

Residents' Attitudes toward Tourism in an Island Destination, Focusing on Ecocentric Attitudes: The Case of the Republic of Palau



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Abstract

Research on residents' attitudes toward tourism is essential for sustainable tourism. This study constructed a comprehensive model to explain residents' attitudes toward tourism in the Republic of Palau. Based on the model (Miyakuni 2012) developed by the previous studies focusing on island location, this study examined the influence of residents' ecocentric attitudes on their perceptions of various impacts of tourism (economic, social, cultural, and environmental benefits and costs) and support for tourism development. Ecocentric attitudes was used as a determinant of residents' attitudes because people in island location have a stronger level of ecocentric attitudes according to the studies in tourism. A nation-wide survey covering 13 states in Palau was conducted from December 2014 to April 2015. The results of the study were analyzed using multiple regression. The results showed that residents with greater level of ecocentric attitudes believed that there were economic, social, and cultural costs incurred from tourism development. The results also showed that residents in Palau with greater level of ecocentric attitudes did not necessarily believe that there was environmental costs incurred from tourism.

Introduction

Tourism has been favored by many nations and municipalities due to its economic benefits. As tourism destinations develop, destinations receive various positive and negative impacts from tourism. Furthermore, these positive and negative impacts can be classified into economic, social and cultural, and environmental impacts. Tourism have various positive impacts. For example, tourism brings income, creates employment, and increases tax receipts. Socially and culturally, tourism may revitalize culture and increase the cultural pride of citizens of such destinations. Some destinations may levy a fee to pay for environmental preservation.

However, the development of tourism also brings various negative impacts on the local economy. Tourism causes prices on goods and services to rise. Land prices increase. Tourism increase litter, noise, crime, overcrowding, and traffic congestion (Rothman, 1978). Excessive visitation damages the natural environment.

For tourism to be accepted and supported by communities, the host community must be taken into consideration (Belisle and Hoy, 1980, Doxey, 1975). If residents are not satisfied with the level or type of tourism development or tourism behavior, negative interactions between tourists and residents may occur. Tourists may encounter poor services due to over-stretched tourism infrastructure and staff at tourism facilities (Ryan and Montgomery, 1994). If residents are not included in decision making for tourism development, commercial tourism ventures may be hampered or terminated because of excessive negative resident sentiment toward tourism (Williams and Lawson, 2001). Thus, the examination of residents' attitudes toward tourism is important for tourism development to be supported by the local community.

Research on residents' attitudes toward tourism is essential for sustainable tourism, and has been conducted throughout the world since the 1960s. In the 1960s, this field of research identified various impacts of tourism on society. In the 1980s, it focused on the study of the residents at the community level (McGehee and Andereck, 2004). Since the late 1990s, scholars have focused on formulating comprehensive models to explain residents' attitudes toward tourism.

1. Factors of Residents Attitudes toward tourism

Previous researchers have found that certain characteristics and circumstances associated with residents are associated with residents' attitudes toward tourism. In previous studies, demographic characteristics such as gender, age, education, occupation, and income have been examined as antecedents for residents' attitudes toward tourism.

Harril and Potts (2003) found that men were more positively disposed toward tourism than women. Similarly, Mason and Cheyne (Mason and Cheyne, 2000) discovered that women were more opposed to tourism development than men due to their perception of its negative impacts (traffic, noise, and crime). Studies of age as a factor have not been conclusive. A study by Haralambopoulos and Pizam (1996) found younger residents looked more favorably on tourism development than older residents. On the other hand, Tomljenovic et al. (1999) found that older residents were as favorably inclined toward tourism development as young residents.

Education also has shown mixed results. A study by Ritchie (1989) indicated that the more educated residents were, the more involved and supportive they were. On the other hand, a study by Ahmed (1986) indicated that educated residents resent tourism more than less educated residents.

Income has been found to be positively associated with residents' attitudes toward tourism. Haralambopoulos and Pizam (1996) indicated that the higher the income, the more positive the attitude toward tourism.

Results have not been conclusive for some certain variables that have been identified as antecedents to residents' attitudes toward tourism. Community attachment is often measured by indicators such as length of residence and/or growing up in a community (McGehee and Andereck, 2004). Liu and Var (1986) did not find significant differences in attitudes based on length of residence. Allen et al. (1993) found a significant relationship between length of residence and residents' attitudes toward tourism.

An ecocentric attitude has been found to be related to attitudes toward tourism in some studies (Jurowski et al., 1997, Kaltenborn et al., 2008). Jurowski et al. (1997) found that environmental attitudes are negatively related to support for tourism.

Personal economic dependency on tourism has been observed to influence attitudes based

on economic benefit or employment (Milman and Pizam, 1988). Based on the logic of social exchange theory, research has found that the overall favorability of tourism increases with an individual's economic dependency.

2. Social Exchange Theory and the models

Various theories have been used to construct models to explain residents' attitudes toward tourism. One of the most prominent ones used to explain residents' attitudes toward tourism is social exchange theory. Social exchange theory posits that individuals will engage in exchanges if the exchanges result in rewards and the perceived costs from the exchanges do not exceed perceived rewards (Skidmore, 1975). Ap (1992) applied social exchange theory to the field of tourism, assuming that host residents accept tourism development in their community to satisfy their personal, economic, social, and psychological needs and to improve their community's well-being. Various models were constructed based on social exchange theory to explain residents' attitudes toward tourism. Throughout the world, study of residents' attitude toward tourism has been conducted. However, there is a limited amount of research on residents' attitudes toward tourism in island locations (Andriotis, 2005)

This study constructed a comprehensive model to explain residents' attitudes toward tourism in an island location (see figure 1). Based on models developed by Jurowski et al. (1997) and Gursoy and Rutherford (2004), this study examined the influence of residents' ecocentric attitudes (EA) on their perceptions of various impacts of tourism (economic, social, cultural, and environmental benefits and costs) and support for tourism development. Based on the existing models, following hypotheses focusing on ecocentric attitudes (Miyakuni, 2012) were proposed.

H¹: There is a negative relationship between EA and perceptions of economic benefits.

H²: There is a positive relationship between EA and perceptions of economic costs.

H³: There is a negative relationship between EA and perceptions of social and cultural benefits.

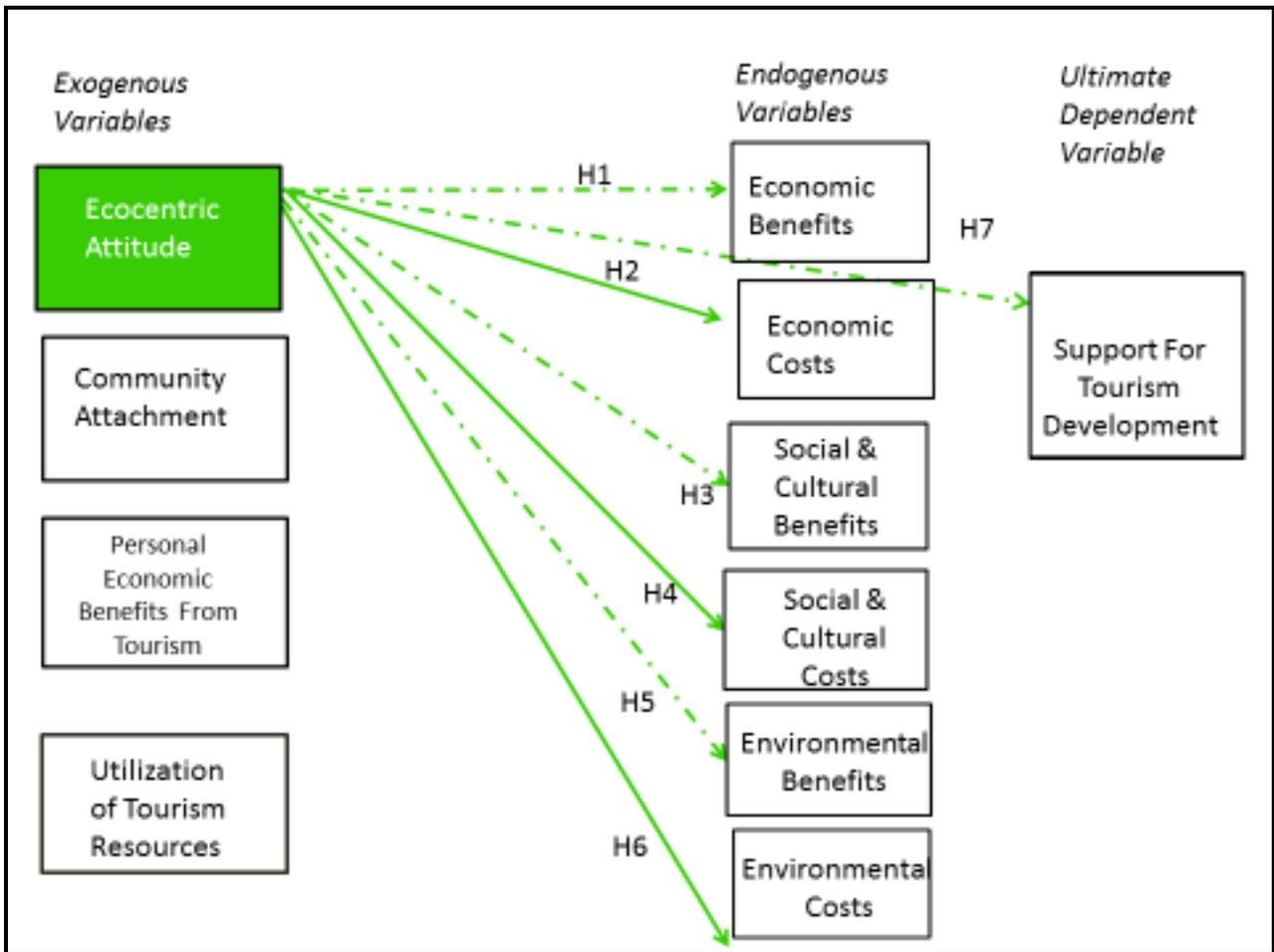
H⁴: There is a positive relationship between EA and perceptions of social and cultural costs.

H⁵: There is a negative relationship between EA and environmental benefits.

H⁶: There is a positive relationship between EA and environmental costs.

H⁷: There is a negative relationship between EA and support for tourism.

Figure 1: A model to explain residents' attitudes toward tourism



Methods

The Republic of Palau is a small developing island state in Western Pacific. Palau is known for its pristine marine environment and distinctive island culture. Palau is an island of great natural diversity with 385 coral species, 700 fish species, and more than 13 shark species. The mainstays of the economy are tourism and fishing. Tourism revenue accounts for 50% of GDP (World Bank, 2015). The nation is well known for its UNESCO World Heritage natural and cultural sites of Rock Island Southern Lagoon, designated in 2012. Recently Palau's distinctive policies to protect the natural environment, such as the Palau Shark Sanctuary (2005), a green fee (collected from tourists upon departure, part of the fund is set aside for conservation), and entrance fees for its parks, caught the attention of the world. Tourists come to enjoy diving, snorkeling, and ecotourism on land. Many tourists come from Asian countries, mainly, Taiwan, Korea, and Japan. Since 2014, the number of Chinese tourists has increased dramatically (see figures 2 and 3). The Palau Visitors Authority (PVA) has formulated tourism policies and promoted tourism. In 2015, the Bureau of Tourism was established to administer the nation's evolving tourism.

Key informant interviews, focus groups, and nation-wide surveys were conducted for this study. In 2014, focus groups were conducted to examine and confirm the questionnaire. The focus groups comprised a group of fishermen, a group of employees in tourism industries, and residents of the Koror and Airai states. Key informant interviews were conducted with NGOs (The Nature Conservancy, Palau Conservation Society and PVA).

The study population covered 12 states of the nation from Ngarchelong to Peleliu, excluding 4 states, which are considered to have much fewer tourism effects. Local enumerators (state employees) were hired by the staff of the Palau International Coral Reef Center. The title of the survey was "Survey on Natural Environment and Related Human Activities 2014". During the period from December 2014 to March 2015, a total of 1,547 questionnaires were distributed. Questionnaires (See Appendix) were distributed door to door to every third house in each hamlet of the states. A total of 1,387 questionnaires were collected. The response rate was 87%. A total of 1,065 questionnaires were used for analysis after removal

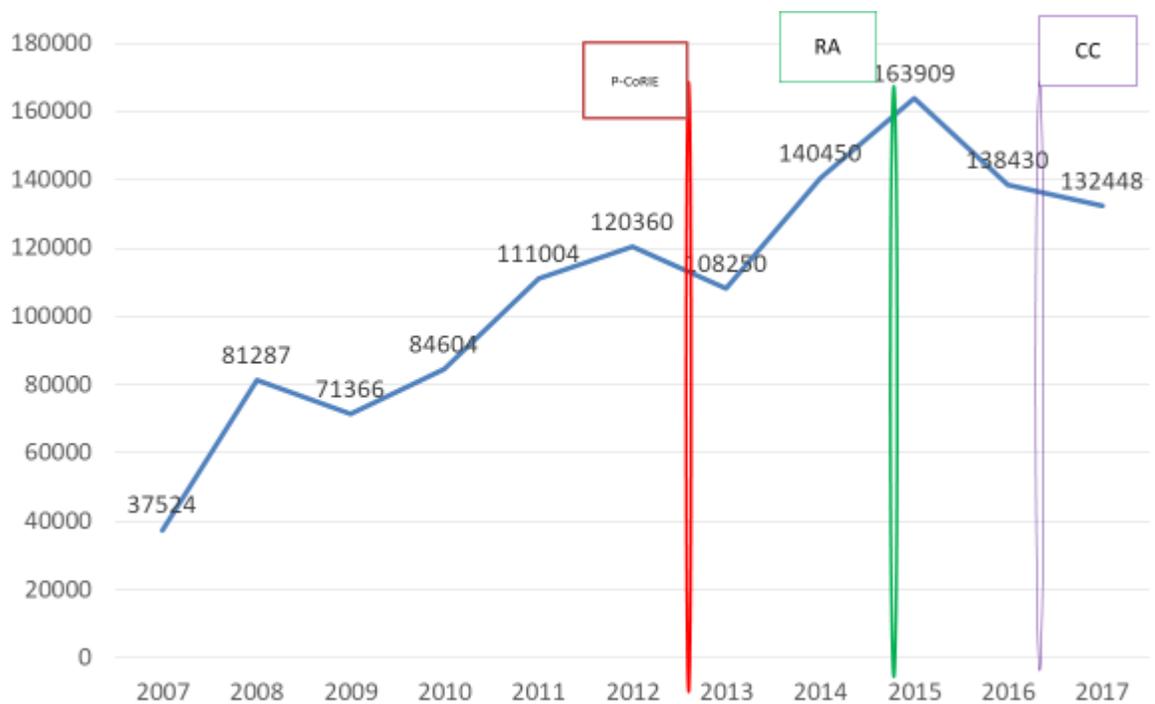
of those with missing values.

The questionnaire consisted of 67 questions. These were refined in focus group meetings. Respondents were asked to answer using a 5-point Likert scale questions anchored by strongly agree and strongly disagree. The surveys were translated into Palauan and English.

Simple descriptive statistics and multiple regression were used to analyze information obtained from the data. Multiple regression was performed using SPSS version 22.

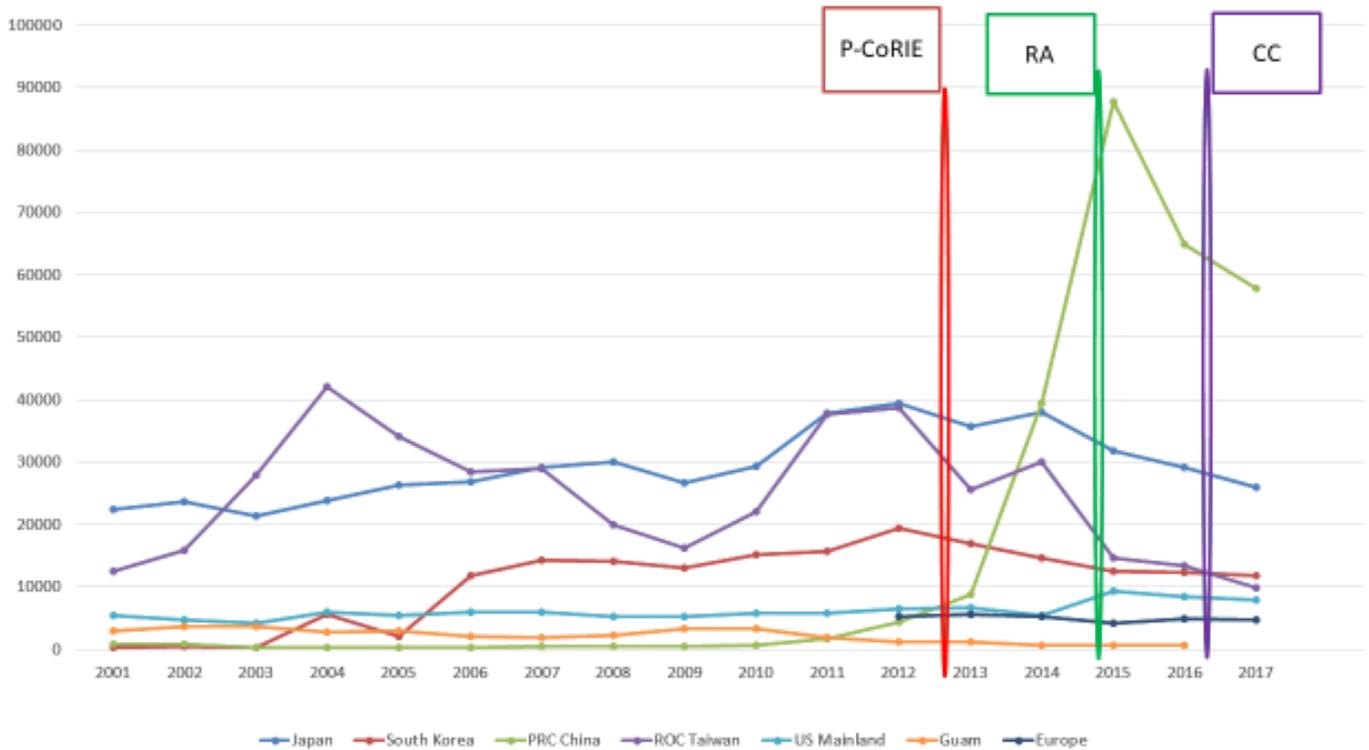
The following figures (Figure 2 &3) show the increase in tourism. “P-CoRIE” means the start of our project, “RA” means the research of residents’ attitude toward tourism. “CC “ means another research of tourism carrying capacity.

Figure 2. Number of Tourists in Palau 2000-2017



Source: Author created tables from Palau Visitors Authority

Figure 3. Number of Tourists in Palau 2000-2017 (by nationality)



Source: Author created tables from Palau Visitors Authority

Results

To test hypotheses 1 through 7, simultaneous multiple regression was conducted to examine the influence of exogenous variables (ecocentric attitudes toward tourism, personal economic benefits from tourism, community attachment, and utilization of tourism resources) on endogenous variables, economic benefits and costs, social and cultural benefits, social and cultural costs, environmental benefits and costs, and support for tourism, the ultimate dependent variable, with a focus on ecocentric attitudes (EA).

1. Hypothesis 1

H1: There is a direct negative relationship between EA and the perception of economic benefits.

Regression model 1, which includes hypothesis 1, was not significant, $F = .481$, $P = ns$, $R^2 = .002$ (see table 1). The relationship between EA and economic benefits was negative but not significant, $b = -0.011$, $t = -.378$, $p = ns$. Thus, hypothesis 1 was rejected. This means that there was no relationship between residents' EA and perception of economic benefits. This means that residents who hold stronger level of EA do not necessarily have weaker perceptions of economic benefits resulting from tourism than those having weaker EA. The reason for these results may be that residents who hold stronger EA in Palau know that tourism is the mainstays of the economy and the economic benefits from tourism development on Palau are indispensable and enormous.

Table 1: Regression Analysis for Model 1, Effects of Ecocentric Attitudes on Perceptions of Economic Benefits

	Model 1 (n = 1062)	b	t	P
Hypothesis 1	Ecocentric Attitudes	- 0.11	- 0.37	n.s.
Relationships with other exogenous variables other than those tested in this hypothesis	Community Attachment	0.10	0.52	n.s.
	Personal Economic Benefits	0.16	1.10	n.s.
	Utilization of Tourism Resources	- 0.09	- 0.37	n.s.
$F = 0.481$, $p = ns$, $R^2 = .002$				

Note: n.s. = not significant.

2. Hypothesis 2

H2: There is a direct positive relationship between EA and the perception of economic costs.

The regression model that includes hypothesis 2 was significant, $F = 2.17$, $P = <0.05$, $R^2 = .008$ (see table 2). This means that all four exogenous variables in model 1 explain 0.8% of the variability in perceptions of economic costs from tourism. The relationship between EA and economic costs was positive and significant ($b = 0.33$, $t = 2.60$, $p = <.05$). Thus, hypothesis 2 was supported.

Table 2: Regression Analysis for Model 2, Effects of Ecocentric Attitudes on Perceptions of Economic Costs

	Model 2 ($n = 1062$)	b	t	p
Hypothesis 2	Ecocentric Attitudes	0.33	1.16	n.s.
Relationships with other exogenous variables other than those tested in this hypothesis	Community Attachment	0.02	0.81	n.s.
	Personal Economic Benefits	0.03	2.14	n.s.
	Utilization of Tourism Resources	0.03	1.14	n.s.
$F = 2.170$, $p > .05$, $R^2 = .008$				

Note: n.s. = not significant.

3. Hypothesis 3

H3: There is a negative relationship between EA and the perception of social and cultural benefits.

Regression model 3, which includes hypothesis 3, was not significant, $F = .872$, R^2 , $P = ns = .002$. The relationship between ecocentric attitudes and residents' perception of social and cultural benefits was negative but not significant, $b = -0.011$, $t = -.378$, $p = ns$ (see table 3). Thus, hypothesis 3 was rejected. This means that there was no relationship between residents' EA and the perception of social and cultural benefits. This means that, in this case, residents who hold stronger EA do not necessarily have weaker perceptions of social and cultural benefits resulting from tourism than those having weaker level of EA.

Table 3: Regression Analysis for Model 3, Effects of Ecocentric Attitudes on Perceptions of Social and Cultural Benefits

	Model 3 ($n = 1062$)	<i>b</i>	<i>t</i>	<i>P</i>
Hypothesis 3	Ecocentric Attitudes	0.03	0.86	n.s.
Relationships with other exogenous variables other than those tested in this hypothesis	Community Attachment	-0.01	-0.31	n.s.
	Personal Economic Benefits	0.03	1.66	n.s.
	Utilization of Tourism Resources	0.01	0.38	n.s.
$F = 0.872, p = n.s, R^2 = .003$				

Note: n.s. = not significant.

4. Hypothesis 4

H⁴: *There is a direct positive relationship between EA and perception of social and cultural costs.*

Regression model 4, which includes hypothesis 4, was significant, $F = 3.429$, $R^2 = .01$, $P = <0.09$ (see table 4). This means that all four exogenous variables in model 1 explain 1% of variability in perceptions of economic costs from tourism. The relationship between EA and economic costs was positive and significant, $b = 0.11$, $t = 3.40$, $p = <.005$. Thus, hypothesis 4 was supported.

Table 4: Regression Analysis for Model 4, Effects of Ecocentric Attitudes on Perceptions of Social and Cultural Costs

	Model 4 ($n = 1062$)	b	t	P
Hypothesis 4	Ecocentric Attitudes	0.36	5.08	<.001
Relationships with other exogenous variables other than those tested in this hypothesis	Community Attachment	0.17	0.80	n.s.
	Personal Economic Benefits	0.02	1.28	n.s.
	Utilization of Tourism Resources	0.01	0.20	n.s.
$F = 3.429, p = < 0.01 R^2 = .013$				

Note: n.s. = not significant.

5. Hypothesis 5

H⁵: There is a direct negative relationship between EA and the perception of environmental benefits.

Regression model 5, which includes hypothesis 5, was not significant, $F = .481$, $P = ns$, $R^2 = .002$. The relationship between EA and environmental benefit was negative but not significant, $b = -0.011$, $t = -.378$, $p = ns$ (see table 5). Thus, hypothesis 5 was rejected. This means that there was no relationship between residents' EA and the perception of environmental benefits. This means that, in this case, residents who hold stronger level of EA do not necessarily have weaker perceptions of environmental benefit resulting from tourism than those having weaker level of EA.

Table 5: Regression Analysis for Model 4, Effects of Ecocentric Attitudes on Perceptions of Environmental Benefits

	Model 5 ($n = 1062$)	b	T	p
Hypothesis 5	Ecocentric Attitudes	0.35	0.88	n.s.
Relationships with other exogenous variables other than those tested in this hypothesis	Community Attachment	- 0.06	0.80	n.s.
	Personal Economic Benefits	0.02	- 0 .22	n.s.
	Utilization of Tourism Resources	0.03	1.01	n.s.
$F = 1.092$, $p = < 0.359$, $R^2 = .004$				

Note: n.s. = not significant.

6. Hypothesis 6

H⁶: There is a direct positive relationship between EA and the perception of environmental costs.

Regression model 6, which includes hypothesis 6, was not significant, $F = .481, P = ns, R^2 = .002$ (see table 6). The relationship between EA and environmental benefit was negative and not significant, $b = -0.011, t = -.378, p = ns$. Thus, hypothesis 6 was rejected. It means that there was no relationship between residents' EA and the perception of environmental costs. This means that, in this case, residents who hold stronger EA do not necessarily have stronger perceptions of environmental costs resulting from tourism than those having stronger EA.

Table 6: Regression Analysis for Model 6, Effects of Ecocentric Attitudes on Perceptions of Environmental Costs

	Model 6 ($n = 1062$)	<i>b</i>	<i>t</i>	<i>p</i>
Hypothesis 6	Ecocentric Attitudes	0.35	0.88	n.s
Relationships with other exogenous variables other than those tested in this hypothesis	Community Attachment	-0.06	0.80	n.s.
	Personal Economic Benefits	0.02	-0.22	n.s.
	Utilization of Tourism Resources	0.03	1.01	n.s.
$F = 1.092, p = < 0.359, R^2 = .004$				

Note: n.s. = not significant.

7. Hypothesis 7

H⁷: There is a direct negative relationship between EA and support for tourism development. Hypothesis 7 was rejected. Regression model 7, which includes hypothesis 7, was not significant, $F = .481, P = ns, R^2 = .002$. The relationship between EA and support for tourism was negative but not significant, $b = -0.35, t = 0.88, p = ns$ (see table 7). Thus, hypothesis 7 was rejected. This means that there was no relationship between residents' EA and perception of support for tourism. This means that, in this case, residents with stronger EA do not necessarily support tourism development more than those with weaker EA.

Table 7: Regression Analysis for Model 7, Relationship Effects of Ecocentric Attitudes on Support for Tourism

	Model 7 ($n = 1062$)	b	T	p
Hypothesis 7	Ecocentric Attitudes	-0.35	0.88	n.s
Relationships with other exogenous variables other than those tested in this hypothesis	Community Attachment	0.03	1.19	n.s.
	Personal Economic Benefits	0.17	0.76	n.s.
	Utilization of Tourism Resources	0.06	1.18	<.05
$F = 1.583, p = n.s., R^2 = .006$				

Note: n.s. = not significant

Discussion

This study was conducted based on previous studies on residents' attitudes toward tourism. The proposed model was constructed to focus on residents' ecocentric attitudes. The results of the study were analyzed primarily by multiple regression and confirmed by answers from open-ended questions in the questionnaire.

The results show that residents perceived various impacts.

In terms of perception of negative economic impacts incurred from tourism, residents who held a greater ecocentric orientation perceived more economic and social/cultural costs (Hypothesis 2). In terms of economic cost, there was positive relationship between residents' ecocentric attitudes and the perception of economic costs. This means that the more residents hold stronger level of EA, the more they perceive the economic costs incurred from tourism. A possible explanation may be that, in 2015 when number of tourists increased dramatically, much of Palau's land has been bought up by foreign investors for hotels and tourism service development. Furthermore, many apartment owners have converted their apartments to hotels due to the increasing demand for accommodation. Thus, local people have begun to have a hard time finding places to live. Thus, residents felt that there is economic costs incurred from tourism development.

In terms of residents' perception of social/cultural costs, the result showed that there was a direct negative relationship between residents who have stronger level of ecocentric attitudes and perceptions of social/cultural costs (Hypothesis 4). This means that the more residents hold higher level of EA, the more they feel the social and cultural costs incurred from tourism. A possible explanation may be that there were droughts in the spring of 2015 (at the time of survey collection), and occasional water rationing was put in place. Some people may connect the water shortage with the increase in tourists (burden on infrastructure). The sudden increase in tourists who walk around downtown in groups have made downtown Koror a very noisy place. Residents may perceive that trash has increased. Some tourists get drunk. Most schools, from elementary schools to the junior college, are located on the main street in Koror. Thus, residents may feel that tourists' inappropriate behavior can have a negative impact on children.

In terms of residents' perception of environmental costs, the residents who have higher level of ecocentric attitudes did not necessary perceive environmental costs incurred from tourism. (Hypothesis 6) Possible reasons may be that, in Palau, many tourism policies to protect the environment are visible to residents, such as the green fees and entrance fees to protected areas. (Rock Island, Jelly Fish Lake). Thus, residents may feel that increasing tourism contributes to the protection of natural environment.

Furthermore, there was no relationship between residents who held stronger ecocentric attitudes and support for tourism development. As we can see from the above discussion that residents perceive economic and social/cultural costs, and residents does not necessarily perceive economic, social/cultural, and environmental benefits and costs, it can be said that residents have somewhat mix feeling about the current condition of tourism development.

From the study, it is concluded that for tourism to be accepted and supported by the residents, tourism planners must minimize the economic, social, and cultural costs incurred by tourism development. In addition, tourism planners should disseminate information about how the current governments are dealing with the problems incurred from tourism and various benefits from tourism development.

Recommendation

Testing the relationships between determinants of residents' attitude toward tourism and various impact variables is useful in delineating the problems of current tourism development and deciding on future directions for tourism policies. Thus, we would like to suggest PICRC or appropriate agencies concerning tourism development for the purpose of sustainable development of tourism to conduct a study of residents' attitude toward tourism periodically. In the appendix, the survey questionnaire was shown.

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Appendix

Survey Instruments, in “Survey of Natural Environment and Related Human Activities 2014”

Section 2. Tourism

Section2-1. Your Opinions about Economic Impacts of Tourism

The first set of questions asks your opinions about the economic impacts of tourism development in the Republic of Palau. Please indicate your level of agreement with each of the following statements. *(Circle one response for each statement)*

Your beliefs about Economic Impacts of Tourism	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q12 Tourism increases employment opportunities in Palau.	1	2	3	4	5
Q13 Tourism causes increases in house prices in Palau.	1	2	3	4	5
Q14 Tourism increases investment opportunities in Palau.	1	2	3	4	5
Q15 Tourism brings more businesses for local people and small businesses in Palau.	1	2	3	4	5
Q16 Tourism causes increases in the price of products and services in Palau.	1	2	3	4	5
Q17 Tourism increases revenues from tourists for Palau’s governments.	1	2	3	4	5
Q18 Tourism benefits only a small number of residents in Palau.	1	2	3	4	5
Q19 Tourism increases profits to locally-owned small businesses in Palau.	1	2	3	4	5
Q20 Profits generated by tourism activity end up with companies and persons from outside Palau.	1	2	3	4	5

Section2-2. Your Opinions about Social and Cultural Impacts of Tourism

This set of questions asks your opinions about the social and cultural impacts of tourism development in Palau. Please indicate your level of agreement with each of the following statements. *(Circle one response for each statement)*

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q21	Tourism provides incentives to locals to preserve Palau's local culture.	1	2	3	4	5
Q22	Tourism increases traffic congestion in Palau.	1	2	3	4	5
Q23	Tourism provides parks and other recreational areas for Palau residents.	1	2	3	4	5
Q24	Tourism increases traffic accidents in Palau.	1	2	3	4	5
Q25	Tourism provides incentives to restore historical buildings in Palau.	1	2	3	4	5
Q26	Tourism increases the crime rate in Palau.	1	2	3	4	5
Q27	Tourism encourages improvement in the quality of roads and other public facilities in Palau.	1	2	3	4	5
Q28	Tourism development provides cultural activities for residents in Palau.	1	2	3	4	5
Q29	Tourism negatively affects Palauan culture.	1	2	3	4	5
Q30	Tourism enhances cultural exchange between tourists and residents in Palau.	1	2	3	4	5
Q31	Tourism causes unpleasant overcrowding of public and leisure spaces in Palau.	1	2	3	4	5
Q32	Tourism has positive impacts on the cultural identity of Palauan residents.	1	2	3	4	5

Section 2-3. Your opinions about Environmental Impacts of Tourism

This set of questions asks your opinions about environmental impacts of tourism in Palau. Please indicate your level of agreement with each of the following statements. *(Circle one response for each statement)*

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q33	Tourism development improves the physical appearance of Palau. (landscape/ocean/marine life, etc.)	1	2	3	4	5
Q34	Tourism causes damage to the natural surroundings and to the countryside on Palau.	1	2	3	4	5
Q35	Tourism provides incentives for local people to protect and conserve natural resources on Palau.	1	2	3	4	5
Q36	Tourism causes destruction of Palau's ecosystem.	1	2	3	4	5
Q37	Tourism provides incentives for local people developing more protected areas in Palau.	1	2	3	4	5
Q38	Tourism increases environmental contamination (rubbish, wastewater,) on Palau.	1	2	3	4	5
Q39	Tourism provides incentives for local people to purchase open space on Palau.	1	2	3	4	5
Q40	Tourism increases noise on Palau.	1	2	3	4	5

Section 2-4. Relationships with Your Community

To better understand your opinions about residents and tourism in Palau, the next set of questions focuses on your relationships with your community. *(Circle one response for each statement)*

Q41	How much do you feel “at home” on Palau?	Not at all 1	Slightly 2	Somewhat 3	Moderately 4	Very 5
Q42	How satisfied are you with Palau as a place to live?	Not at all 1	Slightly 2	Somewhat 3	Moderately 4	Very 5
Q43	What level of interest do you have in knowing what goes on in Palau?	None 1	A little 2	Some 3	A lot 4	Quite a lot 5
Q44	How sorry would you be if you moved away from Palau?	None 1	A little 2	Some 3	A lot 4	Quite a lot 5

Section 2-6. Relationships with Tourism Resources and Economic Development

This set of questions asks your opinions about your relationship with tourism resources and tourism as a way to develop the economy in Palau. Please indicate your level of agreement with each of the following statements. *(Circle one response for each statement)*

	Tourism Resources	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q45	Palau’s natural destinations, such as waterfalls and beaches, are favorite places to go during my free time.	1	2	3	4	5
Q46	Visiting Palau’s natural destinations such as waterfalls and beaches is most satisfying to me.	1	2	3	4	5
Q47	Palau’s natural and cultural destinations express who I am.	1	2	3	4	5

Q48. How much economic benefit do you personally receive from tourism in your community? *(check one)*

- None Very little Some Quite a bit A lot

Q49. How much of the income of the company you work for (or business you own) comes from the tourist industry? *(check one)*

- 0% 1-25% 26-50% More than 50%
- Dependent on tourism (Almost 100% of income come from tourism)
- This question does not apply to me.

Q50. Which statement below most accurately explains your economic tie to the tourism industry in Palau? *(check one)*

- I am directly employed in the tourism industry in Palau
- I am indirectly employed in the tourism industry in Palau (my work place provides at least part of its products/services to tourism businesses)
- I am not employed in the tourism industry in Palau

Indicate your work/job type: _____

Q51. Are any of your family members involved directly in tourism industries? *(check one)*

- Yes No I do not know

Tourism and Economic Development		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q52	Palau should try to attract more tourists.	1	2	3	4	5
Q53	Tourism can be one of the most important economic development options for Palau.	1	2	3	4	5
Q54	Additional tourism would help Palau grow in the right direction.	1	2	3	4	5
Q55	I support tourism having a vital role in the Palau community.	1	2	3	4	5

Q56. What do you think are the primary benefits of tourism in Palau?

Q57. What are your biggest concerns about tourism development in Palau?

Q58. What type(s) of tourism development do you prefer to see developed on Palau?