

An Examination of Factors Influencing Residents' Perception of the Impacts of Tourism in Goa

Carmelita D' Mello*, Ling-Chen Chang**, Kaustubh Kamat***, Miriam Scaglione****, Klaus Weiermair*****, Subhash Kizhakanveatil Bhaskaran Pillai *****

Abstract To strategically utilize resources to minimize the negative impacts of tourism and increasing the social support for tourism development, the present study examined the residents of the State of Goa by using the model developed by Perdue et al. (1990); later extended by Mc Gehee, et al. (2002); and also based on social exchange theory; tried to determine whether personal characteristics and personal benefits from tourism influence perception of tourism as well as support for tourism development, and what factors influence support for tourism development and management. The result indicated that personal characteristics were not good predictors of resident's attitude towards tourism impacts with an exception of age, education, and birthplace. Personal benefits from tourism predicted positive impacts of tourism, negative impacts of tourism and also support for additional tourism, which was consistent with Perdue et al. (1990) and Mc Gehee et al. (2002). The research supported social exchange theory as personal benefit and support for additional tourism were significant predictors of tourism planning. However, while support for additional tourism did predict tourism planning, it showed a positive relationship as reported by Mc Gehee et al. (2002) and not a negative one as reported by Perdue et al. (1990). The overall findings support previous assertions that educating local residents about the potential benefits of tourism is critical in obtaining their support for tourism, enhancing their involvement in the industry, and achieving sustainable community development.

Keywords: Residents' Attitudes, Tourism Impacts, Social Exchange, Goa, India

INTRODUCTION

Tourism is one of the most dynamically developing sectors in the world economy and the largest Global Industry (Goeldner and Ritchie, 2006). The growth of tourism causes important impacts worldwide and locally which are both positive and negative (Gursoy et al., 2002; Haley et al.,

2004). An increasing amount of research has been conducted to understand the impact of tourism development from the point of view of local residents (Ap, 1992; Getz, 1994; Lankford and Howard, 1994; Jurowski et al., 1997 etc.), probably due to the fact that while tourism helps both the community and the nation to grow, it does create certain inevitable economic, socio-cultural, environmental impacts

* Ph.D Candidate, Department of Commerce, Goa University, Goa, Associate Professor, Department of Commerce, St. Xavier's College of Arts, Science & Commerce, Mapusa, Goa, India . Email: litad@rediffmail.com

** Associate Professor, Department of Hospitality Management, Taiwan Hospitality & Tourism College, Taiwan. Email: monica@mail.tht.edu.tw ; monicachang970@gmail.com

*** Ph.D Candidate, Department of Commerce, Goa University, Goa, India, Assistant Professor, Department of Business Administration, Goa Multi-Faculty College, Dharbandora, Goa, India. Email: kamatkau@gmail.com

**** Professor, Institute of Economics & Tourism University of Applied Sciences Western Switzerland, HES-SO Valais, Sierre, Switzerland. E-mail: miriam.scaglione@hevs.ch

***** Professor, Department of Tourism and Service Management Institute of Strategic Management, Marketing and Tourism University of Innsbruck, Universitätsstrasse 15, 6020 Innsbruck, Austria Email: Klaus.Weiermair@uibk.ac.at

***** Professor, Department of Commerce, Goa University, Goa, India. Email: subhash@unigoa.ac.in

on the people and the destination. Further, residents in host communities play a vital role in developing a healthy and prosperous tourism industry (Ap, 1992; Latkova 2012).

The attitude of residents towards tourism is gaining importance as a field of research for a number of reasons because residents are considered as critical factor for the very success of tourism industry; because they are one of the most important stakeholder groups in development of any region as a tourism destination (Choi and Sirkaya, 2005); their support is required for increased taxes to develop and maintain tourism related infrastructure development, creating a hospitable and attractive environment (Var *et al.* 1977) which makes tourists feel welcomed, motivates them to revisit and act as advertising medium which results inflow of more tourists (Andriotis, 2005; Yoon *et al.*, 2001). Tourism industry in any region can grow and develop when local residents have a positive attitude towards it and when they feel they have a role to play in the process of tourism planning, development, and management. A healthy nexus should exist between the local residents and the government at every stage of tourism planning and development. Though many studies have been carried about on assessing the factors influencing the attitude of residents towards development of tourism in various other destinations, the present study tries to identify the local resident's attitude towards tourism development in Goa. As far as the authors' knowledge goes, no similar study has been carried out so far, addressing the above mentioned issues, which makes this paper more significant because it throws some light on an otherwise unexplored area which needs to be studied in detail for promoting the tourism industry in the state and for ensuring sustainable development leading to socio-economic transformation. Despite extensive research on this topic, eminent researchers have suggested the need to replicate such studies in different locations and at different times in order to validate previous finding and/or identify new factors influencing the same (Andriotis *et al.*, 2003, Cavus and Tanrisevdi, 2003). Therefore, this study fills the gap by adding valuable knowledge, new perspectives and presents possibilities for consideration. The paper offers valuable inputs for the tourism business community, NGO's, Government and other stakeholder groups.

LITERATURE REVIEW

Global Context

A vast body of research has been carried out on resident attitude towards tourism and its development in a destination. A number of factors which influence the same have been identified by various researchers. These same factors with different groupings of variables have been termed differently in different studies but generally fall in the category of demographic factors, personal factors, social factors and

factors related to tourism (Jackson and Inbakaran, 2006). However, the findings are inconclusive. Differences in resident attitudes towards tourism development have been examined on the basis of stage of development (Butler, 1980; Doxey, 1975); degree of tourism development (Long *et al.*, 1990); tourism policy participation (Lankford and Howard 1994); level of individual involvement in tourism industry (Smith and Krannich, 1998); maturity of destination (Sheldon and Abenoja, 2001); involvement in decision making process (Sheldon and Var, 1984); personal benefit received from tourism (Jurowski *et al.*, 1997, Wang and Pfister, 2008 ; Hanafiah *et al.*, 2013). The social exchange theory has often been used to interpret the effect of the material and psychological transactions on the attitudes of the residents of tourist destinations (Ap, 1992; Gursoy *et al.*, 2002; Jurowski *et al.*, 1997; Yoon *et al.*, 1999).

A number of studies have been carried out which also refer to the important relationship that exists between resident perceptions of tourism and their economic dependence on it implying that as residents economic benefits from tourism increases so does their perception of tourism positive impacts (Haralambopoulos & Pizam, 1996; Johnson *et al.*, 1994; Weaver and Lawton, 2001). Thus, the balance between resident's perception of the costs and benefits of tourism development influence not only visitor satisfaction with destination but also consequently becomes an important factor increasing tourist arrival (Allen *et al.*, 1988; Andriotis and Vaughn, 2003; Lankford and Howard, 1994). Resident demographic characteristics also influence their perceptions of impacts but study results are mixed and vary according to the location, the methodology and the instrument used which makes it not only difficult but also inconclusive to compare such results (Wang *et al.*, 2006).

However, despite the availability of a relatively extensive body of research on residents attitudes toward tourism and its impacts, many researchers have suggested the necessity of conducting additional research on this topic in other geographical locations in different settings, and over a period of time, both to reinforce earlier findings as well as identify and explore other factors that may influence the local resident perceptions of and attitudes toward tourism, its impacts, and their support for tourism development (Andriotis *et al.*, 2003; Andriotis, 2005; Cavus and Tanrisevdi, 2003; Haralambopoulos & Pizam, 1996; Kuvan and Akan, 2005; Sheldon and Var, 1984; Smith and Krannich, 1998; Yoon *et al.*, 2001). Understanding of the reasons why residents do or do not support the tourism industry and its growth would help to develop models for tourism development in a community that would minimize their negative impacts while maximizing support for them, thus giving credence and relevance to the need and importance of research in this field (Vargas- Sanchez *et al.*, 2009)

Indian Context

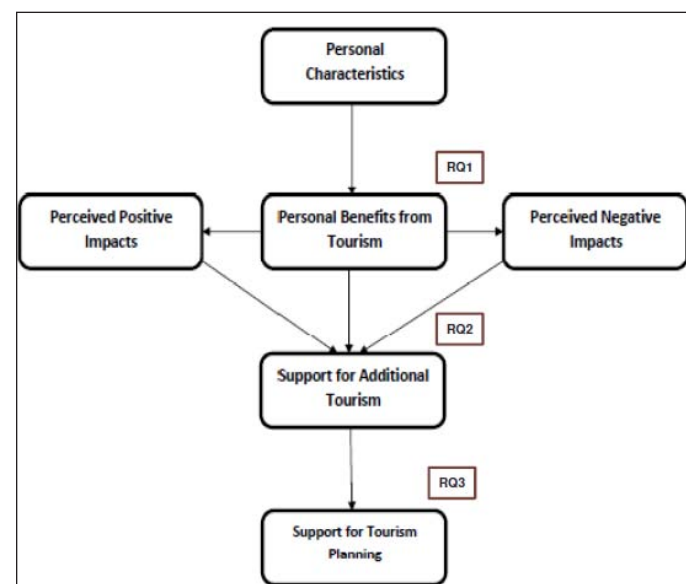
In India too, several studies have been carried out to explore how residents consider tourism affects their community, their attitude toward tourism, and the factors which are influencing it. Respondents are generally aware of both the positive and negative effects of tourism and the overall view is optimistic because of the economic, social, and cultural benefits accruing out of tourism growth and development (Singh and Singh, 2012). However, a certain amount of resentment arises when all activities become increasingly tourist oriented. While negative economic, environmental, social, and cultural benefits may neither be intentional nor inevitable; they must be viewed as serious risks and must be carefully evaluated, monitored and managed if the resource base is to be sustained for the future (Kala, 2008). Economic impacts are most favourably viewed followed by infrastructural and environmental impacts, while socio-cultural impacts are viewed with concern, and understanding such attitudes can be used to formulate appropriate strategies for tourism planning and policy development (Saha, 2012). Community attachment and economic dependence have significant effect on tourism's positive impacts which in turn can affect support for tourism. Further, positive impacts have a larger effect on influencing sustainability of tourism than do negative impacts (Sofique and Ghosh, 2012). Socio-cultural issues are generally viewed with the greatest concern and so training and education can help improve resident lifestyle as well as resource management which could help promote and support sustainable development in the area (Ramchurjee and Suresha, 2013). Local residents are heterogeneous in the way they perceive and receive many of tourism's reported benefits, hence understanding of such attitudes is an essential requirement for resident support for tourism development and its sustainability (Chand, 2013). Further, though they support tourism development, their inclusion and involvement in the planning, promotion and development of tourism is negligible and must be significantly encouraged for sustainability (Chand and Vivek, 2012).

Goan Context

Tourism is the second largest industry in Goa after mining in the post-colonial era. According to the State Department of Tourism, it is the "backbone of Goan economy" as a large percentage of population directly or indirectly derives its livelihood from tourism activities. The Tourism Sector's contribution to the Gross State Domestic Product is approximately 12.5% of Total Gross State Domestic Product, at current prices. (Source: Directorate of Planning & Statistics, Government of Goa). It has a phenomenal influence on social, cultural, ecological life rhythms in the state of Goa, and this effect is even felt by individuals and institutions not directly related to the tourism industry. The

state is famous for its breathtakingly beautiful beaches, long stretches of white and silver sands, rich cultural heritage, captivating churches, temples, and its fabulous flora and fauna. A taluka wise analysis of the distribution of tourists in Goa in terms of their country of origin, tourist sites available in the state and tourist preference for those sites, indicated that Beach tourism in Goa is ranked as the foremost tourist attraction in the state and hence should be protected (Ambli, 1991). However the growth of tourism in Goa has taken place extensively in four of main coastal talukas of Tiswadi, Salcete, Bardez and Mormugao resulting in pressure on scarce resources with consequent economic and environmental problems and near saturation being reached and negative impacts of tourism being visible in these areas (Singh 2004; Mazumar, 2006). This lopsided growth has given rise to numerous problems in the state and any form of tourism if introduced without adequate planning will face the same fate as mass tourism (Maganlal, 2010). For an equitable and sustainable growth of tourism in the state, tourism should belong to local residents, providers and participants and tourism planning and management should be brought under community stewardship with a proactive approach by all stakeholders (Solomon, 2008; Akhtar and Shah, 2012; Mazumdar, 2006; Sawkar, 1998; Tantrigama, 1999; De Abreu, 2008).

Figure 1. Research Framework



Source: Perdue et al. 1990.

The Social Exchange theory (Allen et al., 1993; Jurowski et al., 1997; Andereck et al., 2005; Gursoy et al., 2002) which states that people evaluate any exchange based on the costs and benefits received as a result of that exchange. When residents find the exchange, in terms of tourism, beneficial to them and increases their well being, they will most

METHODOLOGY

A structured questionnaire developed based on previous research studies carried out by Lankford & Howard (1994) Allen et al., (1993); Long et al., (1990), which is administered to 1000 residents who were above 18 years of age from the state of Goa out of which 809 fully completed were received back giving a response rate of 80.9%. The survey was carried out during September 2013 to December 2014. The questionnaire used had three parts: Part I- Biographical Data, Part II – Determinants Influencing Residents Attitude towards Tourism Impacts, Part III- Statements on Tourism Impacts. Part III used a 5 point Likert Scale type format where 1 = strongly disagree and 5 = strongly agree, with 3 as neutral point. Variables used for the survey include several composite scales developed ad hoc from the attitude

Table 1: Tourism Attitude Items and Composite Scales (N = 809 / Scale alpha = 0.834 for 35 items)

Tourism Attitude Items	SD1	D2	N3	A4	SA5	Mean
Personal Benefits from Tourism (PB):						
I benefit personally from tourism development in my community	8.7	26.5	31.1	20.5	13.2	3.03
Amount I feel tourism in my community benefits me personally	14.0	10.5	22.7	33.4	19.4	3.34
Scale Mean=3.19, alpha=0.341						
Tourism Positive Impacts (PI):						
Tourism development in my community has provided more jobs opportunities & employment for local people	6.7	11.9	20.5	45.0	15.9	3.52
Standard of living has increased considerably because of tourism	0.5	5.9	18.0	52.5	23.0	3.92
Tourism has given economic benefits to local people and small businesses.	2.2	3.8	13.7	56.9	23.4	3.95
Tourism development in my community has attracted more public& private investment	1.0	8.5	27.6	46.6	16.3	3.69
Tourism development helps to maintain assets for local Community	3.0	12.0	31.5	44.3	9.3	3.45
Tourism has encouraged a variety of cultural activities by the local residents	0.9	11.4	22.1	51.5	14.1	3.67
Tourism has resulted in more cultural exchange between tourists and Residents	0.9	9.1	25.0	52.3	12.7	3.67
Tourism has resulted in positive impacts on the cultural identity of the community	3.1	19.4	29.5	35.7	12.2	3.35
Tourism development has led to an increase in quality of life in the host community	2.3	6.9	26.6	52.2	12.0	3.65
Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources	0.7	7.2	22.0	48.5	21.6	3.83
Tourism provides more parks and other recreational areas/facilities for local residents	6.1	19.0	26.5	42.3	6.2	3.23
Shopping opportunities are better in my community as a result of tourism	2.0	13.1	21.0	50.4	13.5	3.60
The quality of public services has improved due to more tourism in my community	7.3	20.8	25.6	37.6	8.8	3.20
Roads and other public facilities are kept at a high standard	13.3	28.1	28.6	23.9	6.2	2.81
Scale Mean=3.54, alpha=0.797						
Support for Tourism Planning (STP):						
Locals are to be encouraged to take part in decision making process to influence tourism development in the community	0.6	2.2	13.6	45.4	38.2	4.18
Community should be more involved in the management of local resources	0.4	2.7	13.3	48.1	35.5	4.16
Scale mean = 4.17, alpha = 0.835						
Negative Impacts (NI):						

Tourism Attitude Items	SD1	D2	N3	A4	SA5	Mean
The prices of goods and services have increased because of tourism	0.7	4.8	9.9	41.4	43.1	4.21
Tourism industry has larger financial leakages than other Industries	0.6	8.7	46.1	34.6	10.0	3.45
Tourism development in my community has provided employment for only limited periods due to seasonality	0.9	6.3	21.8	48.9	22.1	3.85
Tourism has negatively altered traditional culture of the area.	5.4	21.4	26.9	32.4	13.8	3.28
Tourism has increased the crime and vandalism rate in the area.	3.5	15.3	20.4	34.7	26.1	3.65
Construction of hotels and other tourist facilities have destroyed the natural environment.	1.0	8.3	10.8	42.0	37.9	4.08
Tourism has resulted in traffic congestion, noise and pollution.	0.5	4.3	9.6	45.5	40.2	4.20
Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in the community.	0.5	6.2	12.6	45.7	35.0	4.09
There is more litter in my community due to tourism	1.7	11.6	26.1	34.4	26.2	3.72
Scale mean = 3.84, alpha = 0.769						
Support for Additional Tourism (SAT):						
I support tourism and would like to see it become the main industry in my community	3.7	9.4	24.5	39.8	22.6	3.68
The government should improve the promotion of tourist facilities in this community	1.4	6.3	19.2	57.4	15.8	3.80
Tourism businesses should be encouraged in the community	2.7	13.7	27.7	43.3	12.6	3.49
I believe tourism should be encouraged in the state of Goa	1.9	4.2	20.4	47.5	26.1	3.92
I support tourism as having a vital role in my community	1.9	9.5	23.2	44.9	20.5	3.73
My community is growing rapidly due to tourism	3.1	13.8	28.2	39.2	15.7	3.51
My community should become more of a tourist destination	4.6	19.4	25.7	35.7	14.6	3.36
My community should encourage more intensive development of tourist facilities	3.3	10.1	25.1	45.9	15.6	3.60
Scale mean = 3.64, alpha = 0.874						

Source: Compiled from primary data

items and one additional variable measuring perceptions of personal benefit from tourism. The variables were composed of 9 items that measure residents opinions about negative impacts of tourism (NI); 14 items that measure residents opinions about positive impacts of tourism (PI); 2 items that measure residents opinions about perceived personal benefits from tourism (PB); 2 items that measure residents support for tourism planning (STP); and 8 items that measure residents opinions about support for additional tourism (SAT). (Table 1)

The scale had an overall reasonably high alpha coefficient of 0.834, with Positive Impacts (PI) having alpha of 0.797, Negative Impacts (NI) having alpha of 0.769, Support for Additional Tourism (SAT) having alpha of 0.874, and Support for Tourism Planning (STP) having alpha of 0.835; where as Personal Benefits (PB) from tourism with alpha of 0.341 but as it is conceptually related it was deemed appropriate and included (Diekhoff 1992; Nunally, 1978).

FINDINGS

General profiling of residents based on the survey is shown in **Table 2**. Standard demographic questions were asked of each respondent including age, where the age group 18-27 years had the largest number of respondents – 24.7% followed by 38-47 years with 23% and 28-37 years with

22.2% , gender (approximately even with males being 51.3% and females being 48.7%, education (the largest number of respondents were Graduates – 43.4% followed by Post Graduates – 18.4%, income (most respondents – 74.1% fell in the 10000-70000 p.m. categories which covered the low to medium income groups) with the largest number – 32.8% falling in the 10001-30000 p.m. category followed by 22.4% & 18% in the 30001-50000 & 50001-70000 categories. In terms of length of residence in the community, the largest number of respondents – 31.4% had lived there for 16-25 years followed by an equal number – 26% in 26-35 & 36 years & above categories indicating a pattern of long term residence, place of residence i.e. whether they were living in tourist centric – 54.9% or non tourist centric regions - 45.1%, birth place - whether respondents were born in the community or not with a large majority – 77.9% being born in Goa while 22.1% having been born outside Goa.

In terms of category of employment, the largest group were employed – 54.9%, followed by 19.9% and 11.1% being self-employed and students respectively; while in terms of involvement in tourism decision making, an overwhelming majority – 79.4% were not involved in any sort of tourism decision making. With respect to interaction with tourists (48.2% of the respondents indicated medium interaction with tourists while 27.7% and 14.3% indicated a high degree of interaction and no interaction respectively; for evaluation of the degree of community growth – 79.4% of respondents

Table 2: Demographic Characteristics of Respondents (N = 809)

Demography	#	%	Demography	#	%
Age			Area of Residence		
18-27	209	24.1	Tourist centric	444	54.9
28-37	180	22.2	Non Tourist centric	365	45.1
38-47	186	23.0	Occupation		
48-57	158	19.5	Employed	444	54.9
58 and above	85	10.5	Self employed	262	19.9
			Unemployed	15	1.9
Gender			Retired	46	5.7
Male	415	51.3	Student	90	11.1
Female	394	48.7	Homemaker	39	4.8
Education			Other	14	1.7
SSC & below	102	12.6	Involvement in Tourism decision making		
HSSC	144	17.8	Involved	167	20.6
Graduate	351	43.4	Not involved	642	79.4
Post Graduate	146	18.0	Interaction with Tourists		
Professional	66	8.2	No interaction	116	14.3
Income			1-3 times a year	242	29.9
Below 10,000	89	11.0	4-6 times a year	148	18.3
Between 10,001-30,000	265	32.8	7-9 times a year	79	9.8
Between 30,001-50,000	181	22.4	10 & above times a year	224	27.7
Between 50,001-70,000	153	18.9	Evaluation of degree of community growth		
Between 70,001-90,000	56	6.9	Very slow	31	3.8
Above 90,000	65	8.0	Slow	135	16.7
No. of years of Residence			Moderate	421	52.0
Below 5 years	36	4.4	Rapid	199	24.6
6-15 years	95	11.7	Very Rapid	23	2.8
16-25 years	254	31.4	Evaluation of degree of Tourism Development in community		
26-35 years	212	26.2	Very Limited	76	9.4
36 and above	212	26.2	Limited	167	20.6
			Moderate	321	39.7
Birth place			Extensive	216	26.7
Born in Goa	630	77.9	Very Extensive	29	3.6
Not Born in Goa	179	22.1			

Source: Compiled from primary data

noted moderate to rapid growth of their community and finally for evaluation of the degree of tourism development in the community - 70% of the respondents noted moderate to extensive degree of tourism development in the community.

Based on the model developed by Perdue, Long and Allen, (1990) and later modified by Mc Gehee et al (2002), a series of multiple regression analysis were performed, result of which are shown in Table 3, to explore the relationship among the variables based on four models.

Model – 1 examined the relationship of tourism's negative impacts (NI) as the dependent variable in relation to the independent variables like personal benefits (PB) from tourism, and resident's characteristics (age, gender, education, income, number of years of residence, birth place, and location). The result of the analysis in Model 1, indicates while personal benefit was not significant, Education (beta = 0.085) has a statistically significant positive relationship & Place of Residence (beta = -0.093) has a statistically significant negative relationship with Negative Impacts of

tourism. Model 1 explains a negligible 1.2% of the variation between Dependent Variable - Negative Impacts (NI) and Independent Variables - Personal Benefits derived from Tourism (PB), Age, Gender, Education, Income, Number of years of Residence, Birthplace, Tourist Centric/Non Tourist Centric (Location of Residence) which indicates that it is not a very reliable model.

Model – 2 examined the relationship between tourism's positive impacts (PI) as the dependent variable in relation to the independent variables like resident's characteristics (age, gender, education, income, number of years of

residence, birth place, and location), and personal benefits (PB) from tourism. As a result of the analysis in Model 2, it was found that Personal benefit (beta = 0.255) has a statistically significant relationship in a positive direction with the dependent variable Tourism's Positive Impacts indicating that the more a respondent perceives a gain in personal benefits from tourism, the more likely she/he will agree with the positive impacts of tourism. Age (beta = -0.096), Education (beta = -0.092), and Birth place (beta = -0.132) enjoy a small but negatively significant relationship with Tourism's Positive Impacts indicating that

Table 3: Regression Analysis of Relationship between Variables

Independent Variable	Dependent Variable		
	Beta	T	Sig
Model 1	Negative Impacts of Tourism		
Personal benefit from tourism	0.022	0.593	0.553
Age	0.037	0.969	0.333
Gender	0.047	1.318	0.188
Education	0.085	2.133	0.033**
Income	-0.057	-1.447	0.148
No. of years of residence	0.059	1.588	0.113
Born in Goa	0.033	0.923	0.356
Tourist centric/Non tourist centric	-0.093	-2.593	0.010**
Model statistics	Adjusted R2 = 0.012, F=2.198, p=0.05		
Model 2	Positive Impacts of Tourism		
Personal benefit from tourism	0.255	7.333	0.000**
Age	-0.096	-2.646	0.008**
Gender	-0.055	-1.612	0.107
Education	-0.092	-2.441	0.015**
Income	0.058	1.561	0.119
No. of years of residence	0.000	-0.009	0.993
Born in Goa	-0.132	-3.840	0.000**
Tourist centric/Non tourist centric	-0.002	-0.067	0.947
Model statistics	Adjusted R2 = 0.104, F=12.774, p=0.05		
Model 3	Support for Additional Tourism		
Personal benefit from tourism	0.368	13.768	0.000**
Positive Impacts of Tourism	0.468	17.446	0.000**
Negative Impacts of Tourism	-0.121	-4.683	0.000**
Model statistics	Adjusted R2 = 0.466, F=236.262, p=0.05		
Model 4	Support for Tourism Planning		
Personal benefit from tourism	0.087	2.202	0.028**
Positive Impacts of Tourism	-0.016	-0.381	0.703
Negative Impacts of Tourism	0.210	6.045	0.000**
Support for Additional Tourism	0.113	2.411	0.016**
Model statistics	Adjusted R2 = 0.061, F=14.179, p=0.05		

** indicates significance at the p<0.05 level

as they increase, perception of positive impacts of tourism decreases. Model 2 explains only 10.4% of the variation between the Dependent variable - Positive Impacts (PI) and the Independent Variables - Personal Benefits from Tourism (PB), Age, Gender, Education, Income, Number of years of Residence, Birthplace, Tourist Centric/Non Tourist Centric (Location of Residence).

Model 3 tests the relationship between Personal Benefit from Tourism, Tourism Positive and Negative Impacts, and Support for Additional Tourism Development. The analysis interestingly indicates that when Support for Additional Tourism is used as the dependent variable, all three of the independent variables (Personal Benefit, Negative Impacts, Positive Impacts) are statistically significant. Negative impacts ($\beta = -0.121$) are significant in a negative direction while Personal Benefit ($\beta = 0.368$) and Positive Impacts ($\beta = 0.468$) are significant in a positive direction indicating that respondents who perceived personal benefit from tourism and tended to agree with the positive impacts of tourism and were more likely to support the growth of additional tourism in their community. Model 3 explains 46.6% of the variation between Dependent variable - Support for Additional Tourism (SAT) and Independent Variables – Personal Benefit from Tourism (PB), Tourism's Positive Impacts (PI) and Tourism's Negative Impacts (NI).

Finally, Model 4 determines the variables that predict resident support for tourism planning. There is a statistically significant positive relationship between Support for Tourism Planning, Personal Benefit ($\beta = 0.087$), Support For Additional Tourism ($\beta = 0.113$) as well as Tourism's Negative Impacts ($\beta = 0.210$). However there is a no statistically significant relationship between Support for Tourism Planning and Tourism's Positive Impacts. The variable Personal Benefit (0.087) shares a statistically significant positive relationship with Support for Tourism Planning and is a significant predictor of Support for Tourism Planning, indicating that, support for planning is related to the extent to which people benefit from tourism. Model 4 explains 6.1% of the variation between Dependent variable - Support for Tourism Planning (STP) and Independent Variables – Personal Benefit from Tourism (PB), Tourism's Positive Impacts (PI), Tourism's Negative Impacts (NI) and Support for Additional Tourism (SAT).

APPLICATION OF RESULTS & CONCLUSIONS

In terms of the research questions posed at the beginning of this research study, the following answers may be put forward. In general, in terms of the first research question answered in Model 1 and 2, as to whether personal characteristics affect perceptions of the impacts of tourism when controlling for personal benefit from tourism, While

Personal Benefit (PB) does not have a statistically significant relationship with Tourism's Negative Impacts (NI), two Personal Characteristics (PC), Education (positive) & Place of residence (negative) are statistically significant indicating that as education increases, perception of tourism's negative impacts also increases and that residents from tourist-centric areas have a lower perception of tourism's negative impacts & vice-versa [(generally consistent with the findings of Perdue et al.(1990) & Mc Gehee et al. (2002)]. Personal benefit has a statistically significant positive relationship with Tourism's Positive Impacts (PI) indicating that with increasing gains from tourism, likelihood of agreement with the positive impacts of tourism increases. Age, Education & Birthplace enjoy a small but negatively significant relationship with Tourism's Positive Impacts indicating that as they increase, perception of positive impacts of tourism decreases [generally consistent with the findings of Perdue et al. (1990) but inconsistent with Mc Gehee et al.(2002)].

Model 3 provided findings that answer the second research question. The variables Personal Benefit from tourism, Positive Impacts of tourism (both having positive relationship) and negative impacts of tourism (negative relationship), predicted support for additional tourism (positive relationship), which was consistent with Perdue et al., (1990) and with the findings of Mc Gehee et al., (2002), If a respondent perceived personal benefited from tourism, she/he was more supportive of additional tourism in the community. Further, those who perceived the impacts of tourism to be positive were supportive of additional tourism, while residents who perceived tourism more negatively were less supportive of additional tourism. This finding corroborates the findings by Andereck and Vogt, (2000) and King et al., (1993); who concluded that support for tourism development, could be associated with the belief that tourism induced positive as well as negative impacts. Despite their awareness of tourism's negative impacts, the local residents still support tourism development.

Model 4, which provided the required information needed to answer third research question as to which variables contributed to support tourism planning, Personal Benefit (PB), Support for Additional Tourism (SAT) and Tourism's Negative Impacts (NI) have a statistically significant positive relationship with Support for Tourism Planning (STP) indicating that as Personal Benefit from tourism, perception of tourism's negative impacts and support for additional tourism increase, Support for tourism planning will increase. The positive relationship between NI & STP indicating that residents are aware that negative impacts originate from and escalate as a result of lack of tourism planning is consistent with Perdue et al. (1990) & Mc Gehee et al. (2002) but the positive relationship between SAT & STP indicating that Support for additional tourism was a predictor of tourism planning is inconsistent with Perdue et al. (1990) but

consistent with Mc Gehee et al. (2002). However, in contrast to both Perdue et al. (1990) & Mc Gehee et al. (2002, PB shares a statistically significant positive relationship with STP. indicating that those who received personal benefit from tourism were supportive of additional tourism but recognizing the reality of negative impacts of tourism also recognized the need for tourism planning.

In terms of support for social exchange theory, this study fully supports Social Exchange Theory (SET). Those who receive greater personal benefits from tourism were more likely to view its impacts positively and support additional tourism. Further, Personal Benefit is a significant predictor of support for tourism planning (inconsistent with Perdue et al.(1990) & Mc Gehee et al.(2002) which aligns with SET validating the fact that residents who have a vested interest in tourism development would like to see it properly planned. This study also lends support to Perdue et al. (1990) assertion that residents should be informed on a priority basis about tourism's positive and negative economic, social cultural and environmental implications, the various types of tourism development in their community along with their respective benefits and drawbacks and the need for planned and managed tourism development and growth, such that they are able to make informed decisions about the type and levels of tourism development that are most attractive to them and which they are willing to support and which would suit their community needs best.

REFERENCES

- Akhtar, S., & Shah, A. M. (2012). Contemporary approach towards evaluation of sustainable tourism development: A case study of Goa. *International Journal of Research in Commerce and Management*, 3(1), 98-105
- Allen, L. R., Long, P. T., Perdue, R. R., & Kieselbach, S. (1988). The impact of tourism development on residents' perceptions of community life. *Journal of Travel Research*, 27(1), 16-21
- Allen, L. R., Hafer, H. R., Long, P. T., & Purdue, R. R. (1993). Rural residents attitudes toward recreation and tourism development. *Journal of Travel Research*, 31(4), 27-33
- Ambli, S. N. (1991). Tourism development in Goa-A geographical analysis, Ph. D. Thesis, University of Karnataka, Dharwad.
- Andereck, K. L., & Vogt, C. A. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research*, 39(1), 27-36
- Andereck, K., Valentine, K., Knopf, R., & Vogt, C. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056-1076.
- Andriotis, K., & Vaughn, D. R. (2003). Urban residents' attitudes towards tourism development: The case of crete. *Journal of Travel Research*, 42(2), 172-185.
- Andriotis, K.. (2005), Community groups' perceptions and preferences to tourism development. Evidence from Crete. *Journal of Hospitality and Tourism Research*, 29(1), 67-90.
- Ap, J. (1992). Residents' perception of tourism impacts. *Annals of Travel Research*. 49(4), 665-690.
- Butler, R. W. (1980). The concept of a tourism area cycle of evolution: Implications for management resources. *The Canadian Geographer*, 24(1), 5-12
- Cavus, S., & Tanrisevdi, A. (2003). Residents attitudes toward tourism: A case study of Kusadasi, Turkey. *Tourism Analysis*. 7(2), 259-269.
- Chand, M., & Vivek. (2012). Resident perception toward sustainable tourism development in the manali region. *South Asian Journal of Tourism & Heritage*, 5(1),157-178.
- Chand, M. (2013). residents perceived benefits of heritage & support for tourism development, in Pragpur, *India Tourism*, 61(1), 379-394
- Choi, H. C. & Sirakaya, E. (2005). Measuring resident's attitude toward sustainable tourism: development of sustainable tourism attitude scale. *Journal of Travel Research*, 43(4), 380-394
- De Abreu, N. (2008). Sustainable tourism in Goa (A pictorial view of tourism) *Conference on Tourism in India-Challenges Ahead*, 15-17 May 2008, IIMK: 124-128
- Diekhoff, G. (1992). Statistics for the social and behavioral sciences. Univariate, Bivariate and Multivariate. Wm. C. Brown Publishers
- Doxey, G. V. (1975). A causation theory of visitors-residents irritants: Methodology and research inferences, in *Proceedings of the Travel Research Association, 6th Annual Conference*, Salt Lake City. 195-198
- Getz, D. (1994). Residents' attitudes toward tourism: a longitudinal study in Spey Valley, Scotland. *Tourism Management*, 15(4), 139-154.
- Goeldner, C. R., & Ritchie, B. J. R. (2006a). *Tourism: Principles, Practices, Philosophies* (10th ed.). Hoboken, NJ: John Wiley & Sons Inc..
- Gursoy, D., Jurowski, C., & Uysal, M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29(7), 79-105
- Haley, A. J., Snaith, T., & Miller, G. (2004). The social impacts of tourism: A case study of Bath, UK. *Annals of Tourism Research*, 32(3), 647-668.
- Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local Community Attitude and Support towards Tourism Development in Tioman Island, Malaysia, *Elsevier*, doi:10.1016/j.sbspro.2013.11.082 : 792-800

- Haralambopoulos, N., & Pizam, A. (1996). Perceived impacts of tourism: The case of Samos. *Annals of Tourism Research*, 23(3), 503-526.
- Jackson, M. S., & Inbakaran, R. J. (2006). Evaluating residents attitude and intentions to act towards tourism development in regional Victoria, Australia. *International Journal of Tourism Research*, 8(5), 355-366
- Johnson, J. D., Snepenger, D. J., & Akis, S. (1994). Residents Perceptions of Tourism Development. *Annals of Tourism Research*, 24(3), 629-642.
- Jurowski, C., Uysal, M., & Williams, D. R. (1997). A theoretical analysis of host community resident reactions to tourism. *Journal of Travel Research*, 34(2), 3-11
- Kala, N. (2008). Host perception of heritage tourism impact with special reference to the city of Jaipur. *South Asian Journal of Tourism & Heritage*, 11(1), 65-74
- King, B., Pizam, A., & Milman, A. (1993). Social impacts of tourism: Host perceptions. *Annals of Tourism Research*, 20(4), 650-665.
- Kuvan, Y., & Akan, P. (2005). Residents' attitudes toward general and forest-related impacts of tourism: The case of Belek, Antalya, *Tourism Management*, 26(5), 691-706
- Lankford, S. V., & Howard, D. R. (1994). Developing a tourism impact attitude scale. *Annals of Tourism Research*, 21, 121-139.
- Latkova, P., & Vogt, C. A. (2012). Resident attitude toward existing and future tourism development in rural communities. *Journal of Travel Research*, 51(1), 50-67
- Long, P.T., Perdue, R. R., & Allen, L. (1990). Rural resident tourism perceptions and attitudes by Community level of tourism. *Journal of Travel Research*, 28(3), 3-9
- Maganlal, K. (2010). In Focus- Goa Vision 2035. *Business Goa- Goa's Only Business Magazine*.
- Mazumdar, D. (2006). Tourism and economic development: A case study in Goa, Ph.D Thesis, Mangalore University
- Mcgehee, N. G., Andereck, K. L., & Vogt, C. A. (2002). An examination of factors influencing resident attitudes toward tourism in twelve arizona communities. Published in *The 33rd Annual Travel & Tourism Research Conference Proceedings*, Arlington, Virginia, <http://www.ttra.com/pub/uploads/023.pdf>.
- Nunnally, J. C. (1978) *Psychometric theory* (2nd ed.) 95-109. New York: McGraw-Hill.
- Perdue, R. R., Long, P. T., & Allen, L. R. (1990). Residents support for tourism development. *Annals of Tourism Research*, 17(4), 586-599
- Ramchurjee, N. A., & Suresha, S. (2013). Ecotourism in Bagalkot District, Karnataka, India: An assessment of the inhabitants' awareness level and attitudes. *International Journal of Environmental Sciences*, 3(6), 2278-2290
- Saha, B. (2012). Peoples Attitude toward tourism development in the urban areas of Kooch Bihar. *South Asian Journal of Tourism & Heritage*, 5(2), 151-163
- Sawkar, K., Noronha, L., Mascarenhas, A., Chauhan, O. S., & Saeed, S. (1998). Tourism and the Environment, Case Studies on Goa, India, and the Maldives", Published by the Economic Development Institute of the World Bank, Washington DC, US, <http://siteresources.worldbank.org/WBI/Resources/wbi37134.pdf>
- Sheldon, P., & Var, T. (1984). Resident attitudes toward tourism in North Wales. *Tourism Management*, 5, 40-47.
- Sheldon, P. J., & Abenoja, T. (2001). Resident attitudes in a mature destination: The case of Waikiki. *Tourism Management*, 22(5), 435-443
- Singh, A., & Singh, L. (2012). An empirical analysis of the service practices of Rajasthan tourism development corporation hotels, *South Asian Journal of Tourism & Heritage*, 5(1).
- Singh, J. (2004). *Tourism development in Goa after liberation: An economic analysis*, Ph. D Thesis, Goa University.
- Smith, M. D., & Krannich, R. J. (1998). Tourism dependence and resident attitudes. *Annals of Tourism Research*, 25(4), 732-802
- Solomon, R. (2008). The challenges and prospects of tourism in Goa Today, CRT(Goa) and Equations(Bangalore), An Interim Report to the State Legislative Assembly .
- Sophie, M. A., & Ghosh, P. (2012). Residents attitude towards cultural & heritage tourism development: An empirical study of West Bengal, India. Retrieved from www.Academia.Edu
- Tantrigama, G. (1999). Coastal resource management and sustainability of tourism: A comparative study of Hikkaduwa, Sri Lanka & Calangute, Goa. Retrieved from India.nsgl.gso.uri.edu/washu/washuw99003/9-Tantrigama.pdf
- Vargas-Sanchez, A., Porras-Bueno, N., Plaza-Mejia, Angeles, M. D. L. (2009). Residents' attitude towards tourism development in the Spanish province of Huelva, *Narodnostopanski Ahriv, International Edition*, 31-63
- Var, Targut, Beck, R. A. D., & Loftus, P. (1977). Determination of tourism attractiveness of the tourism areas in British Columbia. *Journal of Leisure Research*, 15(3), 23-29.
- Wang, Y. A., Pfister, R. E., & Morais, D. (2006). Residents' attitudes toward tourism development: A case study of Washington, NC, *Proceedings of the 2nd Northeastern Recreation Research Symposium Gtr-Nrs-P-14*
- Wang, Y. A., & Pfister, R. E. (2008). Resident's attitudes toward tourism and perceived personal benefits in a rural community. *Journal of Travel Research*, 47(1), 84-93

Weaver, D. B., & Lawton, L. J. (2001). Resident perceptions in the urban- rural fringe. *Annals of Tourism Research*, 28(2), 439-458.

Yoon, Y., Chen, J. S., & Gürsoy, D. (1999). An investigation of the relationship between tourism impacts and host communities' characteristics. *Anatolia*, 10(1), 29-44

Yoon, Y., Gürsoy, D., & Chen, J. S. (2001). Validating tourism development theory with structural equation modeling. *Tourism Management*, 22(4), 363-372