences about the characteristics of populations at large.
2. Specifies the richness of attitudes held by people.
3. Provides results that can be condensed to statistics.
4. Permits for statistical contrast between different groups.
5. Have accuracy, perfectness and consistency.
6. Measures level of occurrence, actions, trends, etc.
7. Can answer such questions as "How extent?" and "How often?".

The objective of a quantitative research is to investigate the relationship between one factor (dependent variable) and another (independent variable) in a population

designed for either descriptive (subjects usually measured once) or experimental (subjects measured before and after a treatment) (ALhroot, 2007). Moreover, quantitative research tried to quantify relationships between variables featured in this study.

3.4 Nature and purpose of research

Usually, research is classified into three main categories based on the nature and purpose of the research. First is the exploratory research that is conducted if there is insufficient knowledge about a specific issue to examine new concepts or phenomena (Sekaran, 2006). In exploratory research, qualitative approach is more often being used than quantitative methods (Hair, Money, Page & Samouel (2007).

The second category of research is the descriptive research that describes answers of questions about current situations (Sekaran, 2006). Descriptive research can be cross-sectional or longitudinal. In cross-sectional approach, data are collected only once in a certain time whereas in longitudinal approach data are collected more than once over a period of time (Hair et al., 2007). Data are collected usually through interview, observation or questionnaire and central tendency, variance and correlations are the statistical tools for data analysis (Leedy & Ormrod, 2001). Lastly, research can be classified as causal research (hypothesis testing) which employed a testable scheme to investigate the relationships between two or more

variables (Saunders, Lewis & Thornhill, 2007). Mainly this type of research explains the variance on the dependent variable or predicts the outcome of this relationship between independent and dependent variable (Sekaran, 2006).

The present study can be considered as descriptive and causal research (hypothesis testing) in nature because the main objective of this study is to examine relationships between variables. Descriptive statistics identify the major attributes of research that can provide a better realizing of the nature of that population. Moreover, descriptive statistics determine the attributes of the study variables to answer the research questions. Hypothesis testing usually examines the relationships between the dependent and independent variables. The main objective of this study was to examine the influence of living standard, employment opportunity, earning capability, cultural development and social value as independent variables on local residents' attitude towards tourism impact in Bangladesh. The purpose was also to determine correlations among variables and therefore, this study is considered as both descriptive and causal in nature.

3.5 Research Paradigm

A research paradigm is fundamental in leading the belief or world view of the researcher which will eventually guide a study. It's a framework upon which the researcher works (Guba & Lincoln, 1994). The researcher is committed to follow a specific belief in knowledge generation which can be implicit or explicit in the

scientific paradigm (Kuhn, 1996). The stand of the present study is based on the positivism approach. The fundamental idea behind that is to treat the knowledge as separated from the researcher while most of other paradigms do not separate the researcher from the knowledge to be known (Wiersma, 2000).

Positivism paradigm is based on the rationalistic philosophy which originated from Francis Bacon, Aristotle, John Locke, Emmanuel Kant and August Comte (Mertens, 2005) and is used to treat as “scientific research” or “scientific method” while it reflects the deterministic approach that causes the effects of output (Creswell, 2003). However, positivism is applied in the social science based on the assumption that it can be studied in the same way like the natural world. These are the methods for investigating the social phenomenon that is value free, and the description of a causal nature may be illustrated (Mertens, 2005).

Positivism intends to test the concerned theory or explain the experience with the measurement and observation to predict and control the surrounded social forces (O'Leary, 2004). As far as research method is concerned, positivism paradigm is usually aligned with the quantitative technique in collecting and analyzing data.

On the other hand, the constructivism or interpretive paradigm generally operates using predominantly qualitative techniques or methods (Wiersma, 2000; Burns, 1997; Cohen & Manion 1994). The review of the literature suggests that the study that belongs to positivism or post positivism paradigm is supposed to use the

quantitative techniques as the means of data collection techniques (Mertens, 2005; O'leary, 2004).

3.6 Survey research

Survey research is considered as one of the most used tools to gather primary data (Zikmund, 2003). There are four basic types of methods that can be applied to survey, namely telephone interview, in person interview (drop off method), electronic interview and last of all personal interview (Malhotra, 2008). Electronic interview has recently been developed and has been shaped into many forms such as computer assisted interviewing or any other online or off line survey such as email interview. In describing the purpose of the survey research, Sekaran (2010) focuses on two major points; to analyze the population and to test the observed hypothesis which is expected in certain phenomena. To design the effective strategies in management and marketing field, get better service and product offer, enhance business standard and to find out a solution for a specific research problem; the survey method is considered to be the most effective means to obtain a response from the objects (Asker et al., 2000). This study uses drop off method and further details is explained in self-administered questionnaire sub-section.

3.6.1 Justification of survey methodology

The question that is asked to obtain information from the respondent ought to be designed systematically (Hair et al., 2010). To elicit quantitative data, particularly through the structured and pre-determined questions, survey method works very well. Since the present study uses a questionnaire that facilitates a variety of objectives by illuminating the purposes of the study into a series of inquiries, survey method is appropriate for it. Firstly, the answer and question structure is developed and designed in a manner to present precise and clear inquiries to motivate the respondents to understand and respond efficiently. Secondly, for simplification and facilitation of administrative process, most of the questions are pre coded (Malhotra, 1999).

Survey method is used as a means to collect responses from the subjects. There are many reasons to choose survey as a data collection method. First, in survey method there is little or no chance to manipulate the response, whereas the method is considered to be free from subjective bias (Emory & Cooper, 1991). In addition, in the academia of marketing research, survey is treated as the better approach to justify the perception and consumer behavior of the respondents (Hakansson & Johnson, 1992). The questionnaire is designed to obtain accurate, specific and complete information on the specific research agenda or

question while the objective of the questionnaire is to translate the research objectives into a series of questions (Malhotra, 1999).

Finally, survey methods facilitate the administering and the processing of data since most of the questions are pre coded or used a standardized response format. Deploying the standard response format or pre coded questionnaire facilitates and simplifies the data processing and analyzing of the researcher (Malhotra 1999).

3.6.2 Self-administered questionnaire

Depending upon the nature of administrative process, survey method varies. The questionnaire is administered in many different ways; drop off questionnaire, mail or postal questionnaire and online questionnaire.

As stated earlier, the current study uses the drop off method. In the drop off method, the questionnaire is administered using the face to face technique and returned in the same way (Saunders et al., 2009). The method is applied to administer the questionnaire in collecting the responses from both from the staff of marketing and public relation department and students as the key stakeholders. The drop off method or face to face communication for administering the questions is treated as the best method to conduct a survey of the social science in particular (Malhotra, 1999) where the success rate of collection is relatively higher compared to other methods (Hair et al., 2010).

3.7 Selecting the format of responses

Fundamentally, there are four types of scales available to form the level of evaluation, namely as ordinal, nominal, ratio and interval scale (Malhotra, 1999).

A nominal scale is a primary tool to identify the object where respondents can only calculate the object as a group and have no chance to mark the distance between them (Malhotra, 2008). Here, the respondents cannot even mark the level of the group. An ordinal scale allows respondents not only to place a tag on the object, but also show the relative position of the group. However, the exact difference of the group cannot be measured with this scale. It is also referred to as the ranking scale that shows the relative position of the object, though the difference between the two groups is not observed (Bagozzi, 1999). Usually the relationship is placed with the computation like medium, quartile and in percentile form. In the management field at large and marketing field in particular, interval scale is the most commonly used measurement scale. Numbers are distributed to identify the level and stage of the response for the particular instance. More importantly, the difference between each numbers can clearly show the extent of the given response across the scale range (Bagozzi, 1999). The ratio scale consists of all the above mentioned characteristics. It allows the study to rank and identifies the object which assists in analyzing the difference. However, there is a key

difference between interval and ratio scales. In interval scales, the allocation of point starts from one whereas in ratio zero is arbitrary and the distribution of point can also be negative (Malhotra, 2008). The following table shows the key characteristics of the above mentioned scales in a single table which is adopted from Cooper and Schindler (2008).

Type of Scale	Characteristics of Data	Basic Empirical Operation	Example
Nominal	Classification (mutually exclusive and collectively exhaustive categories), but no order, distance and natural origin	Determination of equality	Gender (male, female)
Ordinal	Classify and order, but no distance or natural origin	Determination of greater or lesser value	Doneness of meat (well, medium well, medium rare, rare)
Interval	Classification, order, distance, but no natural origin	Determination of equality intervals or differences	Temperature in degrees
Ratio	Classification, order, distance, and natural origin	Determination of equality of ratios	Age in years

Table 3.1 Measurement Scales; Source: Adapted from Cooper and Schindler (2008)

Cooper and Schindler (2008) categorized measurement scales into four types namely: ranking, rating, sorting and categorization. In the rating scale without having any comparison with another point or subject, respondents allocate a pointer to an object. In ranking scale, as the name suggests, respondents are allowed to make ranking among two or more objects, though the difference between the objects can be seen. In categorization, respondent put the object in the category, or make the distinct grouping. In sorting, respondents are allowed to represent and sort the constructs or concepts into the piles as per the standard set by the study.

Amongst all the rating scales, Likert scale is recognized as the most common tool which is widely used as a rating scale. It gives the respondents flexibility to choose between favourable, unfavourable and even the neutral answers. Hence, the study uses the scale in structuring the questionnaire.

The scale gives the respondents the flexibility of choosing a point ranging the point from one to seven which is translated to Strongly Disagree to Strongly Agree. Though there is a controversy regarding Likert scale in terms of whether it is interval or ordinal in nature, many social scientists prefer Likert scale to be the interval in character (Neuman, 2000). There are many rationales to take Likert scale as the interval scale in the study at hand. Likert scale is discovered to

transform the interval property before the participants and then generate data like the interval scale.

Traditionally, Likert scale needs the respondents to take their position among the provided levels usually five or seven points. The number typically shows the value to be placed in every single response, whereby one denotes the point “least likely” and five indicates “most likely”. Nevertheless, Likert scale can take the form of a 7 point scale (Cooper & Schindler, 2008). Indeed, there are logical justifications behind the use of a seven point Likert scale in the questionnaire. The first and foremost is the wide use of this scale in management study so as to allow the desired degree of intensity of feelings and opinion to be expressed (Ganesan 1994) while it also deals with the direct measure to elicit the information needed (Luck & Rubin, 1987). In addition, it is easy to administer, code and most importantly conduct a good statistical analysis of the response with the use of a seven point Likert scale (Burn & Bush, 2000). In line with this, the present study will use a seven point Likert scale. The details are explained in the instrument development subsection.

3.8 Research Population

Population is the list of elements from which the sample is drawn (Sekaran, 2003). In other words, a population is the whole people, events, or things of interests that the researcher wants to investigate (Sekaran, 2006). The target population of this

study is local residents of Cox's Bazar. Local residents' attitude is important, because how they perceive Cox's Bazar as a tourist destination and what factors impact on their attitudes should be understood by tourism concern parties to develop the industry. Therefore, the local residents of Cox's Bazar were respondents irrespective of gender, race and religion through which the influence of tourism could be examined.

The main objective of the study is to measure the socioeconomic impact of tourism on the local community. For that purpose, we need to identify the population size of the study area. Tourism in Cox's Bazar is mainly concentrated in some specific area like Kolatoli Beach, Labonni Point, Himchori. These areas are situated in the Cox's Sadar Upazila. Cox's Bazar is divided into eight administrative areas which are locally called *upazila* and has three municipalities with a population of 22, 89,990 (BBS, 2011). Cox's Bazar sadar is one of the administrative areas of the district which is the study area as most of the tourist activities are concentrated in this area. Cox's Bazar Sadar upazila consists of 1 municipality, 12 wards, 95 mahallas, 10 unions and 144 villages. The average size of the population of each ward which is under the municipality area is 13,946 and the average size of the population of each mahalla which are outside the municipality area is 1,763. From these two data, we can easily presume the tourism impact of tourism in the local community life. As major tourist spots are

located in the municipality area, the population density in municipal area is higher than other administrative area.

Cox's Bazar Municipality consists of twelve wards but all of these wards are not directly involved with the tourism activity. The main objective of this study is to identify the socioeconomic impact of tourism on the local people. So, here we identify four wards of the municipality which are directly involved in tourism activities. The following table shows the details about the four wards.

Ward No.	Major Area	Population
Ward No- 02	Airport Area, Russia Fishery	16,467
Ward No- 03	Anderson Road, Bazar Ghat	8,513
Ward No- 09	Stadium Para, Mohajer Para, Govt. High School Road	10,133
Ward No- 12	Kolatoli, Light House Para	19,683
		Total= 54796

Source: BBS, 2011

The population size of these four Wards is about 54,796. So, we have taken 54,796 residents as the population size of the study who are directly or indirectly involved with tourism activities.

3. 9 Sampling Method

Sampling refers to the element, units of samples, time and extent of the study Malhotra (2004). It defines elements as the object worked as a source of desired information. The research that deals with a survey use respondents as elements while sampling unit contains the elements. Extent refers to the boundary, generally, the geographic location of the study.

The sampling technique applied in this study was Stratified Random Sampling. The stratified random sampling technique is used to select the respondents as it is the best method of sampling, particularly when the respondents are scattered and the study needs to get the response from the entire stratum (Malhotra, 1999).

In respect of the attachment with a higher learning institution, students and staff at marketing and public relations department are chosen as the set of individual and treated as a sample. Next, the entire population is divided into two or more strata from where random sampling is applied for each stratum. Random sampling is a technique that shows the better possibility of having a representative sample unit in comparison to other methods. Gay and Airasian (2003) define random sampling as the method where each respondent has an equal chance to be chosen for the study.

The sampling technique applied in this study was Stratified Random Sampling. According to Johnson (1994) “stratified sampling is a technique in which a population is divided into mutually exclusive groups (called strata) and then a simple random sample or a systematic sample is selected from each group (each stratum)”. In stratified random sampling, the researcher divides the population into groups and randomly selects sub samples from each group and therefore, ensures representation of all groups in sample (Zikmund, 2003).

There are many advantages of stratified sampling. First and foremost, separate estimate is generally deployed within each and every stratum that is different from the application of simple random sampling. Even when the respondents or sample are in due course pooled, it cannot indulge the sample to be divided into different group primarily. Increasing accuracy in the population estimates with the use of correctly measured stratum is another crucial benefit of the stratified random sampling technique.

It was difficult to have a ready list of local residents in Bangladesh because the country did not maintain current residents’ staying scenario centrally and as a developing country Bangladesh is poor in digitalization and updated information is scarce. So stratified random sampling is more appropriate in this case. Moreover, according to Sekaran, (2003) “The stratified sampling design constitutes geographical clusters. That is, when the research pertains to populations within

identifiable geographical areas such as counties, city blocks, or particular boundaries within a locality, stratified sampling can be done. Stratified random sampling is less expensive than most other probability sampling designs and it is not dependent on a population frame. The stratified random sampling is used when no list of the population elements is available". Thus, this research was conducted using stratified random sampling, where Cox's Bazar was divided into twelve wards and then four Wards were selected for the study. In the last stage, local residents were chosen randomly from those Wards.

3. 10 Sample Size and Sampling Design

The selection of sample size is based on Yamane (1967). It is explained further with the following equation;

$$n = N / [1+N (e^2)]$$

Where;

n = the sample size

N = the population size

e = the level of precision

With an assumption of 95% confidence level and $\pm 5\%$ precision level, the number of population in Cox's Bazar's four Wards (9891) was then used as a basis for the calculation and the sample size obtained was 397 respondents.

During data collection, the stratified random sampling approach was used to select the respondents that represent the whole group of the population that lives in the four Wards within the Cox's Bazar Municipality area; Ward no. 2, 3, 9, and 12. The sampling frame was designed to obtain a greater degree of representativeness from local residents to achieve a broad range of representatives from the whole population of Cox's Bazar. The actual population number in every district was based on the 2011 data from the Bangladesh Bureau of Statistics (BBS). Therefore, based on the 397 sample size, the ratio of the respondents in each district was calculated based on a proportion which resulted in 119 for Ward No. 2; 62 for Ward No. 3, 73 for Ward No. 9 and 143 for Ward No. 12 (Table 3.2).

Table 3.2: Stratified sampling frame of the study area

Location	Population	Stratified Random Sampling	Sample Size
Ward No- 02	16467	$16467/54796 \times 397$	119
Ward No- 03	8513	$8513/54796 \times 397$	62

Ward No- 09	10133	10133/54796x397	73
Ward No- 12	19683	19683/54796x397	143
Total	N=54796		n=397

3.11 Selection Criteria for Respondents/Sampling Criteria

In order to get reliable and valid data, which is required to fulfill the purpose of the study, required number of respondents from each Ward are selected on the basis of some criterion which are as follows:

1. All respondents must be a householder.
2. All respondents must be at least 18 years old.
3. All respondents must be enlisted in the corresponding Ward voter list of the study area.
4. All respondents must be lived, at least for five consecutive years in the study area.

3.12 Questionnaire Design

According to Sekaran (2003, p. 236).), a structured questionnaire is an appropriate method for data collection when “the researcher knows exactly what is required and how to measure the variables of interest. Moreover, questionnaires can be easily analyzed, be managed cheaply, liked by majority of people, and biasness can be reduced as researcher cannot influence on respondents’ answer (Sekaran, 2000). The questionnaire (Appendix A) applied in this study was prepared based on objectives, problems and hypotheses of the study to examine the socio-economic impact of tourism on the local residents’ attitude. The questionnaire had two parts: part one- attitude of local residents towards socio-economic impact of tourism and part two- demographic profile of the respondents. There was close-ended type of questions in the questionnaire. The content and wording of the questions were designed to be short, simple, understandable; free of ambiguity and double-barreled condition (Kassim, 2001). The questions were adapted mostly from the past studies.

3.13 Questionnaire Scale

For this study, Likert scale was used to measure responses since this scale is widely used in the field of tourism marketing research and has been extensively tested in both marketing and social science (Burns & Bush, 2002). However, there is no hard and fast rule for fixing up the appropriate categories that should be used

(one to five-point Likert scales or one to seven-point Likert scales). Some researchers opined that a five-point scale is just as good as any other where it may minimize confusion with offering more options to the respondents. Thus, for ensuring consistency among variables and for avoiding confusion among respondents, all items were measured using one to five point Likert type scale.

The study used five-point Likert scales for measuring all variables from (1) strongly disagree to (5) strongly agree. Table 3.3 presents five point numerical scales. There are various researchers who used these five point Likert scales for data collection of their studies (Morgan & Hunt, 1994; Luck & Rubin, 1987; Ryu, Han, & Kim, 2007).

Table 3.3: Five Point Numerical Scale

Scales	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Items	1	2	3	4	5

The five -point Likert scale is appropriate because it has the ability to detect smaller differences of opinions. The respondents find convenience to respond as they get more freedom to choose from the options.

3. 14 Conducting Data Collection

The data for the study will be collected through both the sources, primary and secondary.

A. Primary Data

Primary data will be collected through the structured questionnaire from the respondents at study area. The respondents of the survey were local residents of Cox's Bazar in Bangladesh. The researcher personally supervised the total data collection procedure. The respondents were asked in Bengali to fill out the questionnaire as almost all of the local residents' mother tongue is Bengali. Accordingly, the researcher along with two assistants filled out the questionnaire written in English properly.

B. Secondary Data

Secondary data will be collected through various books, journals, theses and websites. The information brochures and bulletins released by the Ministry of Tourism at the central and division levels will also be utilized. The annual reports of United Nations World Tourism Organization (UNWTO), World Travel and Tourism Corporation (WTTC) along with Bangladesh Parjatan Corporation (BPC) will be used as valuable sources of secondary data.

3.15 Validity and Reliability Test

The acceptability of a questionnaire depends upon its validity and reliability. In other words, the questionnaire should precisely and constantly measure what it is supposed to measure. According to Churchill (1979), a measure to become reliable should be independent and composed with the similar measures that pose the similar measures. With multiple indicators, accurate statements and pre testing, the questionnaire may have a reliability index.

Validity refers to the solid scale of measurement that is leading the accuracy of the elements (Davis & Cosenza, 1993). The right approach in developing a scale is fundamental in assessing the questionnaire validity. There are many types of validity. Researcher nowadays focuses on the four types of common validity that ranges from a face or content validity, construct validity, convergent validity and discriminant validity.

First, content validity refers the extent to which extent the context is going to reflect the proposed concept (Newman, 2000). Face validity can be assessed by the literature review, experts' feedback, pre-test of the questionnaire and confirmatory factor analysis (CFA).

Second, construct validity refers to the extent to which the constructs gain theoretical and empirical support (Steenkamp & Trijp, 1991). Like face or content

validity it can also be assessed by the relevant literature review and pretesting the questionnaire. Convergent validity refers the extent to which two different measurement scales are similar to measure the same elements (Davis & Cosenzen, 1993). Furthermore, it also focuses what extent the measurement is not similar from other measures to justify the different constructs.

In ensuring the content validity of this study standard recommended actions have been used whereby prior literature is examined to come up with the possible dimensions while an expert review is obtained to justify the revealed actions. Once multiple indicators are justified to form a single measure consistently, convergent validity takes place. In the current study, multiple measures are deployed to confirm the high convergent validity once data are statistically analyzed. With the clear conception of the construct in addition to the precision and consistent measurement, the reliability of the study was achieved when it is intended to use multiple indicators of constructs. More details on validity are discussed in the data analysis subsection.

The following table shows the Assessment of Reliability and Validity of the Questionnaire.

Table 3.4: Assessment of Reliability and Validity of the Questionnaire

Types of reliability and validity	Definition	Assessment strategies
Reliability	The consistency of the results obtained from a measuring instrument in a piece of research, and a measure is reliable to the extent that independent but comparable measure of the same trait or construct agrees (Churchill, 1979)	Clear statements and multiple indicators in the questionnaire, pretesting of the questionnaire
Validity	The accuracy of measurement that is a valid scale measures what it is designed for, whether the instrument measures what it is supposed to measure (Bollen, 1989; Davis and Cosenza, 1993; Finn et al., 2000)	The approach taken to scale development (Churchill, 1979)
Construct validity	The degree to which a construct achieves empirical and theoretical meaning (Steenkamp and Van Trijp, 1991). It has three main dimensions namely content, convergent and discriminant validity.	Literature review, pretesting questionnaire, data analysis
Content or face validity	The degree to which the content of an indicator reflects the intended concept (Neuman 2000; Burns & Bush, 2000)	Literature review, feedback from experts, pretesting of the questionnaire, confirmatory factor analysis.

Convergent validity	The degree of association between two different measurement scales which are supposed to measure the same concept (Davis and Cosenza, 1993)	Data analysis
Discriminant validity	The degree to which the measurement is different from other scales supposed to measure different constructs (Davis & Cosenza, 1993)	Data analysis

Source: The table is adapted from Hair et al. (2010) with other acknowledged sources in the table.

Validity is the ability of measuring instrument for measuring accurately what it claims to infer (Sedlack & Stanely, 1992). For establishing both face validity and content validity for this research, the questionnaire was chalked out based on the previous studies. Moreover, a panel of professors from Dhaka University (expertise in tourism field) in Bangladesh reviewed the questionnaire to examine the complete list of attributes to eliminate redundancies and add any missing attributes as well as to ensure that the intent and spirit of the English text was maintained.

3. 16 Pilot Study

A pilot study is helpful to carry out before data collection (Saunders, Lewis & Thornhill, 2003). Sekaran (2003) comments that a pilot study is conducted to

rectify if there is any inadequacy in the instrument before data collection. Usually, this is done by testing and checking the questionnaire on a small sample of the subjects. It brings out the flaw and stream in constructing and revising the questionnaires and the researcher can take all the necessary modifications. In fact, the objective of the pilot study is to check the reliability, validity and viability of the research instrument as well as to grasp the time needed for completing the main study. Pilot study gives time to the researcher to make changes and modifications before conducting the main study by which errors and mistakes of the questionnaire items can be avoided.

Before applying the actual instrument in this study, a pilot study was conducted using a small sample of 30 respondents. To make easier the data collection, the researcher sat and discussed with the respondents to identify difficulties in wording. In this context, the researcher piloted the main study in November, 2015. After getting back filled up questionnaires from respondents, the questionnaire was checked and revised for any inadequacies that were emerging during the respondents' answer on the items. Then, the data were analyzed and the questionnaire was ready for launching the main study. The reliability test for each item was calculated using the pilot study data. The reliability coefficient (Cronbach's Alpha) for multiple used items in the pilot study was verified its

acceptability as the values above .60 is acceptable (Hair, Black, Babin, Anderson & Tatham, 2006).

3.17 Measurement of Variables

A survey questionnaire, that included all the variables of interest, was used to measure attitude of local residents towards socio-economic impact of tourism. Most of the variables were adopted and modified from previous studies. The framework of this study comprises by independent variables such as living standard, employment opportunity, earning capability, cultural development, social value and one dependent variable namely attitude of local residents. Based on this theoretical framework, related measurements of the variables are identified as follows.

3.17.1 Living Standard

In this study, living standard of local residents was examined using scales adapted from (Var & Kim, 1990). Therefore, this study included 04 items on five-point scale format, ranging from (1) strongly disagree to (5) strongly agree. The items used to measure living standard are shown below in Table 3.5.

Table 3.5: The items used to measure living standard

SL. No.	Items
1	Tourism generally causes an increase in living standards
2	Tourism has led to an increase of infrastructure for local people.
3	Tourism helps diversify the local economy
4	Tourism brings economic benefits to the residents of the community.

3.17.2. Employment Opportunity

In this study, employment opportunity of local residents was examined using scales adapted from (Liu & Var, 1986; Sheldon & Var, 1984). Therefore, this study included 07 items on five-point scale format, ranging from (1) strongly disagree to (5) strongly agree. The items used to measure employment opportunity are shown below in Table 3.6.

Table 3.6: The items used to measure employment opportunity

SL. No.	Items
1	Tourism creates employment opportunities for local residents
2	Entrepreneurial attitude grown among the local residents
3	Tourism creates jobs more for externals than local residents
4	Local people do not get the management level jobs.
5	Local people are poorly paid by the tourism business operator
6	A large portion of tourism jobs is part-time due to the seasonal character.
7	Tourism creates new markets for our local products.

3.17.3. Earning Capability

In this study, earning capability of local residents was examined using scales adapted from (Belisle, Franceis, Don and Hoy, 1980; Gursoy and Jurowski, 2002; Harrill and Potts, 2003; Korça, 1998; Pearce, 1980; Pizam, 1978; Tyrell and Spaulding, 1984; Akis et al., 1996; Andressen and Murphy, 1986). Therefore, this study included 04 items on five-point scale format, ranging from (1) strongly disagree to (5) strongly agree. The items used to measure earning capability are shown below in Table 3.7.

Table 3.7: The items used to measure earning capability

SL. No.	Items
1	Development of tourism increases earnings of local people.
2	Local businesses benefit the most from tourists.
3	Most of the tourism money goes to out of the local community.
4	Tourism increased our living expenditure.

3.17.4. Cultural Development

In this study, cultural development of local residents was examined using scales adapted from (Alister and Wall, 1982; Travis, 1982; Furnham, 1984; Flecher, 1984; Shoup, 1985; Gupta, 1987; Herbert, 1989; Teye, 1982; King et al., 1993). Therefore, this study included 05 items on five-point scale format, ranging from (1) strongly disagree to (5) strongly agree. The items used to measure cultural development are shown below in Table 3.8.

Table 3.8: The items used to measure cultural development

SL. No.	Items
1	Tourism encourages a variety of cultural activities by the local residents (e.g., crafts, arts, music)
2	Tourism has brought positive change in local traditional life style.
3	The cultural exchange between residents and tourists is valuable for the residents.
4	Tourism is damaging to the local culture and traditions.
5	Tourism causes cultural invasion.

3.17.5. Social Value

In this study, social value of local residents was examined using scales adapted from (Pandey et al., 1995). Therefore, this study included 05 items on five-point scale format, ranging from (1) strongly disagree to (5) strongly agree. The items used to measure social value are shown below in Table 3.9.

Table 3.9: The items used to measure social value

SL. No.	Items
1	Tourism upgrades the social value of local people
2	Tourism development increases the number of recreational opportunities for local residents
3	Tourism is responsible for creating social problems such as crime, drug use, prostitution, and so forth in the community.
4	Tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people.
5	Tourism causes environmental pollution.

3.17.6. Socio-demographic Variables

Respondents' socio-demographic information collected in this study was gender, age, education level, marital status, professional status and income. Respondents were asked to tick one of two categories of male or female. They were required to indicate their age level by ticking the appropriate answer from five categories. They were required to indicate their educational level by mentioning the appropriate one from six different levels. For marital status, respondents were asked to specify their marital status. For professional status, respondents were required to indicate their professional status by mentioning the appropriate one from three different categories. Household income had five categories ranging from under Taka 10000 to Taka 40000 and above.

3. 18 Data Analysis Procedure

A few steps such as coding the responses, screening the data and selecting the appropriate data analysis strategy are necessary for data analysis (Churchill & Iacobucci, 2004; Sekaran, 2000). Data were screened out to check data entry errors and examined how accurately data meets the statistical assumptions that relate with descriptive statistics of variables, missing data, and treatment of outlier response bias, normality, homoscedasticity, multicollinearity, and reliability. To describe the relation between the variables, correlation analysis was used. For analyzing the data and testing the hypotheses, different statistical tools and

methods were used from SPSS software 20.0 version. Finally, the data were analyzed by multiple regression models through SPSS software.

3. 19 Data Editing and Coding

After collecting the data, coding is required so that it can be stored systematically (Zikmund, 2003). The completed questionnaires were checked and edited before entry. A data entry format was prepared using Microsoft Access 2000. The entered data were checked and edited using the logical arguments in the computer software. After checking and editing, the cleaned data were analyzed by using SPSS 20.0 version.

3. 20 Data Screening

Data screening is used to make sure that the nature of data may not negatively affect the result of the analysis. It involves some steps such as missing data, detecting outlier, linearity, normality, homoscedasticity and multicollinearity test. These are shown in the following steps.

3. 20.1. Missing data

In the past studies, missing data were treated in many ways such as by deleting them, distributing them, and replacing them (Kline, 1998). In the data screening process, detecting missing data is the first important step. Usually, missing data

occur as respondents may not be willing to answer personal questions relating to their income, age or other confidential matters or they do not know a specific topic. This study found 18 missing data and those were deleted as there was enough number of data to analyze.

3. 20.2. Treatment of outlier

To detect outlier is the next step after the missing data are treated. Normally, outlier occurs due to incorrect data entry or missing values or if observations in the population are extreme in their combination of values across the variables (Hair et al., 2006). Some outliers were found in this research and their treatment is going to be discussed in the next chapter.

3. 20.3. Linearity, normality and homoscedasticity

Regression analysis significantly checks whether the basic assumption of linearity, normality and homoscedasticity are met (Hair et al., 2007). By analysis of residuals and partial regression plots, linearity was tested and it was found that there is no nonlinear pattern in the current data. The scatter plot diagrams indicate the variance of dependent variable was the same for all values of independent variables and no different pattern in the data was detected. Thus, the data have met the linearity and homoscedasticity criteria for regression analysis. Skewness and kurtosis values were applied for normality test. Normality occurs if the standard

error for skewness and kurtosis ratios is between plus or minus 2 at the significance level of .05 (Hair et al., 1998). A histogram of the distribution of the residuals showed the data normality assumption of the regression model.

3. 20.4. Multicollinearity

For testing multicollinearity level, the variance inflation factors (VIF) and the tolerance values of entire variables were examined. Before conducting regression analysis the predictor variables were checked for the existence of multicollinearity. Usually, multicollinearity presence if the independent variables are greatly correlated with each other (Hair et al., 2007). The variance inflation factor (VIF) approach identify the severity of multicollinearity and ensures whether or not there is any severe error that may weaken the correctness and stability of the model's parameter estimation. Normally, there is little or no multicollinearity if the tolerance value is more than .1 or the VIFs value is less than 10.00. When VIF value exceeds 10.00, this is a signal of having multicollinearity which affects the least squares estimates. The large VIF value and small tolerance value indicate a serious problem in the correlation items and it seems that the items are redundant.

3. 21 Descriptive Statistics

Descriptive statistics provide a precise scenario of the main summary statistics which was used to determine attributes and attitudes of local residents towards tourism impact in Cox's Bazar. Descriptive analysis transforms raw data into a form that provides information to describe a set of factors in a situation that makes them easy to understand and interpret (Sekaran, 2003). For a clear meaning of data this study did frequency distribution, mean, and standard deviation, which enabled the study to identify differences among groups, for all the variables of interest.

3.22 Correlation

Pallant (2011) noted that analysis of correlation, a statistical technique, is used to interpret the strength and direction of the linear relationship between two variables. The correlation's degree infers the strength and significance of a relationship among variables. The ideal correlation of 1 or -1 refers that the value of one variable can be determined correctly by knowing the value of other variable. The correlation value 0 refers no relationship between two variables. Cohen (1988) suggests a rule to explain the strength of the relationship between two variables. This study used Pearson correlation to portray the strength and direction of the relationship between two variables. The positive correlation among variables indicates that as one variable increases the other variable also

increases simultaneously. Whereas a negative correlation indicates that as one variable increases the other decreases.

3.23 Factor Analysis

There are two main types of factor analysis: a) exploratory factor analysis and b) confirmatory factor analysis. Coakes, Steedand & Dzidic (2006) and Hair et al. (2006) said that exploratory factor analysis is normally used when a researcher wants to summarize the structure of a set of variables or to identify the underlying dimensions of a variable. Confirmatory factor analysis, on the other hand, is appropriate when there is an intention to test and confirm a theory about the structure of a particular domain (Coakes et al., 2006; and Hair et al., 2006). This study wanted to get a summary of the structure for all variables used and to observe the underlying dimensions among the variables in the analysis. Thus, exploratory factor analysis was considered as appropriate and justifiable. In other words, factor analysis is conducted to identify the structure of interrelationship (correlation) among a large number of items. This is done by defining common underlying dimensions, known as factors (Hair, Anderson, Tatham & Black, 1998).

Hair et al. (2006) suggested that as a general rule, the minimum is to have at least five times as many observations as there are variables to be analyzed. The more acceptable size would have a ten-to-one ratio. Another test to determine the

appropriateness of factor analysis is the Barlett test of sphericity which examines the presence of sufficient number of significant correlations among the variables. It provides the statistical probability that the correlation matrix has significant correlations among at least some of the variables (Hair et al., 1998). The factor analysis examines the factors of sample proportions by reducing a large number of variables to a meaningful, explainable and usable number of factors (Sekaran, 2000). Factor analysis is also used to examine construct validity (Hair et al., 2007). The KMO/MSA quantifies the degree of inter-correlation among the variables and to determine the suitability of factor analysis. Hair et al. (2007) opine that the MSA values .90s are marvellous; 80s are meritorious; .70s are middling; .60s are mediocre; .50s are miserable and below .50 is unacceptable. In this study the KMO values were found acceptable in addition to test of Sphericity value and total variance was explained.

Lastly, to obtain a summary of the format for all variables used in the study and to prove the underlying facets among the variables in the analysis, factor analysis is conducted. Thus, exploratory factor analysis was considered as suitable and justifiable for this study and it established a goodness of measurement for the scales as they were adapted from past studies.

3.24 Reliability Test

Reliability is the variability of the individual evaluations around the true value (McTavish & Loether, 2002). A scale's reliability is measured by internal consistency (Rubin & Babbie, 2010). Rubin and Babbie (2010) state that coefficient alpha is the most powerful approach for calculating internal consistency reliability that can be easily done by using accessible computer software. This study used 5-point Likert-type scales and implemented SPSS version 21.0 windows software to examine the coefficient alpha of each question.

In general, the closer the reliability coefficient gets to 1.0, the better it would be. Sekaran (2000) noted that reliability less than .60 is considered to be poor, that in the .70 range is acceptable, and those over .80 are good. However, for the purpose of the present study, a minimum reliability (Cronbach's Alpha) value was .60, which is the acceptable level by previous researchers.

3.25 T- Test and ANOVA Test

T-test was used to see if there is a statistically significant difference in the mean scores for two groups of variables in terms of their socio-demographic dimensions like gender and marital status. One way analysis of variance (ANOVA) was used to examine whether there exist any differences in the level of perceptions by demographic variables like age, education level, professional status and income.

3.26 Multiple Regressions

Multiple regressions are more sophisticated extension of correlation and are used to explore the predictive ability of a set of independent variables on one dependent variable (Pallant, 2011). In order to test the hypotheses developed in the present study, multiple regression analyses were conducted. Before proceeding with the analysis, basic assumptions of the linearity (represents the degree to which the change in the dependent variable is associated with the independent variable), normality of the error terms distribution and homoscedasticity (constant variance of the error terms) were examined. In this study, the hypotheses were tested using the multiple regression analysis (standard regression) to determine influential role of independent variables on a dependent variable.

3.27 Summary

The chapter discussed the research design of quantitative approach using a structured and close ended questionnaire. There was a brief description about stratified random sampling technique where 385 respondents were selected for this survey. The chapter also discussed the population, sampling process, questionnaire formation and data collection procedure. It also focused about pilot study and statistical tools employed for data analyzing. In the following chapter, the results of the analysis of the study are presented.

Chapter Four

Data Presentation and Analysis

4.1 Introduction

This chapter presents the results of the study. Statistical Package for the Social Sciences (SPSS) 20.0 was used to analyze the data. This chapter gives an overview of the findings of the study in accordance to the objectives formulated in chapter one. It starts with description of data collection and response rate, followed by the profile of the respondents. Then reliability and validity test to measure goodness of data and data screening, which includes description of the missing data, outliers, normality, linearity, homoscedasticity and multicollinearity are reported. The results of the factor analysis are discussed next. Then descriptive analysis of local residents' attitude towards tourism impact is presented. In order to explore the relationship between tourism attitude and different tourism impact factors, correlation analysis has been performed. The differences in the level of local residents' attitude towards tourism impact in terms of different demographic characteristics have been evaluated through T-test and ANOVA test. Finally, the results of the hypothesis testing using multiple regression analysis are presented.

4.2 Overview of the Data Collected and Response Rate

For this study, data collection was conducted from 10 November till 05 December 2015 through questionnaire on local residents of Cox's Bazar Municipality using stratified random sampling method. A total of 500 local residents were approached in four Wards (Ward No. 02, 03, 09 and 12) who were directly or indirectly involved with tourism activities. Out of 500 residents, 403 agreed to participate and filled out the questionnaires. Hence, a total number of 385 responses were usable and used for subsequent analysis after rejecting 18 questionnaires as missing data, giving the study response rate of 77%. According to Sekaran (2003), 385 responses are considered as an acceptable number for researchers to proceed with data analysis.

4.3 Profile of Respondents

In this section, the background information of the participants of the survey is presented. Particularly, it provides the socio-demographic information about respondents' gender, age, education level, marital status, professional status and monthly income.

4.3.1 Gender

Results showed that 59% of the sample populations were male and 41% were female (Table 4.1). One possible explanation is that rate of employment in men is

higher and men as family breadwinners are more conscious of the contribution of tourism to the economy.

Table 4.1: Gender of Respondents

Gender	Frequency	Percent
Male	228	59
Female	157	41
Total	385	100

Source: Field Survey

4.3.2 Age

Table 4.2 shows, the majority of respondents (25%) are between 31-40 years, followed by 21- 30 years and 41-50 years age group with 23 %. The lowest frequency (12%) belongs to age group over 50 years.

Table 4.2: Age of Respondents

Age category	Frequency	Percent
Up to 20 years	64	17
21-30 years	90	23
31-40 years	97	25
41-50 years	88	23
Above 50 years	46	12
Total	385	100

Source: Field Survey

4.3.3. Education Level

Table 4.3 shows, the majority of respondents (43%) are without any formal education, followed by primary education with 28%. The lowest frequency (1%) belongs to post-graduate degree followed by (2%) with University level education.

Table 4.3: Education Level of Respondents

Category	Frequency	Percent
No education	164	43
Primary education	108	28
S.S.C	66	17
H.S.C.	36	9
University level	8	2
Others	3	1
Total	385	100

Source: Field Survey

4.3.4 Marital Status

The majorities (73%) of respondents were married. Table 4.4 displays the marital status of respondents.

Table 4.4: Marital Status of Respondents

Category	Frequency	Percent
Married	280	73
Non-married	105	27
Total	385	100

Source: Field Survey

4.3.5. Professional Status

According to results, 60% of respondents are businessmen, 32% are service holder and 8% belongs to other profession (Table 4.5).

Table 4.5: Professional Status of Respondents

Category	Frequency	Percent
Service	125	32
Business	230	60

Others	30	8
Total	385	100

Source: Field Survey

4.3.6 Income

Table 4.6 shows level of respondents' income per month. 36% of respondents have income within 11000-20000 Taka and 28% have relatively low income (less than 10000 taka). On the other hand, only 4% have an income over 40000 Taka.

Table 4.6: Income Level of Respondents

Category	Frequency	Percent
Under 10000 Taka	107	28
11000-20000 Taka	139	36
21000-30000 Taka	78	20
31000-40000 Taka	46	12

Over 40000 Taka	15	4
Total	385	100

Source: Field Survey

4.4. Goodness of Data

To assess the goodness of a measure one should consider its reliability and validity. While reliability focuses on accuracy in measurement, validity refers to whether we are measuring the right thing. i.e. the intended concept. This section discusses the tests elaborately.

4.4.1 Reliability of Data

The reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the goodness of a measure. While stability refers to the ability of the measure to repeat the same results over time with low vulnerability to changes in the situation, consistency indicates how well the items measuring a concept hang together as a set (Sekaran, 2003). There are different forms of reliability: test retest, parallel form reliability, inter-coder reliability, and internal consistency. Parallel form reliability needs two comparable forms that have similar items and the same response format but with

different words and different sequence of the questions. This form of reliability focuses on the error variability resulting from wording and ordering of the questions. Inter coder reliability requires more than one coder which is impractical in the current study which is considered to be individual project. However, test-retest reliability can be used to examine stability while consistency can be measured by internal consistency reliability.

Based on the above discussion, the current study tests consistency of the measurement scale using statistical tests of internal consistency reliability. One of statistical measures that commonly used to assess the consistency and reliability is Cronbach's alpha. It is a reliability coefficient that indicates how well items in a set are positively correlated to one another. It is computed based on the average inter correlations among the items measuring the concept. The closer Cronbach's alpha is to 1, the higher the internal consistency reliability (Sekaran 2003). Several researchers (Nunnally, 1978; Pallant, 2001) opined that a measurement scale should have Cronbach's alpha coefficients above .70. The present study followed the recommendations noted by the scholars and uses Cronbach's alpha as reliability measure. Table 4.7 shows the results of the reliability of five factors.

Table 4.7: Reliability Analysis

Factors	No. of items	Cronbach's Alpha
Living Standard	4	.789
Employment Opportunity	7	.795
Earning Capability	4	.817
Cultural Development	5	.728
Social value	5	.766

The above table summarized the reliability tests of the items of the scales. The Cronbach's alphas shown in the table for all factors range from .728 to .817 which indicates acceptable internal consistency.

4.4.2 Validity of Data

The validity of a scale instrument is the extent of its ability to measure what it sets out to measure (Dunteman, 1994). Three common types of validity can be identified: content validity, criterion-related validity, and construct validity.

Content validity ensures that the measure includes an adequate and representative set of items that tap the concept. Several ways can be employed to attest the content validity, for example careful definition of the research through the literature review and using a panel of judges. In this regard face validity is considered as a basic and a very minimum index of content validity. (Sekaran, 2003).

Sekaran (2003) states that 'criterion related validity is established when the measure differentiates individuals on a criterion it is expected to predict'. There are two types of criterion related validity, concurrent validity and predictive validity. Concurrent validity is established when the measure discriminates different individuals. Predictive validity refers to the ability of the measure to make accurate predictions, i.e. differentiate among individuals with reference to a future criterion. However, content validity is seen as not sufficient to conclude the validity of a measure. Moreover, criterion related validity is not often used with social science measures (Hassan, 2006).

The third type of validity is construct validity that shows 'how well the results obtained from the use of the measure fit the theories around which the test is designed' (Sekaran, 2003, p.207). As such construct validity focuses on the consistency with theoretical expectations and evidence from literature.

Based on the above discussion, the validity of measurement scale is assessed by construct validity and content validity.

4.4.2.1 Construct Validity

The majority of the items used to measure the attitude of local residents towards tourism impact has been adapted from the literature review that has confirmed them of discriminant and convergent validity (Bianchi, Pike and Lang, 2009). As most of these studies measuring attitude of local residents towards tourism impact focuses on western countries where the environment and culture are totally different from Bangladesh, it was needed to re-examine the validity of these measures in the context of Bangladesh.

Factor analysis is used to define primarily the underlying structure of a data matrix (Hair et al., 2006; Pallant, 2001). According to Zikmund (2003) it as a tool of data reduction approach employed to discriminate the basic dimensions from the original variables. For determining the construct validity of this study, exploratory factor analysis was conducted for all items used in this study to confirm that these items can measure what they have to measure and are appropriate for the accomplishment of the objectives of the study.

4.4.2.2 Content Validity

A scale is said to have content validity if the survey items being combined can be judged to give a comprehensive and balanced coverage of all the characteristics of each factor (Dunteman, 1994). For the purposes of content validity, all the items being combined must clearly relate theoretically to the factor in question. If a measure or scale is adequately sampled from the targeted universe or domain of content then it can be regarded as valid content (Pallant, 2001).

For this study, the content validity was measured for the variables like living standard, employment opportunity, earning capability, cultural development and social value. Sekaran (2003) opines that there are three ways by which content validity of scales can be measured: the judgment of the instrument developers or other area experts, conceptualizing the domain or universe of interest, and high internal consistent reliability. For this study, the content validity of the instruments was ensured by obtaining expert opinions. Two University teachers (expertise in tourism field) were selected for expert opinion.

4.5 Data Screening

After examining descriptive statistics and frequency distribution data were screened. Values of out of ranged and improperly coded were identified and deleted.

4.5.1 Missing Data

Missing data is a common event that frequently occurs as respondents do not answer one or more questions in a questionnaire (Sekaran, 2006). Missing data means where valid values of one or more variables are missing for data analysis, particularly for multivariate analysis (Hair et al., 2006). Sekaran (2006) notes that normally respondents leave the items blank when they fail to answer some items in the questionnaire. Mostly, this happens as the respondents do not understand the question, do not know the answer, not intend to answer etc. The main concern is to detect the nature and relationships underlying the occurrence of missing data for handling those (Hair et al., 2006).

Sekaran (2006) suggests that the problem can be solved by omitting the case especially when the sample size is large. Hair et al. (2006) suggest a four step process to identify and solve this problem: detect the nature of missing data; identify the scope of missing data; diagnose the randomness of the process; and fix up the imputation method. Moreover, Hair et al. (2006) suggest a common rule of thumb that if missing data is less than 10 percent for an individual case or observation, it can be avoided but that number must be adjusted with the chosen analysis technique. Variables with less than 15 percent missing data can be deleted, but a greater level of missing data for example, 20 percent to 30 percent need to be remedied.

A frequency test was conducted for all variables to detect any missing data in the study and 18 incomplete questionnaires were found. After deletion these missing data, 385 usable questionnaires were found for analysis. The missing data were handled by case-wise deletion and this technique is preferred to other methods of mitigating missing problem (Malhotra, 1999).

4.5.2 Outliers

In the data screening process, the treatment of outliers is an important matter. For detecting outliers, an examination was conducted for the observations of each variable (Hair et al. 1998). Fortunately, no outlier was detected. So, the net number of sample size was 385 observations.

4.5.3 Normality

For most of the analyses to work properly, normal distribution of data is essential. Even where it is not needed, normality provides a stronger assessment (Hair et al., 2006). A test was done to check normality of the data of the regression model. A histogram and a normal probability plot of the distribution of the data show that the distribution was symmetric with a normal curve, indicating the normality assumption (Appendix, 2). To verify the data normality, skewness and kurtosis were calculated. Skewness refers to how data are distributed and kurtosis relates to how their peakedness is. Usually, a distribution is meant to be normal when the

value of skewness and kurtosis are close to zero (Tabachnick & Fidell, 2001). When standard error for skewness and kurtosis ratios fall within ± 2 at the significance level of .05, normality is there (Hair et al., 2006).

In the present study, all of the skewness and kurtosis ratios have fall between the normal distribution ± 2 that met the normality assumption. In addition to these initial verification on multivariate normality, a test of the normal probability plots was conducted in this study to assess normality to support the results (p-p plots), as shown in Appendix 3.

4.5.4 Linearity

The assumption of linearity implies that there is a straight-line relationship between dependent and independent variables. There are a number of ways to check the type of linear relationship that exists between the variables. One can plot the dependent variable against independent variable, and then visually inspect the scatter plot to see how well the fitted regression line represents their relationship. Linearity can also be checked by plotting the residuals against the independent variable values, and if the relationship is linear, then there will be no obvious clustering of positive residuals or a clustering of negative residuals. In the present study linearity has been checked through an analysis of residuals and partial regression plots (Appendix, 2) that expresses no nonlinear relation in the present data.

4.5.5 Homoscedasticity

The Homoscedasticity of residuals implies that variance of the residuals is constant for each observation. The present study has employed graphical method (residual plots where residuals are plotted against predicted value) to check the assumption of Homoscedasticity of residuals. Homoscedasticity tests through scatter plot diagram of standardized residuals indicate the variance of dependent variable is the same for all values of the independent variables as normal pattern in the data point was found

So the results of the homoscedasticity tests (Appendix 2) show that homoscedasticity exists in the set of independent variables and the variance of dependent variable. In addition, a visual verification of the distribution of residuals provided an absence of heteroscedasticity.

4.5.6 Multicollinearity

For estimating the hypothesized conceptual model it is necessary to test multicollinearity among variables (Hair et al., 2006). Multicollinearity refers to the strong linear relationship between two or more independent variables. With multicollinearity, the variables are very highly correlated (say, .90 and above). According to Murrary (2006), multicollinearity tends to create difficulty in differentiating the individual effect of explanatory variables. As a result, the

estimates for a regression model cannot be uniquely computed and therefore may be biased.

Two popular tests are conducted for estimating multicollinearity which are: tolerance (R^2) value and the variance inflation factor (VIF) value (Hair et al., 2006). Usually, the tolerance value ranges from 0 to 1 where 1 means that the variable has no correlation with other variables, and a value of 0 indicates that it is completely correlated. Hair et al. (2006) opine that tolerance expresses the amount of variability of a specific independent variable not interpreted by other independent variables. VIF is the opposite of tolerance value. The rule of thumb for tolerance value is .10 and VIF is 10. The VIF which is close to 1.00 means a little or no multicollinearity. Thus, multicollinearity happens when the model portrays small tolerance and a large VIF (more than 10).

Table 4.8: Testing Multicollinearity through Tolerance and VIF Values

Variables	Tolerance	VIF
Living standard	.834	2.367
Employment opportunity	.556	1.272

Earning capability	.672	2.549
Cultural development	.844	2.385
Social value	.479	1.604

The present study has applied VIF (Variance Inflation Factor) with tolerance value to assess the problem of multicollinearity. The results of VIF and tolerance values indicate that there is no unacceptable level of multicollinearity. Based on these results, it can be concluded that there is no potential multicollinearity problem in the present study.

4.6 Factor Analysis

Factor analysis is a generic term for a family of statistical techniques concerned with the reduction of a set of observable variables to a small number of latent factors (Rummel, 2002; Massey, 2003). It has been developed primarily for analyzing relationships among a number of measurable entities (such as survey items). The primary purpose of factor analysis is data reduction and summary. Factor analysis includes a variety of correlational analyses designed to examine the interrelationships between variables (Reisinger & Turner, 2003). The main applications of factor analytic techniques are therefore (1) to reduce the number of

variables and (2) to detect structure in the relationships between variables, in other words, to classify variables. For the purpose of this study, exploratory factor analysis was performed to combine the large number of statements into a smaller set of factors

4.6.1 Satisfying Factor Analysis Assumptions

There are some requirements that should be considered before factor analysis can be applied.

- Firstly, Hair et al. (2006) mentioned that as a general rule, the minimum sample size should be at least ten times as many observation as there are variables to be analyzed. The present study has 25 variables, and thus, the minimum sample size needed was 250 observations. This study consists of 385 respondents and the ratio between the variables used in factor analysis and sample size is 1: 15. So, the first assumption for factor analysis was met.
- The second test to determine the appropriateness of factor analysis is the kind of data used for analysis. Hair et al. (2006) mentioned that the data should be metric measurement for factor analysis. All the variables in this study except demographic variables had adopted metric scale for factor analysis; hence, factor analysis can be carried out.

- The last assumption is the factor ability of the correlation matrix. The data matrix need to have sufficient correlations for justifying the applications for factor analysis (Hair, Anderson, Tatham, and Black, 1998). Two common tests are used to measure the correlations among the variables like Bartlett Test of Sphericity (BTS) and Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) that generate an index which range from 0 to 1 (Hair et al., 2006). Kinnear and Gray (1994) suggest that the KMO value requires to be more than 0.50 for doing factor analysis. Hair et al. (2006) noted that the KMO values in the .90 or above are marvelous; .80 or above are meritorious; .70 or above are middling; .60 or above are mediocre; .50 or above are acceptable; and less than .50 is not acceptable. When the Bartlett test value is significant (that is, its associated probability is less than .05) then it is very good to consider the correlation matrix as an identity matrix (where the diagonal elements are 1 and the off diagonal elements are 0) and is thus appropriate for factor analysis (Kinnear & Gray, 1994). The meaning is that when the sphericity value is larger and the associated significance is smaller (less than .05) then further analysis is appropriate. The data matrix in the present study satisfies the requirement of sufficient correlations for conducting factor analysis.

4.6.2 Factor Analysis Procedure

The factor analysis was conducted based on the following procedure, as recommended by various researchers (Hair et al., 2006; Pallant, 2007; Sekaran, 2006).

- Based on the measure of sampling adequacy (MSA), items having less than .500 in the anti-image matrix were deleted as they possess the negatives of the partial correlation coefficients and the negatives of the partial covariences. In a good factor model, most of the off diagonal elements are small and which is portrayed on the diagonal of the anti-image correlation matrix where acceptable level is above .50.
- Items that did not load with a particular factor were deleted based on the factor matrix of loadings or correlation between the items. Items which had loadings less than .50 on a single factor were also removed.
- Double loaded items were deleted as they make explanation of the result tough. Usually, double loading happens when the factor score shows more or equal to .50 for a single item on various factors.
- In the present study, the Bartlett test of sphericity was found significant and the Kaiser-Meyer-Olkin measure of sampling adequacy was higher than .6. The KMO measure of sampling adequacy test is appropriate when the partial correlations

among variables are small. Whereas, BTS test is suitable when the correlation matrix is an identity matrix.

The above mentioned process was repeatedly used each time and lastly the final data were found after several iterations of item analysis and evaluation. The initial construct and discriminant validities were supported by principal component factor analysis with varimax rotated matrix. Hair et al. (2006) opined that the minimum requirements for factor loading range from .30 to .40, and loadings of .50 or greater are treated more significant. In the process of selecting the items for each factor, only items having loading of .50 and above were included.

4.6.3 Results of Factor Analysis

4.6.3.1 Factor Analysis on Living Standard

Exploratory factor analysis for living standard is shown in table 4.9.

Table 4.9: Factor Analysis for Living Standard

SL. No	Items	Factor loading	
1	Tourism generally causes an increase in living standards	.733	
2	Tourism brings economic benefits to the residents of the community	.725	

3	Tourism has led to an increase of infrastructure for local people	.687	
4	Tourism helps diversifying local economy	.683	
Eigen values			5.247
Percentage of variance explained (%)			48.349
Kaiser-Meyer-Olkin			.686
Bartlett's Test of Sphericity Approx. Chi-Square			2455.059
Df			06
Sig.			.000

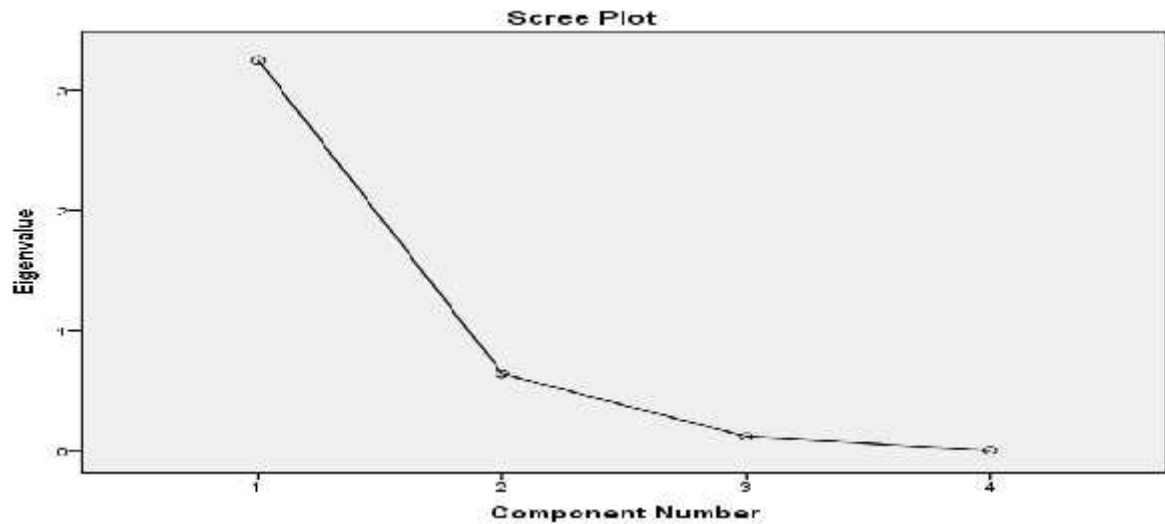


Figure 4.1: Scree plot of Living Standard

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for living standard items show the value .686 (in table 4.9) which is adequately ‘midicore’ and suitable for factor analysis (Hair et al., 2006; Pallant, 2007). The Bartlett’s sphericity value is also large (2455.059) and its level of significance is low (.000). Therefore, both of the KMO and BTS results show the appropriateness of the factor analysis.

Using principal component analysis (PCA) and varimax rotated matrix with Kaiser Normalization the factor analysis was conducted. The principal component analysis with Eigen value of more than 1.0 means the data is significant and can be used for extracting factors (Hair et al., 2007). One factor loading with Eigen value more than 1 were found in this study as shown by the scree plot in Figure 4.1, where the plot slopes steeply downward second factor before slowly getting approximately horizontal.

The results in Table 4.9 indicates that all four items of living standard show large factor loadings. Hair et al., (2006) suggest that factor loadings with value $+ .50$ or greater are meant highly significant; factor loadings of $+ .40$ are considered more important; and factor loadings of $+ .30$ are considered significant.

4.6.3.2 Factor Analysis on Employment Opportunity

Exploratory Factor Analysis (EFA) was conducted on employment opportunity that had 07items. The result of factor analysis on employment opportunity is presented in Table 4.10.

Table 4.10: Factor Analysis for Employment Opportunity

Sl. No	Items	Factor loading
1	Tourism creates employment opportunities for local residents	.876
2	Tourism creates new markets for our local products	.844
3	A large portion of tourism jobs is part-time due to the seasonal character	.779
4	Local people do not get the management level jobs.	.759
5	Local people are poorly paid by the tourism business operator	.721
6	Tourism creates jobs more for externals than local residents	.698

7	Entrepreneurial attitude grown among the local residents	.659	
Eigen Value			3.660
Percentage of variance explained (%)			55.158
Kaiser-Meyer-Olkin			.720
Bartlett's Test of Sphericity Approx. Chi-Square			2025.569
Df			21
Sig.			.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for employment opportunity items show the value of .720 (in Table 4.10), which is adequately 'midling' and suitable for factor analysis (Hair et al., 2006; Pallant, 2007). The Bartlett's sphericity value is also large (2025.569) and its level of significance is low (.000). Therefore, both of the KMO and BTS results signal the appropriateness of the factor analysis.

Using principal component analysis (PCA) and varimax rotated matrix with Kaiser Normalization the factor analysis was conducted (Hair et al., 2006). The principal component analysis with Eigen value of greater than 1.0 means the data is

significant and can be used for extracting factors (Hair et al., 2007). Three factors loading with Eigen value more than 1 were found in this analysis as shown by the Scree plot in Figure 4.2, where the plot slopes steeply downward before slowly getting approximately horizontal.

The results in Table 4.10 demonstrate that all seven items of employment opportunity show large factor loadings of greater than .50, indicating that they correlate highly.

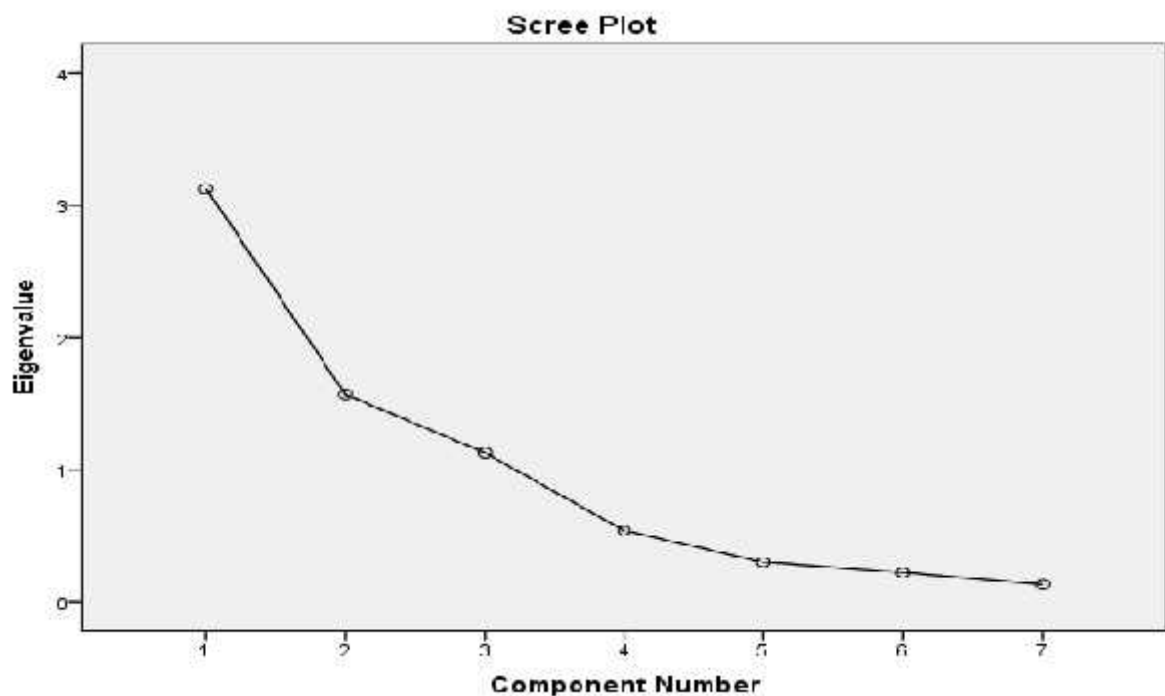


Figure 4.2: Scree plot of employment opportunity

4.6.3.3 Factor Analysis on Earning Capability

Exploratory Factor Analysis (EFA) was conducted on earning capability that had 04 items. The result of factor analysis on earning capability is presented in Table 4.11.

Table 4.11: Factor Analysis for Earning Capability

Sl. No	Items	Factor loading		
1	Development of tourism increases earnings of local people.	.854		
2	Local businesses benefit the most from tourists.	.789		
3	Most of the tourism money goes to out of the local community.	.703		
4	Tourism increased our living expenditure.	.658		
Eigen Value			4.684	
Percentage of variance explained (%)			48.443	
Kaiser-Meyer-Olkin			.715	

Bartlett's Test of Sphericity	Approx. Chi-Square	1886.554
Df		6
Sig.		.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for motivation items show the value of .715 (in Table 4.11), which is adequately 'middling' and appropriate for factor analysis (Hair et al., 2006; Pallant, 2007). The Bartlett's sphericity value is also large (1886.554) and its level of significance is low (.000). Therefore, both of the KMO and BTS results signal the appropriateness of the factor analysis.

Using principal component analysis (PCA) and varimax rotated matrix with Kaiser Normalization the factor analysis was performed. One factor loading with Eigen value more than 1 were found in this analysis as shown by the scree plot in Figure 4.3. The results in Table 4.11 demonstrate that all four items of earning capability show factor loadings of greater than .50, indicating that they correlate highly.

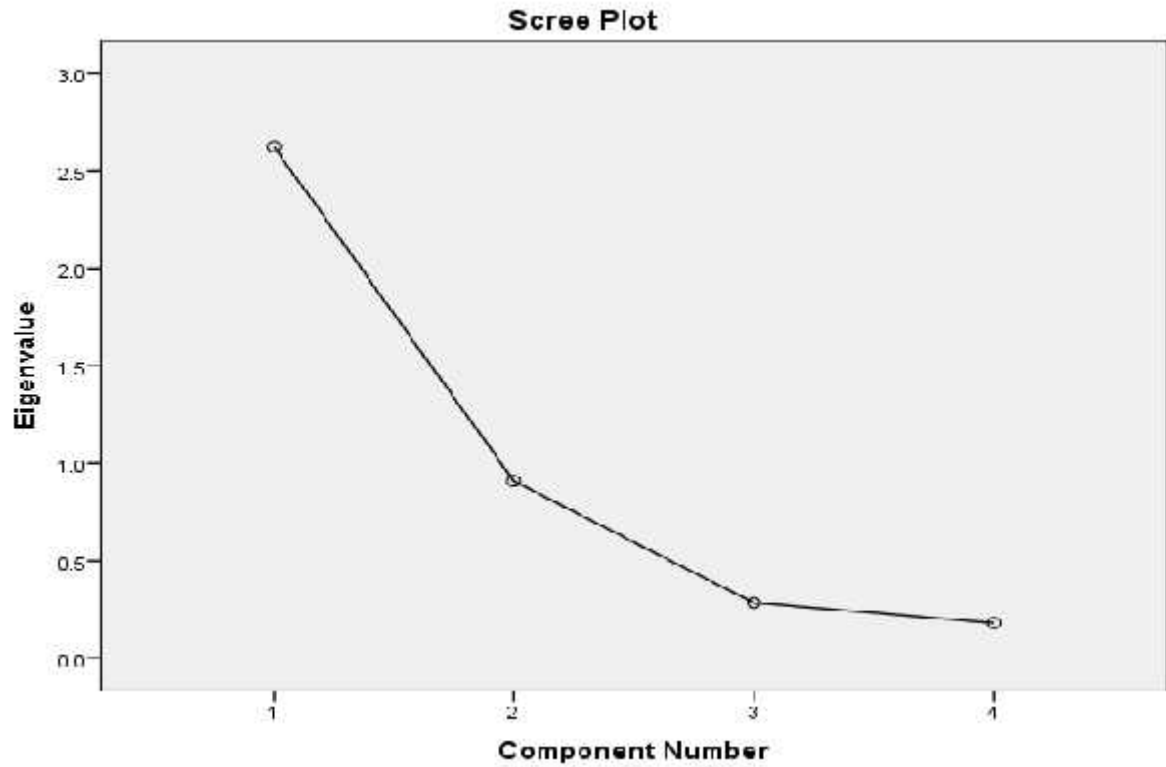


Figure 4.3: Scree plot of motivation

4.6.3.4 Factor Analysis on Cultural Development

Exploratory Factor Analysis (EFA) was conducted on cultural development that had 5 items. The result of factor analysis on cultural development is presented in Table 4.12.

Table 4.12: Factor Analysis for Cultural Development

Sl. No	Items	Factor loading
1	Tourism encourages a variety of cultural activities by the local residents (e.g., crafts, arts, music)	.844
2	Tourism has brought positive change in local traditional life style.	.823
3	The cultural exchange between residents and tourists is valuable for the residents.	.788
4	Tourism is damaging to the local culture and traditions.	.719
5	Tourism causes cultural invasion.	.665
Eigen Value		4.378
Percentage of variance explained (%)		46.558
Kaiser-Meyer-Olkin		.824
Bartlett's Test of Sphericity Approx. Chi-Square		1668.448
Df		10
Sig.		.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for personality items show the value of .824 (in Table 4.12), which is adequately ‘meritorious’ and suitable for factor analysis (Hair et al., 2006; Pallant, 2007). The Bartlett’s sphericity value is also large (1668.448) and its level of significance is low (.000). Therefore, both of the KMO and BTS results signal the appropriateness of the factor analysis.

Using principal component analysis (PCA) and varimax rotated matrix with Kaiser Normalization the factor analysis was conducted (Hair et al., 2006). Two factors loading with Eigen value more than 1 were found in this analysis as shown by the scree plot in Figure 4.4. The results in Table 4.12 demonstrate that all five items of cultural development show factor loadings of greater than .50, indicating that they correlate highly.

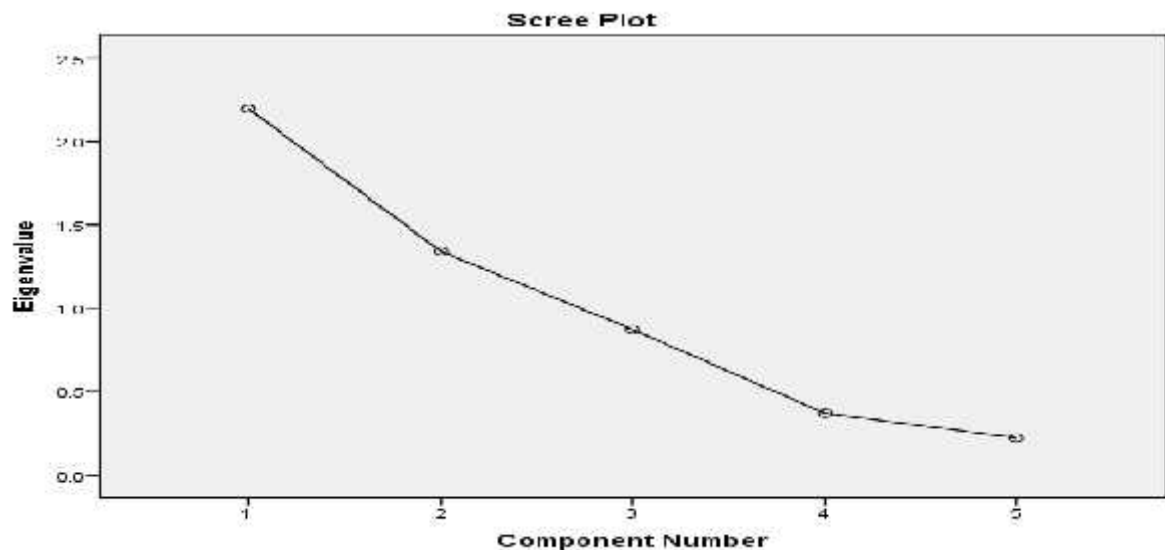


Figure 4.4: Scree plot of cultural development

4.6.3.5 Factor Analysis on Social Value

Exploratory factor analysis for social value is shown in Table 4.13.

Table 4.13: Factor Analysis for Social Value

SL. No	Iteams	Factor loading	
1	Tourism upgrades the social value of local people	.744	
2	Tourism development increases the number of recreational opportunities for local residents	.732	
3	Tourism is responsible for creating social problems such as crime, drug use, prostitution, and so forth in the community.	.712	
4	Tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people.	.688	
5	Tourism causes environmental pollution.	.674	
Eigen values		2.554	
Percentage of variance explained (%)		60.376	
Kaiser-Meyer-Olkin		.848	

Bartlett's Test of Sphericity	Approx. Chi-Square	2234.558
Df		10
Sig.		.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for attitudes towards service quality items show the value .848 (in Table 7.13) which is adequately 'marvelous' and suitable for factor analysis (Hair et al., 2006; Pallant, 2007). The Bartlett's sphericity value is also large (2234.558) and its level of significance is low (.000). Therefore, both of the KMO and BTS results show the appropriateness of the factor analysis.

Using principal component analysis (PCA) and varimax rotated matrix with Kaiser Normalization the factor analysis was conducted. The principal component analysis with Eigen value of more than 1.0 means the data is significant and can be used for extracting factors (Hair et al., 2007). Two factors loading with Eigen value more than 1 were found in this study as shown by the scree plot in Figure 4.5, where the plot slopes steeply downward before slowly getting approximately horizontal.

The results in Table 4.13 indicate that all five items of attitude towards social value show large factor loadings.

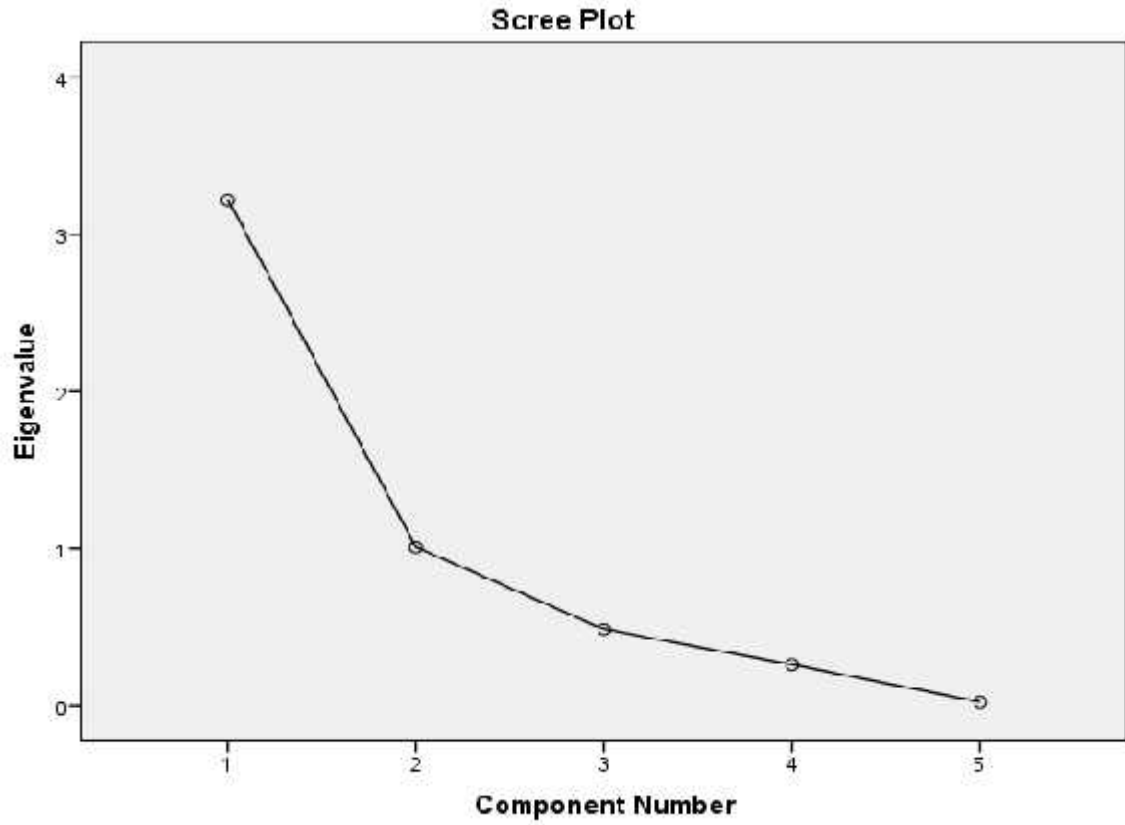


Figure 4.5: Scree plot of Social Value

4.7 Local Residents' Attitudes towards Tourism Impact: Descriptive Statistics

4.7.1 Overall Attitudes towards Tourism in Cox's Bazar

In developing the attitude statements an attempt was made to relate them to two dimensions of tourism: attitudes towards the economic impact of tourism and attitudes towards the social impact of tourism. To examine the attitudes of residents towards the economic and social impacts, 25 Likert scale statements based on a five-point scale were used. The scores were reversed for negative statements. Hence the higher the score the more favorable the attitude towards tourism. The mean scores and standard deviations for the 25 statements on attitudes are shown in Table 4.14.

Table 4.14: Means and Standard Deviations for the 25 Statements

Statements	Mean	SD
Tourism generally causes an increase in living standards	4.2000	.74931
Tourism has led to an increase of infrastructure for local people.	3.8000	.74931
Tourism helps diversifying local economy	2.8000	.74931

Tourism brings economic benefits to the residents of the community.	4.6000	.49054
Tourism creates employment opportunities for local residents	4.3506	.69158
Entrepreneurial attitude grown among the local residents	4.1013	.76894
Tourism creates jobs more for externals than local residents	3.5143	.89584
Local people do not get the management level jobs.	2.8649	.78888
Local people are poorly paid by the tourism business operator	3.9221	1.06025
A large portion of tourism jobs is part-time due to the seasonal character.	4.3506	.69158
Tourism creates new markets for our local products.	3.9506	.77403
Development of tourism increases earnings of local people.	3.1766	.89266
Local businesses benefit the most from tourists.	3.3610	1.07628
Most of the tourism money goes to out of the local community.	4.3584	.75093
Tourism increased our living expenditure.	4.1013	.76894
Tourism encourages a variety of cultural activities by the	3.5143	.89584

local residents (e.g., crafts, arts, music)		
Tourism has brought positive change in local traditional life style.	2.8649	.78888
The cultural exchange between residents and tourists is valuable for the residents.	3.9221	1.06025
Tourism is damaging to the local culture and traditions.	4.3506	.69158
Tourism causes cultural invasion.	3.9506	.77403
Tourism upgrades the social value of local people	3.1766	.89266
Tourism development increases the number of recreational opportunities for local residents	3.3610	1.07628
Tourism is responsible for creating social problems such as crime, drug use, prostitution, and so forth in the community.	4.3584	.75093
Tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people.	4.1013	.76894
Tourism causes environmental pollution.	3.5143	.89584

*When the statements are negative the reversed order of rating should be considered.

This level of analysis, at this stage, suggests that local residents show a favorable attitude towards the economic and social impact supporting tourism in general.

The following task was to get an overall measure of the attitudes (positive or negative) from each subject. Therefore each row was summarized and compared with the mid score of 75 (25x3), more than 75 means a positive attitude, less than 75 means a negative attitude, 75 was considered neutral. This helps to examine in a representative way the attitudes of local residents towards tourism in general.

Table 4.15: Overall Attitudes towards Tourism in Cox's Bazar

	Positive Attitude	Neutral	Negative attitude
Attitudes	345	8	32
Mean	3.34		
Standard Deviation	1.17		

As shown in Table 4.15 a total of 345 respondents displayed a positive attitude toward tourism with only 32 showing a negative attitude and 8 with a neutral attitude. Clearly the respondents substantially support tourism. However, a grand mean of 3.34 for the attitude scales shows that overall the positive attitudes are fairly mild. Within this a standard deviation of 1.17 indicates a heterogeneity in the responses that is likely to range from strongly positive attitudes to attitudes

which are fairly neutral. This suggests different patterns of responses and attitudes from residents towards the economic and social impacts of tourism.

4.7.2 Local Residents' Attitude towards Socio-Economic Impact of Tourism

This section presents the results of local residents' attitude towards tourism impacts in Cox's Bazar in more details. In this study, the tourism impact has been presented under two points of view: economic and social. Each point of view has been further classified in order to get greater insights of local residents' attitude. For example, economic impact has been discussed under three heads: Living Standard, Employment Opportunity and Earning Capability and social impact has been discussed under two heads: Cultural Development and Social Value.

4.7.2.1 Local Residents' Attitude towards Economic Impact of Tourism

4.7.2.1.1 Living Standard

Table 4.16 presents the responses to 4 statements on living standard impacts of tourism in Cox's Bazar. It should be noted that the impacts associated with increasing standards of living has been considered both as economic or socioeconomic impact in several studies. In this study it has been considered among economic impacts.

Respondents generally have positive attitude towards living standard impacts of tourism. Approximately 76% of people stated that tourism resulted in an increase in the standard of living.

More than 70% of respondents believe that tourism development has increased the infrastructure for local people. The role of tourism in diversifying local economy was supported by 50% of local residents. 88% of local people appreciated tourism for bringing economic benefits to the community.

Table 4.16: Attitude of Local Residents towards Tourism Impact on Living Standard

No.	Tourism Impact	1 %	2 %	3 %	4 %	5 %	Mean	SD
1	Tourism generally causes an increase in living standards	1	3	20	32	44	4.2000	.74931
2	Tourism has led to an increase of infrastructure for local people.	3	5	22	34	36	3.8000	.74931
3	Tourism helps diversifying local economy	12	18	30	28	22	2.8000	.74931

4	Tourism brings economic benefits to the residents of the community.	1	2	9	33	55	4.6000	.49054
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Source: Field Survey

4.7.2.1.2 Employment Opportunity

Table 4.17 presents the responses to 7 statements on employment opportunity impacts of tourism in Cox's Bazar. Respondents generally have positive attitude towards employment opportunity impacts of tourism. Approximately 79% of people stated that tourism resulted in an increase in the employment opportunities for local residents. More than 71% of respondents believe that tourism has helped to grow positive entrepreneurial attitude among local people. The role of tourism in creating jobs more for externals than local residents was supported by 60% of residents. More than 30% were disagree and 21% were neutral that local people do not get the management level jobs created by tourism. 71% of local people appreciated that local residents are poorly paid by the tourism business operator. Over 77% of responses approved the statement that most of tourism jobs are part-time due to the seasonal character. The role of tourism in creating new markets for our local products was supported by 73% of local residents.

Table 4.17: Attitude of Local Residents towards Tourism Impact on Employment Opportunity

No.	Tourism Impact	1 %	2 %	3 %	4 %	5 %	Mean	SD
1	Tourism creates employment opportunities for local residents	1	2	18	33	46	4.3506	.69158
2	Entrepreneurial attitude grown among the local residents	4	4	21	31	40	4.1013	.76894
3	Tourism creates jobs more for externals than local residents	7	8	25	28	32	3.5143	.89584
4	Local people do not get the management level jobs.	13	17	21	26	23	2.8649	.78888
5	Local people are poorly paid by the tourism business operator	3	6	20	30	41	3.9221	1.06025
6	A large portion of tourism jobs is part-time due to the seasonal character.	2	6	15	32	45	4.3506	.69158
7	Tourism creates new markets for our local products.	5	5	17	31	42	3.9506	.77403

Source: Field Survey

4.7.2.1.3 Earning Capability

Table 4.18 presents the responses to 4 statements on earning capability impacts of tourism in Cox's Bazar. Respondents generally have positive attitude towards earning capability impacts of tourism. Approximately 61% of people stated that tourism increases earnings of local people. More than 70% of respondents believe that local businesses benefit the most from tourists.

Respondents also confirmed some negative economic impacts. Over 75% of responses approved the statement that most of the tourism money goes to out of the local community. 69% of local people appreciated that tourism increased their living expenditure.

Table 4.18: Attitude of Local Residents towards Tourism Impact on Earning Capability

No.	Tourism Impact	1	2	3	4	5	Mean	SD
		%	%	%	%	%		
1	Development of tourism increases earnings of local people.	7	12	20	32	29	3.1766	.89266

2	Local businesses benefit the most from tourists.	3	8	19	33	37	3.3610	1.07628
3	Most of the tourism money goes to out of the local community.	2	7	16	31	44	4.3584	.75093
4	Tourism increased our living expenditure.	5	6	20	30	39	4.1013	.76894

Source: Field Survey

4.7.2.2 Local Residents' Attitude towards Social Impact of Tourism

4.7.2.2.1 Cultural Development

Table 4.19 presents the responses to 5 statements on cultural impacts of tourism in Cox's Bazar. Respondents generally have negative attitude towards cultural impacts of tourism although some positive impacts have been appreciated. The vast majority of residents (more than 72%) blamed tourism for damaging to the local culture and traditions. 72% of local people appreciated that tourism causes cultural invasion.

Respondents also confirmed some positive cultural impacts. Approximately 70% of people stated that tourism encourages a variety of cultural activities (e.g., crafts,

arts, music) among the local residents. 49% of local people appreciated and 21% were neutral that tourism has brought positive change in local traditional life style. More than 71% of respondents believe that the cultural exchange between residents and tourists is valuable for the local residents.

Table 4.19: Attitude of Local Residents towards Tourism Impact on Cultural Development

No.	Tourism Impact	1 %	2 %	3 %	4 %	5 %	Mean	SD
1	Tourism encourages a variety of cultural activities by the local residents (e.g., crafts, arts, music)	4	7	19	32	38	3.5143	.89584
2	Tourism has brought positive change in local traditional life style.	12	18	21	25	24	2.8649	.78888
3	The cultural exchange between residents and tourists is valuable for the residents.	6	6	17	30	41	3.9221	1.06025
4	Tourism is damaging to the	1	8	19	32	40	4.3506	.69158

	local culture and traditions.									
5	Tourism causes cultural invasion.	3	10	15	30	42	3.9506	.77403		

Source: Field Survey

4.7.2.2.2 Social Value

Table 4.20 presents the responses to 5 statements on social impacts of tourism in Cox’s Bazar. Respondents generally have negative attitude towards social impacts of tourism although some positive impacts have been appreciated. The vast majority of residents (more than 85%) blamed tourism for creating social problems such as crime, drug use, prostitution, and so forth in the community. 67% of local people appreciated that tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people. More than 70% of respondents believe that tourism causes environmental pollution

Respondents also confirmed some positive social impacts. Approximately 63% of people stated that tourism upgrades the social value of local people. 73% of local people appreciated and 17% were neutral that tourism development increases the number of recreational opportunities for local residents.

Table 4.20: Attitude of Local Residents towards Tourism Impact on Social Value

No.	Tourism Impact	1 %	2 %	3 %	4 %	5 %	Mean	SD
1	Tourism upgrades the social value of local people	7	11	19	33	30	3.1766	.89266
2	Tourism development increases the number of recreational opportunities for local residents	3	7	17	35	38	3.3610	1.07628
3	Tourism is responsible for creating social problems such as crime, drug use, prostitution, and so forth in the community.	1	5	18	34	42	4.3584	.75093
4	Tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people.	4	8	21	29	38	4.1013	.76894
5	Tourism causes environmental pollution.	4	9	17	33	37	3.5143	.89584

Source: Field Survey

4.8 Correlation Analysis

The strength and direction of the linear relationship between two variables is described by correlation (Pallant, 2001). Similarly, the degree of correlation expresses the strength and significance of relationship among variables. For obtaining this, the bivariate association was done which computes Pearson's correlation coefficient with significance levels. Pearson correlation take only one value in between -1 to 1. Ignoring the sign, the magnitude of the absolute value means the strength of the relationship between two variables. Cohen (1998) and Pallant (2007) suggest a guideline to explain the strength and weakness of the relationship between two variables (r) as shown in Table 4.21.

Table 4.21: Cohen and Pallant's Guidelines of Correlation Strength

r value	Strength of relationship
$r = +.10$ to $.29$ or $r = -.10$ to $-.29$	Small
$r = +.30$ to $.49$ or $r = -.30$ to $-.49$	Medium
$r = +.5$ to 1.0 or $r = -.5$ to -1.0	Large

From Table 4.22 to 4.26 show a brief of the correlation analysis results where the Pearson correlation coefficient was conducted to grasp the relationship among the

variables in the present study. The correlation coefficients shown in the following tables indicate the strength of the relationship among the variables.

Pearson Correlation Coefficient among dependent variable (attitude towards tourism impact) and independent variable items

Table 4.22: Correlation between Attitude Towards Tourism Impact and Living Standard Items

	ATTI	Item 1	Item 2	Item 3	Item 4
ATTI	1.000				
Item 1	.753**	1.000			
Item 2	.512**	.518**	1.000		
Item 3	.078	.098	.057	1.000	
Item 4	.882**	.558**	.433**	.345**	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

ATTI= Attitude towards Tourism Impact, Item 1= Increase in standard, Item 2=Infrastructure Development, Item 3= Diversifying Local Economy, Item 4= Resident Benefits

Results: Increase in standard, infrastructure development and resident benefits factors of living standard have highly significant relationship with attitude towards tourism impact but diversifying local economy factor has no significant relationship.

Table 4.23: Correlation between Attitude Towards Tourism Impact and Employment Opportunity Items

	ATTI	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7
ATTI	1.000							
Item 1	.633**	1.000						
Item 2	.485**	.347**	1.000					

Item 3	.032	.067	.122**	1.000				
Item 4	.565**	.438**	.478**	.388**	1.000			
Item 5	.009	.013	.067	.167**	.289**	1.000		
Item 6	.107**	.378**	.211**	.390**	.045	.255**	1.000	
Item 7	.773**	.556**	.443**	.125**	.098	.663**	.009	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

ATTI= Attitude towards Tourism Impact, Item 1=New Employment, Item 2= Entrepreneurial attitude, Item 3= Jobholder, Item 4= Job for locals, Item 5= Remuneration, Item 6= Job Type, Item 7= New Market

Results: New employment, job for locals and new market factors of employment opportunity have highly significant relationship with attitude towards tourism impact but entrepreneurial attitude has medium and job type has small significant relationship. On the other hand, Jobholder and remuneration have no significant relationship with local residents' attitude towards tourism impact.

Table 4.24: Correlation between Attitude towards Tourism Impact and Earning Capability Items

	ATTI	Item 1	Item 2	Item 3	Item 4
ATTI	1.000				
Item 1	.854**	1.000			
Item 2	.598**	.321**	1.000		
Item 3	.033	.121**	.221**	1.000	
Item 4	.664**	.332**	.669**	.448**	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

ATTI= Attitude towards Tourism Impact, Item 1= Earnings, Item 2=Local Business, Item 3=Utilization of Earnings, , Item 4= Living Expenditure

Results: Earnings, local business and living expenditure factors of earning capacity have highly significant relationship with attitude towards tourism impact but utilization of earnings factor has no significant relationship.

Table 4.25: Correlation between Attitude towards Tourism Impact and Cultural Development Items

	ATTI	Item 1	Item 2	Item 3	Item 4	Item 5
ATTI	1.000					
Item 1	.112**	1.000				
Item 2	.098	.443**	1.000			
Item 3	.211**	.085	.396**	1.000		
Item 4	.035	.117**	.119**	.667**	1.000	
Item 5	.056	.275**	.092	.012	.123**	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

ATTI= Attitude towards Tourism Impact, Item 1= Cultural Activies, Item 2=Life Style, Item 3=Cultural Exchange, , Item 4= Negative Impact, Item 5= Cultural Invasion

Results: Cultural activities and cultural exchange factor of cultural development have small significant relationship with local residents' attitude towards tourism impact but life style, negative impact and cultural invasion have no significant relationship.

Table 4.26: Correlation between Attitude towards Tourism Impact and Social Value Items

	ATTI	Item 1	Item 2	Item 3	Item 4	Item 5
ATTI	1.000					
Item 1	.093	1.000				
Item 2	.111	.597**	1.000			

Item 3	.345**	.017	.220**	1.000		
Item 4	.035	.185**	.129	.334**	1.000	
Item 5	.006	.009**	.088	.077	.214**	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

ATTI= Attitude towards Tourism Impact, Item 1= Social Status, Item 2=Recreational Opportunities, Item 3=Social Problem, , Item 4= Utilization of Entertainment Facilities, Item 5= Environmental Pollution

Results: social problem factor of Social value have small significant relationship with local residents' attitude towards tourism impact but social status, recreational opportunities, utilization of entertainment facilities and environmental pollution have no significant relationship.

Table 4.27: Correlation between Attitude towards Tourism Impact and Demographic factors

	Residents' Attitude	Gender	Age	Education	Marital Status	Professional Status	Income
Residents' Attitude	1.000						
Gender	.012	1.000					
Age	.211**	.011	1.000				
Education	.112**	.219**	.188**	1.000			
Marital Status	.063	.077	.088	.105	1.000		
Profession	.213**	.174**	.029	.276**	.101	1.000	

al Status							
Income	.187**	.147**	.077	.078	.155**	.023	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

Results: Age, education, professional status and income factors of demographic characteristics have small significant relationship with local residents’ attitude towards tourism impact but gender and marital status have no significant relationship.

4.9 T- Test Analysis Results

To evaluate the differences in the level of local residents’ attitude towards tourism impact in terms of gender and marital status independent T-test was used.

Table 4. 28: Local Residents’ Attitude towards Tourism Impact Based on Gender

Independent variable	Mean	Std. deviation	t- value	P-value
Male	3.71	1.13	1.341	.835
Female	3.59	1.11		

Table 4. 29: Local Residents’ Attitude towards Tourism Impact Based on Marital Status

Independent variable	Mean	Std. deviation	t- value	P-value
Married	3.68	1.13	1.298	.755
Non-Married	3.67	1.09		

A summary of the test of differences in terms of gender and marital status is tabulated in Table 4.28 and 4.29 respectively. Based on gender and marital status, there were no statistical differences in the mean scores of local residents’ attitude towards tourism between male and female.

4.10 ANOVA Test Results

The differences in the level of local residents’ attitude towards tourism impact were explored in terms of age, education level, professional status and income using ANOVA test. Table 4.30 summarizes the results of the test.

It is found that local residents’ attitude towards tourism impact based on age varies significantly at the $p < .05$ level among the respondents ($F = 5.879$, $P = .039$). Despite reaching statistical significance, the actual difference in mean scores

among groups was quite small. The effect size, calculated using eta squared, was .03. As Cohen (1988, pp. 284-7) classifies .01 as a small effect, .06 as a medium effect and .14 as a large effect.

Table 4. 30: Local Residents' Attitude towards Tourism Impact Based on Age, Education Level, Professional Status and Income

Independent variable	Mean	Std. deviation	F- value	P-value
Age				
Up to 20 years	3.72	1.15	5.879	.039
21-30 years	3.65	1.11		
31-40 years	3.71	1.10		
41-50 years	3.55	1.02		
Above 50 years	3.34	1.14		
Education Level				
No education	3.48	1.14	3.036	.042
Primary education	3.55	1.11		
S.S.C	3.65	1.13		

H.S.C.	3.63	1.09		
University level	3.56	1.11		
Others	3.48	1.00		
Professional Status				
Service	3.22	1.18		
Business	3.68	1.13	3.445	.029
Others	3.77	1.12		
Income				
Under 10000 Taka	3.39	1.08		
11000-20000 Taka	3.41	1.11	2.743	.044
21000-30000 Taka	3.52	1.14		
31000-40000 Taka	3.64	1.16		
Over 40000 Taka	3.68	1.19		

The result shows that education level has significant impact on local residents' attitude towards tourism impact. Local residents were divided into six groups according to their education level. There were statistically significant differences

at the $p < .05$ level for six education groups: $F = 3.036$, $P = .042$. Despite reaching statistical significance, the actual difference in mean scores between the groups was quite small. The effect sizes, calculated using eta squared, were .02.

The result shows that professional status has significant impact on local residents' attitude towards tourism impact. There was statistically significant difference at the $p < .05$ level in for professional status: $F = 3.445$, $P = .029$. Despite reaching statistical significance, the actual difference in mean scores between the groups was quite small. The effect sizes, calculated using eta squared, were .03.

Table 4.30 shows that income has significant impact on local residents' attitude towards tourism impact. Local residents were divided into five groups according to their income. There were statistically significant differences at the $p < .05$ level for five income groups: $F = 2.743$, $P = .044$. Despite reaching statistical significance, the actual difference in mean scores between the groups was quite small. The effect sizes, calculated using eta squared, were .02.

4.11 Multiple Regression Analysis

For hypotheses testing of this study, multiple regression analysis was conducted. Some assumptions of the relationship between dependent and independent variables need to be met for performing multiple regression analysis like, normality, linearity, homoscedasticity and multicollinearity (Hair et al., 1998). As

mentioned earlier, the required assumptions have already been met and multiple regression analysis was appropriate.

Usually, multiple regression analyses are performed to interpret the relationship between one dependent variable (outcome) and various independent variables (predictor). Multiple regression analysis can be done in three ways such as standard regression, hierarchical or sequential, and stepwise regression (Pallant, 2007). All independent variables are used at a time in the equation in standard multiple regression (Pallant, 2007). For this study, a standard multiple regression was conducted to test the relationship between dependent variable and independent variables.

In reviewing literature, it can be noticed that the attitude of local residents towards tourism impact are affected by several variables. The present study has mainly focused on the impact of socio-economic variables on the attitude of local residents towards tourism impact. The present study use living standard, employment opportunity and earning capability (economic variables) and cultural development and social value (social variables) as possible determinants of the attitude of local residents in Cox's Bazar towards tourism. To answer the research question addressing the determinants of the attitude of local residents towards tourism impact, five hypotheses related to socio-economic characteristics have

been tested in this section. Ordinary Least Square (OLS) regression model has been used to test the hypotheses.

4.11.1 Model Development

Regression analysis is commonly and widely used in disclosure literature to test the hypotheses. The present study examines the relationship between the attitudes of local residents towards tourism impact as dependent variable and a number of independent variables. The Ordinary Least Square (OLS) regression is considered to be a powerful technique in case of investigating the relationship between dependent and independent variables.

The following Ordinary Least Square (OLS) regression model is developed in order to assess the effect of each independent variable on the dependent variable, the attitude of local residents:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where, Y= the attitude of local residents

β_0 = The intercept

X_1 = Living standard

X_2 = Employment opportunity

X_3 = Earning capability

X_4 = Cultural development

X_5 = Social value

e = Residual error

For all analyses, overall model fit was assessed using the likelihood ratio test or adjusted R-squared measure while individual variable significance was assessed using the t-statistic. Standardized beta weights were used for discussion of statistical significance of independent variables in OLS regression, as they allow for comparisons of variables with different metrics or when metrics are arbitrary, as in Likert-type scales (Menard 2002). The size of beta weights was also examined to determine which variables had the strongest predictive value. The independent variable with largest beta weight, after controlling for all other variables, has the largest unique explanatory effect on the dependent variable for a standard unit increase in the independent variable. Regression results were examined at 0.5 levels of significance to determine whether the relationship between dependent and independent variables was statistically significant.

4.11.2 Empirical Analysis of Multiple Regression Model

For finding out the answers of the research questions and to verify the research hypotheses multiple regression was conducted. Between a set of variables multiple regressions detect every individual variable's contribution and identify the best predictor variable. For instance, R^2 shows how well a set of variables are able to predict a specific outcome. The value for $R^2= 1$ indicates that the continuous dependent variable and a set of independent variables have a perfect linear relationship whereas the value $R^2= 0$ expresses zero linear relationship between them. Standard multiple regression also shows an adjusted R^2 value which 'corrects' R^2 value to provide a better assumption of the true populations value (Pallant, 2007). The results of the OLS regression analysis of the association between socio-economic characteristics and local residents' attitude towards tourism impact are documented in Table 4.31.

Table 4.31: OLS Regression Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.691	.687	.27440

a. Predictors: (Constant), Living Standard, Employment Opportunity, Earning Capability, Cultural Dvelopment, Social Value

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.862	5	12.772	169.625	.000 ^b
	Residual	28.538	379	.075		
	Total	92.400	384			
a. Dependent Variable: Local residents' attitude towards tourism impact						
b. Predictors: (Constant), Living Standard, Employment Opportunity, Earning Capability, Cultural Dvelopment, Social Value						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.088	.457		13.309	.000
	Living Standard	.628	.046	2.379	13.727	.025
	Employment Opportunity	.013	.016	.093	.833	.046
	Earning Capability	.276	.015	1.047	18.070	.019
	Cultural Development	.095	.022	.486	4.416	.601
	Social Value	.099	.022	.507	4.529	.773
a. Dependent Variable: Local residents' attitude towards tourism impact						

4.11.2.1 Evaluating the model

ANOVA was performed to assume the statistical significance of the result provided in Table 4.31. The result shows that the F-ratio is 169.625 ($P=.000$), which statistically supports the significance of the model. Thus, the hypotheses are accepted since the model of this study is statistically significant at $p= 000$. The adjusted coefficient of determination (R Squared) implies that 69.1% of the variation in the level of local residents' attitude towards tourism impact can be explained by the variations in the whole set of independent variables of the proposed model in the present study.

4.11.2.2 Evaluating Independent Variables

The levels of influences the independent variables have on the dependent variable are going to be discussed in this section. In brief, this study wants to identify which variables in the model have the most significant influence on the dependent variable through Beta value.

As indicated in the table 4.31, the coefficients of the independent variables show the direction and the magnitude of the relationship with the dependent variable .The results show that majority of the variables (three variables: living standard, employment opportunity and earning capability) contributed significantly to the local residents' attitude towards tourism impact. Living standard has the highest

contribution to Local residents' attitude towards tourism impact among the independent variables (Beta = 2.379). Cultural development and social value are found to be insignificant but with positive association with local residents' attitude towards tourism impact.

4.12 Results of Hypothesis Testing

OLS regression analysis results have been used to test the hypotheses of the present study. Table 4.32 summarizes the results of OLS regression analysis employed in the current study.

Table 4.32 Summary of Regression Results

Variables	Reported Sign	Significance of Association
Living Standard	+	Significant at .05 level
Employment Opportunity	+	Significant at .05 level
Earning Capability	+	Significant at .05 level
Cultural Development	+	Insignificant at .05 level

Social Values	+	Insignificant at .05 level
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Hypothesis 1

The hypothesis **H₁** predicted a significant positive relation between living standard and the level of local residents' attitude towards tourism impact. The study result supports this hypothesis. As indicated in the table 4.32, living standard has been found positively correlated with local residents' attitude towards tourism impact at the .05 significance level. The findings suggest that local residents' attitude towards tourism impact is significantly affected by the enhancement of living standard created by tourism.

Hypothesis 2

The hypothesis **H₂** predicted a significant positive relation between employment opportunity and the level of local residents' attitude towards tourism impact. The study result supports this hypothesis. As indicated in the table 4.32, employment opportunity has been found positively correlated with local residents' attitude towards tourism impact at the .05 significance level. The findings suggest that local residents' attitude towards tourism impact is significantly affected by employment opportunity created by tourism.

Hypothesis 3

The hypothesis H_3 predicted a significant positive relation between earning capability and the level of local residents' attitude towards tourism impact. The study result supports this hypothesis. As indicated in the table 4.32, earning capability has been found positively correlated with local residents' attitude towards tourism impact at the .05 significance level. The findings suggest that local residents' attitude towards tourism impact is significantly affected by increase of earning capability created by tourism.

Hypothesis 4

The hypothesis H_4 predicted a significant positive relation between cultural development and the level of local residents' attitude towards tourism impact. It can be seen from the table 4.32 that cultural development has positive but insignificant association with local residents' attitude towards tourism impact. Thus, hypothesis 4 is not supported. This finding suggests that cultural development does not affect the local residents' attitude towards tourism impact.

Hypothesis 5

The hypothesis H_5 predicted a significant positive relation between social value and the level of local residents' attitude towards tourism impact. It can be seen from the table 4.32 that social value has positive but insignificant association with

local residents' attitude towards tourism impact. Thus, hypothesis 5 is not supported. This finding suggests that social value does not affect the local residents' attitude towards tourism impact.

4.16 Summary

Data analysis and findings have been presented in this chapter, particularly response rate, profile of respondents, data screening (missing data, outlier, normality, linearity, homoscedasticity multicollinearity), goodness of data (reliability, content validity, construct validity), factor analysis, descriptive analysis of local resident's attitude towards tourism impact, correlation analysis, T-test and ANOVA test to evaluate the differences in the level of local residents' attitude towards tourism impact in terms of different demographic characteristics and hypotheses testing with multiple regression analysis. A total number of 385 responses (response rate of 77%) were finally used for the study. The collected data was reliable and valid and fulfills the necessary criteria for further statistical analysis such as factor analysis and multiple regression analysis. The analysis of profile of respondents indicates that, in general, respondents are male, aged between 31-40 years and married. Most respondents are businessmen without any formal education and their mostly average income is within the range of 11000-20000 Taka. The analysis of local residents' overall attitude towards tourism impact reveals that local residents show a favorable attitude towards the economic

and social impact supporting tourism in general. From the factor analysis, five tourism impact factor are found: cultural development and social value. From multiple regression analysis, it is found that three (living standard, employment opportunity and earning capability) out of five determinants have statistically significant positive relationship with the attitude of local residents towards tourism impact.

In the next chapter, the findings and their implications are going to be discussed in detail.

CHAPTER FIVE

FINDINGS AND DISCUSSION

5.1 Introduction

This chapter describes the findings portrayed in the prior chapter of the local residents' attitude towards tourism impact. The chapter also provides academic and practical implications of the findings which can be considered as a contribution to the research arena. Finally, the limitations, and the recommendations for future research, and the overall conclusions are narrated.

5.2 Discussion on Findings of the Study

The main objectives of this study were: (1) to analyze the attitude of local residents of Cox's Bazar about the impact of tourism on their economic development; (2) to analyze the attitude of local residents of Cox's Bazar about the impact of tourism on their social changes; (3) to examine the influences of demographic factors on the attitude of local residents towards tourism impact in their area; and (4) to make recommendations for all tourism stakeholders and the local community to maximize the benefits of this sector and for the development of tourism. The following sections explain in detail the findings and hence the accomplishment of the first three research objectives. The fourth objective will be discussed in the following chapter named "Conclusion and Recommendation".

Characteristics of respondents

The majority of the population was male (59%) and this is because the rate of employment among men is higher than the female population (41%). The majority of the respondents (81%) was 21 to 50 years of age range in three age categories, and most was married (73%). In terms of the education level, about half of the population have no education (43%) some of them have primary education (28%), while university at secondary school level it was 17% of the sample, and 9% had completed higher secondary school level. There was only 2% of them who have gone through there university level study. Most of them do business for their livelihood (60%) besides 32% are service holder. 36% of respondents have income within 11000-20000 Taka and 28% have relatively low income (less than 10000 taka). On the other hand, only 4% have an income over 40000 Taka.

5.2.1 First Objective

The first objective of the present study was to examine the attitude of local residents of Cox's Bazar about the impact of tourism on their economic development such as living standard, employment opportunity and earning capacity. For obtaining this objective, three hypotheses were tested through regression analysis that is described chronologically as follows.

Hypothesis 1: There is a significant positive relation between living standard and the level of local residents' attitude towards tourism impact.

As shown in Table 4.31, living standard has been found positively correlated with local residents' attitude towards tourism impact at the .05 significance level. Because regression analysis indicates that local residents' attitude towards tourism impact is significantly associated with living standard after adjusting for the effect of all other predictor variables (Beta value 2.379 and P-value = 0.025). The findings suggest that local residents' attitude towards tourism impact is significantly affected by the enhancement of living standard created by tourism. In terms of the impact of tourism on living standard of local residents in Cox's Bazar, respondents generally have positive attitude (Table 4.16). Approximately 76% of respondents stated that tourism resulted in an increase in the standard of living. More than 70% of respondents believe that tourism development has increased the infrastructure for local people. The role of tourism in diversifying local economy was supported by 50% of local residents. 88% of local people appreciated tourism for bringing economic benefits to the community. Through correlation between Attitude towards tourism Impact and living standard items it is found that increase in standard, infrastructure development and resident benefits factors of living standard have highly significant relationship with attitude towards tourism impact but diversifying local economy factor has no significant relationship.

The findings suggest that the respondents have a strong positive attitude in the statements related to consequences of tourism impact on the local residents of Cox's Bazar in terms of living standard. This result can be explained in a sense that once a community becomes a destination, the lives of residents in the community are affected by tourism (Jurowski, 1994). The development of tourism affects the lives of residents in better or worse ways. Crotts and Holland (1993) showed that tourism affects positively the quality of life of local residents in terms of income, health, recreation, personal services and per capita sales, and negatively affects the level of poverty. So, generally tourism increases the standard of living of host residents. Like most of the previous studies, this study found a positive relationship between the local residents' attitude towards tourism impact and enhancement of living standard created by tourism (Backman & Backman, 1997; Var & Kim, 1990). Even though there was no study to test the direct effects of tourism impact on living standard of local residents in the community, some of the previous study findings suggest that local residents perceived an improvement in standard of living resulting from tourism activities (Liu & Var, 1986). This study concludes that the local residents of Cox's Bazar have acknowledged the positive impact of tourism on the living standard but many things yet to be done for the sustainable improvement of the living condition, particularly in infrastructure field.

Hypothesis 2: There is a significant positive relation between employment opportunity and the level of local residents' attitude towards tourism impact.

As shown in Table 4.31, employment opportunity has been found positively correlated with local residents' attitude towards tourism impact at the .05 significance level. Because regression analysis indicates that local residents' attitude towards tourism impact is significantly associated with employment opportunity after adjusting for the effect of all other predictor variables (Beta value .093 and P-value = 0.046). The findings suggest that local residents' attitude towards tourism impact is significantly affected by the employment opportunity created by tourism. In terms of the impact of tourism on employment opportunity of local residents in Cox's Bazar, respondents generally have positive attitude (Table 4.17). Approximately 79% of respondents stated that tourism resulted in an increase in the employment opportunities for local residents. More than 71% of respondents believe that tourism has helped to grow positive entrepreneurial attitude among local people. The role of tourism in creating jobs more for externals than local residents was supported by 60% of residents. More than 30% were disagree and 21% were neutral that local people do not get the management level jobs created by tourism. 71% of local people appreciated that local residents are poorly paid by the tourism business operator. Over 77% of responses approved the statement that most of tourism jobs are part-time due to the seasonal character.

The role of tourism in creating new markets for our local products was supported by 73% of local residents. Through correlation between Attitude towards tourism Impact and employment opportunity it is found that it creates new employment, job for locals and new market factors of employment opportunity have highly significant relationship with attitude towards tourism impact but entrepreneurial attitude has medium job type has small significant relationship. On the other hand, Jobholder and remuneration have no significant relationship with local residents' attitude towards tourism impact.

The previous researchers explored the relationships between employment opportunity and local resident's attitude (Liu & Var, 1986; Sheldon & Var, 1984; Faulkner & Tideswell, 1997; Easterling, 2004). The present study results are consistent with the result of Faulkner and Tideswell's (1997). The local residents of Cox's Bazar have acknowledged the positive impact of tourism on the employment opportunity but many things yet to be done for the sustainable improvement of the employment opportunity, particularly in creating permanent and management level job.

Hypothesis 3: There is a significant positive relation between earning capacity and the level of local residents' attitude towards tourism impact.

As shown in Table 4.31, earning capacity has been found positively correlated with local residents' attitude towards tourism impact at the .05 significance level.

Because regression analysis indicates that local residents' attitude towards tourism impact is significantly associated with employment opportunity after adjusting for the effect of all other predictor variables (Beta value 1.047 and P-value = 0.019). The findings suggest that local residents' attitude towards tourism impact is significantly affected by the earning capacity created by tourism. In terms of the impact of tourism on earning capacity of local residents in Cox's Bazar, respondents generally have positive attitude (Table 4.18). Approximately 61% of respondents stated that tourism increases earnings of local people. More than 70% of respondents believe that local businesses benefit the most from tourists. Respondents also confirmed some negative economic impacts. Over 75% of responses approved the statement that most of the tourism money goes to out of the local community. 69% of local people appreciated that tourism increased their living expenditure. Through correlation between Attitude towards tourism Impact and employment opportunity it is found that it creates new employment, job for locals and new market factors of employment opportunity have highly significant relationship with attitude towards tourism impact but entrepreneurial attitude has medium job type has small significant relationship. On the other hand, Jobholder and remuneration have no significant relationship with local residents' attitude towards tourism impact.

The previous researchers explored the relationships between earning capacity and local resident's attitude (Belisle and Hoy, 1980; Gursoy and Jurowski, 2002; Harrill and Potts, 2003; Korça, 1998; Pearce, 1980; Pizam, 1978; Tyrell and Spaulding, 1984; Akis et al.,1996; Andressen and Murphy,1986).The present study results are consistent with the result of Gursoy and Jurowski (2002) and Harrill and Potts (2003).The local residents of Cox's Bazar have acknowledged the positive impact of tourism on the earning capacity but many things yet to be done for the sustainable improvement of the earning capacity.

Undoubtedly, tourism has been a main economic activity in Cox's Bazar with many benefits for the local community. Residents appreciated tourism for increasing job opportunities, enhancing earning capacity and living standard, development of recreational facilities etc. among local residents. This may be because the tourism industry had become a strong and significant industry in Cox's Bazar, and subsequently local residents have more income from selling their products to tourists and most of them work in hotels, as vehicle drivers and in restaurants. The result indirectly implied that respondents feel that tourism development in Cox's Bazar could generate more benefits in developing local economy. For example, in a study, Sitikarn (2007) found that local residents' perceived tourism as a contributor to generate income and indirectly helped locals to have an education. Thus, the infrastructure and environment of Cox's Bazar

needs to be more developed to support and increase the growth of the tourism industry.

With regards to economic impacts, residents recognized that tourism development brought changes in investments in entertainment facilities, and wealth-creation generated in the local economy. For example, investment and development spending in the area, variety of shopping facilities, and variety of restaurants all were perceived to have improved. Residents were more pleased with the increase in entertainment facilities than with the perceptions of increased development spending, such as infrastructure and hotels. This suggests that residents would prefer more investment in entertainment facilities and services rather than an increase in infrastructure development as a result of tourism development. And so, though this finding supports Ap and Crompton's (1998) suggestion that tourism development was beneficial to the economy, residents preferred that economic benefits (such as enhanced investments) be spent on entertainment facilities and services. The researcher speculates that this could be a possible implication that residents prefer leisure tourism over business tourism, because of the potential to invest in more entertainment facilities. Although respondents supported that tourism development increased employment opportunities but admitted the fact that most tourism occupations are perceived to offer relatively low pay and seasonal in nature.

However, although tourism has brought huge economic benefits, it also generates some negative impacts to local communities as tourism increases prices of land and housing and increases local residents' cost of living such as food, water and electricity bills. These are the negative impacts from tourism that have affected local residents directly. Despite that, there are some suggestions for future tourism development to highly consider job structure, poor remuneration etc. by providing more opportunities to the local community to get involved in the decision making process.

In general, findings from this study suggests that the respondents have positive attitude about the economic impacts than the negative economic impacts due to the benefits received from the growth of the tourism industry in Cox's Bazar. Their positive attitudes were mostly influenced by an opportunity to earn greater income from working in the tourism industry or by selling goods and services to tourists. In fact, those who are not involved in the tourism industry also received the benefits through domestic and foreign investments in Cox's Bazar and an improvement in infrastructure and public facilities. Nevertheless, the respondents are also rational in terms of the long-term tourism development in Cox's Bazar where most of them are very concerned about the negative economic impacts to local residents.

5.2.2 Second Objective

The second objective of the present study was to analyze the attitude of local residents of Cox's Bazar about the impact of tourism on their social changes. For obtaining this objective, two hypotheses were tested that is described as follows.

Hypothesis 4: There is a significant positive relation between cultural development and the level of local residents' attitude towards tourism impact.

As shown in Table 4.31, cultural development has been found negatively correlated but insignificant with local residents' attitude towards tourism impact. Because regression analysis indicates that local residents' attitude towards tourism impact is not significantly associated with employment opportunity after adjusting for the effect of all other predictor variables (Beta value -0.486 and P-value = 0.601). The findings suggest that local residents' attitude towards tourism impact is not significantly affected by the earning capacity created by tourism. In terms of the impact of tourism on cultural development of local residents in Cox's Bazar, respondents generally have negative attitude although some positive impacts have been appreciated (Table 4.19). The vast majority of residents (more than 72%) blamed tourism for damaging to the local culture and traditions. 72% of local people appreciated that tourism causes cultural invasion. Respondents also confirmed some positive cultural impacts. Approximately 70% of people stated that tourism encourages a variety of cultural activities (e.g., crafts, arts, music)

among the local residents. 49% of local people appreciated and 21% were neutral that tourism has brought positive change in local traditional life style. More than 71% of respondents believe that the cultural exchange between residents and tourists is valuable for the local residents. Through correlation between Attitude towards tourism Impact and cultural development it is found that Cultural activities and cultural exchange factor of cultural development have small significant relationship with local residents' attitude towards tourism impact but life style, negative impact and cultural invasion have no significant relationship. It can be seen from the cultural development has positive but insignificant association with local residents' attitude towards tourism impact Thus, hypothesis 4 is not supported. This finding suggests that cultural development does not affect the local residents' attitude towards tourism impact.

Hypothesis 5: There is a significant positive relation between social value and the level of local residents' attitude towards tourism impact.

As shown in Table 4.31, social value has been found negatively correlated but insignificant with local residents' attitude towards tourism impact. Because regression analysis indicates that local residents' attitude towards tourism impact is not significantly associated with employment opportunity after adjusting for the effect of all other predictor variables (Beta value -0.507 and P-value = 0.773). The findings suggest that local residents' attitude towards tourism impact is not

significantly affected by the social value created by tourism. In terms of the impact of tourism on social value of local residents in Cox's Bazar, respondents generally have negative attitude although some positive impacts have been appreciated (Table 4.20). The vast majority of residents (more than 85%) blamed tourism for creating social problems such as crime, drug use, prostitution, and so forth in the community. 67% of local people appreciated that tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people. More than 70% of respondents believe that tourism causes environmental pollution. Respondents also confirmed some positive social impacts. Approximately 63% of people stated that tourism upgrades the social value of local people. 73% of local people appreciated and 17% were neutral that tourism development increases the number of recreational opportunities for local residents. Through correlation between Attitude towards tourism Impact and social value it found that social problem factor of Social value have small significant relationship with local residents' attitude towards tourism impact but social status, recreational opportunities, utilization of entertainment facilities and environmental pollution have no significant relationship. It can be seen that social value has positive but insignificant association with local residents' attitude towards tourism impact thus, hypothesis 5 is not supported. This finding suggests that social value does not affect the local residents' attitude towards tourism impact.

The findings suggest that the respondents have a slightly negative attitude in the statements related to consequences of tourism impact on the local residents of Cox's Bazar in terms of cultural development and social value. This result can be explained in a sense that once a community becomes a destination, the socio-cultural activities of the residents in the community are also affected by tourism. Similar to the previous studies (Brunt and Courtney (1999), Lankford and Howerd (1994) and Bastias-Perez and Var (1996) the results indicate that tourism development has created obstacles for cultural development and decreased social value and are therefore less attractive to residents of Cox's Bazar. Despite many economic benefits, unplanned and unmanaged development of tourism in Cox's Bazar in past years has led to widespread negative social impact.

From the very outset of impact studies on tourism generally economic interests of nations and tourism sector were given prominence. However, with the passage of time and changing scenario of tourism industry, research has been carried out in determining the impacts of tourism not just on economy but also on the society and culture. Many studies have been conducted in the area of socio-cultural impacts, with conclusion being divided into three different categories: positive consequences, negative consequences and no real social impacts. However, this is true that impact differs according to geographical, economic and demographical aspects of the study area.

The previous researchers explored the relationships between socio-cultural impact of tourism and local resident's attitude (Alister and Wall, 1982; Travis, 1982; Furnham, 1984; Flecher, 1984; Shoup, 1985; Gupta, 1987; Herbert, 1989; Teye, 1982; King et al., 1993; Archer and Cooper, 1994; Pearce, 1994; Pandey et al., 1995). The present study results are consistent with the result of Teye (1992), Pandey et al. (1995), Brunt and Courtney (1999), Lankford and Howerd (1994) and Bastias-Perez and Var (1996).

Both community and environment have certain limits, crossing these limits can cause irreversible changes that may result in an opposition towards tourism development and tourists. This can have a major influence on socio and environmental aspects of the society and the future success of a destination (Andriotis, 2002). In general, findings from this study suggests that the local residents of Cox's Bazar have acknowledged the negative impact of tourism (although not significant) on the cultural and social development among local residents. Thus, tourism development will only be successful in cox's Bazar if the planners understand that local communities are heterogeneous not homogenous; thus, it is necessary to consider their social needs and wants together with economic needs and wants and their different attitudes towards tourism.

5.2.3 Third Objective

The third objective of the present study was to examine the influences of demographic factors on the attitude of local residents towards tourism impact in their area. For obtaining this objective, the variations in local residents' attitude were evaluated through T-test for gender and marital status and Analysis of Variance (ANOVA) for other four demographic factors: age, education level, professional status and income.

8.2.3.1 Gender

The majority of the population was male (59%) and this is because the rate of employment among men is higher than the female population (41%). Most of the men as family breadwinners are more conscious of the contribution of tourism to the economy. To evaluate the differences in local residents' attitude towards tourism impact in terms of gender an independent T-test was applied as shown in Table 4.28.

Based on gender, there were no statistical differences in the mean scores (P value=.835) of local residents' attitude towards tourism.

The findings may be explained by the fact that both male and female residents in Cox's Bazar have same opportunity of employment, education and cultural activities in a traditional community. Thus, they are disposed to provide the same

view that tourism has stimulated their economic and social development. It also implies a greater opportunity for tourism sector as it is labor intensive sector gender equity is a necessary element for the prosperity of the sector.

5.2.3.2 Marital Status

The majorities (73%) of respondents were married. To evaluate the differences in local residents' attitude towards tourism impact in terms of marital status an independent T-test was applied as shown in Table 4.29. Based on marital status, there were no statistical differences in the mean scores (P value=.755) of local residents' attitude towards tourism. The previous researchers such as Davis et al. (1988), Korca (1996), Bastias-Perez and Var (1996), Teye et al. (2002) and Kuvan and Akan (2005) found no statistically significant relationship between gender and this study also found no variation of local residents' attitude towards tourism based on marital status.

In this study, non-married respondent were only 27% of the total sample and obviously there is no scope to make a comparison genuinely based on marital status.

5.2.3.3 Age

The majority of the respondents (81%) were 21 to 50 years of age range in three age categories. The ANOVA result shows that there is statistically significant

difference at the $p < .05$ level in local residents' attitude towards tourism impact based on age. But, the actual difference in mean scores between the groups was quite small. The effect size, calculated using eta squared, was .02.

The result of the present study is supported by Brunt and Courtney (1999), Lankford and Howerd (1994) and Bastias-Perez and Var (1996), all of whom found age has significant influence on the attitude of socio-economic impact of tourism but is contrasted with Seid (1994).

5.2.3.4 Education Level

In terms of the education level, about half of the population have no education (43%) some of them have primary education (28%), while university at secondary school level it was 17% of the sample, and 9% had completed higher secondary school level. There was only 2% of them who have gone through there university level study.

The ANOVA result shows that there is statistically significant difference at the $p < .05$ level in local residents' attitude towards tourism impact based on education level. But, the actual difference in mean scores between the groups was quite small. The effect size, calculated using eta squared, was .02.

Many researchers in the tourism field have investigated the influence of education on local residents' attitude towards tourism impact. Several researchers such as

Korca (1996), Hernandez et al. (1996), Seid (1994) and Teye et al. (2002) found differences in the local residents' attitude towards tourism impact while the work of Mok et al. (1996) found no such differences in the case of level of education. The result of the present study is supported by Teye et al. (2002).

The results may indicate that the higher educated residents in Cox's Bazar tend to have higher positive attitude towards socio-economic development of tourism in terms of image, facilities, standard of living as well as cultural exchange.

5.2.3.5 Professional Status

Local residents were divided into three groups according to their professional status. Most of them do business for their livelihood (60%) besides 32% are service holder and 8% belongs to other profession. The ANOVA test result shows (as shown in Table 7.30) that there are statistically significant differences at the $p < .05$ level in local residents' attitude towards tourism impact. Although there is a statistical significant difference, the real difference in mean scores between the groups was quite small as the effect size was only (calculated using eta squared) .03 for local residents' attitude towards tourism impact.

Some researchers found professional status as an influential factor in deciding local residents' attitude towards tourism impact. Wang et al. (2006) suggested that professional status is not always influential on deciding the attitude but Brunt and

Courtney (1999) found that professional status affect the attitude of a particular destination. But, Murphy (1985), Lankford and Howard (1994) and Jurowski et al. (1997) found difference based on professional status. The present study conforms to the result of Murphy (1983).

The attitude of Asian countries based on professional status varied significantly than the European and American countries. Thus, professional status is significant for local residents' attitude towards tourism impact in Bangladesh.

5.2.3.6 Income

Local residents were divided into five groups based on their monthly income. 36% of respondents have income within 11000-20000 Taka and 28% have relatively low income (less than 10000 taka). On the other hand, only 4% have an income over 40000 Taka. The ANOVA test result (Table 4.30) shows that there was statistically significant difference at the $p < .05$ level in local residents' attitude towards tourism impact for five income groups but the actual difference in mean scores between the groups was quite small. The effect size, calculated using eta squared, was .02.

The results indicate that local residents' various levels of income have different impact on their attitude towards tourism impact. Income has positive influence on

local residents' attitude towards tourism impact which means that higher income group has higher positive attitude towards tourism impact.

A few studies showed the impact of income on local residents' attitude towards tourism impact such as Korca (1996), and Teye et al. (2002); has showed no such differences for income. The present study result is supported by Teye et al. (2002).

CHAPTER SIX

RECOMMENDATION AND CONCLUSION

6.1 Introduction

The findings of the first three research questions have been presented and discussed in detail in the previous chapter. This chapter presents the answer of fourth research question which was to make recommendations for all tourism stakeholders and the local community to maximize the benefits of this sector. Apart from this, it also draws conclusion from the key findings of the research. This chapter starts by pointing out recommendations and then continues by providing suggestions for future research. This chapter ends with the overall conclusion.

6.2 Recommendations

Based on the main findings of this research, this section outlines several main recommendations that could assist the related authorities in formulating appropriate policy and strategy and constructing a framework for developing sustainable tourism in Cox's Bazar.

- One of the major elements of tourism development is to encourage local communities' participation in tourism development. Local communities are important in the tourism development process because all the tourist activities take place within their premises. Although there are many ways to involve local community, tourism decision making process is one of the most appropriate ways of involving the local community in tourism development. The decision making process is the suitable way to involve local residents of Cox's Bazar in tourism development. While the literature recognizes that the inclusion of the local community in tourism development is considerable, there is debate about the degree of inclusion in the decision-making process to be exercised by local communities, ranging from passive participation (in which people participate by being told what has been decided or has already happened) to active participation (in which people get involved to reach the final decision). For that reason, it is important to form a committee with the involvement of both local experts (who would bring in their expertise and professional knowledge) and elected officials (who represent the local people to ensure the community's interests are considered when making decisions). But before making such decisions, they (elected officials and local experts) should first consult the local people so as to collect public views. Local peoples' interest should be given priority in all kinds of activities.

- Tourism carrying capacity is now an emerging issue in tourism development. It is vital for the protection of natural resources and for ensuring visitor satisfaction. Tourism carrying capacity is the maximum number of tourists that may visit a destination at a particular time without causing destruction of physical, ecological, social, cultural, environment and ensuring visitor satisfaction at the same time. Tourism carrying capacity incorporates all the dimensions of sustainable tourism and visitor satisfaction. Tourism carrying capacity needs to assess for a particular destination on the basis of the destination characteristics. But it is a matter for regret that, for Cox's Bazar tourism carrying capacity was never examined. So, tourism carrying capacity for Cox's Bazar should be assessed as soon as possible for the destination management and tourist satisfaction.
- Tourism master plan is the blueprint which provides a comprehensive planning framework for the development activities in a destination. Formulate a long-term development framework for tourism with emphasis on policy and strategy, planning, institutional strengthening, legislation and regulation, product development and diversification, marketing and promotion, tourism infrastructure and superstructure, economic impact of

tourism and tourism investment, human resource development, and socio-cultural and environmental impacts of tourism. Cox's Bazar is known as a tourist capital in Bangladesh which is more important on the basis of cultural, social and economic dimension. Unfortunately, there is no master plan for the tourism development in Cox's Bazar. For that reason, development activities in Cox's Bazar is not well planned but scattered. So it is the high time to bring all the development activities in Cox's Bazar under a master plan. This plan should be formulated by the government and major tourism bodies in Bangladesh. This master plan should be detail the timing and sequencing of the major programs, roles and responsibilities of key players, institutional arrangements and resource requirements for bringing the vision to fruition.

- Development activities in Cox's Bazar, described in the master plan, should be guided by the short term plan. A short term plan is essential for the monitoring and implementation of the master plan. Promotional activities should be emphasized in the short term plan. These short term plans require a specific time frame for all the activities and need to measure plan with the master plan.

- In Cox's Bazar hotels, motels, restaurants, shopping centers are built in a scattered way without considering the environment and the beauty of the sea beach. Many Hotels and market have been constructed at near to the beach that hampered the beauty of the beach. Sometimes these kinds of construction destroy the hill and small forest which was adjacent to the beach. Besides of these problems, hotels, Motels do not follow the proper rules for waste management that cause serious damage of ecological balance in Cox's Bazar. So a plan for infrastructure development should be developed by the government and that must be incorporated in the Cox's Bazar master plan. It is important to identify the ecological critical area and infrastructure free zones to restrict any kind of activities.
- Tourism development and success largely depend on the community participation in tourism activities. If local people directly benefited by the tourism then they will respond more positively and that will lead the socioeconomic development of the community. Community based tourism in one of the most effective ways to involve a large number of people in tourism activities that will generate more money and improve their livelihood as well as create a positive. Community based tourism creates an ownership attitude among the local residents because it is managed and

controlled by the local residents. So community based tourism should be given emphasis on the tourism development plan.

- Tourism is a labor intensive industry and tourist satisfaction largely depends on the service quality. The tourism industry is the fastest growing sector in Cox's Bazar which contribute significantly to the local economy. For that reason, highly trained and qualified personnel are needed for tourism and hospitality industry in Cox's Bazar. But our study found that almost 43% people in Cox's Bazar are illiterate. For that reason local business owners and employees are not able to cope with the job in a competitive business environment. At the present time most of the employees are the nonresidents of Cox's Bazar. But In Cox's Bazar hundreds of people are unemployed or seasonally employed and that number is growing due to the lack of knowledge and training in hospitality sector. Government and private sector should take the responsibility of providing training and education in tourism for the local people. National Hotel and Tourism Training Institute (NHTTI) should be involved in training program as a prime government organization. It is highly appreciable if NHTTI establish a branch in Cox's Bazar for the local manpower development.

- In order to increase the economic contribution of tourism to poverty alleviation, local people may need financial support to start-up their business. The tourism industry can be supported by various ways but micro credit is the best way to support poor people to establish a low capital business. Government and other private organization should come forward to provide financial support to the local people in Cox's Bazar.
- Cultural tourism, which requires relatively low investment capital, can be the major tourist attraction in Cox's Bazar. Cox's Bazar is the place where people from different cultural background stay together. So, tourist should be aware about the culture of the local people especially the tribal culture. Local government, tourism organization and social organization should work with the local people and the tourist for the cultural richness.
- Bangladesh government must be cooperative in the tourism development. It is important to realize the importance of tourism in the overall economic development. But Bangladesh government does not give any kind of attention to the tourism development which is seen at the government policy and budget allocation. The government must invest some money in the country's tourism development and initial allocation is needed for the world longest sea beach Cox's Bazar to implement the master plan. At the

same time, private sectors should come forward and must play their role in the sustainable development process in Cox's Bazar. But as we mention earlier, local community must be included in all types of development activities which will take place in Cox's Bazar. For that reason, Public Private Community Partnership (PPCP) is one of the new concept in tourism development which will help to ensure the sustainable tourism growth in Cox's Bazar.

- Cultural identity of the local residents should be ensured by any means. Tourist with Multicultural ethnicities are always influencing the culture of local people. These factors sometimes destroy the cultural pride of the local community. Cultural change affected young generation badly and they are the most vulnerable segment of the community. This kind of change is a threat to the sustainability of authenticity and conservation of culture and heritage of local people. Government and private sectors should take proper awareness raising initiatives so that cultural believes and norms are not distorted rather enriched.
- Cox's Bazar is the longest unbroken sea beach of the world. So it has some unique characteristics that must be taken into consideration in tourism development. But our branding strategy does not focus these

characteristics. For that reason most of the foreign tourists are not aware about the longest sea beach of the world. Integrated tourism marketing plan should be developed by the Bangladesh Tourism Board (BTB) to promote and develop Cox's Bazar as a prime tourist destination in the world. It is essential to identify some unique selling propositions for Cox's Bazar then these should be communicated to the market through branding. Seminar, symposium, workshop, tourism fair in the foreign market should be arranged in the foreign market to create awareness among tourist.

- Tourism industry in a country must be rich in terms of tourism statistics regarding tourism activities, tourist flow that will help to create and to maintain a tourism database. Tourism Database is not maintained in Bangladesh so that we do not get enough statistics and data about tourism. For that reason, it is very difficult to give any kind of recommendation for the future growth and development in tourism. Tourism related statistics are also important for the research purpose. Regular research should be conducted to evaluate the changing trend and impact of tourism on local economy, environment, and culture. For that reason, sufficient facilities and infrastructure should be developed for tourism research.

- Sustainable tourism is one of the vital issues in tourism development and planning. The concept of sustainable tourism is applicable to all forms of tourism in all types of destinations, including the mass tourism like Cox's Bazar. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development. Sustainable tourism requires the establishment of a suitable balance between these three dimensions to guarantee long-term sustainability of tourism development. So, it is important to create a specific guideline for all stakeholders that will be effective for Sustainable tourism.

6.3 Suggestions for Future Research

Additional studies can be carried out to further investigate in the following areas:

1. Although the local residents' views and attitudes are critical for analyzing tourism development, in that the greatest impacts of the tourism industry are experienced and judged by the host residents (Andriotis, 2000). Further research should investigate the attitude of tourism organizations' managers and local authorities to identify the real concerns and conflicts pertaining to tourism development in Cox's Bazar. Such information would lead to a better understanding of the tourism industry structure in Cox's Bazar and help the relevant authorities to formulate effective tourism development plans and policies.

2. This study examined the factors and variables that explained the local residents' attitudes and evaluation of socio-economic impacts of tourism. In order to further understand "why" and "how" the Cox's Bazar residents' react to tourism development in a particular manner (that is, why and how residents perceive a specific impact as positive or negative), it is necessary to analyze additional data using qualitative methods.

3. The research instrument and conceptual framework developed and tested in this research can be expanded and tested in other geographical locations to identify and examine other variables and factors that may influence the residents' above mentioned opinions. Such information will be useful in providing more comparative results and findings in this topic.

4. This study was conducted to examine the attitude of local residents towards socio-economic impact of tourism. Therefore, future studies can be conducted to investigate the attitude towards other impact of tourism such as environmental, psychological etc.

5. Additional variables are still recommended to investigate on a larger scale by future research in Bangladesh with specific attention be given to local tourism development. These additional variables could include primary and secondary information sources and past experiences. Clearly, there is scope for significant

refinement and, perhaps, expansion to incorporate other variables which not included in this study.

6. The researcher used only one instrument that is questionnaire survey. Thus, the researcher suggests that, the qualitative method, in-depth interview is more suitable to measure local residents' attitude. This can be better attained when the researcher develops close relationships with them and speaks intimately.

7. Further and more in-depth analysis needs to be done to investigate local residents' attitude towards tourism impact. Failure to address this proactively, may lead to serious social consequences in tourism in the medium to long term. Due to the dynamic nature of social phenomena, it is essential that research should be carried out on a timely basis. A longitudinal research design is desirable in this context.

8.4 Conclusion

Local residents' will support tourism development in their society when they will get benefits from tourism activities. The study identified that community has developed positive attitude about the tourism development and the community is accepted tourism as a major income source through active and passive participations. It is suggested that to have more community awareness and education programs in order to obtain positive benefits and to minimize the negative impacts of tourism. Community empowerment and their capacity building are highly important in this context.

Kayat (2002) suggested, local residents' dependency on tourism industry would predict their attitude towards various impacts from tourism development. So socio-economic benefits from tourism development would certainly influence local residents' attitude towards impacts from tourism development. The broader message of this study is that while tourism could provide Cox's Bazar with economic benefits, careful planning and implementation policies are required in order to limit its negative social impacts. In addition, different attractions in Cox's Bazar need to be developed in such a way that management can reduce potentially harmful impacts on the local communities, and at the same time, protect their interests and well-being. In this sense all parties involved must make much greater efforts to mobilize local resources to directly benefit local communities in the

name of sustainable development. It is not enough for them to participate in economic activities alone. The sustainability of the tourism industry depends to a considerable extent upon the preservation of cultural and social attributes. So, a good working relationship must be established in order to develop trust and commitment from the local community members.

The success of tourism development depends on the consistent agreement of views among local residents, local leaders, professional experts and policy makers. However the difficulty is that government policy makers continue to accelerate their planning efforts to stimulate tourism without empirical evidence on the attitude of local residents towards tourism impact. The ignorance of this dimension results in significant socio-economic consequences, both positive and negative. Therefore, the policies and strategies of tourism development must reflect or incorporate local residents' views and attitudes to ensure community consensus on development policies and programs. If residents' attitude and preferences do not support tourism development policies and programs, then such programs are likely to fail or become ineffective in their implementation (Pearce 1980). To ensure development it is desirable to uncover preferences and trade off positions of local residents at an early stage in the planning process (Murphy 1983). In this study, it has been found that despite residents' acknowledgement of some negative social impacts, tourism nonetheless, constitutes an important vehicle for their individual

and collective economic prosperity. Local Residents had an overall positive attitude toward tourism impact in Cox's Bazar. The majority of residents in Cox's Bazar, even for those who do not work in tourism sector directly, have benefited from tourism development. Their positive attitudes are mostly influenced by an opportunity to earn greater income from working in the tourism industry or by selling goods and services to visitors. In fact, those who are not directly involved in the tourism industry also received the benefits through domestic and foreign investments in Cox's Bazar and an improvement in infrastructure and public facilities. This is a good sign for the Cox's Bazar tourism industry, although there is still room to increase residents' positive attitudes toward tourism and strengthen the industry further. Nevertheless, the respondents are also rational in terms of the long-term tourism development in Cox's Bazar where most of them are very critical and concerned about the negative impacts to local society and environments. In light of this, it is inevitable from the part of politicians and technocrats to place local people at the center of all policies and plans, if tourism is to develop in accordance with sound sustainable practice. While it is widely acknowledged that this approach is filled with many obstacles, particularly in developing countries like Bangladesh, there is no justification for responsible governments to avoid this route. Based on the stage of tourism development in Cox's Bazar, it is recommended that actions be taken to increase residents' awareness of tourism and increase positive attitudes toward tourism.

In conclusion, let us reflect on McGehee and Andereck's (2004:139) views that "a great deal of progress has been made in the study of residents' attitudes towards tourism, but a great deal is left to be done. No matter what future direction resident attitude research takes, the most important goal must be to assure that the varied voices of the local community are heard."

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Questionnaire

Part 1: (Respondent Attitudes)

The following questions are about your perceptions of tourism. There are several statements about the potential impacts that can result from tourism. Please record where you strongly agree (SA), agree (A), neither agree nor disagree (N), disagree (D), or strongly disagree (SD) with each of the following statements. There are no right or wrong answers, so please give the answer which most closely expresses your perceptions.

Please tick the box that most accurately corresponds to how strongly you agree or disagree with the following statements:

Give your opinion:

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	Tourism has contributed to overall development of local people	5	4	3	2	1

A. Living Standard

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	Tourism generally causes an increase in living standards	5	4	3	2	1
02.	Tourism has led to an increase of infrastructure for local people.	5	4	3	2	1
03.	Tourism helps diversifying local economy	5	4	3	2	1
04.	Tourism brings economic benefits to the residents of the community.	5	4	3	2	1

B. Employment Opportunity

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	Tourism creates employment opportunities for local residents	5	4	3	2	1
02.	Entrepreneurial attitude grown among the local residents	5	4	3	2	1
03.	Tourism creates jobs more for externals than local residents	5	4	3	2	1
04.	Local people do not get the management level jobs.	5	4	3	2	1
05.	Local people are poorly paid by the tourism business operator	5	4	3	2	1
06.	A large portion of tourism jobs is part-time due to the seasonal character.	5	4	3	2	1
07.	Tourism creates new markets for our local products.	5	4	3	2	1

C. Earning Capability

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	Development of tourism increases earnings of local people.	5	4	3	2	1
02.	Local businesses benefit the most from tourists.	5	4	3	2	1
03.	Most of the tourism money goes to out of the local community.	5	4	3	2	1
04.	Tourism increased our living expenditure.	5	4	3	2	1

D. Cultural Development

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	Tourism encourages a variety of cultural activities by the local residents (e.g., crafts, arts, music)	5	4	3	2	1
02.	Tourism has brought positive change in local traditional life style.	5	4	3	2	1
03.	The cultural exchange between residents and tourists is valuable for the residents.	5	4	3	2	1
04.	Tourism is damaging to the local culture and traditions.	5	4	3	2	1
05.	Tourism causes cultural invasion.	5	4	3	2	1

E. Social Factors

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	Tourism upgrades the social value of local people	5	4	3	2	1
02.	Tourism development increases the number of recreational opportunities for local residents	5	4	3	2	1
03.	Tourism is responsible for creating social problems such as crime, drug use, prostitution, and so forth in the community.	5	4	3	2	1
04.	Tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people.	5	4	3	2	1
05.	Tourism causes environmental pollution.	5	4	3	2	1

Part -2 (Socio-Demographic characteristics)

The following background questions are included to help us to interpret your responses on other questions. Your answers will be kept strictly confidential and will only be used for the analysis of this study. Statistics will only be reported in aggregate (average) form, and you will not be identified in any way.

1. Gender: A) Male B) Female

2. Age:

a) up to 20 years	b) 21-30 years	c) 31-40 years
d) 41-50 years	e) above 50 years	

3. Education level:

a) No education	b) Primary education	c) S.S.C
d) H.S.C	e) University level	f) Others:

4. Are you? A) Married B) Single

5. What is your profession?

A) Service B) Business C) Others

6. How much is your monthly average income?

a) Under 10,000	b) 11,000-20,000	c) 21,000-30,000
d) 31,000-40,000	e) Over 40,000	

Thank you for your time