



# **Perceptions of the impacts of Tourism in the Surf Coast Shire:**

**A comparison of permanent and non-  
permanent residents**

**DRAFT REPORT**

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**VICTORIA  
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## **Abstract**

This project is an adjunct study to the “Social impacts of tourism on communities”, research undertaken for the Surf Coast Shire and Geelong Otway Tourism by Sustainable Tourism CRC. The current study examines the perceptions of non-permanent residents of the Surf Coast Shire and offers comparisons with the perceptions of permanent residents found in the previous study.

This study found that, overall, non-resident property owners were slightly less positive about the impacts of tourism on the community. That is, they were positive, with a mean rating of +1 out of a maximum possible of +3, but they were not as positive as permanent residents who rated the overall benefit at +1.4. In particular, non-resident property owners were less convinced about the benefits of tourism in terms of creating more interesting things to do in the area, and in promoting community pride. Conversely though, non-resident property owners were also less concerned about some of the negative impacts such as the opportunity costs associated with funding tourism and the lack of justice associated with the distributive of tourism's costs and benefits.

The report concludes with a comparison of results from these Surf Coast Shire studies with similar studies at other locations within Australia. Recommendations are also provided for the future management of tourism communities.

## **Acknowledgements**

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|                    |                                                                  |
|--------------------|------------------------------------------------------------------|
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| Mr Simon Loone     | Surf Coast Tourism Coordinator, Surf Coast Shire                 |
| Mr Roger Grant     | CEO Geelong Otway Tourism                                        |
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## *Chapter 1*

# **Background**

In recent years the study of social impacts of tourism has received substantial attention from researchers, particularly in the academic research arena. The emphasis in this body of research has been on explaining why certain groups of residents perceive the impacts of tourism differently than others, and quite complex scales and models have been developed to measure and understand the phenomenon. However, the complex methods used by academic researchers are less suitable for assessing the social impacts of tourism for the purposes of practical tourism management. This is primarily because the long questionnaires used in academic studies have a negative impact on response rates, thus introducing the potential for non-response bias. For this reason the STCRC have developed a much shorter instrument aimed at addressing the needs of destination managers to understand and manage the social impacts of tourism. The shorter instrument has been tested in a number of case studies.

One of these case studies was undertaken in mid 2005 and investigated the perceptions of local residents of the Surf Coast Shire as to the impacts of tourism on their quality of life. A sampling frame was provided by the Surf Coast Shire Council which comprised all ratepayers, however; given the large proportion of non-resident ratepayers in the region, a decision was made to exclude these from the sampling frame as their knowledge of the impacts of tourism would likely be substantially lower than those who lived in the region permanently.

The results of the initial study were reported to council who subsequently decided that they would also be interested in the perceptions of the non-resident ratepayers. Therefore a follow up study was undertaken using the previously excluded ratepayer list. This report presents the results of both studies providing a comparison of the two groups.

## *Chapter 2*

# **Method**

## **Population and Sampling**

The two studies used very similar methods, the only difference being the definition of the population. In the original study only permanently resident property owners were included, while in the latter only property owners who did not live in their property permanently were included. Six regions within the shire were selected which comprised about 93% of the total Shire population so that only the most rural areas in the shire were not included. A stratified random sampling strategy was then used to select addresses within each region.

## **Instrument**

The instrument used in this study was developed based on previous work undertaken in assessing host community perceptions of tourism impacts on the Gold Coast, Queensland (Fredline, 2002) and in Byron Bay, New South Wales (Fredline, Tideswell and Lee, 2005). In these two studies, a much longer impact scale was used. For this current study however, the aim was to test a reduced scale with the objective of developing a quicker and easier to administer indicator of the social impacts of tourism on the host community. Thus, the items used in previous research were summarised with the aid of principal components analysis and a 14-item scale was produced. Principal components analysis is a statistical method of reducing a large number of variables to a more manageable set of variables based on the correlations between the variables. The benefit in undertaking this analysis is that the length of the questionnaire is reduced while retaining the original properties of the scale.

The additional questions in the questionnaire were also kept to a minimum but basic demographic characteristics were included as well as some questions about involvement in tourism. These differed slightly in the two surveys as not all questions were applicable to both populations. Copies of the questionnaires are provided in Appendices A and B.

## **Administration**

The permanent resident survey was conducted in May 2005 while the non-resident survey was posted to local residents in early December 2005. The postal survey packages contained a covering letter, the questionnaire and a reply paid envelope. The questionnaires were colour-coded according to the regions within the shire and a proportion of the total sampling frame allocated to each of the six regions (as shown in Table 17). Respondents were asked to return their completed questionnaires within three weeks and an incentive prize was to be drawn from those respondents who provided their names separately to the questionnaire. The overall response rate of 21% was obtained in the first study, while the latter had 24%. This was considered acceptable for the analysis that was required on the data.

## Results

### Demographic Characteristics of the Samples

The two samples were fairly similar in terms of the gender breakdown, with a slightly high proportion of males in the non-permanent group (see Table 1). There were also few differences in terms of the number of years that respondents had owned property in the region. However there were some substantial differences in the two samples with regard to their age and whether or not they worked in the tourism industry. The non-permanent residents were more likely to be both older and younger than those who lived permanently in the region. This is understandable as holiday home owners are likely to be more affluent than average and therefore less likely to be young or elderly. Similarly it is understandable that permanent residents are more likely to work in the tourism industry (or have a family member who does) because tourism is relatively more important in this region than in many others.

**Table 1: Characteristics of the sample**

|                                              |                                                                  | Resident property owners | Non-resident property owners | Total sample |
|----------------------------------------------|------------------------------------------------------------------|--------------------------|------------------------------|--------------|
|                                              |                                                                  | n = 420                  | n = 410                      | n = 892      |
| Gender                                       | Male                                                             | 51.4%                    | 58.5%                        | 55.2%        |
|                                              | Female                                                           | 48.6%                    | 41.5%                        | 44.8%        |
| Age                                          | 20-39 years                                                      | <b>13.0% ↑</b>           | <b>5.0% ↓</b>                | 8.7%         |
|                                              | 40-49 years                                                      | 21.9%                    | 18.1%                        | 19.9%        |
|                                              | 50-59 years                                                      | 25.7%                    | 30.8%                        | 29.4%        |
|                                              | 60-69 years                                                      | 18.7%                    | 27.8%                        | 23.4%        |
|                                              | 70 years and over                                                | 20.7%                    | 18.4%                        | 18.7%        |
| Involvement in tourism                       | Employed in an industry that benefits from tourism               | <b>24.8% ↑</b>           | <b>6.1% ↓</b>                | 14.8%        |
|                                              | Family member employed in an industry that benefits from tourism | 11.7%                    | 10.3%                        | 10.9%        |
|                                              | No involvement                                                   | <b>63.5% ↓</b>           | <b>83.6% ↑</b>               | 74.3%        |
| Years of residence / ownership in Surf Coast | Less than 2 years                                                | 4.8%                     | 6.2%                         | 5.5%         |
|                                              | 2-5 years                                                        | 17.7%                    | 14.1%                        | 15.8%        |
|                                              | 6-10 years                                                       | 16.5%                    | 17.3%                        | 17.3%        |
|                                              | 11-20 years                                                      | 24.3%                    | 22.2%                        | 23.4%        |
|                                              | 20 years or more                                                 | 30.8%                    | 35.8%                        | 33.1%        |
|                                              | All life                                                         | 6.0%                     | 4.4%                         | 5.0%         |

In addition to the above characteristics, non-resident property owners were asked about their normal place of residence, the frequency of visits to the property and their use of the property when not visiting. The vast majority of these non-resident owners live in other parts of Victoria and visit their properties several times a year or more often. It is for this reason no doubt that they typically leave the properties vacant so they are always available for use. It is interesting to note that 13.5% of the respondents live in the Surf Coast and also own an additional property in the shire. From the data we cannot tell whether or not their primary residence is in one of the study areas or not (and they would be more accurately classified as permanent residents). Therefore for the purpose of comparison these respondents were omitted, however they are included in the total sample statistics.

**Table 2: Additional characteristics of non-resident property owners**

|                           |                                                           | %     |
|---------------------------|-----------------------------------------------------------|-------|
| Normal place of residence | Surf Coast Shire                                          | 13.5% |
|                           | Other region in Victoria                                  | 85.8% |
|                           | Interstate                                                | 0.2%  |
|                           | International                                             | 0.4%  |
| Frequency of visit        | Once a week or more often                                 | 20.4% |
|                           | Once a month or more often but less than once a week      | 48.8% |
|                           | Several times a year but not as often as once a month     | 24.4% |
|                           | Once a year or less often                                 | 3.5%  |
|                           | Never                                                     | 2.9%  |
| Use of property           | Left vacant so that it is always available                | 71.8% |
|                           | Rent fully furnished for short term tourist accommodation | 14.5% |
|                           | Rent on long term lease                                   | 6.0%  |
|                           | Loan to family and friends                                | 5.1%  |
|                           | Other                                                     | 2.5%  |

There is a logical relationship between the frequency with which people visit their properties and their use of the property at other times as shown in Table 3. The vast majority of people who visit more frequently (that is, once a month or more often) leave their properties vacant. People who visit less frequently (only once a year) are more likely to rent out their properties on either short or long terms lease. Of the people who never visit their property, 100% rent out on a long term lease.

**Table 3: Relationship between use of property and frequency of visit**

|                           | Left vacant | Rent short term lease | Rent on long term lease | Loan to family and friends |
|---------------------------|-------------|-----------------------|-------------------------|----------------------------|
| Once a week or more often | 88.1%       | 3.6%                  | 2.4%                    | 6.0%                       |
| Once a month              | 82.6%       | 13.2%                 | 0.5%                    | 3.7%                       |
| Several times a year      | 59.6%       | 26.0%                 | 4.8%                    | 9.6%                       |
| Once a year               | 18.8%       | 37.5%                 | 43.8%                   | -                          |
| Never                     | -           | -                     | 100%                    | -                          |

## First Impressions

The first question in the survey asked people what words first came into their minds when they thought about tourism in the Surf Coast. The responses were then coded as reflecting positive, negative or neutral comments. When both positive and negative comments were included in the same response, the neutral code was attributed.

As shown in Table 4, the proportions in each category are very similar for resident and non-resident property owners. The largest category was the neutral classification, followed by the negative.

**Table 4: First Impressions**

| Comments |                              | %    | Examples                                                                                                                                                                                                       |
|----------|------------------------------|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Negative | Resident property owners     | 37.1 | “Too much, badly planned for, little thought given to local residents who aren't business operators”<br>“Absentee home owners, traffic congestion, ratepayers being slugged by the shire to provide amenities” |
|          | Non-resident property owners | 32.6 | “House wreckers, money to pub and the real estate owners and useless to us other than nuisance value”<br>Traffic, garbage - paying for road that is mostly used by tourists - v neg. reaction                  |
| Neutral  | Resident property owners     | 40.3 | “Surf Industry, Beach/Water activities”<br>“More work but getting very populated”                                                                                                                              |
|          | Non-resident property owners | 44.5 | “Huge potential but needs to be managed carefully”<br>“Beaches, camping, wineries, restaurants”                                                                                                                |
| Positive | Resident property owners     | 22.5 | “There is a lot to see. Happy to share”<br>“Lots of people, enjoyment, chance to meet new people”                                                                                                              |
|          | Non-resident property owners | 23.0 | “Good thing, extra facilities will be established”                                                                                                                                                             |

|  |  |  |                                                             |
|--|--|--|-------------------------------------------------------------|
|  |  |  | “Great opportunity, internationally recognised attractions” |
|--|--|--|-------------------------------------------------------------|

## The Impacts of Tourism

The next two questions asked respondents to rate the overall impact of tourism on their personal quality of life and on the community as a whole. The responses relating to personal quality of life were fairly similar amongst permanent residents and non-resident property owners although the latter group was slightly less positive (see Table 5). However a significant difference was observed with regard to the community impact rating with non-resident property owners rating the benefit significantly lower than permanent residents. This would appear logical given that they are not in the community on a permanent basis and may not be fully aware of the benefits it brings. Additionally, although it was not explicitly asked in the survey, it is likely that many of the non-permanent property owners live in Melbourne. Living in such a large, well serviced community they could very well take for granted many of the opportunities that the Surf Coast shire only gets because of tourism. Permanent residents would be more aware of the benefits because they have observed the variations that have occurred over time and across seasons.

**Table 5: Perceptions of the impacts of tourism by resident and non- resident property owners**

| Impacts on....           |               | Very Negative<br>-3 | -2   | -1    | No effect<br>0 | +1    | +2    | Very positive<br>+3 | Mean         |
|--------------------------|---------------|---------------------|------|-------|----------------|-------|-------|---------------------|--------------|
| Personal quality of life | Permanent     | 6.3%                | 9.2% | 21.2% | 20.9%          | 17.8% | 15.6% | 9.0%                | 0.17         |
|                          | Non-permanent | 5.1%                | 9.5% | 26.1% | 21.1%          | 18.3% | 12.5% | 7.3%                | 0.04         |
| Community as a whole     | Permanent     | 4.2%                | 6.2% | 8.7%  | 0.7%           | 16.9% | 31.6% | 31.6%               | <b>1.41↑</b> |
|                          | Non-permanent | 2.5%                | 7.8% | 12.4% | 1.8%           | 27.8% | 32.1% | 15.7%               | <b>1.03↓</b> |

Respondents were also asked about how they would like to see tourism develop in the Surf Coast in the future. As can be seen in Table 6, the most common response (39.8%) was that they are happy with tourism development to date but would not like to see it grow any more, although a substantial number (35.2%) indicated support for additional growth. Although there are some difference between residents and non-resident property owners, these are not significant.

**Table 6: Preferred future development options**

|                                                                                                       | Resident property owners | Non-resident property owners | Total sample |
|-------------------------------------------------------------------------------------------------------|--------------------------|------------------------------|--------------|
| I am happy with the way tourism is developing in my region and would like to see it continue to grow  | 38.2%                    | 32.4%                        | 35.2%        |
| I am happy with the way tourism has developed in my region but would not like to see it grow any more | 36.9%                    | 41.6%                        | 39.8%        |
| I would like to see less tourism in my region                                                         | 14.6%                    | 18.8%                        | 16.4%        |
| I would like to see more tourism growth but in a different direction.                                 | 10.3%                    | 7.2%                         | 8.6%         |

Table 7 summarises the different development options that respondents suggested.

**Table 7: Suggested future development directions**

| Classification                       | f  | Examples                                                                                                                                                                                        |
|--------------------------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Low impact / Eco tourism             | 19 | “Ecotourism. Overdevelopment should stop and tourism that focuses on Surf Coast’s unique environment should proceed”                                                                            |
|                                      |    | “More eco-tourism, made bike paths, walking tracks, promote using the bush not just the beach”                                                                                                  |
| More public infrastructure           | 13 | “Better infrastructure / info displays / signs / events and activities all week round. eg. roadside stops and beach lookouts need facilities”                                                   |
|                                      |    | “Sustainable growth, increased infrastructure to match tourism & cater for locals, more bins, parking, better traffic control”                                                                  |
| Hinterland development               | 9  | “More funding and support for the smaller country towns not just the lucky few council keeps giving funds to”                                                                                   |
|                                      |    | “Would like to see more tourism development especially in the hinterland & advice for businesses/operators in these areas on how to develop to the best of their potential to get their dollar” |
| Strategies to smooth out seasonality | 4  | “Development of more entertainment/activities for tourists in an effort to spread numbers of visitors over the whole year”                                                                      |
| Protect locals                       | 4  | “Nice to see it grow but also kept in check without forgetting the locals - who are just that LOCALS”                                                                                           |

**Table 7 continued: Suggested future development directions**

|                                  |   |                                                                                                                                                                                                                                                           |
|----------------------------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Smaller scale                    | 4 | <i>“Yes but in a controlled fashion: I would like to see the current settlement (Anglesea, Aireys, Fairhaven) retain these individual characters and not become linked with high rise developments like the Gold Coast in QLD and overcommercialised”</i> |
| Different market segments        | 4 | <i>“Try to stop the idiotic herd mentality ie. Stop in Torquay-buy surf shop stuff, stop in Lorne for fast food- educate about more healthy activities”</i>                                                                                               |
| Well planned sustainable tourism | 3 | <i>“Growth will not be stopped. so don't try. Good planning is a must. It is so important to get it right for the future direction and the generations to follow”</i>                                                                                     |
| Enclave developments             | 3 | <i>“Identify tourism precincts, away from residential areas. Although, I support the development of tourism the needs of the residents must come first. I feel this is not being achieved at the moment.”</i>                                             |
| In character                     | 2 | <i>“Each town should promote its strengths A.I. lighthouse Anglesea boating in river, golf, Lorne accommodation, golf, the development of more shops should be on a permanent population basis”</i>                                                       |
| Broader attraction base          | 2 | <i>“Broader attraction base with less emphasis on surf &amp; sand”</i>                                                                                                                                                                                    |

## Specific Impacts

Table 8 compares the ratings of specific impacts by permanent and non-permanent property owners. The ratings are fairly similar for many impacts but there are a few significant differences highlighted in bold in the table. Permanent residents rate the increase in interesting things to do more strongly at the community level than do non-permanent owners. This is likely to be because the former group know first hand what it is like during the trough season where there are fewer entertainment opportunities. Conversely, permanent residents rate the opportunity costs more strongly than do non-permanents. Again, this is logically related to their more permanent relationship with the region. Permanent residents rely on the services provided to them in the Surf Coast Shire while non-permanents are able to access services at the place that they normally reside. For similar reasons, permanent residents perceived the issue of justice more strongly than non-permanents.

There was also a significant difference in the evaluation of economic benefits at the personal level. This is related to the fact that a larger proportion of the permanent residents works in tourism and therefore receives direct personal economic benefits. Finally, permanent residents rated the positive impact on community pride more strongly. Where differences in the rating of the permanent and non-permanent residents were observed these appear logical given the greater connection they have with the Surf Coast region.

**Table 8: Ratings of specific impacts**

| Impact                                                                                                                                                                                                                       | Permanent resident / non-permanent owner | PART A |          |            | PART B          | PART C           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|--------|----------|------------|-----------------|------------------|
|                                                                                                                                                                                                                              |                                          | Agree  | Disagree | Don't Know | Personal Impact | Community Impact |
| 1 INTERESTING: Because of tourism, there are more interesting things to do in the region (e.g. attractions to visit, events to attend)                                                                                       | PR                                       | 77.1%  | 20.0%    | 2.9%       | 0.86            | <b>1.17*</b>     |
|                                                                                                                                                                                                                              | NPO                                      | 74.1   | 23.4     | 2.4        | 0.87            | <b>1.00*</b>     |
| 2 OPPORTUNITY COST: Too much public money is spent on developing facilities for tourists that would be better spent on other public activities.                                                                              | PR                                       | 29.5%  | 58.3%    | 12.1%      | <b>-0.44*</b>   | <b>-0.44*</b>    |
|                                                                                                                                                                                                                              | NPO                                      | 27.8   | 54.6     | 17.6       | <b>-0.28*</b>   | <b>-0.21*</b>    |
| 3 ECONOMIC BENEFITS: Tourism is good for the economy because the money that visitors spend when they come to the region helps to stimulate the economy, stimulates employment opportunities, and is good for local business. | PR                                       | 87.1%  | 11.4%    | 1.4%       | <b>0.80*</b>    | 1.38             |
|                                                                                                                                                                                                                              | NPO                                      | 81.7   | 14.1     | 4.1        | <b>0.60*</b>    | 1.29             |
| 4 DISRUPTION: Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around.          | PR                                       | 73.6%  | 23.8%    | 2.6%       | -1.01           | -1.06            |
|                                                                                                                                                                                                                              | NPO                                      | 75.1   | 22.4     | 2.4        | -0.99           | -1.08            |
| 5 FACILITY MAINTENANCE: Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities, and / or public transport.                                                   | PR                                       | 57.1%  | 38.1%    | 4.8%       | 0.63            | 0.80             |
|                                                                                                                                                                                                                              | NPO                                      | 61.0   | 33.7     | 5.4        | 0.67            | 0.93             |
| 6 DELINQUENT BEHAVIOUR: Tourism is associated                                                                                                                                                                                | PR                                       | 65.5%  | 29.3%    | 5.2%       | -0.72           | -0.89            |

|  |                                                                                                                                                              |     |      |      |     |       |       |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------|------|-----|-------|-------|
|  | with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour. | NPO | 57.1 | 36.6 | 6.3 | -0.69 | -0.78 |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------|------|-----|-------|-------|

**Table 8 continued: Ratings of specific impacts**

|    |                                                                                                                                                                                                                               |     |       |       |       |               |               |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-------|-------|---------------|---------------|
| 7  | PRIDE: Tourism makes local residents feel more proud of their town and makes them feel good about themselves and their community.                                                                                             | PR  | 58.1% | 30.7% | 11.2% | <b>0.66*</b>  | <b>0.83*</b>  |
|    |                                                                                                                                                                                                                               | NPO | 43.7  | 39.5  | 16.8  | <b>0.51*</b>  | <b>0.65*</b>  |
| 8  | ENVIRONMENT: Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas.                                                                                       | PR  | 60.2% | 34.5% | 5.2%  | -0.82         | -0.95         |
|    |                                                                                                                                                                                                                               | NPO | 60.0  | 35.1  | 4.9   | -0.75         | -0.90         |
| 9  | SHOWCASE: Tourism showcases our region in a positive light. This helps to promote a better opinion of our region and encourages future tourism and/or business investment.                                                    | PR  | 86.9% | 9.0%  | 4.0%  | 0.53          | 0.77          |
|    |                                                                                                                                                                                                                               | NPO | 72.4  | 1.2   | 6.3   | 0.43          | 0.92          |
| 10 | PRICES: Tourism leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs.                                                                                   | PR  | 90.2% | 4.5%  | 5.2%  | -0.33         | -0.22         |
|    |                                                                                                                                                                                                                               | NPO | 86.8  | 10.0  | 3.2   | -0.16         | -0.22         |
| 11 | JUSTICE: The distribution of the costs and benefits of tourism are distributed unfairly across the community.                                                                                                                 | PR  | 46.9% | 30.2% | 22.9% | <b>-0.57*</b> | <b>-0.68*</b> |
|    |                                                                                                                                                                                                                               | NPO | 35.9  | 33.9  | 30.2  | <b>-0.42*</b> | <b>-0.49*</b> |
| 12 | DENY ACCESS: Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/ or other facilities were less available to local residents because of overcrowding. | PR  | 40.5% | 52.1% | 7.4%  | -0.59         | -0.58         |
|    |                                                                                                                                                                                                                               | NPO | 42.7  | 46.3  | 11.0  | -0.62         | -0.68         |
| 13 | CHARACTER: The character of the region has changed because of tourism.                                                                                                                                                        | PR  | 80.2% | 16.9% | 2.9%  | -0.21         | -0.02         |
|    |                                                                                                                                                                                                                               | NPO | 72.0  | 23.2  | 4.9   | -0.17         | -0.04         |
| 14 | NEW INFRASTRUCTURE: There are better shopping, dining, and /or recreational opportunities in the region, because of tourism.                                                                                                  | PR  | 79.5% | 16.9% | 3.6%  | 1.02          | 1.31          |
|    |                                                                                                                                                                                                                               | NPO | 74.9  | 18.8  | 6.3   | 1.12          | 1.23          |

\* highlights a significant difference at  $\alpha=0.05$

## Variations in perceptions within the community

Although the main aim of this study was to further test the short instrument that has been developed to measure community support for tourism, it is still of interest to investigate variation within the community in terms of their perceptions of the impacts of tourism. It provides some understanding of the groups who perceive themselves to be most detrimentally affected and those who levels of support are lowest. This knowledge can inform the development of management strategies aimed at promoting community support for tourism.

### Community

Because the Surf Coast survey used stratified sampling, it is possible to compare the impact ratings by the region in which the respondents lived or owned their property. As shown in Table 9, the most negative mean ratings came from Airey's Inlet / Fairhaven / Dean's Marsh, followed by Lorne. The most positive response was from people who owned property in Torquay.

**Table 9: Impact ratings by region**

|                                                                  | Anglesea<br>A      | Aireys Inlet, Fairhaven,<br>Deans Marsh<br>B | Torquay<br>C       | Winchelsea<br>D   | Moriac<br>E       | Lorne<br>F         |
|------------------------------------------------------------------|--------------------|----------------------------------------------|--------------------|-------------------|-------------------|--------------------|
|                                                                  | n=197              | n=206                                        | n=191              | n=47              | n=58              | n=173              |
| Overall personal impact rating<br>$F_{(5,866)} = 4.9, p < 0.05$  | 0.26 <sub>b</sub>  | -0.26 <sub>ac</sub>                          | 0.41 <sub>bf</sub> | 0.32              | 0.16              | -0.13 <sub>c</sub> |
| Overall community impact rating<br>$F_{(5,852)} = 9.0, p < 0.05$ | 1.48 <sub>bf</sub> | 0.76 <sub>acde</sub>                         | 1.63 <sub>bf</sub> | 1.55 <sub>b</sub> | 1.53 <sub>b</sub> | 0.86 <sub>ac</sub> |

Subscripts denote a significant difference from the group associated with the letter

### ***Involvement in Tourism***

Respondents were also asked about their involvement in tourism, that is, whether they work in tourism or have a family member who does. Table 10 shows there is a clear relationship between involvement and impact rating with those having involvement rating the impact far more positively.

**Table 10: Impact ratings by involvement in tourism**

|                                                                  | No Involvement<br>A | Family Involvement<br>B | Personal Involvement<br>C |
|------------------------------------------------------------------|---------------------|-------------------------|---------------------------|
|                                                                  | n = 661             | n = 97                  | n = 132                   |
| Overall personal impact rating<br>$F_{(2,867)} = 15.8, p < 0.05$ | -0.06 <sub>c</sub>  | 0.14 <sub>c</sub>       | 0.79 <sub>ab</sub>        |
| Overall community impact rating<br>$F_{(2,853)} = 4.8, p < 0.05$ | 1.12 <sub>c</sub>   | 1.4                     | 1.55 <sub>a</sub>         |

*Subscripts denote a significant difference from the group associated with the letter*

### ***Length of Residence/Ownership***

There is also an interesting relationship between impact rating and length of residence (or ownership) as shown in Table 11. It appears that the longer a person has lived in (or owned property in) the area, the less positively they feel about the impacts of tourism.

**Table 11: Impact ratings by length of residence**

|                                                                  | Less than<br>2 years<br>A | 2-5 years<br>B    | 6-10 years<br>C | 11-20<br>years<br>D | 20 years or<br>more<br>E | All my life<br>F |
|------------------------------------------------------------------|---------------------------|-------------------|-----------------|---------------------|--------------------------|------------------|
|                                                                  | n = 49                    | n = 140           | n = 153         | n = 207             | n = 293                  | n = 44           |
| Overall personal impact rating<br>$F_{(2,860)} = 6.2, p < 0.05$  | 0.86 <sub>de</sub>        | 0.45 <sub>e</sub> | 0.21            | 0.04 <sub>a</sub>   | -0.23 <sub>ab</sub>      | 0.07             |
| Overall community impact rating<br>$F_{(2,846)} = 5.2, p < 0.05$ | 1.98 <sub>de</sub>        | 1.59 <sub>e</sub> | 1.6             | 1.10 <sub>a</sub>   | 0.97 <sub>ab</sub>       | 1.21             |

*Subscripts denote a significant difference from the group associated with the letter*

### ***Age***

There was a significant difference in the rating of community impact between the youngest age group (20-39 years) and the middle age group (50-59 years) with the later being less positive (see Table 12). This is highly related to the length of residence/ownership variable as the older groups tend to have a longer connection to the region.

**Table 12: Impact ratings by age**

|                                                                  | 20-39 years<br>A  | 40-49 years<br>B | 50-59 years<br>C  | 60-69 years<br>D | 70 years plus<br>F |
|------------------------------------------------------------------|-------------------|------------------|-------------------|------------------|--------------------|
|                                                                  | n = 75            | n = 172          | n = 254           | n = 202          | n = 162            |
| Overall personal impact rating<br>$F_{(4,842)} = 1.3, p > 0.05$  | 0.41              | 0.21             | 0.07              | 0.09             | -0.05              |
| Overall community impact rating<br>$F_{(4,829)} = 2.5, p < 0.05$ | 1.72 <sub>c</sub> | 1.33             | 1.11 <sub>a</sub> | 1.34             | 1.13               |

*Subscripts denote a significant difference from the group associated with the letter*

### ***Gender***

Unusually, there was a difference between males and females, with females rating the personal impacts of tourism more positively (see Table 13). However, this appears to be associated with the gender/age profile of this sample which is primarily made up of younger females and older males. Gender is not usually associated with variation in perceptions of tourism however, in this case a significant difference was observed between males and females in their ratings of community level impact.

**Table 13: Impact ratings by place of residence**

|  | Male<br>A | Female<br>B |
|--|-----------|-------------|
|  | n = 491   | n = 399     |

|                                                                 |                   |                   |
|-----------------------------------------------------------------|-------------------|-------------------|
| Overall personal impact rating<br>$t_{(407)} = -2.1, p < 0.05$  | -0.01             | 0.22              |
| Overall community impact rating<br>$t_{(398)} = -1.6, p > 0.05$ | 1.15 <sub>b</sub> | 1.34 <sub>a</sub> |

*Subscripts denote a significant difference from the group associated with the letter*

## Discussion and Conclusion

### Summary of results

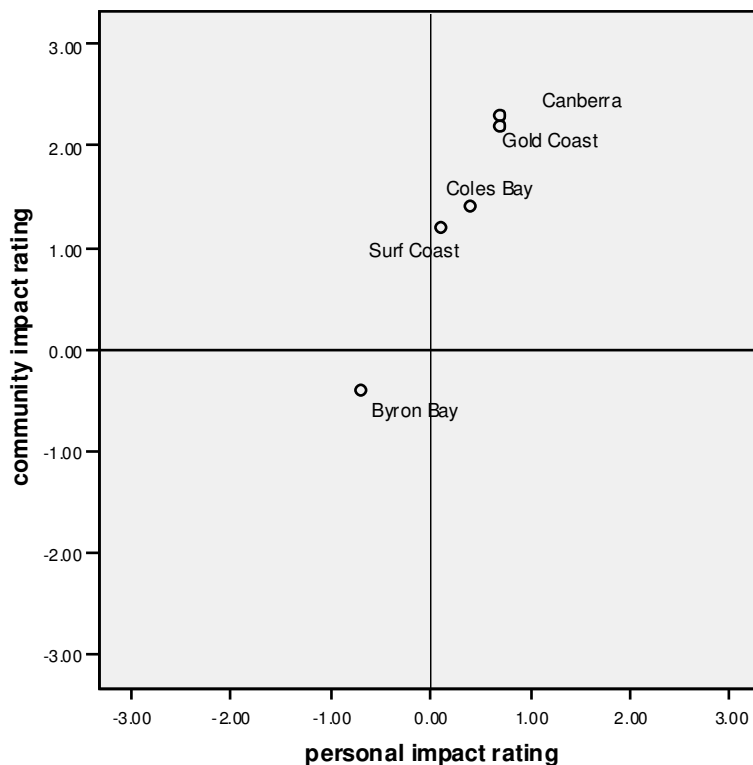
Overall, non-resident property owners were slightly less positive about the impacts of tourism on the community. That is, they were positive, with a mean rating of +1 out of a maximum possible of +3, but they were not as positive as permanent residents who rated the overall benefit at +1.4. In particular, non-resident property owners were less convinced about the benefits of tourism in terms of creating more interesting things to do in the area, and in promoting community pride. Conversely though, non-resident property owners were also less concerned about some of the negative impacts such as the opportunity costs associated with funding tourism and the lack of justice associated with the distributive of tourism's costs and benefits. This difference is logical given that non-resident property owners spend less time in the region and are therefore not as exposed to the costs and benefits. Additionally, permanent residents rated the personal impact of the economic benefit of tourism more highly than did non-resident property owners. This is no doubt because more of the former group work in tourism related jobs and therefore derive direct economic benefits.

The most positively perceived impacts of tourism, the infrastructure development and the economic benefits, were perceived similarly by residents and non-residents; as were the most negative impacts, disruption and rowdy behaviour.

### Comparison with other studies

Figure 1 plots the personal and community impact scores from a number of previous case studies as well as the combined resident and non-resident Surf Coast Shire property owners. The other case studies were conducted in Gold Coast, QLD; Canberra, ACT; Coles Bay, TAS; and Byron Bay, NSW. Similar scores were observed for the Gold Coast and Canberra, that is, highly positive community impact scores and moderate positive personal impact scores. Coles Bay on the other hand has a higher positive personal impact score, but a slightly lower, yet still positive, community impact score. This appears to be consistent with the different extrinsic characteristics of the community. Coles Bay is an emerging tourism destination, with many of the locals deriving a financial benefit from tourism, hence the high personal benefit rating.

**Figure 1: Impacts ratings in five case studies**

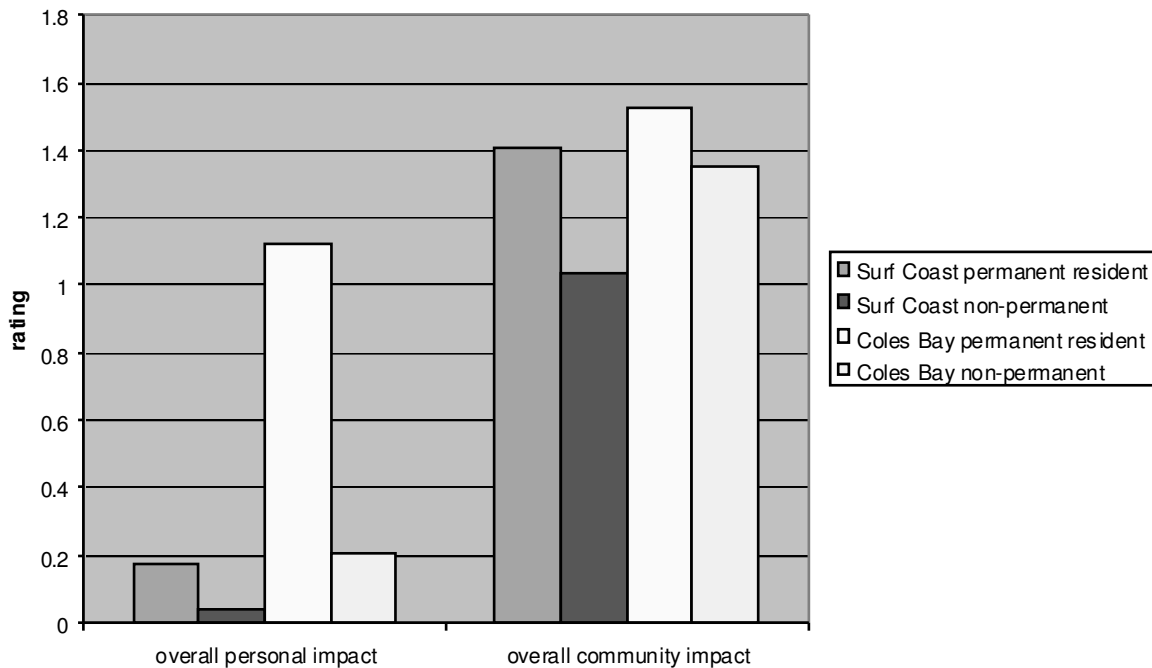


Surf Coast on the other hand recorded a similarly positive community impact score but a much lower personal impact score, perhaps indicating that residents acknowledge the importance of tourism to their region, but suggesting that they are

no longer as enthusiastic at a personal level. However, they did not record a negative average score as did the residents in Byron Bay.

The Coles Bay study also compared resident and non-resident property owners. Figure 2 compares the ratings of personal and community level impact of permanent and non-permanent resident in Coles Bay and Surf Coast. The most notable differences are between the personal ratings of permanent residents in Surf Coast and Coles Bay with the latter being far more positive. This is likely to be due to the different tourism characteristics of the two communities. Coles Bay is a very small community and tourism growth in the region has been very recent. A very large percentage of permanent residents there work in tourism (53.8%) compared with only 24.8% of permanent residents in Surf Coast.

**Figure 2: Comparison of permanent and non-permanent residents in Coles Bay and Surf Coast**



### **Recommendations**

The results of this case study do not highlight any particular problems in the Surf Coast region with regard to the perceptions of non-resident property owners. Although they tend to be slightly less positive about tourism overall, they are also less concerned about some of the negative impacts, and this is consistent with the fact that they spend less time in the region being exposed to tourism. Therefore it is not recommended that any specific strategies be introduced to address non-resident property owner's needs. Instead, continued efforts to address the major concerns for property owners generally; that is traffic, parking, delinquent behaviour and concern for the environment; should be productive in ensuring that all property owners are more satisfied with playing host to tourists.

## **APPENDIX A: Questionnaires**

## Community Attitudes Towards Tourism: A Survey of Surf Coast Residents

**SECTION A: To begin with we would like to ask about your overall impression of tourism in Surf Coast.**

**1. When you think of tourism in your local community, what words first come to your mind?**

---

**2. Overall, how does tourism affect your personal quality of life?** Please indicate by circling one number on the scale below.

|                 |    |    |           |    |    |                 |
|-----------------|----|----|-----------|----|----|-----------------|
| Very Negatively |    |    | No Effect |    |    | Very Positively |
| -3              | -2 | -1 | 0         | +1 | +2 | +3              |

**3. Overall, how does tourism affect the Surf Coast community as a whole?**

|                 |    |    |           |    |    |                 |
|-----------------|----|----|-----------|----|----|-----------------|
| Very Negatively |    |    | No Effect |    |    | Very Positively |
| -3              | -2 | -1 | 0         | +1 | +2 | +3              |

**4. Which of the following statements best describes how you feel about tourism in your region?**

- 1  I am happy with the way tourism is developing in my region and would like to see it continue to grow (go to Q6)
- 2  I am happy with the way tourism has developed in my region but would not like to see it grow any more (go to Q6)
- 3  I would like to see less tourism in my region (go to Q6)
- 4  I would like to see more tourism growth but in a different direction. (go to Q5)

**5. Please briefly describe the direction you would like to see tourism develop in .**

---

**6. On average, how often would you travel to each of the following areas for activities such as work, education, shopping, banking, medical treatment, transporting others, and other activities?**

|                                      | Never | About once a year | Less than once a month but more than once a year | About once a month | Less than once a week but more than once a month | About once a week | Several times a week | Every day |
|--------------------------------------|-------|-------------------|--------------------------------------------------|--------------------|--------------------------------------------------|-------------------|----------------------|-----------|
| Winchelsea                           | 0     | 1                 | 2                                                | 3                  | 4                                                | 5                 | 6                    | 7         |
| Moriac                               | 0     | 1                 | 2                                                | 3                  | 4                                                | 5                 | 6                    | 7         |
| Lorne                                | 0     | 1                 | 2                                                | 3                  | 4                                                | 5                 | 6                    | 7         |
| Anglesea                             | 0     | 1                 | 2                                                | 3                  | 4                                                | 5                 | 6                    | 7         |
| Torquay                              | 0     | 1                 | 2                                                | 3                  | 4                                                | 5                 | 6                    | 7         |
| Aireys Inlet, Fairhaven, Deans Marsh | 0     | 1                 | 2                                                | 3                  | 4                                                | 5                 | 6                    | 7         |

**7. How long have you lived in the Surf Coast region?**

- |                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| 1 <input type="checkbox"/> Less than 2 years | 4 <input type="checkbox"/> 11-20 years        |
| 2 <input type="checkbox"/> 2-5 years         | 5 <input type="checkbox"/> More than 20 years |
| 3 <input type="checkbox"/> 6-10 years        | 6 <input type="checkbox"/> All my life        |

**8. Do you work in an industry that benefits from tourism?**

- 1  Yes – please state \_\_\_\_\_
- 2  No

**9. Does anyone in your family work in an industry that benefits from tourism?**

- 1  Yes – please state \_\_\_\_\_
- 2  No

**10. In what year were you born?** \_\_\_\_\_

**11. What is your gender?**

- 1  Male

2  Female

**SECTION B: The next section of the questionnaire asks you about the impacts of tourism on your personal quality of life and on the community as a whole. Many of the impacts potentially associated with tourism are also associated with general urban growth. This makes it difficult to isolate the impacts of tourism, but in responding to the following statements please try to think about the impacts of tourism alone. Each question has three parts.**

In Part A of each question you are asked whether something has changed because of tourism. Please indicate whether you agree or disagree with the statement.

**FOR EXAMPLE:**

|    |                                                                                       |                          |                       |
|----|---------------------------------------------------------------------------------------|--------------------------|-----------------------|
| 1a | Because of advances in medical technology, life expectancy in Australia has increased | <input type="checkbox"/> | Agree ⇒               |
|    |                                                                                       | <input type="checkbox"/> | Disagree ↓ go to 2a   |
|    |                                                                                       | <input type="checkbox"/> | Don't Know ↓ go to 2a |

Suppose you think that life expectancy has INCREASED. You should mark the box next to AGREE as shown to the left. This is just an example. If you think it has DECREASED or that there is NO CHANGE, you should mark the DISAGREE box.

Please think about it carefully rather than just taking the easy option of 'Don't Know'. Only mark this box if you genuinely have no idea about the matter. If you select 'No change' or 'Don't Know', there is no need to complete parts B and C of the question.

If you select AGREE or DISAGREE simply follow the arrows to parts B and C of the question. Part B of the question asks you to rate how this affects you personally.

|                                                          |                    |    |              |   |                    |    |    |
|----------------------------------------------------------|--------------------|----|--------------|---|--------------------|----|----|
|                                                          | Very<br>Negatively |    | No<br>Effect |   | Very<br>Positively |    |    |
| 1b. How has this affected your personal quality of life? | -3                 | -2 | -1           | 0 | +1                 | +2 | +3 |

Part C asks you to rate how it affects the Surf Coast community as a whole. Use the same scale as above but think about the effect on all Surf Coast residents.

|                                                     |                    |    |              |   |                    |    |    |
|-----------------------------------------------------|--------------------|----|--------------|---|--------------------|----|----|
|                                                     | Very<br>Negatively |    | No<br>Effect |   | Very<br>Positively |    |    |
| 1c. how has this affected the community as a whole? | -3                 | -2 | -1           | 0 | +1                 | +2 | +3 |

**Bear in mind that this is not a test. There are no right or wrong answers, we are interested in what you think.**

|    |                                                                                                                                                                                                         |                        | Very<br>Negatively                                       | No<br>Effect                                        | Very<br>Positively |    |    |    |    |    |    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------------------------------------------|-----------------------------------------------------|--------------------|----|----|----|----|----|----|
| 1a | Because of tourism, there are more interesting things to do in the region (e.g. attractions to visit, events to attend)                                                                                 | Agree ⇒                | 1b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 2a    |                                                          | 1c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 2a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 2a | Too much public money is spent on developing facilities for tourists that would be better spent on other public activities.                                                                             | Agree ⇒                | 2b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 3a    |                                                          | 2c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 3a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 3a | Tourism is good for the economy because the money that visitors spend when they come to the region helps to stimulate the economy, stimulates employment opportunities, and is good for local business. | Agree ⇒                | 3b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 4a    |                                                          | 3c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 4a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 4a | Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around.   | Agree ⇒                | 4b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 5a    |                                                          | 4c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 5a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 5a | Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities, and / or public transport.                                                      | Agree ⇒                | 5b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 6a    |                                                          | 5c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 6a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 6a | Tourism is associated with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour.                      | Agree ⇒                | 6b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 7a    |                                                          | 6c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 7a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 7a | Tourism makes local residents feel more proud of their town and makes them feel good about themselves and their community.                                                                              | Agree ⇒                | 7b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 8a    |                                                          | 7c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 8a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 8a | Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas.                                                                              | Agree ⇒                | 8b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 9a    |                                                          | 8c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 9a  |                                                          |                                                     |                    |    |    |    |    |    |    |
| 9a | Tourism showcases our region in a positive light. This helps to promote a better opinion of our region and encourages future tourism and/or business investment.                                        | Agree ⇒                | 9b. How has this affected your personal quality of life? | -3                                                  | -2                 | -1 | 0  | +1 | +2 | +3 |    |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 10a   |                                                          | 9c. How has this affected the community as a whole? | -3                 | -2 | -1 | 0  | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓ go to 10a |                                                          |                                                     |                    |    |    |    |    |    |    |

|     |                                                                                                                                                                                                                 |                        |                                                           |    |    |    |   |    |    |    |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------------------------------------------|----|----|----|---|----|----|----|
| 10a | Tourism leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs.                                                                             | Agree ⇒                | 10b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 11a   | 10c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 11a |                                                           |    |    |    |   |    |    |    |
| 11a | The distribution of the costs and benefits of tourism are distributed unfairly across the community.                                                                                                            | Agree ⇒                | 11b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 12a   | 11c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 12a |                                                           |    |    |    |   |    |    |    |
| 12a | Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/or other facilities were less available to local residents because of overcrowding. | Agree ⇒                | 12b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 13a   | 12c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 13a |                                                           |    |    |    |   |    |    |    |
| 13a | The character of the region has changed because of tourism.                                                                                                                                                     | Agree ⇒                | 13b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 14a   | 13c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 14a |                                                           |    |    |    |   |    |    |    |
| 14a | There are better shopping, dining, and /or recreational opportunities in the region, because of tourism.                                                                                                        | Agree ⇒                | 14b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to Q15   | 14c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to Q15 |                                                           |    |    |    |   |    |    |    |

**15. Are there any other impacts not identified above associated with tourism in the Surf Coast? Please describe.**

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*Thank you very much for completing the Survey*

## Community Attitudes Towards Tourism: A Survey of Surf Coast Property Owners

**SECTION A: To begin with we would like to ask about your overall impression of tourism in Surf Coast.**

**1. When you think of tourism in your local community, what words first come to your mind?**

---

**2. Overall, how does tourism in the Surf Coast affect your personal quality of life?** Please indicate by circling one number on the scale below.

|                 |    |    |           |    |    |                 |
|-----------------|----|----|-----------|----|----|-----------------|
| Very Negatively |    |    | No Effect |    |    | Very Positively |
| -3              | -2 | -1 | 0         | +1 | +2 | +3              |

**3. Overall, how do you think tourism affects the Surf Coast community as a whole?**

|                 |    |    |           |    |    |                 |
|-----------------|----|----|-----------|----|----|-----------------|
| Very Negatively |    |    | No Effect |    |    | Very Positively |
| -3              | -2 | -1 | 0         | +1 | +2 | +3              |

**4. Which of the following statements best describes how you feel about tourism in your region?**

- 1  I am happy with the way tourism is developing in the Surf Coast and would like to see it continue to grow (go to Q6)
- 2  I am happy with the way tourism has developed in the Surf Coast but would not like to see it grow any more (go to Q6)
- 3  I would like to see less tourism in the Surf Coast (go to Q6)
- 4  I would like to see more tourism growth but in a different direction. (go to Q5)

**5. Please briefly describe the direction you would like to see tourism develop in.**

---

---

**6. Where do you normally live?**

- |                                                     |                                            |
|-----------------------------------------------------|--------------------------------------------|
| 1 <input type="checkbox"/> Surf Coast Shire         | 3 <input type="checkbox"/> Other Australia |
| 2 <input type="checkbox"/> Other region in Victoria | 4 <input type="checkbox"/> Overseas        |

**7. On average, how often do you stay in your property in the Surf Coast?**

- 1  Once a week or more often
- 2  Once a month or more but not as often as once a week
- 3  Several times a year but not as often as once a month
- 4  Once a year or less often
- 5  Never

**8. When you are not visiting the property, what do you do with it?**

- 1  It is left vacant so that it is always available for me to use
- 2  I rent it fully furnished for short term tourist accommodation
- 3  I rent it on a long term lease – 6 months or longer lease
- 4  Other - please state \_\_\_\_\_

**9. How long have you owned property in the Surf Coast region?**

- |                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| 1 <input type="checkbox"/> Less than 2 years | 4 <input type="checkbox"/> 11-20 years        |
| 2 <input type="checkbox"/> 2-5 years         | 5 <input type="checkbox"/> More than 20 years |
| 3 <input type="checkbox"/> 6-10 years        | 6 <input type="checkbox"/> All my life        |

**10. Do you work in an industry that benefits from tourism?**

- 1  Yes – please state \_\_\_\_\_ 2  No

**11. Does anyone in your family work in an industry that benefits from tourism?**

- 1  Yes – please state \_\_\_\_\_ 2  No

**12. In what year were you born?** \_\_\_\_\_

**13. What is your gender?**

- 1  Male 2  Female

**SECTION B: The next section of the questionnaire asks you about the impacts of tourism on your personal quality of life and on the community as a whole. Many of the impacts potentially associated with tourism are also associated with general urban growth. This makes it difficult to isolate the impacts of tourism, but in responding to the following statements please try to think about the impacts of tourism alone. Each question has three parts.**

In Part A of each question you are asked whether something has changed because of tourism. Please indicate whether you agree or disagree with the statement.

**FOR EXAMPLE:**

|    |                                                                                       |   |                                                         |
|----|---------------------------------------------------------------------------------------|---|---------------------------------------------------------|
| 1a | Because of advances in medical technology, life expectancy in Australia has increased | — | Agree ⇒<br>Disagree ↓ go to 2a<br>Don't Know ↓ go to 2a |
|----|---------------------------------------------------------------------------------------|---|---------------------------------------------------------|

Suppose you think that life expectancy has INCREASED. You should mark the box next to AGREE as shown to the left. This is just an example. If you think it has DECREASED or that there is NO CHANGE, you should mark the DISAGREE box.

Please think about it carefully rather than just taking the easy option of 'Don't Know'. Only mark this box if you genuinely have no idea about the matter. If you select 'No change' or 'Don't Know', there is no need to complete parts B and C of the question.

If you select AGREE or DISAGREE simply follow the arrows to parts B and C of the question. Part B of the question asks you to rate how this affects you personally.

|                                                          |                    |    |              |   |                    |    |    |
|----------------------------------------------------------|--------------------|----|--------------|---|--------------------|----|----|
|                                                          | Very<br>Negatively |    | No<br>Effect |   | Very<br>Positively |    |    |
| 1b. How has this affected your personal quality of life? | -3                 | -2 | -1           | 0 | +1                 | +2 | +3 |

Part C asks you to rate how it affects the Surf Coast community as a whole. Use the same scale as above but think about the effect on all Surf Coast residents.

|                                                     |                    |    |              |   |                    |    |    |
|-----------------------------------------------------|--------------------|----|--------------|---|--------------------|----|----|
|                                                     | Very<br>Negatively |    | No<br>Effect |   | Very<br>Positively |    |    |
| 1c. how has this affected the community as a whole? | -3                 | -2 | -1           | 0 | +1                 | +2 | +3 |

**Bear in mind that this is not a test. There are no right or wrong answers, we are interested in what you think.**

|    |                                                                                                                                                                                                         |                         | Very<br>Negatively                                       | No<br>Effect | Very<br>Positively |    |    |   |    |    |    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------------------------------------------|--------------|--------------------|----|----|---|----|----|----|
| 1a | Because of tourism, there are more interesting things to do in the region (e.g. attractions to visit, events to attend)                                                                                 | Agree ⇒                 | 1b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 2a     | 1c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 2a  |                                                          |              |                    |    |    |   |    |    |    |
| 2a | Too much public money is spent on developing facilities for tourists that would be better spent on other public activities.                                                                             | Agree ⇒                 | 2b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 3a     | 2c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 3a  |                                                          |              |                    |    |    |   |    |    |    |
| 3a | Tourism is good for the economy because the money that visitors spend when they come to the region helps to stimulate the economy, stimulates employment opportunities, and is good for local business. | Agree ⇒                 | 3b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 4a     | 3c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 4a  |                                                          |              |                    |    |    |   |    |    |    |
| 4a | Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around.   | Agree ⇒                 | 4b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 5a     | 4c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 5a  |                                                          |              |                    |    |    |   |    |    |    |
| 5a | Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities, and / or public transport.                                                      | Agree ⇒                 | 5b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 6a     | 5c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 6a  |                                                          |              |                    |    |    |   |    |    |    |
| 6a | Tourism is associated with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour.                      | Agree ⇒                 | 6b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 7a     | 6c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 7a  |                                                          |              |                    |    |    |   |    |    |    |
| 7a | Tourism makes local residents feel more proud of their town and makes them feel good about themselves and their community.                                                                              | Agree ⇒                 | 7b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 8a     | 7c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 8a  |                                                          |              |                    |    |    |   |    |    |    |
| 8a | Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas.                                                                              | Agree ⇒                 | 8b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 9a     | 8c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 9a  |                                                          |              |                    |    |    |   |    |    |    |
| 9a | Tourism showcases our region in a positive light. This helps to promote a better opinion of our region and encourages future tourism and/or business investment.                                        | Agree ⇒                 | 9b. How has this affected your personal quality of life? |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Disagree ↓ go to 10a    | 9c. How has this affected the community as a whole?      |              | -3                 | -2 | -1 | 0 | +1 | +2 | +3 |
|    |                                                                                                                                                                                                         | Don't Know ↓↓ go to 10a |                                                          |              |                    |    |    |   |    |    |    |

|     |                                                                                                                                                                                                                 |                        |                                                           |    |    |    |   |    |    |    |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------------------------------------------|----|----|----|---|----|----|----|
| 10a | Tourism leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs.                                                                             | Agree ⇒                | 10b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 11a   | 10c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 11a |                                                           |    |    |    |   |    |    |    |
| 11a | The distribution of the costs and benefits of tourism are distributed unfairly across the community.                                                                                                            | Agree ⇒                | 11b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 12a   | 11c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 12a |                                                           |    |    |    |   |    |    |    |
| 12a | Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/or other facilities were less available to local residents because of overcrowding. | Agree ⇒                | 12b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 13a   | 12c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 13a |                                                           |    |    |    |   |    |    |    |
| 13a | The character of the region has changed because of tourism.                                                                                                                                                     | Agree ⇒                | 13b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to 14a   | 13c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to 14a |                                                           |    |    |    |   |    |    |    |
| 14a | There are better shopping, dining, and /or recreational opportunities in the region, because of tourism.                                                                                                        | Agree ⇒                | 14b. How has this affected your personal quality of life? | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Disagree ↓ go to Q15   | 14c. How has this affected the community as a whole?      | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|     |                                                                                                                                                                                                                 | Don't Know ↓ go to Q15 |                                                           |    |    |    |   |    |    |    |

**15. Are there any other impacts not identified above associated with tourism in the Surf Coast?** Please describe.

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*Thank you very much for completing the survey*

## **AUTHORS**

### **Liz Fredline**

Dr Liz Fredline is a Senior Research Fellow for Sustainable Tourism CRC at Griffith University. Dr Fredline's PhD dissertation was in the area of social impacts and the research instruments used in the current project are based on the findings from her PhD. She has lead a number of projects investigating the social impacts of tourism on communities as well as examining the social impacts of events. Her recent research has included Triple Bottom Line impacts of tourism.

### **Margaret Deery**

Associate Professor Margaret Deery is Principal Research Fellow with Sustainable Tourism CRC and based at Victoria University. Her research areas cover social impacts of tourism and events, volunteers within the tourism context and labour market issues, among other areas. She has lead national and international projects in the business events industry as well as research into the regional role of Visitor Information Centres.

### **Leo Jago**

Professor Leo Jago is the Deputy CEO and Director of Research for the Sustainable Tourism CRC and a Professor in tourism at Victoria University. Much of Leo's research over the last ten years has focussed on business and tourism events. He has also undertaken a number of studies investigating the branding and leveraging of destinations.