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THE TRANSFORMATION OF AN AGRICULTURE-BASED ECONOMY TO A  
TOURISM-BASED ECONOMY: CITIZENS' PERCEIVED IMPACTS OF  
SUSTAINABLE TOURISM DEVELOPMENT

BY

DEBRA P. LAVILLE-WILSON

A dissertation submitted in partial fulfillment of the  
requirements for the  
Doctor of Philosophy  
Major in Rural Sociology  
Specializations in Social Deviance and Social Organization  
South Dakota State University

2017

THE TRANSFORMATION OF AN AGRICULTURE-BASED ECONOMY TO A  
TOURISM-BASED ECONOMY: CITIZENS' PERCEIVED IMPACTS OF  
SUSTAINABLE TOURISM DEVELOPMENT

This dissertation is approved as a creditable and independent investigation by a candidate for the Doctor of Philosophy degree and is acceptable for meeting the dissertation requirements for this degree. Acceptance of this dissertation does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Mary Emery, Ph.D.  
Dissertation Advisor Date

Mary Emefy, Ph.D.  
Head, Department of Rural Sociology Date

Dean, Graduate School Date

This dissertation is dedicated to  
those who worked in the sugar industry  
in Sugar City, St. Kitts,  
those who worked the cotton fields in Nevis,  
those who assisted with this endeavor,  
my family, friends, and educators.

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## ABSTRACT

THE TRANSFORMATION OF AN AGRICULTURE-BASED ECONOMY TO A  
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SUSTAINABLE TOURISM DEVELOPMENT

DEBRA P. LAVILLE-WILSON

2017

Many researchers have explored the perceptions and impacts of tourism development. However, no studies have included the Caribbean islands of St. Kitts and Nevis where tourism has replaced agriculture as the primary driver of the islands' economies. Furthermore, recent studies have not explored demographic factors that determine people's perceptions of the impacts of tourism development in these islands.

The purpose of this study was to investigate if citizens' perceptions of the economic, socio-cultural, environmental and community impacts of tourism development vary by demographic factors such as age, education, gender and geographical location in relation to tourist areas. Nineteen research hypotheses were proposed: sixteen relating to the tourism impacts, two relating to social



exchange theory and one relating to distributive justice theory. In order to explore the research question and test the hypotheses, a 108 item questionnaire was administered to citizens in the Federation of St. Kitts and Nevis located in the Caribbean (N = 452). Analyses were performed using Bivariate Correlations, One-way ANOVA and Independent-Samples t-Test.

Findings from the bivariate analyses showed that there is a moderate relationship between the economic, socio-cultural, environmental and community impact indexes. The indexes measuring social exchange theory and distributive justice also showed moderate relationships with the *work in the tourist industry* (independent) variable.

Results from several one-way ANOVA and independent-samples t-Test showed that while most citizens' were not concerned with the impacts of tourism, they were concerned with the personal, economic and fairness of rewards/benefits associated with tourism industry.

## Chapter 1

### INTRODUCTION

"Nowhere has tourism growth been more robust than among the islands of the Caribbean" (Aspostolopoulos and Galye 2002:4). The Caribbean has been named the most tourism-dependent region in the world (2002). Several factors including globalization and changing markets have led many developing countries to explore the tourism industry for economic development. The Federation of St. Kitts and Nevis is one such country that was forced to transform its agro-economic system to a tourism-economic system. Major rapid development of the islands' physical infrastructures has taken place as the islands transform their physical appearance to reflect a well-defined tourist market place. While host communities invest in areas of tourism development, tourism does generate impacts that are both "desirable and undesirable" to either tourists or destinations and its residents (Wall and Mathieson 2006:35).

People may think of tourism development in terms of its positive economic impacts such as foreign investments to the country. However, "the range of impacts from

tourism is broad and often influences areas beyond those commonly associated with tourism" (Kreag 2001:2). Further, different groups experience the impacts of tourism differently. For example, one group may embrace the economic impacts of tourism, while another group may experience mixed cultural and social impacts; still, other groups may be affected by adverse environmental impacts of tourism development (2001).

Kreag (2001) explained that the type of impact, positive or negative, experienced by a group can determine their outlook on tourism. For one, perceived benefits of tourism have their roots in a historical context—an antagonistic relationship from which a lack of trust exists. Those experiencing positive economic impacts may support the idea of tourism development in their community, while those who do not benefit from tourism may oppose it. In addition, there are those who are concerned that tourism development in the Caribbean and elsewhere can evoke aspects of the old social arrangement [that occurred] during colonial British rule. Black workers serving white tourists can be a reminder or can mimic the old antagonistic race relations that existed during slavery and

may be seen as a "continuation of the social relationships of the plantation society" (Holder 2013:15).

Another concern associated with tourism relates to how the carrying capacity of tourism can effect small islands. Tourism can "disturb the status quo", and thus "can threaten cultural norms, the social values, the built and natural environment" (2013:7). Hence, the economic, social, cultural and environmental impacts of tourism development, whether positive or negative, greatly affect residents of host communities (Sirakaya, Teye, and Sonmez 2002).

The stage of tourism development is also an important factor determining citizens' reactions to tourism (Aspostolopoulos and Gayle 2002). During the beginning phase of tourism development, citizens tend to have more favorable attitudes toward tourism development than in the latter stages. In addition, Wall and Mathieson (2006) found that factors such as the personal characteristics of tourists and the activities in which they engage, the community alterations or modifications from developments, the level to which the alterations produce economic opportunities for locals, the extent to which the local

communities are in control (both actual and perceived), and the nature of the host-guest interaction such as the frequency, locations, seasonality and spontaneity of interaction, or lack thereof, between residents and visitors, can have serious implications for host communities. Hence, it is the purpose of this study to test some of those ideas about the impacts of tourism with the citizens of St. Kitts and Nevis as they experience the growth of tourism.

This study is the first to attempt to provide an understanding of the citizens' perception of tourism impacts on the islands of St. Kitts and Nevis. The historical and contemporary context of the Federation's economy, and transformation and changes in the economic, socio-cultural, environmental and community lifestyle are highlighted to provide an understanding of the importance of this study.

#### ST. KITTS AND NEVIS HISTORICAL ECONOMIC CONTEXT

Sugar production has provided for the economic foundation of the Federation of St. Kitts and Nevis for more than 300 years (Finkel 1964; and Hubbard 2002). Sugar cane was first used by the Indians [original inhabitants]

to make cane wine and was chewed for sweetness. According to Hubbard's historical review of the islands, the Spanish and the Portuguese, who were later inhabitants of the islands, discovered the process of crystallizing sugar by means of boiling the juice from crushed sugar cane, adding lime and then skimming the waste from the top as the juice thickened into syrup (2002). "King Sugar" would become the major trading product from the Leeward Islands to Europe in the 1600s: first produced in St. Kitts in 1643 and in Nevis in 1648 (2002:26). The Dutch, who were major traders in the islands, carried out sugar to Europe and brought in African slaves to the Caribbean. This allowed for sugar to thrive in the Caribbean region—making sugar producing owners rich. "King Sugar" became the most valuable commodity and in great demand in all of Europe causing the English to cash in on it (2002:39). "By the eighteenth century, the English would become the foremost of the European nations" involved in both the slave trade and sugar cultivation (2002:39).

The United Kingdom guaranteed a market for sugar, hence sugar was the islands' top commodity contributing to 90% of the islands' export, and the region's single most

important employer (Edward and Jacque 2007). However, in the early 1800s, cane sugar production in the islands would experience many "blows" that would bring Caribbean sugar production to its knees (Hubbard 2002:110). Caribbean sugar planters lost their monopoly from the British Empire to the hands of French and Spanish colonies causing sugar prices to plunge. Great Britain found cheaper cane sugar markets in India and the far East than in the West. Then came the invention of beet sugar introduced by Napoleon Bonaparte who hired a German inventor to explore such a devastating blow to the Caribbean island. St. Kitts' sugar industry went into a "severe depression" (2002:111). Those external problems coupled with the internal problems of insufficient production and the exhausted soil from years of cultivation led to the end of private ownership of the sugar industry.

During the early 1970s, the Federation of St. Kitts and Nevis lost its preferential treatment from the European Union Commission (EUC), during this time the sugar factory was owned and operated by private citizens. After the EUC's decision to remove its preferential treatment for sugar cane from St. Kitts, the Federation's government,

under the rule of Premier Bradshaw, took control of the sugar estates and sugar production (Hubbard 2002; Dodds and McElroy 2008). But the nationalized industry experienced the same economic problems as its previous owners (Hubbard 2002). The Federation was now faced with the internal and external challenges of maintaining the sugar industry that was already on a downward spiral.

Similar to its predecessors, the government had to deal with an agro-economic system that was not sustainable for the Federation. By the turn of the 21<sup>st</sup> century, the government had lost the battle of maintaining the sugar industry compounded with several major issues. First, "the EUC's decision to, dramatically, reduce the price of sugar, carried the projected loss of the St. Kitts Sugar Manufacturing Corporation to levels well beyond the capacity of the Federation's financial system and the country as a whole" (Douglas 2005:No.56).

Second, sugar output for the 2004 crop fell by 2,098 tons or 12.9% to 14,157 tons relative to 16,255 tons in 2003. The volume of sugar exported fell by approximately 11% to 13,329 tons compared to 2003 exports, which resulted in a decline in net earnings from sugar exports



(2005:No.54). In addition, the Federation faced factors such as the rebuilding of an economy constantly eroded by natural disasters, e.g. hurricanes, debt of nearly \$400 million borrowed from both the St. Kitts-Nevis-Anguilla National Bank and the Development Bank, and an unemployment problem of many young people in the Federation (Douglas 2005). Compounding these factors, only 60% of the sugar crop was being harvested, the volume of sugar export was grossly affected (Douglas 2005) bringing an end to sugar production and exportation on the islands.

Because island growth is mainly exogenous, external forces such as changing markets, increasing oil prices, globalization, and falling world sugar prices helped to accelerate the transformation of the Federation's economic system. For example, "the conversion to *Nutrasweet* in the U.S. soft drink industry during the 1980s caused severe layoffs in the Caribbean sugar sector" (McElroy and de Albuquerque in Apostolopoulos and Gayle 2002:17). For the people of St. Kitts, the sugar cane industry was once their way of life. Living and working was done around the sugar industry [see *figures 1, 2, 3, 4, and 5*]. On St. Kitts, this way of life came to an end [see *Figure 6*]. Nevisians,

on the other hand, who once grew cotton [see Figure 7], would now enjoy their small scale farming and fisheries.



Figure 1: Laborers' Cottage. St. Kitts, Circa 1900s by Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).



Figure 2. Laborers' Children Eating Sugar Cane. St. Kitts, Circa 1900s by Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).



Figure 3. Sugar Laborers Loading Sugar Cane. St. Kitts, Circa 1900s by Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).



Figure 4. Laborers Working on a Sugar Plantation. St. Kitts 1900s by Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).

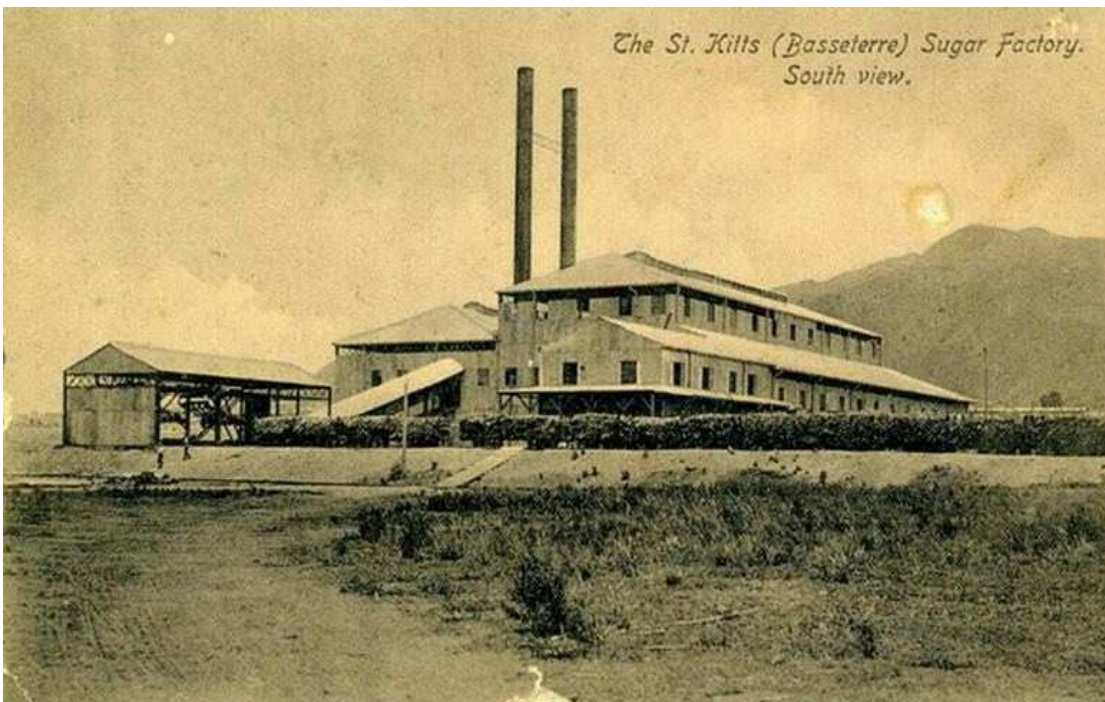


Figure 5. St. Kitts Sugar Factory Prior to Closure. St. Kitts, Circa 1900s by Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).



Figure 6. St. Kitts Sugar Factory After Closure. St. Kitts, Circa 2000s, Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).



Figure 7. Nevis Laborer Working in Cotton Factory. Nevis. Circa 1900s, Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).

## KITTS AND NEVIS CONTEMPORARY ECONOMIC CONTEXT

The downward spiral of the sugar industry and the growth of tourism on St. Kitts and Nevis resulted in the economic transformation whereby the islands' economy shifted from one based on agriculture to one based on tourism. New strategies and ideas relating to the transformation of the Federation's economy went into effect. Pressured encouragement by Transnational Organizations such as the World Bank, the International Monetary Fund and United Nations helped with the transition and the implementation of strategies for the Federation's tourism economic system. However, visits from a small number of air-tourists would not be sustainable without the continued revenue they received from the sugar industry. Government had to come to grasp with the idea that sugar production could not compete with the globalized economy of tourism development. The government had no choice but to opt for a tourist oriented economy with the prospect that it will provide national sustainability for the people of the Federation, like its predecessor, "*King Sugar*" (Hubbard 2002:39). Sustainable is hereby defined (in short) as "tourism that takes full account of its current and future

economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities" (McIntyre, Hetherington and Inskeep 1993).

In 2006, opportunities to develop tourism were being introduced into the Federation. A large number of tourists were already visiting other neighboring islands (Jamaica, Bahamas, Cuba, Dominican Republic, U.S Virgin Islands, etc.,). This made the transition to a tourism-based economy seem fairly simple. A number of developments in the physical and economic infrastructures of both St. Kitts and Nevis were visible, which mirrored the expected patterns of developments outlined in the development stage of Butler's (1980) *tourist area life cycle*.

The physical infrastructure in St. Kitts was being built at a rapid pace and reflected a well-defined tourist market area. For examples, new roads and highways were being constructed, and the Robert L. Bradshaw International Airport was expanded to accommodate more international flights. Port Zante, the official port of entry for tourist ships was constructed to accommodate sea tourism (see Figures 8, 9 and 10). Several small resorts and major

luxury hotels (the Marriot; Park Hyatt St. Kitts; Kittitian Hills) were constructed along with an impressive golf course located at Frigate Bay Beach. Christophe Harbour (commercial, retail, and a residential project) was constructed on a hill located in the Southeast peninsula along with The Christophe Harbour Marina designed for megayachts. St. Kitts promoted its historical Brimstone Hill Fortress (a man-made site), the scenic railway that was developed from the old sugar plantation railway, and hiking trips to the rain forest. The old Wingfield Estates and Romney Manor were re-modelled maintaining some of their historical features. The telecommunication industry, that was once government-owned, was liberalized to house the competing technological giants now operating on the islands.





Figure 8. Bay Road Before Porte Zante, St. Kitts, Circa 1980s, Unknown Photographer (Old Liamuiga & Oualie In Photographs, 2017).



Figure 9. Porte Zante–St. Kitts Official Tourist Port (Jong 2007).



Figure 10. A Developed Tourist Port – Porte Zante. St. Kitts. Circa 2000s, Unknown Photographer (Mcknight Organization, 2017)

The creation of an investor-friendly climate was also implemented to allow for domestic and foreign investments. The Sugar Industry Diversification Fund (SIDF), for example, produced a significant amount of revenue to the islands by charging a single applicant a \$250,000 U.S investment fee for foreigners applying to become a citizen of the Federation of St. Kitts and Nevis.

During those years, the transition to a tourism-economic system was also beneficial to Nevisians. Because of income from tourism, Nevis was able to be economically independent from St. Kitts, the first time in its history.

The administration of Nevis landed several economic and investment developments that boosted the island's economy. An example was the Four Season Hotel group from Toronto, an Offshore Financial Industry which allowed offshore corporations in Nevis, and pumped millions of dollars into the island's treasury. These developments, including the re-construction of one of the island's largest hotels, provided gainful employment for the people of Nevis, and "reversed the long-term out migration of Nevis's population" (Hubbard 2002:218).

Tourism has become an economic development strategy for sustaining the Federation of St. Kitts and Nevis and its people, but not without consequences. According to Holder (2013:6), "tourism presents the face of pleasure and recreation, concealing its reality of hard big business". In many destination areas, such as St. Kitts and Nevis, tourism activity has grown significantly over a short period of time. In such instances, the focus is most often on economic benefits of tourism while the heavy strain being placed on the local infrastructures, human resources, and the environment are largely ignored. Most importantly, there have been concerns raised about the negative impacts on the islands' culture, communities, lifestyles, art,

music, architecture and environmental elements of the people's daily lives (Kreag 2001).

#### ECONOMIC TRANSFORMATION AND CHANGE

Although twelve strategies were identified to try and counter some of the negative impacts of tourism development on St. Kitts and Nevis, many improvements have not been made. During the data collection stage of this study, I observed several changes in the economy, socio-cultural, environmental and community life that were directly related to tourism development on the Federation of St. Kitts and Nevis. These profound changes were obvious to me since I am a native of St. Kitts and grew up when the sugar industry was the Federation's economic base. Similarly, an evaluation of the twin islands by the Global Sustainable Tourism Council (GSTC) found that the cultural heritage and marine resources of the islands were being threatened by tourism development and were in need of protection (2012). These changes usually begin to occur during the developmental stage of tourism as outlined in Butler's model of a *tourist area cycle* (Butler 1980). Tourism is an industry that does not escape consequences or what Wall and

Mathieson described as the "repercussions of tourism that are manifest in destination areas" (2006:52).

### *Economic Change*

Tourism development provides seasonal and low-wage employment leaving many without employment during the off season months, May to December on St. Kitts and Nevis. This has resulted in the marginalization of citizens by skill level, age and gender. The older citizens who worked in the sugar cane industry are unskilled and thus must accept menial jobs that pay low wages. Younger and middle-aged, less educated women are predominantly recruited into domestic work of tourism such as hotel maids, kitchen staff, retail clerks, and in other unskilled labor positions. Others have become entrepreneurs selling home-produced foods, hair braiding, or work as masseuses on the beaches. Men appear to do well in the construction business and other management positions that pay higher wages, while others have small businesses geared toward tourism development.

### *Socio-cultural Change*

Change of an economic system can weaken the traditions that guide community life. This is evident after the demise of the sugar industry which occurred on St. Kitts and Nevis. Two lifestyles developed—one of tourists and one of local people not engaged in tourism. On one hand, those who operate in the tourist sector are small/large business owners [most of whom are foreigners], government employees, private sector business employees, and the locals who engage in a variety of street vending activities such as the selling of repackaged DVDs, entertaining tourists with monkey tricks, local music, and arts. On the other hand, there are those locals who engage in illegal activities geared towards survival. Some of those activities include robbery (e.g. U.S Supreme Court Justice Breyer was robbed in 2012), house-breakings, drug and gun selling. Many of those criminal activities have resulted in the increase of the murder rate in the Federation of St. Kitts and Nevis. Dixon (2017) noted a 57% increase in the rate of homicides from 1,048 in 2015 to 1,643 homicides in 2016. For those who were law abiding unemployed citizens, several government assistance programs were put in place. Originally, government assistance in the form of a new type

of farming, the introduction of a People's Employment Program (PEP), and the development of several inexpensive housing projects were introduced as a way of survival for those locals who did not benefit from tourism.

The housing developments built by the government transformed the two-tier class system from a rich/poor to a three-tier class system, that of rich, middle-class and poor. These housing developments are constructed in specific geographic locations on the islands that reflect the socio-economic status of residents. Neighborhoods and their residents reflect the new economic schema devised by the government. Homes for the wealthy are located on the top of hills and mountains over-looking the islands' beaches, while many of the former cane fields are used for housing developments for both the middle-class and the poor. The architectural designs, size, and geographical location are factors that can identify the middle-class homes from those of the poor. Other local poor people, the islands' criminals and poor immigrants from neighboring islands such as the Dominican Republic, Jamaica, Guyana, etc., co-exist in the rundown communities on the islands. In Basseterre, the capital of St. Kitts, communities such as the *Village*, *McKnight*, and *New Town* fit such criteria.

In Nevis, the poor groups, and especially its criminals, tend to live near or around the islands' capital, Charlestown.

Several communities that were homes for many of the islands' local businesses are now labelled as ghettos. Churches, factories, shops, pharmacies, liquor stores, and schools operated out of the McKnight Community for example, now include abandoned buildings, graffiti, drug dealings, and other types of criminal activities including a heightened murder rate. The neighborhood churches and schools co-exist and manage to function in some of these communities without interference from their criminal residents.

The People's Employment Program (PEP) that employed almost 3,000 or 14% of the islands' workforce has since been dismantled. This has increased the rate of unemployment with no alternatives for those whose lives depended upon the weekly \$320 Eastern Caribbean Currency or \$118 U.S Currency. Many of those citizens have the potential of becoming entrepreneurs, but are stagnated by the lack of funding for local small businesses. Many have complained that banks on the islands' do not lend monies to the poor. Meanwhile, there are those who were promoted to



the middle-class group, with strong political/governmental ties, who reap economic benefits of tourism development. On the rise are many locally-owned car rental businesses, tour bus operators and business consultants.

The educational system, in its current form, was developed to support the manufacturing processes related to the old agro-economic system. The Grammar School for boys, which later included females, was created in 1912 to prepare its graduates for work in the sugar factory and the enlarged colonial civil service. The Nevis educational system mirrored that of St. Kitts. In 1998, the Clarence Fitzroy Bryant College (CFBC) was built on the island of St. Kitts to provide a 2-year curriculum in a number of academic areas. Despite the transformation of the islands' economic system, a tourism-focused curriculum has not been added to the academic curriculum. Harris (2012) reported that in 2008, three years after the economic transformation, 400 graduating high schoolers were unemployed and were in search of their first job. He further argued that this could have been avoided had the educational system equipped all of its secondary schools with the relevant technical programs that are needed in a tourism market. Technical programs geared towards training

students in the areas of motor vehicle mechanics, electricians, plumbers, brick-layers, and carpenters, although they would contribute to the tourist industry, have not emerged. Foreigners with education and experience in the tourism field are more commonly recruited to manage and supervise many of the large tourism businesses in the Federation of St. Kitts and Nevis.

#### *Environmental Change*

The government of the Federation of St. Kitts and Nevis appears to operate without concern for the impact of tourism on the natural environment of the islands. While it is the goal of developers of tourism to make a profit, however, the activity may profoundly modify the natural environment. The same is true for governments. According to Mieczkowski (1995), ecosystems that attract the attention of tourism are the very ones that are more environmentally vulnerable such as seashores, mountains, lakes and coral reefs.

The coastal areas of St. Kitts are presently showing signs of regression and alteration of the seashore interface due to the construction of several tourist facilities. Some of the oceanic changes along the coast

can be seen in several places: at Port Zante that was constructed to berth tourist ships; at the *St. Kitts Ferry Terminal* that was constructed to house the ferries that travel between the federation's islands; at Friars Bay Beach where the underwater digging and dredging occurred in an attempt to build an underwater aquarium; at the change of the natural salt pond which was changed into a marina to accommodate tourists' yachts; and along Irish Town Bay Road where a pier was built to accommodate tourists vacationing at Ocean Terrace Inn (OTI). As a result coastal areas have suffered from erosion and change in the patterns of coastal waves. Mieczkowski (1995:261) refers to these as "outrageous environmental abuses" that have also threatened the islands' sea life. *Figure 11* features a man-made pier constructed for the purpose of tourism and *Figures 12, 13, and 14* show some of the devastating effects of coastal erosions that the Irish Town Bay experienced after the construction of the pier. This erosion was not present when my neighborhood friends and I used the Irish Bay as a beach to swim on Sundays and during the summer months when we were not in school. These are direct effects of tourism developments that started in the 1980s, several years before the transformation of the new economic system.



Figure 11. Constructed Man-made Pier. The view of a man-made pier constructed in the water of West Irish Town Bay and Fort Thomas Road on a calm day (France 2017).



Figure 12. Sand and Wave Change 1. The view of the patterns of the sand and waves in the vicinity of the man-made pier located at West Irish Town Bay and Fort Thomas Road on a windy day. Waves and sand reach the sidewalks (France 2014).



Figure 13. Sand and Wave Change 2. The view of the patterns and size of waves after the construction of man-made piers at West Irish Town Bay and Fort Thomas Road on a windy rainy day. The waves and sand spill over onto the sidewalk and the Street (France 2012).



Figure 14. Sand and Wave Change 3. The view of the erosion of Irish Town Bay Road and the St. Kitts Ferry Terminal by waves and sand from Irish Town Bay after hurricane Maria. Unknown Photographer (Mcknight Organization, 2017).

A profound impact stemming from tourism developments along coastal areas is the dying of sea life, many of which were and still are a part of the people's daily diet. The

sea reefs and their habitat (*whelks*), the conch, turtle, lobster, and crab, for examples are now threatened with extinction. As this crisis progresses, both islands are witnessing a decrease in the number of local fishermen whose economic survival is based on the sea life they caught and sold to the local people and businesses.

#### *Community Lifestyle Change*

Tourism development along the coastal areas has negatively affected or changed community life styles and traditions. For example, the discontinuance of early morning daily swimming, the hosting of traditional cultural activities such as cooking for school and family picnics (outings), kite-making and kite-flying competitions, boat making and racing competitions, etc., were shared aspects of community lifestyle that longer occur. Many of these events were hosted on beaches and the local people looked forward to these community events. The building of fishing boats and the mending of fishing nets along the coastal area of the islands were other traditions of the past. Community members often sat on the bay shores and observed these activities.

The tourism industry has great potential to affect the lives of community residents. Wall and Mathieson (2006) recommend that citizens be partners in the process if tourism is to sustain itself in host communities. Community centers were built in almost every parish to house such meetings with community members, but most of those centers were never used for their manifest functions. Many of the Federation's citizens have no understanding of the nature of tourism development, much less the workings of the new economic system. For these reasons, it is important to study citizens' perceived impacts of sustainable tourism development.

The present study focuses on the Federation of St. Kitts and Nevis by examining citizens' perceptions of the impacts of sustainable tourism development. Highlighted are previous research on the positive and negative economic impacts (Noronha 1976; Wall and Ali 1977; Cleverdon 1979; De Kadt 1979; Beckford 1980; Beekhuis 1981; Gray 1998; Holder 1996; Kreag 2001; Jayawardena 2002; Reid 2003; Harrill 2004; Wilson 2008;); positive and negative socio-cultural impacts (Greenwood 1972; McKean 1976; Noronha 1976; De Kadt 1979; Scott 1978; Clarke 1981; Liu and Var 1986; Seaton 1997; Kreag 2001; Andereck, Valentine, Knopf

and Vogt 2005; Wall and Mathieson 2006; Dodds and McElroy 2008; Wilson 2008; Padilla, Guilam-Ramos, Bouris and Reyes 2010; Andereck and Nyaupane 2011; Garcia, Vasquez and Macias 2015); positive and negative environmental impacts (Krippendorf 1982; Mathieson and Wall 1982; Liu and Var 1986; Mieczkowski 1995; Liu, Sheldon and Var 1987; Williams 1994; Theodori 2000; Baysan 2001; Kreag 2001; Conway 2002; Andereck et al. 2005; Wall and Mathieson 2006; Wilson 2008; Holder 2013) and the positive and negative community impacts (Bryden 1973; Holder 1996; Kreag 2001; Jayawardena 2002; Anderick et al. 2005; Choi and Sirakaya 2005; Wall and Mathieson 2006; McGillivray and Clark 2006; Wilson 2008; Padilla et al. 2010; Andereck and Nyaupane 2011; Hao, Long and Kleckley 2011; Stone 2012) of tourism development.

Demographic factors such as age (Van Liere and Dunlap 1980; Brougham and Butler 1981; King, Pizam and Milman 1993; Tomljenovic and Faulkner 2000; Cavus and Tanrisevdi 2002; Tosun 2002; Harrill 2004; McGehee and Andereck 2004; Wang, Pfister and Morais 2006; Chuang 2010; Brida, Riano and Aquirre 2011; Hao et al. 2011); education (Belisle and Hoy 1980; Van Liere and Dunlap 1980; Liu and Var 1986; Husband 1989; Teye, Sonmez and Sirakaya 2002; Andriotis and Vaughn 2003; Wang et al. 2006; Chuang 2010); gender



(Belisle and Hoy 1980; Van Liere 1980; Liu and Var 1986; Freedman and Bartholemew 1990; Davidson, Jones and Schellhorn in Apostolopoulos and Gayle 2002; Tosun 2002; Harrill and Potts 2003; Hudson and Miller 2005; Lamsa, Vehkaperä, Puttonen and Pesonen 2008; Hao et al. 2011; Alonso-Almeida 2012); and geographical location (Belisle and Hoy 1980; Van Liere and Dunlap 1980; Sheldon and Var 1984; Liu et al. 1987; Weaver and Lawton 2001; Harrill and Pott 2003; Harrill 2004; Brida et al. 2011; Garcia et al. 2015) were analyzed to determine if they influence citizens' perceptions of the impacts of tourism development.

#### STUDY RATIONALE

While this present research is in line with the sociological trend of studying tourism, there is a paucity of literature that explains Caribbean citizens' perceptions on the impacts of tourism development. It has been suggested by Allen, Long, Perdue and Kieselbach (1988) that citizens' attitudes toward tourism and perceptions of its impact on community life must be continually assessed if a tourism-based economy is to sustain itself. Bourke and Luloff (1996) suggested that if tourism is to be a

sustainable development strategy for the "local community and the needs of the people, as well as respecting their place of residence and quality of life, an assessment of the perceptions of local residents should be the primary consideration for measuring the potential success of any tourism venture" (1996:291). Therefore, the author believes that it is important to examine citizens' perceptions of the impacts of sustainable tourism development on the Caribbean islands of St. Kitts and Nevis. In addition to the fore-mentioned reasons, a study of this nature will not only contribute to the literature on the citizens' perceptions of the impacts of tourism development, but can be of far greater importance to the island's governing body [who is] charged with the sustainability of the islands' future. Also, this study can be used as a benchmark for future studies on the islands in relationship to citizens' perceptions of the impacts of tourism development.

#### RESEARH QUESTION AND THEORETICAL APPROACH

##### *Research Question*

The following research question forms the foundation for this research: What factors affect citizens'

perceptions of the impacts of tourism development in St. Kitts and Nevis. The data for this study were collected in the Federation of St. Kitts and Nevis in 2012 using a survey questionnaire. Using this data, the following hypotheses were explored:

- 1) Younger citizens and older citizens will hold different perceptions toward the impacts of tourism as a sustainable development in the Federation of St. Kitts and Nevis.
- 2) Citizens' perceptions of the impacts of tourism as a sustainable development will differ by educational level in the Federation of St. Kitts and Nevis.
- 3) Males' and females' perceptions will differ toward the impacts of tourism as a sustainable development in the Federation of St. Kitts and Nevis.
- 4) Urban and rural citizens will hold different perceptions toward the impacts of tourism as a sustainable development in the Federation of St. Kitts and Nevis.

### *Theoretical Approach*

*Exchange Theory.* The development of exchange theory can be attributed to four distinct researchers, George Homans, John Thibaut, Harold Kelley and Peter Blau (Emerson 1976). When applied to perceptions and attitudes toward tourism development, Homans' social exchange theory is more frequently used in the tourism literature. Exchange theory has been used as the theoretical framework in many studies

concerning perceptions of sustainable tourism development (see Ap 1992; Gursoy, Jurowski and Uysal 2002; Jurowski, Uysal and Williams 1997; Madrigal 1993; Purdue, Long and Allen 1990; and Andriotis and Vaughan 2003). The main idea is that tourism development comes with economic benefits/rewards that are mutually exchanged for social and environmental impacts (Harrill 2004). For this study, data from the survey questionnaire will be used to explain the following hypotheses related to exchange theory and distributive justice:

- 5) Citizens who work directly in the tourism industry will be more likely to perceive a greater level of personal rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.
- 6) Citizens who work directly in the tourism industry will be more likely to perceive a greater level of economic rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.

*Distributive Justice.* Blau (1964), Homans (1961), Walster, Walster and Berscheid (1978) coined the term distributive justice that explains the behaviors that are acceptable and appropriate with an exchange during social interactions. This perspective is also used to explain interactions between tourists and those who serve tourists.

Hence the following hypotheses:

- 7) Citizens who work directly in the tourism industry will be more likely to perceive fairness of rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.

## Chapter 2

### LITERATURE REVIEW

Tourism has been widely studied in many disciplines, including sociology. Cohen's (1984; 2001) review of sociological studies on tourism posits that the sociology of tourism has focused on many areas of the tourists' industry including perceptions of the tourists' and locals' relationships, the structure of the organizations created for tourists such as resorts and hotels, and the impacts of these structures on the societies who receive tourists. Therefore, this study on the perceptions of the impacts of tourism as a sustainable economic development is in alignment with sociological practices.

### CONCEPTUAL DEFINITION

Drawing from his investigation of Thomas Cook of Leicester, Brendon (1991) provides the historical and social context in which the idea of modern day tourism was developed. Brendon (1991) argues that the modern day concept of tourism developed from an old phenomenon known as "outings" or "excursions" (1991:7-8). The Baptist Minister, Thomas Cook travelled around England with the temperance movement, a group that encouraged a healthy

leisure alternative to visiting pubs, gambling halls, and whorehouses. He is credited with having started one of the first tourism companies in 1841.

Cook's success with the temperance excursion evolved into what was called the "Cook's Tour" (1991:1), which is synonymous with the rise of popular tourism. It must be noted that leisure did exist in other parts of the world (Ancient Greece and Rome, Renaissance Period, etc.) prior to Cook's excursions throughout England, Western Europe and the United States. Cook's Tours morphed from family concerns into an international tourist business (1991:5) that once provided leisure and travel services to the elites. Towner (1995:339) argued that these types of "tourism were indeed prestigious events which occurred periodically in people's lives and their significance is generally assessed in quantifiable terms such as length of visit and economic outlay". The invention of the airplane in the 1920s accelerated the tourism movement from its origins in Britain and Western Europe to other countries, such as the United States.

Not only did tourism expand, but the "pleasure peripheries spread socially from the upper classes, down through the middle ranks and ultimately to the mass working

classes" (1995:340). The British rulers had always considered the lower-class as a threat and bound them to the land (feudal system) (Brendon 1991:15). According to Brendon's report of early day travel, "anyone wanting to buy tickets had to apply twenty-four hours in advance giving name, address, place of birth, age, occupation and reason for the journey" (1991:15).

Cook's unique contributions to the tourism industry was his ability to simplify, popularize and provide affordable travel experience, especially, for the working class (1991). Today, with the development of a single "global free market" (Gray 1998:2) tourism development is purposefully encouraged in countries where dominating industries have or are failing, such as in the Caribbean region after the demise of the sugar industry.

#### TOURISM DEVELOPMENT

One of the major factors that has had an impact on the expansion of tourism is globalization (Wilson 2008). The idea of a "global free market" is an ideology that advocates a "single worldwide civilization", in other words, where every nation in the world is to accept versions of Western institutions and values (Gray 1998:2).



Such operation is powered by transnational organizations such as the World Trade Organization, the International Monetary Fund and the Organization for Economic Cooperation and Development. The objective of these organizations is to incorporate the world's diverse economic systems into a single global free market. The introduction of the global free market created serious turbulence for the sugar economy on many of the Caribbean islands including the Federation of St. Kitts and Nevis.

Tourism has become a global industry and countries compete for a portion of that global market. This change has often been executed without care and concern for small or developing countries (Holder 2013). Thus, endorsements by Transnational Organizations such as the World Bank, the International Monetary Fund and United Nations helped with the transition and the implementation of strategies for the St. Kitts and Nevis Federation's tourism economic system.

There is an agreement in the sociological literature that tourism impacts host communities both positively and negatively. The perceptions or attitudes of residents in host communities are formed based on their experiences of tourism development, tourism impacts on their communities and the benefits that they receive from tourism.

## SUSTAINABLE TOURISM DEVELOPMENT

The idea of sustainable tourism was developed to encourage tourism that does not create negative outcomes. It has been argued that many of the major global environmental threats are caused by human factors. For example, Rosa and Dietz (2010) identified a number of human factors that threaten the environment: cultural forms, institutional arrangements, social practices and behaviors: overconsumption of precious resources (such as water, forests, fossil fuels), overexploitation of nature's capital and destruction of ecosystem services, unsustainable land practices, and the unabated release of toxic chemicals and emissions driving climate disruption, among others. Further, Burns (2013) pointed out that without sustainable tourism, a biosphere catastrophe may wreck the economy and society. More specifically, people living on islands and along coastal regions would be more vulnerable to greenhouse gas that affects the weather, flooding and drought that affect agriculture, and sea level rise that reduces the welfare of human communities and populations.

It was imperative that policy be made to deal with the global environmental changes and destruction (garbage,

cars' fossil fuel consumption, electronics, tourism, modernization that makes human life unsustainable, etc.) that are currently plaguing many tourist destinations. The United Nations Environment Programme and World Tourism Organization (2005) have provided the following definition that should be used as a guide for countries engaging in sustainable tourism development.

#### Definition of Sustainable Tourism

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

Thus, sustainable tourism should:

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

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

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (United Nations Environment Programme and World Tourism Organization 2005).

## GENERAL TOURISM IMPACTS

When Thomas Cook developed modern tourism in Europe, it was an effort on his part to "soften and civilize certain aspects of the industrial revolution (Holder 2013:85). The good and bad aspects of tourism development were not recognized until the 1950s, when the rest of the world began to look at tourism as an economic activity (Holder 2013). Studies focusing on tourism impacts in the areas of economic, socio-culture and environment boomed during the 1970s, particularly in developing countries (Pearce 1997). This time period marked the second era of tourism development when different themes emerged, and the fragmentation of tourism research became much more evident (Butler 2004).

The impact of tourism is diverse and can vary from region to region, and specific concerns about its impact vary from place to place (Andereck et al. 2005). Generally, the impacts are classified into positive and negative categories. The one constant in this kind of

social change is that tourism impacts, differently, the quality of life of all members of a society. Neither does a community experience every impact (Kreag 2001). The literature on the impacts of tourism development is vast, more specifically, the economic, socio-cultural, environmental and community impacts have been the focus of many studies.

#### *Positive Economic Impacts of Tourism (Benefits)*

The development of tourism is perceived as an economic driver that may "improve quality of life" for the people in the host communities (Andereck et al. 2005:1056). During the 1950s through the 1980s, the era when tourism impacts boomed, many studies reported that tourism produced a positive economic impact on communities. For example, Beekhuis (1981) found that tourism development created jobs in the hospitality sector—including accommodations, eating and drinking places, and shops catering to tourists. Cohen's (1984) reviewed a number of studies and found that tourism impacted countries positively by providing foreign exchange (Gray 1998; Wall and Ali 1977), income for the host country (Cleverdon 1979), employment for the local population (Noronha 1976; Cleverdon 1979; De Kadt 1979),

government revenue (Cleverdon 1979), and "creates new business opportunities" (Kreag 2001:6). Similarly, Dodds and McElroy (2008) and Wilson (2008) found that the development of infrastructures for airports and cruise ports, transportation, water and sewage treatment, and foreign exchange were positive impacts of tourism development.

It is important to note that positive economic impacts are influenced by many factors. Some of these factors include: the volume of tourist expenditures in the destination areas; the type of travel arrangements purchased by tourists; and the destinations' attractiveness to tourists, just to name a few (Wall and Mathieson 2006).

#### *Negative Economic Impacts of Tourism (Costs)*

The idea of adopting tourism development as an economic system is to maximize positive impacts, and, at the same time, "minimizing potential negative impacts" (Kreag 2001:5). The negative impacts of tourism have been known to destroy the very resources upon which tourism depends (Wilson 2008; Jayawardena 2002; Holder 1996; Beckford 1980). These resources can overlap, for example, when tourists pollute beaches, in turn, the pollution

affects the sea life which creates a shortage of fish for both hotels and families alike.

An overview of Kreag's (2001) analysis of the economic negative impacts of tourism development shows that citizens in host communities, on one hand, may experience an increase in the price of goods and services, land, housing, cost of living and even an increase in imported labor. On the other hand, citizens of host communities may also experience underemployment or unemployment, and a significant number of low paying jobs (2001:6-7). According to Reid (2003:28), lower-end jobs in the tourism industry leave "workers scraping out an existence at the margins of society." Here to, is what Wilson (2008:9) referred to as "gender subordination" since many of these jobs exist in hotels where a large number of females are hired as low-wage hotel maids.

Beckford (1980) and Kreag (2001) have also indicated that a major negative economic impact of tourism development is that it provides seasonal employment. This leaves many citizens of host countries without employment during the off season months. In Jamaica and Trinidad, for example, seasonal jobs created by the tourist industry led to massive unemployment during the tourism off season which

contributed to the development of slums, crime and violence (Beckford 1980).

Tourism development in the Caribbean islands has occurred at a rapid pace, over a short period of time. Economic development activities, such as constructing and modernizing the physical environment in host communities can have a strain on the local infrastructure and human resources. Harrill (2004) suggests that residents in tourism communities should be made aware of the terms of exchange, i.e., costs and benefits.

#### *Positive Socio-Cultural Impacts of Tourism (Benefits)*

Tourism development can also have positive impacts on the social and cultural structures of the host communities. First, residents in host communities often experience an improved quality of life (Kreag 2001; Liu and Var 1986) through the development of recreational opportunities, and services. Second, there is a demand from tourists for historical and cultural exhibitions (Kreag 2001; Liu and Var 1986) that allow for an enhanced tourist experience and an opportunity for citizens to support preservation and appreciation of artifacts and architecture appreciation. Third, there is a promotion of cultural exchange (Kreag



2001) between tourist hosts and tourists. This exchange can be in the form of goods and services. For examples, a tourist host may explain some cultural practices to the tourists, sing cultural songs to the tourists, or play folk songs to the tourists to enrich the tourists' experience of the culture. In exchange, the tourists pay for such educational cultural enrichment, and may also have the opportunity to share their culture with their hosts.

#### *Negative Socio-Cultural Impacts of Tourism (Costs)*

Studies examining the negative socio-cultural impacts of tourism development date back to the early 1970s. People's habits, ideas, values, beliefs, daily routines and ways of life are affected by the changes in their lives resulting from tourism development (Anderick et al. 2005). Cohen (1984) analyzed the works of several researchers and has classified the sociocultural impacts of tourism into several categories, many of which are negative for host countries. These include the diminishing of the country's autonomy in relation to national and international systems (Greenwood 1972). In addition, tourism has been associated with increased individualization of people (Scott 1978); changes in the rhythm of local social life (Clarke 1981;

Greenwood 1972; Jordan 1980); changes in immigration patterns spurring urbanization (McKean 1976); and changes in the stratification order of a country (Scott 1978). The most universal effect of tourism is its impact on the division of labor between the sexes (Noronha 1976; and De Kadt 1979).

Kreag (2001) also argued that tourism development influences behaviors and family lives in the host communities negatively. The negative impacts observed included excessive drinking (Kreag 2001); the increased use of alcohol and drugs (Kreag 2001; and Padilla et al. 2010); and an increase in gambling, crime and prostitution, unwanted life style changes, family disruption, smuggling, and exclusion of locals from natural resources (Kreag 2001:9).

Additionally, Wilson (2008) found that negative economic impacts of tourism development led to negative socio-cultural effects. For example, the authenticity of artifacts (folks, ethnic arts, Christmas holidays, and everyday activities such as marketing or fish vending) were being lost through commoditization. The contamination of indigenous cultures for the benefits of the tourists is currently occurring in communities of Amazonian Brazil and

Peru (2008). This research showed that people experiencing displacement led to the feelings of deprivation. In turn, people react to feelings of deprivation and frustration. These feelings of hostility and frustration are directed toward the tourists who are perceived as the "advantageous group", or against the government (Seaton 1997:312; Wilson 2008:9).

#### *Positive Environmental Impacts of Tourism (Benefits)*

Tourism is considered a "clean industry" and is often developed in attractive environments (Andereck et al. 2005:1059). If tourism development is to remain attractive to those in search of leisure, "salubrious climate" and an attractive natural environment (Holder 2013:160), host communities must protect certain aspects of their natural environments, historical buildings and monuments. They must also develop infrastructure and maintain or improve the appearance of tourist attractions (Kreag 2001). The positive environmental impacts such as the development of land, building of hotels, marinas, restaurants, gift shops and attractions serve to beautify or modernize community appearances, at the same time generating income and jobs, and more recreation and park opportunities for the citizens

of host communities. The transformation of old buildings and sites into tourism facilities may bring new life to towns and villages in tourism destinations (Wall and Mathieson 2006). These researchers found, for example, that the conversions of old cellars and warehouses into "quaint bars, discos and restaurants" helped to preserve the original structural characteristics of the buildings in cities in North America and Europe (2006:163).

*Negative Environmental Impacts of Tourism (Costs)*

Tourism development "threatens the built and natural environment" of host communities (Holder 2013:7). As indicated earlier "metropolitan tourists and the tourism industry produce a variety of unwanted by-products, which are disposed, intentionally and unintentionally, to modify the environment, thereby creating negative environment externalities" (Conway in Apostolopoulos and Gayle 2002:115). Liu and Var (1986) and Kreag (2001) noted that negative environmental impacts plague tourism destinations. Some of these negative impacts, or what Conway termed as "*alien residuals*" include toxic pollution of surface water bodies, dumping of solid waste, and loss of natural landscape and agricultural land that are commodified as

tourist leisure spaces (Conway in Apostolopoulos and Gayle 2002:121).

A second area of concern for Kreag (2001) was the disruption of wildlife, flora and fauna by the constant stream of visitors to tourist destinations. He argued that tourists disrupt wildlife breeding cycles and alter their natural behaviors, and that flora and fauna are destroyed when desirable plants and animals are collected for sale by business owners who cater to tourists. Another example of the destruction of flora and fauna was cited in Wilson (2008) who observed the negative impacts on flora and fauna by ATV tourist drivers in Cabo San Lucas, Mexico.

A third area of concern relates to the "carrying capacity", or "the maximum number of people who can use a site without an unacceptable alteration in the physical environment" (Mathieson and Wall 1982:21). The "carrying capacity" of tourism destinations has been linked to the degradation of the environment (1982:21). The increased volume of tourist traffic, the intensity of site use, the types of tourist activities and the interpersonal style of tourists are some of the tourist characteristics that effect the "carrying capacity" and which can produce

negative tourism impacts on the environment of tourist destinations.

The interactions between different components of the environment are complex, such that, "primary impacts can generate secondary and tertiary effects that may cause several successive repercussions throughout the eco-system" (Williams in Ritchie and Goeldner 1994:427). Krippendorf (1982), and later, Liu et al. (1987) argued that negative environmental impacts of tourism development can outweigh the economic benefits.

#### *Positive Community Impacts of Tourism (Benefits)*

Communities where tourism developments have taken place may also see positive impacts. The idea of tourism as a sustainable economic development is to improve the quality of life (Anderick et al.2005), or community satisfaction that implies an objective or subjective evaluation of perceived conditions, in this case, community impacts of tourism development (Theodori 2000). Among these are new amenities and recreation facilities that are developed that would not otherwise have been available to community residents.

McGillivray and Clarke's (2006) summary of the quality of life variable includes such indicators as perceived employment and working conditions, literacy, education, well-being, safety, prosperity, happiness, life enjoyment, etc. Citizens' quality of life reflects their level of community satisfaction and their ability to secure personal, economic, physical and other service opportunities that are present in their communities.

Other factors have been perceived as positive community impacts of tourism development. Anderick et al. (2005) provided an overview of several factors that support this idea. For examples, the increased level of engagement that residents of host communities have with tourism-related operations, the increased level of knowledge they have about the tourism industry and the increases number of ownership/operation of businesses in the tourist industry, just to name a few. Residents are able to take control of their futures when they take part in community planning and the decision-making process about tourism in their home areas (Wall and Mathieson 2006). Those who understand national policies and regulations of tourism, and know who the stakeholders are, both inside and outside of the host communities, can contribute positively to their

communities. This type of community empowerment allows people to create the changes they desire at the local level. They are also afforded the opportunity to use rational responses to challenges brought about by processes of globalization, including tourism activities and their potential impacts at the local level, where citizens want a traditional identity-affirming sense of place, neighborhood, town, locale, and even ethnicity to survive (Stone 2012).

#### *Negative Community Impacts of Tourism (Costs)*

Wilson (2008) describes one of the most daunting aspects of community negative impacts from tourism development. "Sex crimes", including sexual activities with children between the ages of 10 and 18 is a growing phenomenon in many Caribbean and Latin American tourist destinations (2008:12).

Increased sexual activities are also related to a number of contagious diseases that flourish in tourism communities. HIV/AIDS disease is the most prevalent disease that plagues many tourism communities—the Caribbean region being especially vulnerable to this epidemic. Results from Padilla et al. (2010) study on *Tourism*



*Ecologies and HIV Risk*, showed that four types of high risk contacts for contracting HIV/AIDS were found to impact tourism communities, negatively: 1) sex workers and their clients from North America and West Europe where HIV is prevalent; 2) sex workers and hotel/resort workers who indulge in high risk HIV/AIDS behaviors such as the none use of condoms; 3) interaction between locals and migrant workers who periodically take trips between home and the labor area to be with spouse or other intimate ones; and 4) the massive growth of alcohol and drug use (co-factors in HIV transmission) in tourist areas that then make drugs and alcohol readily available and accessible to local residents for purchase and consumption (2010:71-74).

The demonstration effect refers to foreign ideologies and ways of life or tourist behaviors that have been introduced into tourism destinations and adopted by those exposed to them (Bryden 1973; Kreag 2001; Wall and Mathieson 2006). Excessive drinking, inappropriate dress, casual sex and gambling are some of the demonstration effects that create social problems that impact communities, negatively (Kreag 2001). In addition, tourism areas are known to attract crowds. While crowding and congestion interfere with other businesses, an increase in

criminal activities has been noted. For example, Kreag (2001) found tourist traffic increased smugglers and buyers of smuggled goods, hustling of tourists (as is the case in many tourist destinations), theft, and vandalism of local properties.

Local empowerment in tourism planning has been deemed important to destination communities, however, the lack of inclusion of local people in tourism development can negatively impact communities. According to Kreag (2001:12), "residents may experience a sense of exclusion and alienation over planning and development concerns." So too, can the "over-dependence on non-local developers and an influx of outside businesses create a sense that the community is being manipulated and exploited by outsiders for the sole benefit of those developers or business people."

#### PERCEPTIONS OF TOURISM IMPACTS

Despite findings from studies that highlight tourism development as economically beneficial, not all members of host communities are likely to share this assessment. Brougham and Butler (1981) argued that costs and benefits of tourism development are not always equally distributed

among residents of host communities. Therefore, residents' perceptions of the impacts of tourism development in host communities may vary. Social exchange theory also posits that residents of host communities will develop positive or negative perceptions toward tourism development impacts based on how the benefits outweigh the costs or the costs outweigh the benefits. When the benefits of tourism development outweigh the costs for those who work in the tourism industry or experience an increase in employment opportunities for those with profitable local businesses and for those who are actively involved with the tourist industry, these groups tend to have positive perceptions of the tourism development impacts (Andereck et al. 2005; Ap 1992; Brida et al. 2011; Brougham and Butler 1981; Chuang 2010; Harrill 2004; Kreag 2001; Liu and Var 1986). The opposite holds true for those residents who do not benefit from tourism development, who have no direct dealings with tourists, or for those who are negatively impacted by tourism, such as farmers (Brougham and Butler 1981).

#### *Research Focus*

While no empirical studies on tourism impacts have been done on the Federation of St. Kitts and Nevis, the

outcomes from a number of studies performed in other territories may provide suggestions about citizens' perceptions of the impacts of tourism development in St. Kitts and Nevis. The present study focused on demographic factors (age, education, gender, geographic location) to explain perceptions toward the impacts of tourism development. In previous studies, these demographic variables have been correlated with attitudes toward tourism and tourism impacts (Lankford and Howard 1994; Liu and Var 1986; McGehee and Andereck 2004; Purdue et al. 1990; Sirakaya, Teye and Sonmez 2002; Tosun 2002; Andereck and Nyaupane 2011). Also, to test some of the concepts of exchange theory, further analyses were performed to determine if perceptions of rewards/benefits differ among citizens who work or who do work in the tourist industry.

#### *Demographics Indicators and Perceptions of Economic Impacts*

*Age.* Past research focusing on age indicates that there are mixed findings when explaining residents' perceptions of economic impacts of tourism development. Brougham and Butler (1981) found that age was an important factor explaining residents' perceptions of the economic impacts of tourism development. Similarly, Husband (1989)

in his study found that age was a significant explanatory factor for perceptions of the tourism development impacts in Zambia. Results showed that residents 40 years and older either had no clear idea or were indifferent to the importance of the economic impacts of tourism development as it relates to job creation.

King et al. (1993) studied Fijian Natives, with natives between the ages of 40-50 representing 72% of the 199 interviewees. Results showed that respondents, ages 51-61 years old, held more favorable perceptions of the economic impacts of tourism development than respondents ages 29-39, and were economically benefiting from their employment in the tourism industry. Similarly, Tomljenovic and Faulkners' (2000) study of Australia's Gold Coast found that older residents were generally more favorably inclined towards tourism than younger residents. The same conclusion was reached by McGehee and Andereck (2004) study of residents' attitudes in a dozen communities in Arizona. They reported that older residents were more likely to see the positive impacts of tourism and not so much the negative impacts.

More recent findings are indicating that younger residents have negative perceptions of the impacts of

tourism. One such study was performed by Tosun (2002) and results showed that the younger residents had lower levels of respect toward tourism occupations than older residents.

Contrary to the above findings, Cavus and Tanrisevdi (2002) in their study in Kusadasi, Turkey, revealed that older residents had more negative perceptions than younger ones. In addition, there are studies with results indicating that age is not an important explanatory variable for the economic impacts of tourism or tourism development. Wang et al. (2006) study in North Carolina found that age had no relationship to citizens' perceptions of either positive or negative economic impacts of tourism development.

Perceptions of the economic impacts of tourism development varies by age with mixed findings. In the present study, I suggest that older residents of St. Kitts and Nevis who were more likely to have been employed in the sugar industry, received rewards and income from that industry. Therefore, older citizens already have vested interests, both career and personal, that make it difficult to change occupations or employers and they are less likely to see tourism development as beneficial. On the other hand, construction jobs, associated with tourism

development, depend on younger persons who are physically strong, and skilled in building and other areas of construction. Younger people may be more likely to be currently employed in the tourism industry, hence the following hypothesis:

H1a: Older citizens will be more likely to perceive negative economic impacts of tourism development than younger citizens.

*Education.* Although educated residents of host communities tend to support tourism development in their communities, results of studies do show that the attitudes of highly educated residents were less favorable toward the impacts of tourism. Results from Husband's (1989) study of Zambian residents revealed that residents with post-secondary education did not believe that tourism created jobs. Residents with a secondary education working in tourism related jobs (sales/service) held favorable attitudes toward tourism.

One of most recent studies on tourism development, using demographics as explanatory variables, was performed by Andriotis and Vaughn (2003) on the Greek island of Crete. Like Husband (1989) they found that the more highly educated residents' perceptions were less favorable toward

the economic impacts of tourism than medium or less educated people.

In theory, those who work in the tourism industry and benefit from tourism activities may perceive the economic impacts of tourism positively. Further, respondents with more education are more cognizant of how the labor force demands change with time. They understand that their skills and talents are more likely to be in demand in the future as tourism increase and presents opportunities for entrepreneurial enterprise. In other words, they see that their time will come. Therefore, hypothesis 1b states:

H1b: Citizens with a higher level of education will be less likely to perceive positive economic impacts of tourism development than citizens with a lower level of education.

*Gender.* Gender is an important variable related to tourism attitudes because women experience tourism differently than men. Discussion by Davidson et al. (2002:199), suggests that, on the one hand, women are (guests) or consumers of tourism, and yet, on the other hand, women are also (hosts) or producers of tourism. Results of their study showed that women as hosts or producers of tourism tend to work in the areas of hotel



receptions, restaurants, catering, cleaning and sexual services. Women were "overrepresented" in semi-skilled jobs, receive low pay or no direct income; and women were "underrepresented" in managerial level jobs thus creating inequitable gender relations in the tourism industry (2002:202). As a result, women had negative views of the economic impacts of tourism in their study.

Findings from Tosun's (2002) comparative study of residents in Urgup (Turkey) compared to residents in Central Florida and Nadi (Fiji), indicated that men in Central Florida were more likely to support the impacts of tourism development than residents in Urgup and Nadi. Findings indicated that men who worked in the tourism industry, and had family members working in the tourism industry perceived higher levels of support for the industry than their counterparts who were not working in the industry.

Men express more favorable views to economic tourism impacts than women (Harrill and Potts 2003). Men are more likely to work in construction jobs and those that require semi-skilled, blue collar workers. Women employed in tourist occupations are more likely to fill service and/or less skilled positions such as housekeeper, maid or

waitress staff. As the tourist industry matures one might expect more women to become midlevel managers and supervisors, but skilled leaders are not likely to be recruited from natives at the beginning. Based on the above discourse, the following hypothesis is proposed:

H1c: Females will be less likely to perceive positive economic impacts of tourism development than males.

*Geographic Location.* Belisle and Hoy (1980) established that the perceived impacts of tourism development varied by geographical location (the distance a person lives from the tourist zone). "The further residents live from the tourist zone, the less contact they will have with tourist industry" (1980:87). Results from their study of Columbians showed that distance had a significant effect on residents' perception of the economic impacts of tourism development. Residents who lived further away from the tourist sector held significantly less positive perceptions of the impacts of tourism.

Similarly the findings in Belisle and Hoy (1980) study, Sheldon and Var (1984) found that residents in North Wales who lived in the high impact areas of tourism development perceived tourism and the economic impact of tourism (increased employment opportunities) to be more

positive than that of other industries. Residents who lived in the less impacted areas perceived tourism and its economic impact to be less positive.

Two decades later, the Weaver and Lawton's (2001) findings contradict those in the previous studies. Results of their study on residents in the Tamborine Mountains of Australia showed that proximity to the area of most intensive tourism activities, which they referred to as the "Gallary Walk", was not a significant factor in explaining residents' attitudes and perceptions of tourism development and the economic impacts of that development.

In St. Kitts and Nevis, the bulk of tourism and cruise-tourism activities are concentrated in the town of Basseterre, St. Kitts, the island's capital. Rural citizens are likely to be more physically distant from the mainstream of most of the tourism activities. Hence, hypothesis 1d states:

H1d: Citizens living in rural areas will be less likely to perceive positive economic impacts of tourism development than citizens living in urban areas.

*Demographic Indicators and Perceptions of Socio-Cultural Impacts*

When studying the socio-cultural impacts of tourist destinations, researchers look at both the social and cultural aspects that may have been affected by the interaction between local residents and tourists. The social impacts of tourism are understood as the changes in the quality of life of residents of tourist destinations (Wall and Mathieson 2006). The quality of life is a multidimensional construct that encompasses many objective (employment opportunities, job security, recreational opportunities, crowding, noise, litter, traffic congestion, pollution, etc.) and subjective (beliefs about standard of living, life satisfaction, feelings of well-being) experiences dependent on individual's perceptions and feelings about their lives and environment (Andereck and Nyaupane 2011). Cultural impacts of tourism are the changes in the material (artifacts, art, music, handicrafts, dance, etc.) and nonmaterial (ideas and attached values) aspects of the residents in tourist destinations. The interaction between local residents and tourists may result in new social and cultural opportunities, or may threaten their social reality and

their cultural identity (Garcia et al. 2015).

*Age.* Brougham and Butler (1981) studied residents in Sleat, Scotland using a segmentation analysis and found that younger residents held negative perceptions of tourists who bought homes in their communities. When asked the question about "permanent control of local space by outsiders" in the form of purchasing second homes, a large majority of the younger Scottish interviewees held negative perceptions of tourists as "second homeowners" (1981:581). The results in this study indicated a threat to young Scottish interviewees who perceived that interacting with tourists, who are second homeowners, as having a negative socio-cultural impact. Younger citizens disapproved of social interaction with those tourists who stay longer in their space. Brougham and Butler (1981) concluded that, future tourist homeowners in Scotland may be "interacting with a more hostile local population than at present" (1981:581).

Results from McGehee and Andereck's (2004) study of residents from a dozen communities in Arizona showed a reverse trend. The results showed that age had a statistically significant relationship in a negative direction in regard to positive socio-cultural impacts such

as job opportunities for community residents, cultural activities for residents, etc. Older residents perceived positive socio-cultural impacts from tourism.

In a more recent study, Brida et al. (2011) analyzed the perceived socio-cultural impacts of eight activities related to cruise tourism and their consequences on a host community in Columbia. Residents' attitudes of socio-cultural impacts of cruise tourism included those impacts on the community's natural and cultural attractions, traffic congestions, the overcrowding of historical centers and parks, impacts on lifestyle, changes in cultural values, host-tourist experience and increases in recreational spaces. Their cluster analysis showed that those who perceived negative socio-cultural impacts from cruise tourism included a large number of older residents.

Hao et al. (2011) found that age was nonsignificant in their study of full-time residents in Dare County, North Carolina. Older full-time residents' perceptions of the socio-cultural impact factors such as the quality of life, quality of health care services, entertainment and recreational opportunities, crime prevention, etc., were neither negatively nor positively associated with their attitude of tourism development.

Age as a predictor variable for explaining socio-culture impacts of tourism development has mixed or ambiguous findings as indicative from the above-mentioned studies. Also, there is a variation in the measures of socio-cultural impacts in the literature reviewed for this study. Therefore, what is perceived as negative socio-cultural impacts of tourism development may differ for the younger and older generations.

In the case of St. Kitts and Nevis, the older generation has long adopted to the social and cultural patterns associated with colonialism which lasted for over 150 years. While it is expected, through the process of cultural transmission, that socio-cultural patterns would have been transmitted and maintained by the younger generation, recently that has not been the case. The eroding socio-cultural patterns, and the adopting of tourists' material standards and values are manifestations of the "demonstration effect" associated with tourism.

Hence, hypothesis 2a states that:

H2a: Older citizens are more likely to perceive the socio-cultural impacts of tourism development as negative than younger citizens.

*Education.* Results from earlier studies (Belisle and Hoy 1980; Liu and Var 1986) showed that education had no effect on citizens' perception of the socio-cultural impacts of tourism development. More recent studies show that as tourism becomes a global phenomenon, people with higher educational levels hold less positive perceptions of tourism development.

In a comparison study of residents in two Ghanaian towns—Cape Coast and Elmina, Teye et al. (2002) found a significant difference among the two groups of residents' attitude toward the socio-cultural impacts (social interaction with tourists, improvement in culture and traditions, crowding, etc.,) of tourism development. Findings indicated that as the education levels increased in the residents in Cape Coast, their attitudes toward beneficial social impacts (social interaction with tourists) also improved positively. However, these results did not hold true for the residents of Elmina. Their increased education increased negative perceptions of the cultural impacts (preservation and improvement of culture and traditions) of tourism development.

Results in a more recent study by Wang et al. (2006) of residents in Washington, North Carolina showed



significant findings for "*the higher level of formal education*" variable. The higher the level of formal education, the less likely they perceived tourism development as having positive impacts on their quality of life. They concluded that highly educated people were more likely to perceive negative impacts on quality of life. Similarly, Andriotis and Vaughan's (2003) findings indicate that highly educated residents in the Creten region of Greece held less positive/favorable perceptions of the socio-cultural impacts of tourism development than less educated residents.

The trend in perceptions of educated people appears to be negative toward the perceptions of socio-cultural impacts of tourism development. According to Andriotis and Vaughan (2003), education is a significant variable, because highly educated people are more likely the ones to express their concerns about the impacts of tourism development.

In St. Kitts and Nevis, educational level is synonymous with social class/status. The higher the educational level, the higher the social class. Both the positive social (quality of life) and cultural (material and nonmaterial) impacts are beneficial to one group over

other groups. The higher-educated citizens are more likely to evaluate socio-cultural impacts of tourism development to determine if they are affecting them in any way, more so than the less educated groups. As an example, I draw reference to citizens' involvement in a particular socio-cultural activity. Jou'vert morning (dancing and drinking) is an event that is deep-rooted in the islands' culture. Participation in the event is open to everyone and anyone, however, the event is more popular among the less educated poorer classes on the islands. Some of the sidewalk on-lookers at the festivities may include persons from the upper class. If the event was to be cancelled because of an incoming tourist ship with tourists who do not want to interact with locals at that specific event, the likelihood of concerns by the higher educated citizens may be zero. Contrary to the literature cited earlier on St. Kitts and Nevis, educated citizens may not think negatively of the socio-cultural impacts of tourism development, if these impacts do not interfere with aspects of the socio-cultural they value. Hence, Hypothesis 2b states that:

H2b: Citizens with higher levels of education are less likely to perceive positive socio-cultural impacts of tourism development than citizens with lower levels of education.

*Gender.* Early studies that analyzed socio-demographic variables showed that gender had no significant effect in their analysis of socio-cultural impacts of tourism development. Two such studies are those by Belisle and Hoy (1980) who studied Columbian residents, and Liu and Var (1986) who performed their study on Hawaiian residents. In both studies, the results indicated gender is not significant when explaining attitudes toward the socio-cultural impacts of tourism.

In a more recent study, I re-introduce Hao et al. (2011) who found that gender was nonsignificant in their study of full-time residents in Dare County, North Carolina. Full-time residents' perceptions of the socio-cultural impact factors such as the quality of life, quality of health care services, entertainment and recreational opportunities, crime prevention, etc., were neither negatively nor positively associated with the gender of study participants and their attitude of tourism development.

More and more women are now involved in modern day tourism, however, Davidson et al. in Apostolopoulos and Gayle 2002:199 argue that "women experience island tourism differently from men." These researchers found that women's involvement in tourism as producers did not improve their quality of life. Tourism marginalizes them into gendered social positions (forms of domestic labor) such as the making and selling of arts, crafts, weaving, and the selling of markets goods. While many of those women may perceive an increase in their local status, "it just an extension of women's traditional roles" and may not reflect the time, effort and skills that were used to produce those goods (Davidson et al. in Apostolopoulos and Gayle 2002:205).

The Federation of St. Kitts and Nevis has witnessed an increase in the number of citizens who are now involved in many socio-cultural activities geared toward tourism development. For many women from the lower social class, street vending (selling of fruits, vegetables, and local cooked food) has become big business. Gone are the days when women were proud to be food producers and sellers at the market place. Engaging in these activities are seen as survival mechanisms until they [women] can do better. Men,

on the other hand, appear to enjoy an increased quality of life, especially those who work in the construction industry. This is the case in many developing countries where tourism is a modern economic system. Hence hypothesis 2c states:

H2c: Females will be more likely to perceive negative socio-cultural impacts of tourism development than males.

*Geographic Location.* Results of the Belisle and Hoy (1980) study on residents in Santa Marta, Columbia showed that distance was the only variable that had any significant relationship to residents' perceptions of the socio-cultural impacts (forms of cultural exchange, prostitution, and drug trafficking) from tourism development. Citizens in the study were drawn from three zones, with zone three being the furthest distance from the tourist area. They found the further residents lived away from the tourist zone, their perceptions of the socio-cultural impacts of tourism development were less positive.

Contrary to the above study, the Brida et al. (2011) study on residents in a Cartagena de Indias, Columbia area indicated that even those residents living far away from the tourist zone held negative attitudes of socio-cultural

impacts (crowding, traffic congestion, development of natural and cultural attractions, changes in the traditional and cultural values, negative effect on the lifestyle of the city) from cruise tourism development. Their cluster analysis showed that those who perceived negative socio-cultural impacts from cruise tourism lived close to the area visited by cruise passengers.

Past research shows no consensus regarding correlates with negative and positive perceptions of the socio-cultural impacts of tourism. Results from studies are dependent on the context and circumstances in which tourism develops (Garcia et al. 2015).

Spatial factors, such as urban space, distance, or location have been scarce in the sociological literature on tourism development and people's attitudes toward the impacts of such development. According to Harrill (2004), tourism researchers have only assumed that residents who live closer to tourism activity may have more negative views of tourism development—ideas that are associated with "Toennies, Durkheim, Simmel and Wirth's linear model of community development" (2004:3). In the case of St. Kitts and Nevis, tourism development is more concentrated in the urban areas, thus rural people are more physically removed

from the impacts of tourism development. In addition, urban life is more dynamic and less provincial than rural life. Thus, urban respondents are more receptive to the kinds of change likely to occur with increased interaction with cosmopolitan visitors to the islands. Therefore, hypothesis 2d states:

H2d: Citizens living in rural areas will have more negative perceptions of the socio-cultural impacts of tourism development than citizens living in urban areas.

#### *Demographics Indicators and Perceptions of Environmental Impacts*

The environmental impacts of tourism development have been ignored because nature was viewed as an "inexhaustible renewable resource" (Mieczkowski 1995:5). The perceptions and attitudes about the environmental factors such as the natural resources, pollution, infrastructure (Baysan 2001), wildlife, flora and fauna (Mieczkowski 1995) have become a major concern for tourism researchers. Coastal zones have become a vital element in the tourist industry, thus increasing the concerns about the impact of tourism development on the environment in host communities and on the residents who live there.

Age. In an early study Van Liere and Dunlap (1980) focused on age as a demographic explanatory variable for environmental impacts of tourism. Their discussion included a number of past studies that focused on level of concern with environmental problems, environmental quality, perceiving environmental problems as serious, supporting efforts by government to protect environmental quality, engaging in behaviors aimed at improving environmental quality, etc. The results of these analyses supported their hypothesis that younger people tend to be more concerned about environmental quality than older people. A negative correlation between age and concern for environmental factors associated with tourism development indicated that as concerns for the environment increased, the resident age decreased.

Environmental attitudes research has since found that younger people are more concerned about the environment. Tomljenovic and Faulker (2000) found that older residents were less concerned with the negative environmental impacts of tourism development, and Harrill (2004) has claimed that the age of residents in host communities of tourism development is a factor in the attitudes towards the environmental impacts of tourism development.



Similarly, Chuang's (2010) study of residents from two villages in Taiwan focused on age and perceptions of the environmental effects based on responses to 11 environmental impact statements relating to building preservations, public facilities and roads, and the overall quality of the local environment. Age was significantly related to perceptions of the environmental impacts of tourism development.

At the time of this study, the island of St. Kitts was experiencing rapid coastal deterioration, coupled with the construction of hotels and other tourist projects around the coastal area. The level of citizens' concern for the environmental impacts of tourism development appeared to be low. The idea of a hurricane destroying the islands was more apparent and of a concern for citizens than the eroding coastal lines. However, Harrill (2004) has indicated that age as an explanatory factor should receive more attention when studying perceptions and attitudes toward the environmental impacts of tourism development. Therefore, in keeping within the findings in the literature review, hypothesis 3a states:

H3a: Younger citizens will be more likely to perceive negative environmental impacts of tourism development than older citizens.

*Education.* The associations between educational level and environmental concerns were supported by Van Liere and Dunlap (1980) and others since then. Andriotis and Vaughan (2003) studied the perceptions and attitudes of Greek residents regarding the environmental impacts of tourism on the island of Crete. Their questionnaire included variables related to the community infrastructure such as hotel construction and the conservation of natural resources. Results showed that the highest educated citizens held the least favorable attitudes toward the environmental impacts of tourism development.

Chuang (2010) also studied residents of two Taiwan communities: Nanjuang and Tongisao and found that educational level explained differences in perceptions of the environmental impact of tourism development. Thus hypothesis 3b states that:

H3b: Citizens with a higher educational level will be more likely to have negative perceptions of the environmental impacts from tourism development than citizens with a lower educational level.

*Gender.* Early researchers on tourism development have generally ignored gender in relation to tourism development and perceptions of environmental impacts on host communities. Van Liere and Dunlap (1980) concluded that the evidence was inconclusive based on their analysis of a number of studies. Recent studies have highlighted an increase interest among women on environmental impacts of tourism development (Alonso-Almeida 2012). There is an indication that females are more concerned about environmental impacts of tourism than males (Freedman and Bartholemew 1990; Hudson and Miller 2005; and Lamsa et al. 2008). From a sociological standpoint, there is a paucity of scientific literature relating to gender perceptions of the environmental impacts from tourism. The bulk of the literature and findings are broad and relate to residents' views of environmental impacts in host communities or tourism destinations.

In the case of St. Kitts and Nevis, environmental impacts, especially those related to the sea shores and the fishing areas of the islands, affect both genders. This dual-gender effect can be found in the fishery department. For example, when the fishing environment is polluted and the fishermen cannot fish, this impact also affects the

women who buy the fish to feed their families. Hence, hypothesis 3c states:

H3c: There will be no difference in males and females perceptions of the environmental impacts of tourism development.

*Geographic Location.* Throughout the literature, it has been indicated that perceptions of the impacts of tourism are also measured by the distance and location, i.e., the physical distance and location between the tourist area and residents of tourist communities. Distance and location were previously established by early theorists such as Toennies, Durkheim, Simmel and Wirth's in their linear models of community development that purports how "attachment weakens as population and density increase" (Harrill 2004:3). Van Liere and Dunlap (1980) reported that based on their analysis of several studies, urban residents were more likely to be environmentally concerned than rural residents. Liu et al. (1987) concluded that the environmental impacts of tourism were concerns for all. More recent studies have shown that earlier findings on distance and location as explanatory variables of perceptions of tourism remain the same. Results from Harrill and Potts' (2003) study in Charleston, South

Carolina showed that perceptions of tourism development impacts were more negative among citizens who lived in the core of tourism. According to Harrill (2004), there was an agreement among tourism researchers that the closer residents live to tourist areas, the more negative their perceptions of tourism development impacts. Therefore, hypothesis 3d will rely on findings from the available source, thus stated as:

H3d: Citizens living in urban areas will be more likely to have negative perceptions of the environmental impacts of tourism development than citizens living in rural areas.

#### *Demographic Indicators and Perceptions of Community Impacts*

An important aspect of sustainable tourism development is to generate acceptance of tourism among the local population (Holder 1996). The concerns of the community and active participation of the community must be the main focus of tourism development to ensure sustainability (Jayawardena 2002; Choi and Sirakaya 2005). The lack of community involvement, or a lack of desire to be involved in tourism development by residents of the host communities

has, arguably, been a contributing factor of that phenomenon (Jayawardena 2002).

As tourism develops, residents enjoy more facilities and a greater range of choices which, in turn, makes living in a tourist community more interesting and exciting (Kreag 2001). The opposite holds true, for when tourists visit host communities and residents begin to experience negative impacts from tourism development, it can make living in tourism communities less interesting. These concerns have been studied generally, and findings are reported about residents' general attitudes toward community impacts of tourism development.

Several researchers have studied perceptions of the impacts of tourism development on the communities impacted by this development and reported differences in the residents' attitudes toward these community impacts. Andereck et al. (2005) studied Arizona residents' perception of community impacts and reported that most residents had positive perceptions of tourism development that were related to several scales measuring community impacts (community life, community services and community image). Similarly, Andereck and Nyaupane (2011) reported that perceptions of tourism development were positively

related to their quality of life, the role of tourism in providing recreation amenities, community pride and awareness, natural and cultural preservation and community well-being.

Hao et al. (2011) on the other hand, found that in Dare County, North Carolina, residents held negative attitudes toward community impacts of tourism development. Satisfaction with quality-of-life, as a measure of community impact was negatively related to full-time residents' perceptions of tourism development indicating that those who were satisfied with their quality-of-life issues in their community were less likely to support tourism development.

Many communities in St. Kitts and Nevis have experienced both physical and social changes from the development of tourism. Some of the most noted community impacts relate to an increase in criminal activities, noise, and vehicular congestion. People have pride in their communities, and when such changes occur, the perceptions of the community impacts will vary by demographics. There is a paucity of sociological literature where demographics were used to explain citizens' perceptions of community impacts from tourism

development. Having an understanding of the study area, the ideas of the people and the culture, and the fact that such knowledge is important to add to the literature, the following hypotheses 4a, 4b, 4c and 4d are added:

H4a: Older citizens will have more negative perceptions of the community impacts from tourism development than younger citizens.

H4b: Citizens with a higher educational level will hold positive perceptions of the community impacts from tourism development than citizens with a lower educational level.

H4c: Females will more likely hold negative perceptions toward the community impacts from tourism development than males.

H4d: Citizens living in rural areas will have positive perceptions toward the community impacts of tourism development than citizens living in urban areas.

#### CHAPTER SUMMARY

The purpose of this study was to examine the citizens' perceptions of the economic, socio-cultural, environmental and community impacts of tourism development on St Kitts and Nevis. *Table 1* displays the hypotheses associated with



demographics (age, education, gender and geographical location) proposed in this study. Tourism development is widespread and has become a global phenomenon. Many sugar-producing countries, such as the Federation of St. Kitts and Nevis, were forced to change from an agro-economic base to a tourism-economic base. Tourism as an economic development strategy has been widely studied, including perceptions of the locals in host communities about the impacts of tourism development (Cohen 1984). However, tourism as a new development in the twin islands, has not been previously studied, neither have the perceptions of its citizens been studied, therefore, results from this study can add important insight in the literature of Caribbean tourism development.

Another purpose of this study was to analyze collected data on the citizens of St. Kitts and Nevis. The literature review shows that, except for the census data that is usually collected by the World Bank, no data have ever been collected regarding residents' perceptions of the economic system. The opinions of the islands' citizens can assist the government in the future planning of tourism development.

Table 1: List of Hypotheses

<b>Demographics and Economic Impacts</b>
<i>H1a</i> : Older citizens will be more likely to perceive negative economic impacts of tourism development than younger citizens.
<i>H1b</i> : Citizens with a higher level of education will be less likely to perceive positive economic impacts of tourism development than citizens with a lower level of education.
<i>H1c</i> : Females will be less likely to perceive positive economic impacts of tourism development than males.
<i>H1d</i> : Citizens living in rural areas will less likely to perceive positive economic impacts of tourism development than citizens living in urban areas.
<b>Demographics and Socio-Cultural Impacts</b>
<i>H2a</i> : Older citizens are more likely to perceive the socio-cultural impacts of tourism development as negative than younger citizens.
<i>H2b</i> : Citizens with higher levels of education are less likely to perceive positive socio-cultural impacts of tourism development than citizens with lower levels of education.
<i>H2c</i> : Females will be more likely to perceive negative socio-cultural impacts of tourism development than males.
<i>H2d</i> : Citizens living in rural areas will have more negative perceptions of the socio-cultural impacts of tourism development than citizens living in rural areas.
<b>Demographics and Environmental Impacts</b>
<i>H3a</i> : Younger citizens will be more likely to perceive negative environmental impacts of tourism development than older citizens.
<i>H3b</i> : Citizens with a higher educational level will be more likely to have negative perceptions of the environmental impacts from tourism development than citizens with a lower educational level.
<i>H3c</i> : There will be no difference in males and females perceptions of the environmental impacts of tourism development.
<i>H3d</i> : Citizens living in urban areas will be more likely to have negative perceptions of the environmental impacts of tourism development than citizens living in rural areas.
<b>Demographics and Community Impacts</b>
<i>H4a</i> : Older citizens will have more negative perceptions of the community impacts from tourism development than younger citizens.
<i>H4b</i> : Citizens with a higher educational level will hold positive perceptions of community impacts from tourism development than citizens with a lower educational level.
<i>H4c</i> : Females will more likely hold negative perceptions toward the community impacts from tourism development than males.
<i>H4d</i> : Citizens living in rural areas will have positive perceptions towards the community impacts of tourism development than citizens in urban areas.

## Chapter 3

### THEORETICAL FRAMEWORK

#### *Social Exchange Theory and Perceptions of Impacts of Tourism Development*

Exchange theory has been used as the theoretical framework in many studies concerning perceptions and impacts of tourism development (Purdue et al. (1990). Andriotis and Vaughan (2003) from their review of literature found that an increasing number of researchers (Ap 1990; 1992; Gursoy et al. 2002; Jurowski et al. 1997; Madrigal 1993; Perdue et al. 1990) are attracted to social exchange theory.

Development of social exchange theory as it is used in modern day sociological research can be attributed to sociologists George Homans and Peter Blau (Emerson 1976), and social psychologists John Thibaut and Harold Kelley (International Encyclopedia of Marriage and Family 2003). Other contributions came from anthropologist Levi Straus; behavioral psychologists B.F. Skinner and Albert Bandura; utilitarian economists D. Ricardo, Adam Smith and J. S. Mills (2003). When applied to perceptions and attitudes toward tourism impacts and development, George Homans's six action principles (success, stimulus, value, deprivation-

satiation or cost and benefits, aggression-approval, and rationality) of behavioral or operant learning tenets in a relationship of expected mutual exchange (Ritzer 2011), and Peter Blau's idea of the "social processes that govern the relations between individuals and groups" (2011:427) were most frequently used in the tourism literature.

Contemporary concepts in the theoretical literature on exchange theory are being used in this research to explain tourism and impacts of tourism development. These concepts are taken from social psychology and microeconomics. They share certain assumptions regarding the nature of individuals and the nature of exchange. Those who participate within an exchange relationship are called "actors" and can be individuals or corporate groups (Ritzer and Smart 2001:260). For example, actors can be individual restaurant owners who interact with tourists face-to-face, or the corporate hotel managers who interact with government agents from host communities when planning the tourist season agenda. When interacting with others, individual's nature is guided by certain assumptions. Sabatelli and Shehan (1993) provide the following overarching core assumptions as derived from social exchange theory:

1. Individuals will seek rewards;
2. Individuals will maximize profits for themselves while minimizing costs, and although it is not possible to know the actual rewards and costs involved in interacting with another before interactions occur, individuals guide their behavior through their expectations for rewards and costs;
3. Individuals are rational beings who calculate rewards and costs and consider alternatives before acting (International Encyclopedia of Marriage and Family 2003).

Ap (1992) noted that certain exchanges must occur if tourism is to be a sustainable development strategy in a host community. Although exchanges can be multifaceted, individuals will more commonly seek exchanges that are rewarding or beneficial. In their summation of the nature of the exchange, Sabatelli and Shehan (1993) provided the following core assumptions relating to the nature of exchange:

1. Social exchanges are inter-dependent on the ability of individuals to obtain profits while providing others with rewards;

2. Social exchanges are regulated by norms like reciprocity, justice and fairness;
3. Social exchanges are guided by trust and commitment that help to stabilize relationships for a longer term;
4. The dynamics of interaction with relationships and the stability of relationships over time result from the contrasting levels of attraction and dependence experienced by the participants in the relationship (International Encyclopedia of Marriage and Family 2003).

Hence, the major concepts that are used to summarize exchange relationships in contemporary tourism development are rewards, resources and costs.

*Rewards.* Rewards refer to the benefits exchange in social relationships, such as the benefits of tourism development reaped by citizens of a host community. Rewards are such things as the pleasures, satisfactions, and gratifications a person enjoys from participating in a relationship (Thibaut and Kelley 1959). It has been long noted that the encounter between host residents and tourists may provide an opportunity for rewarding and satisfying exchanges (Sutton 1967:221). If the giving and

the getting are perceived as rewarding, then there is a likelihood there will be future exchanges, with positive perceptions and attitudes. On the other hand, if the giving and the getting are not perceived as rewarding, then the perceptions and attitudes may be negative making future exchanges difficult to achieve. For example, hotel owners in host communities who have direct dealings with tourists obtain certain benefits making the interactions with tourists rewarding for them.

*Resources.* Resources are any commodities, material or symbolic, tangible or intangible that can be transmitted through interpersonal behavior between individuals and groups in an interactional situation where actors supply one another with valued resources (Andriotis and Vaughan 2003; Foa and Foa 1980; Harrill 2004). It is also assumed that the parties involved in the exchange of resources are seeking mutual benefits from the exchanged relationship (Ap 1992). This type of exchange occurs in tourism. For example, resources such as cultural tourism are offered in many European countries where people are proud of their historical and societal achievements, thus tourism developers use these achievements as resources for sale.

In turn, tourists from around the world who want to learn about them and enjoy them are willing to pay a price for those resources (Holder 2013). Similarly, the Caribbean Islands that host tourism offer such resources or commodities as sun, sea and sand allow for mutual exchanges between the tourist and members of the host communities. The desire for further interaction between hosts and guests is increased when the needs of the visitors are satisfied with quality services (Ap 1992).

*Costs.* The costs of social exchange relationships can involve punishments experienced, the energy invested in a relationship, or rewards foregone as a result of engaging in one behavior or course of action rather than another (Blau 1964). People who engage in an exchange interaction will evaluate the exchange. Satisfaction with an exchange relationship is derived, in part, from the evaluation of the outcomes available in a relationship. Outcomes are equal to the rewards obtained from a relationship minus the costs incurred (The Encyclopedia of Marriage and Family 2003). Generally speaking, the higher the level of outcomes available, the greater the satisfaction with the exchange. To account for satisfaction, both the experiences of the outcomes derived from the relationship



and the expectations that individuals bring to their relationships are taken into account (Nye 1979; Sabatelli 1984; Thibaut and Kelley 1959). For example, farmers who have no direct interaction with tourism, however, may experience impacts from indirect interaction with tourists and may suffer more costs than benefits. Upon evaluating an exchange with tourists, farmers will have no desire for an exchange or interaction with tourists since they often suffer a loss (cost) when the local community and businesses, alike, gravitate toward imported foreign products that flourish and are consumed during the tourist season.

The way in which citizens perceive the economic benefits and the impacts of tourism development determine their perceptions and attitudes toward sustainable tourism development, whether favorable or unfavorable. Andriotis and Vaughan (2003) in their analysis of perceptions on the impacts of tourism found that the groups' perceptions of tourism impacts varied by perceived economic advantages of tourism. Those satisfactorily employed in tourism had more positive attitudes toward tourism impacts.

In order for tourism to be an economically viable development strategy, a community's residents must develop

and promote tourism and then serve the tourists for which tourism activities were developed. Exchanges that occur in tourism development—residents of host communities must develop and promote tourism and then serve the needs of the tourists (Andereck et al. 2005). As applied to citizens' perceptions and attitudes, social exchange theory posits that citizens of host communities expect a value or benefits (e.g. using the community as a source of labor, minimum of community disruption, and so on) for those services rendered to tourists. So too do the tourist actors expect benefits such as maintaining hospitality towards the tourists, if the exchange is to be balanced equally.

Theoretically speaking, on the one hand, when both host community and tourist actors share the benefits and costs associated with tourism development, tourism impacts will be viewed positively by the residents in host communities. On the other hand, if the residents in host communities do not receive the expected benefits, it is more likely that they will have negative views of the impacts of tourism development. People's perceptions are real, and as pointed out to us by Thomas and Thomas (1928:572), "what is perceived to be real, is real in its

consequences". Those who reap the benefits of tourism development, tend to have more positive attitudes than those who do not benefit. Hence the following hypotheses:

H5: Citizens who work directly in the tourism industry will be more likely to perceive a greater level of personal rewards/benefits from tourism industry than citizens who do not work directly in the tourism industry.

H6: Citizens who work directly in the tourism industry will be more likely to perceive a greater level of economic rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.

#### *Distributive Justice and Perceptions of the Impacts of Tourism Development*

Another area of concern in the theoretical literature on tourism development is the cognitive orientations that represent the norms of distributive justice or fairness, norms of reciprocity, and norms of equity. This perspective on orientations was developed in the works of researchers (Blau 1964; Homans 1961; and Walster et al. 1978) on their discussions of acceptable and appropriate

behaviors associated with an exchange during social interactions. "Distributive justice refers to the perceived fairness of one's outcome" (Baumeiser and Vohs 2007:260). According to the norm of reciprocity, it is expected that people will act favorably to each other by returning benefit for benefit, and according to the norm of equity, "equity exists when outcomes are proportional to contributions" (Ritzer 2005:208). All three cognitive orientations intertwine when dealing with exchanges, such as those associated with tourism.

The expectations within an interaction, such as a mutual exchange in tourism, are guided by the before-mentioned cognitive orientations. The exchange between actors, i.e., host community members and tourists alike, are expected to be fair, beneficial and proportionately distributed. For example, members of host communities engage in outdoor cultural performances for tourists in exchange for monetary reward. Host community members endure certain costs (practice time, costume building, actors' salary, transportation, etc.) related to the performances. Therefore, those who engage in such performances expect the tourists' rewards for the entertainment to be equal or in many cases, greater than a

"comparison-other" (Ritzer 2005:209). The reverse holds true where tourists expect to be rewarded fairly. In exchange for their money, they expect to experience a performance that is reflective of the culture. The exchange of culture for money is valuable to tourists.

On the other hand, when the norms of distributive justice and fairness, reciprocity and equity are violated, as when the rewards and costs of tourism exchange are unfairly distributed, feelings of exploitation and resentment may arise in both actors who are involved in the exchange. According to Ritzer (2005), reactions to injustice can be emotional, psychological and behavioral. When people perceive inequity or that their "outcomes-to-inputs" ratio are less than expected, they are likely to feel angry (2005:208).

Tourists' are expected to provide a fair monetary reward for cultural performances by hosts' members of a tourism community. If these monetary rewards are viewed as unfair or inequitable, performers may become angry with the tourists which stimulates negative impulses about exploitation on the part of tourists. For example, the idea of an American tourist rewarding cultural entertainers with Eastern Caribbean (EC) currency instead of United

States currency can evoke the feeling of unfairness and having been cheated by the tourist because of the value of the U.S dollar which is higher than that of the EC dollar. As such, the tourist is labeled as being cheap and exploitive. The opposite holds true, where tourists who feel that the exchange they engaged in was not rewarding may foster feelings of suspicion and resentment toward members of host communities/performers. In many cases, these dissatisfied tourists may vow never to return to that destination or never to positively promote the destination to friends and family.

According to Ap (1992) an evaluation of the exchange between hosts and tourists always takes place. It is during this process that hosts/tourists determine whether the exchange interaction was rewarding and positive. For example, during a conversation with an owner of a store located in the tourist sector of St. Kitts, he revealed that his interactions with cruise tourists who visit St. Martin (another tourist destination) before coming to St. Kitts, are always unequal. Tourists bargain down his prices of jewelry after having shopped in the neighboring island of St. Martin where gold and diamonds are far cheaper than in St. Kitts. Therefore, he did not have

positive perceptions of tourism development because he did not perceive fair equity from the monetary exchanges for goods that he has had with many tourists. This example is indicative of the negative experiences of one jewelry shop owner in the Port Zante area. Then there are those street performers who enjoy the tips they receive for their performances to tourists. They are able to manage their own time sheets, with no boss to report to, and do not have to pay taxes on the monies they receive for the services they provide to tourists. Therefore, it will be fair to assume that not all exchanges between hosts and tourists are evaluated negatively. Hence, the following hypotheses:

H7: Citizens who work directly in the tourism industry will be more likely to perceive fairness of rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.

## Chapter 4

### METHODS AND PROCEDURES

This research focuses on factors explaining citizens' perceptions or attitudes of the impacts of sustainable tourism development on the Federation of Saint Kitts and Nevis. The research employs a survey using systematic random sampling.

#### RESEARCH DESIGN

The unit of analysis is individual citizens registered to vote in any of the eight voting districts in St. Kitts and the three voting districts in Nevis. The sampling frame was drawn from the islands' electoral list of registered voters. The electoral list of registered voters is one of the most efficient and reliable sources for identifying citizens 18 years of age and older on the twin islands.

The electoral system is governed by two legislative processes: 1) the Saint Kitts and Nevis Constitution where the eligibility of citizenship is outlined—registered voters must be citizens of Saint Kitts and Nevis (Edmund A. Walsh School of Foreign Service: Center for Latin American Studies 2011); and 2) the National Assembly Elections Act



(CAP 162 of the laws) that outlines the duties of the electoral governing body (Electoral Commission; Supervisor of Elections) and the execution of the election process (The Commonwealth Observer Group 1996). The National Assembly Election Act deems a qualified registered voter as an individual who is a citizen of Saint Kitts and Nevis, eighteen years of age or upwards, domiciled in Saint Kitts and Nevis or having resided therein at the date of registration. Such persons may also be a Commonwealth Citizen—any person who is a citizen of the United Kingdom or any British territory. General elections are held every five years. The maps in figures 15 illustrate the islands' electoral districts.

Voting registration is an all year process. Citizens can register to vote whenever they choose to do so. St. Kitts and Nevis operate a system of continuous registration for all districts (The Commonwealth Observer Group 1996:9). Citizens wishing to register can do so at either of the two Voter's Registrar's Office (one is located on each of the islands). There is a monthly update of the voter's list that reflects newly registered voters, and an annual list that reflects both newly registered voters and the removal of all deaths that occurred during the year (1996:9).

Statistics in 2012, the year of the collection of the data for this study, showed that 35,438 citizens were actively registered voters in the Federation of St. Kitts and Nevis. This is an estimated 66% of registered voters from a population of 53,580 people.

#### INSTRUMENT

The general methodology for studying perceptions and attitudes on the impacts of sustainable tourism development is survey questionnaires. This method yields a higher response rate than other methods (McGehee and Anderick 2004). The questionnaire used in this study consisted of 18 items measuring the perceived economic impacts, 17 items measuring the perceived sociocultural impacts, nine (9) items measuring the perceived environmental impacts, 12 items that measured perceived community impacts and 14 items to measure voters' perceptions of personal/economic rewards and the fairness of sustainable tourism development. Socio-demographic variables (age, education, gender and geographical location) were included to provide for data description and for group comparisons. Questions (57-66) relating to citizens' concerns about their community were added for discussion purposes.

The indicators measuring perceptions and attitudes of the impacts of sustainable tourism development were developed based on a comprehensive review of existing literature, previous empirical studies (Liu and Var 1986; Ko and Stewart 2002; Vargas-Sanchez, Alphonso, Maria de los Angeles Plaza-Mejia and Nuria Porass-Bueno 2009) and observations and experiences of the given phenomena in the Federation of St. Kitts and Nevis. Additional questions relating to the economic impacts (5, 10, 11, 12, 13, 17); socio-cultural impacts (24, 25, 26, 30, 31, 32, 34); environmental impacts (41); and community impacts (45-56) were added to the questionnaire that are reflective of the tourism development impacts occurring in the Federation of St. Kitts and Nevis.

### *Validity*

Validity means the relevance, appropriateness and usefulness of the design or measure for the questions being investigated (Vogt 2007). To ensure that the questionnaire conveyed the intended meaning of words and clarity of instructions to the targeted population, several pretests of the instrument were conducted. Face/content validity (agreement among professionals that the items in a

questionnaire measure what they are supposed to measure) was conducted. This was established by acquiring information about the items in the questionnaire from my dissertation committee members, and e-mailing the questionnaire to professionals who are familiar with tourism development impacts in St. Kitts and Nevis to solicit comments that assess the content of the questionnaire. This resulted in an increase in the number of items measuring the impacts of sustainable tourism development, and the rewording of several questions for interpretation by the people of the Federation of St. Kitts and Nevis (items previously mentioned). A revised questionnaire was adopted and is featured in this study as *Appendix 1*.

#### POPULATION AND SAMPLING

The population consisted of all registered voters on the twin islands. The Federation of St. Kitts and Nevis had a combined voting population of 35,438 during the period that this study was conducted. For election purposes, citizens' vote in 11 constituencies. Eight (8) of the 11 constituencies are located in St. Kitts (1 through 8 as indicated in question 6 of the questionnaire)

and constituencies 9 through 11 are located in Nevis.

*Figure 15* features the islands' maps that illustrate the location of the constituencies. *Table 2* shows the number of registered voters in each constituency.

Systematic sampling method with a random start (Barbie 2008) was used to obtain 700 eligible voters from 11 voting constituencies to form a representative sample of citizens from the islands. The sample was obtained by calculating  $35,438/700$  to obtain every 51<sup>st</sup> person for the sample. The first person was selected at random using numbers between one and ten, and that person was included in the sample (Babbie 1998).

From the targeted sample of 700, a total of 65% or (452) surveys were collected for the dependent and independent variables. For the purpose of data analyses, a sample size of 452 voters represented the population of Saint Kitts and Nevis. The sample size employed in this study is acceptable to make generalizations about the population. According to Babbie (2008), while a 50 percent response rate is considered adequate, a 60 percent response rate is good and a 70 percent response is very good.

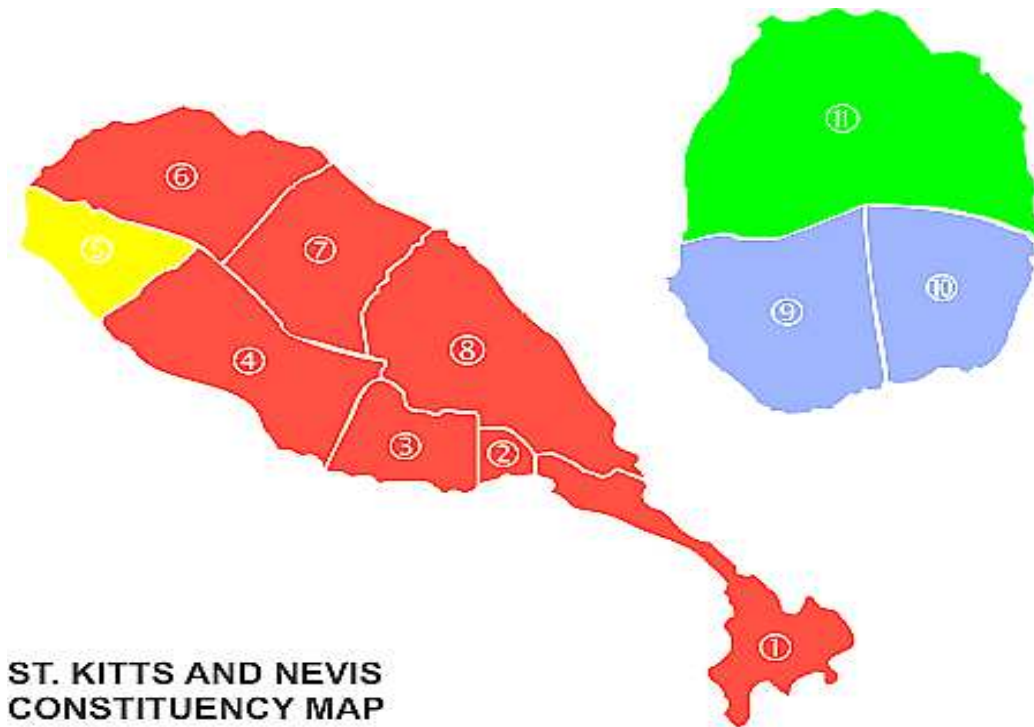


Figure 15. St. Kitts and Nevis Constituency Map. (Adopted from the Voters' Registration Office, 2012).

Table 2. Registered Voters in St. Kitts and Nevis (2012)

Constituency	No. of Voters
St. Georges, Basseterre, East (1)	4,211
St. Georges, Basseterre, Central/North (2)	4,202
St. Georges, Basseterre, West (3)	2,437
St. Thomas and Trinity, West (4)	2,693
St. Anne, West (5)	2,439
St. Pauls (6)	2,513
St. Johns and Christ Church (7)	2,641
St. Peters and St. Mary (North (8)	4,824
<b>Total Saint Kitts</b>	<b>25,960</b>
St. John, Figtree, St. Paul, Charlestown (9)	5,220
St. George (10)	1,311
St. James, St. Thomas (11)	2,947
<b>Total Nevis</b>	<b>9,478</b>
<b>Saint Kitts and Nevis Combined</b>	<b>35,438</b>

#### DATA COLLECTION

The data for this study were collected by administering a survey questionnaire entitled "*My Views of the Impacts of Sustainable Tourism Development*" (see *Appendix 1*). The questionnaire was administered to the sample population of 700 individual voters during a 3-month period from October 2012 to December 2012. A cover letter informed participants of their selection for the survey and a confidentiality clause accompanied the survey (See

*Appendix 2*). Written instructions were included on the questionnaire to increase validity. The project was also advertised on two local radio stations, ZIZ Radio 96 FM and Sugar City Rock 90.3 FM to increase the islanders' awareness of the project.

The time of day that surveys were distributed varied and was dependent upon the availability of the respondents. Working voters (as indicated by the voters' list) were targeted during the evening hours and on weekends (Saturdays and Sundays). There wasn't any set time for voters who were retired, house makers or unemployed.

Questionnaires were delivered to the homes of the targeted citizens by a group of high school and college students. Both groups of students were enrolled in a Sociology class at the Charlestown Secondary High School (advanced students) in Nevis and the Clarence Fitzroy Bryant College (CFBC) located in St. Kitts. Students wore t-shirts bearing the survey's logo "*My Views of the Impacts of Sustainable Tourism Development*" to identify themselves as members of the data collection team. Students were instructed by both their professors and the principal investigator on the appropriate procedures for disseminating the questionnaire. Students' training



included protocols for distributing and collecting surveys. Those protocols are displayed in *Table 3*.

Table 3. Protocols for Survey Distribution and Collection

- 
- 
- Distribute one survey to each qualified individual identified in the sample.
  - Request immediate completion of questionnaire from respondents, if possible.
  - Leave the questionnaire with any member in the home who is 18 years or older in the event of temporary absentia of the targeted respondent.
  - Collect all questionnaires left in the home within three days of distribution.
  - Schedule a maximum of two return visits for the collection of a questionnaire that was left at a home.
  - Exercise proper verbal and interactional skills when dealing with respondents.
  - Protect the questionnaires—deliver the questionnaires directly to the professors, teachers or principal investigator (me) at the college or high school.
  - Protect the confidentiality of respondents by omitting identifying marks on the instrument, such as names or addresses.
- 
- 

#### MEASUREMENT OF VARIABLES

Voters' perceptions of the economic, socio-cultural, environmental and community impacts of sustainable tourism on the islands of St. Kitts and Nevis were measured using indexes. The dependent variables in this study are measured using developed indexes that measured perceptions

of economic, socio-cultural, environmental and community impacts of sustainable tourism development. Three additional indexes were developed as dependent variables to test social exchange theory and distributive justice theory.

### *Reliability*

A reliable measuring instrument is one which gives you the same measurements when you repeatedly measure the same unchanged objects or events (Babbie 1998 and Vogt 2007). The most widely used reliable test method is Cronbach's internal consistency reliability (2007). Cronbach's alpha is expressed as a correlation coefficient ranging in value from 0 to 1.0, with zero when the measures are inconsistent and 1.0 when the measures, perfectly, correlate with one another (2007).

For this study, indexes were developed for the tourism development impacts (economic, socio-culture, environmental and community), social exchange theory and distributive justice theory using Cronbach Alpha. A reliability test was performed to determine which items should be included in each of the indexes. All items were retained in each of the indexes. The items in each of the indexes produced an

alpha that explained more than 50% of the variance in citizens' perceptions of the impacts of tourism development, which is acceptable for most purposes (Vogt 2007), such as a dissertation. Any item deleted from the indexes in this study would lower their Cronbach Alpha.

Multidimensional factors of the indexes were not considered since the indexes were judged valid by several counts: 1) sociologists supervising this dissertation; 2) professionals familiar with the impacts of tourism development relating to the Federation of St. Kitts and Nevis; and 3) the indexes have face validity or what Babbie (1998) termed as "*logical validity*". Additionally, the measures of impacts, in this study, identify specific types of impacts and items were chosen to measure the specific types of impacts. This method of choosing specific vs. general items is acceptable in the literature on conceptualization and measurements (Babbie 1998). Therefore, it is not the purpose of this study to determine different dimensions of attitudes or perceptions toward the impacts tourism development—but to determine how citizens feel about the specific dimensions that are identified in this study.

Response choices were the same for all items, ranging from 1 to 5. For positive items, "Strongly Agree" and "Agree" = 5 and 4 respectfully; negative items, "Strongly Disagree" and "Disagree" = 1 and 2 respectfully; and 3 = "Neither Disagree" or "Agree". Negative items were reversed coded where "Strongly Agree" = 1 and "Strongly Disagree" = 5.

#### *Dependent Variables*

*Economic Impacts.* Eighteen (18) items included in the economic index to assess citizens' perception of the economic impact of sustainable tourism development. The reliability test performed yielded a Cronbach Alpha of .80. *Table 4* shows the items that made up the economic impact index.

Table 4. Items in Index (Economic Impacts)

Variable	Items	Scores	
Economic Impacts	Increases employment opportunities for local people	SA=5	SD=1
	Increases individual income	SA=5	SD=1
	Increases my standard of living	SA=5	SD=1
	Brings investments to the Country (hotels, airlines, etc.)	SA=5	SD=1
	Provides development of the Country (hotels, homes, etc.)	SA=5	SD=1
	Brings in revenue to the Government	SA=5	SD=1
	Increases property value	SA=1	SD=5*
	Increases the amount of taxes I have to pay	SA=1	SD=5*
	Increases the overall cost of living	SA=1	SD=5*
	Increases the number of local small businesses	SA=1	SD=5*
	Forces me to take a lower paying job	SA=1	SD=5*
	Provides less opportunities for increasing my income	SA=1	SD=5*
	Results in increases in utilities	SA=1	SD=5*
	Results in increases in rent	SA=1	SD=5*
	Results in increases in the prices of goods and services	SA=1	SD=5*
	The overall cost of living has increased	SA=1	SD=5*
	Increases the number of foreigners working in the tourism industry	SA=1	SD=5*
Overall, I am satisfied with the economic impact of tourism development	SA=5	SD=1	

\* Reverse Coding      SA = Strongly Agree      SD = Strongly Disagree

*Socio-cultural Impacts.* This index measuring socio-cultural impacts includes 17 items. The reliability test performed yielded a Cronbach Alpha of .78. Table 5 shows the items that made up the socio-cultural impact index.

Table 5. Items in Index (Socio-cultural Impacts)

Variable	Items	Scores
Socio- Cultural Impacts	Increases the demand for historical exhibitions	SA=5 SD=1
	Increase the demand for cultural exhibitions	SA=5 SD=1
	Increases the number of cultural festivities	SA=5 SD=1
	Results in greater availability of recreational and sports activities	SA=5 SD=1
	Results in improvements in the quality of services in restaurants and shops	SA=5 SD=1
	Increases the consumption of imported products	SA=1 SD=5*
	Decreases the demand for locally cooked food	SA=1 SD=5*
	Decreases the demand for locally grown fruits and vegetables	SA=1 SD=5*
	Changes your daily routine	SA=1 SD=5*
	Increases in youth sexual permissiveness (indulging)	SA=1 SD=5*
	Does not encourage local communities to maintain their traditions and identity	SA=1 SD=5
	Decreases community gatherings (parties, holiday cook-outs, beach activities, liming, etc.)	SA=1 SD=5*
	Increases in domestic violence at home	SA=1 SD=5*
	Decreases religious values (attending church on Sundays)	SA=1 SD=5*
	Increases cultural conflicts between tourists and local residents	SA=1 SD=5*
	Decreases the market for locally made goods	SA=1 SD=5*
	Overall, I am satisfied with the socio-cultural impacts of tourism development	SA=5 SD=1
*Reverse Coding	SA=Strongly Agree	SD=Strongly Disagree

*Environmental Impacts.* Nine items represented the environmental impact index. The Cronbach Alpha was .64. *Table 6* shows the items that comprised the environmental impact index.

Table 6. Items in Index (Environmental Impacts)

Variable	Items	Scores	
Environmental Impacts	Results in greater protection for the natural assets (land, sea, parks)	SA=5	SD=1
	Improves the infrastructure of the island (roads, highways, public transportation, etc.)	SA=5	SD=1
	Improves access and affordability of household communications (cable, internet, telephone)	SA=5	SD=1
	Has improved the supply of utilities to local households (water, electricity, gas)	SA=5	SD=1
	Increases the contamination of the beaches	SA=1	SD=5*
	Increases the level of pollution in the local fishery and marine life (fish, crabs, lobsters, conch, turtles, etc.)	SA=5	SD=1
	Results in unpleasant crowding of public and leisure spaces	SA=1	SD=5*
	Increases additional emission pollution	SA=1	SD=5*
	Overall, I am satisfied with the environmental impacts of the tourism development	SA=5	SD=1
	* Reverse Coding      SA = Strongly Agree      SD = Strongly Disagree		

*Community Impacts.* This index includes 12 items with a Cronbach Alpha of .84. *Table 7* shows the items that comprised the community impact index to measure sustainable tourism development.

Table 7. Items in Index (Community Impacts)

Variable	Items	Scores	
Community Impacts	Has affected my community positively	SA=5	SD=1
	Has increased the level of crime and social problems in my community	SA=1	SD=5*
	Illegal drug activities have increased in my community	SA=1	SD=5*
	There is now a market for sex sale in my community	SA=1	SD=5*
	Makes it unsafe to walk in my community	SA=1	SD=5*
	Increased the number of theft and vandalism have in my community	SA=1	SD=5*
	Reduced the quality of outdoor recreational opportunities in my community	SA=1	SD=5*
	Increased amount of litter in our streets and public places	SA=1	SD=5*
	Increased the noise level in my community	SA=1	SD=5*
	Increased the traffic congestion in my community	SA=1	SD=5*
	The appearance of my community has improved because of tourism	SA=5	SD=1
	Overall, I am satisfied with the community impacts from tourism development	SA=5	SD=1
	*Reverse Coding	SA = Strongly Agree	SD = Strongly Disagree

*Personal Rewards/Benefits.* This index includes six items with a Cronbach Alpha of .82. Table 8 shows the items that comprised the rewards/benefits scale to measure perceived personal rewards/benefits of tourism development.



Table 8. Items in Index (Personal Rewards/Benefits)

Variable	Items	Scores	
Personal Rewards/ Benefits	I value the services that I provide to tourists	SA=5	SD=1
	I promote tourism in my community	SA=5	SD=1
	I enjoy working with tourists	SA=5	SD=1
	Access to educational training in the tourism industry is beneficial for effectively performing my job	SA=5	SD=1
	The tourists usually value my services to them	SA=5	SD=1
	Involvement in the tourism industry makes me feel good about myself	SA=5	SD=1
SA = Strongly Agree		SD = Strongly Disagree	

*Economic Rewards/Benefits.* This index includes four items with a Cronbach Alpha of .79. Table 9 displays the items that are included in the economic rewards/benefits scale that measure perceived economic rewards/benefits of tourism development.

Table 9. Items in Index (Economic Rewards/Benefits)

Variable	Items	Scores	
Economic Rewards/Benefits	Tourism is a sustainable economy that is rewarding for me	SA=5	SD=1
	The economic benefits that I receive from tourism are rewarding to me	SA=5	SD=1
	My financial goals are met through my work with the tourists	SA=5	SD=1
	Tourism has increased my property/business value	SA=5	SD=1
SA = Strongly Agree		SD = Strongly Disagree	

*Distributive Justice.* The distributive justice index includes three items with a Cronbach Alpha of .71. These items made up the fair equity index that is used to measure citizens perceived fairness of rewards that are displayed in *Table 10*.

Table 10. Items in Index (Fairness of Rewards/Benefits)

Variable	Items	Scores	
Fairness of Rewards/Benefits	I receive a fair pay for working in the tourism industry	SA=5	SD=1
	Tourists pay fair prices for my goods and services	SA=5	SD=1
	The amount of training and preparedness I receive in the tourist industry is fair	SA=5	SD=1
SA = Strongly Agree		SD = Strongly Disagree	

### *Independent Variable*

Four variables (age, education, gender and geographical location) were examined as the independent variables to explain citizens' perceptions of the impacts of sustainable tourism development. One variable (work directly in the tourism industry) was examined as the independent variable to explain citizens perceived personal and economic rewards/benefits and distributive justice (fairness) of rewards/benefits from tourism development.

*Age.* The following question was asked to measure age: "What is your age?" Respondents were asked to circle one of the following age categories to which they belonged: 18-28 years of age coded as 1, 29-39 years of age coded as 2, 40-50 years of age coded as 3, 51-61 years of age coded as 4, 62-72 years of age coded as 5, 73 and older years of age coded as 6. For analysis purposes age was recoded into three (3) categories where ages 18-29 (younger age) were coded as 1, ages 29-39 and 40-50 (middle age) were combined and coded as 2, and ages 51+ (older age) were coded as 3.

*Gender.* Gender was measured by asking respondents "What is your gender?" Responses were "male" coded as 1 or "female" coded as 2.

*Education.* Educational level was measured by asking respondents "What is the highest level of education you have completed?" The following responses were provided for the respondents: "Other" coded as 0, "Less than high school" coded as 1, "Graduated high school" coded as 2, "Technical College" coded as 3, "Associate Degree" coded as 4, "Bachelor's Degree" coded as 5, and "Master's Degree" coded 6. Respondents who selected the "Other" category were provided additional space to specify the educational level. For analysis purposes, educational level was

recoded into three (3) categories: high school and less than high school (lower education) were coded as 1, technical college and associate's degree (middle level education) were coded as 2, bachelor's degree, master's degree or higher and other (higher education) were combined and coded as 3.

*Geographical Location.* The geographical location variable was measured by asking respondents the following question which identifies the parish they lived: "In which parish do you live in St. Kitts and Nevis?" Fourteen parishes were provided for responses which are a combination of all parishes for St. Kitts and Nevis: "St. Peters-Basseterre (capital) coded as 1, St. George-Basseterre (capital) coded as 2, Trinity Palmetto Point coded as 3, Christ Church- Nicola Town coded as 4, St. Thomas-Middle Island coded as 5, Saint Anne-Sandy Point coded as 6, Saint Paul Capestere coded as 7, Saint John Capestere coded as 8, St. John-Figtree coded as 9, St. Mary-Cayon coded as 10, St. Paul-Charlestown (capital) coded as 11, St. George-Gingerland coded as 12, St. James-Windward coded as 13, and St. Thomas-Lowland coded as 14.

Geographical location was recoded into two districts: "Urban" and "Rural". St. Peters-Basseterre, St. George-

Basseterre, St. Paul-Charlestown are cities of St. Kitts and Nevis and was recoded as "Urban = 1". The remaining 11 parishes (Trinity-Palmetto Point, Christ Church-Nicola Town, St. Thomas-Middle Island, Saint Anne-Sandy Point, Saint Paul Capestere, Saint John Capestere, St. John-Figtree, St. Mary-Cayon, St. George-Gingerland, St. James-Windward and St. Thomas-Lowland) were recoded as "Rural" = 2.

*Work Directly in the Tourism Industry.* The origin variable was coded as 1 = work in tourism industry and 2 = do not work in tourism industry. For analysis purposes, work in tourism industry was recoded with values of 0 = do not work in tourism industry, and 1 = work in tourism industry.

#### STATISTICAL ANALYSIS

*SPSS 21* for Windows was used to analyze the data for the present study. A frequency distribution of the data provided descriptive statistics of the sample. Correlation coefficients were used to assess the nature of the relation between dependent and independent variables.

All hypotheses relating to the independent variables (gender, geographical location and work directly in the

tourism industry) were tested using a T-test to compare the sample means. An analysis of variance (ANOVA) was used to determine perception differences by age and education. This procedure allowed for testing the differences in the perceptions of groups. In addition to a T-test, bivariate analyses were used to determine the relationship between the independent variable "*work directly in the tourism industry*", and the dependent variables (social exchange theory and distributive justice theory).

#### LIMITATIONS OF THE STUDY

The data for this study were collected in the Federation of St. Kitts and Nevis located in the Caribbean region. The twin islands were experiencing a change in their economic system which appeared challenging for both the government and citizens, alike. Partaking in such a study called for coordination of team members, time, and finance/expenditures. The length of the questionnaire and issues relating to social change were also considered.

#### *Coordination of Team Members*

Although the islands are small with a small population, it was necessary to involve many people in the

study. Having prior contact and interaction with team members to coordinate their roles in this study would have been beneficial. Having not have prior contact created a more strenuous atmosphere for the principal investigator since I had to begin the process as an individual. The first 30 days of the study were completed in a solo mode. Lack of a team at the inception of the study who had no early training on the methodology and protocols of administering surveys led to a lower number of surveys being collected.

#### *Time*

The time allotted for distributing and collecting 1,000 questionnaires was insufficient. Collecting questionnaires from the older voters was more time-consuming and on many occasions, a second visit was necessary to collect the questionnaire. Collecting the questionnaires was more of a problem in Nevis since it required the principal investigator to travel by boat to the island several days per week. Additional travel time between the islands was not considered during the initial planning of the study.

*Finance/Expenditures*

Certain expenditures were expected (vehicle rental, lodging, food, project materials, etc.,) to complete the study. The Government (Office of the Prime Minister, Dr. Denzil Douglas) was contacted via telephone and in writing and he granted permission to complete the study, the use of the Voter's Registration office and records. A monthly stipend was also requested from the Office of Prime Minister to be considered upon my arrival on the island. While the monthly stipend was not processed, I was granted an office to use for the processing of the questionnaires, the project's materials (paper and printing supplies), and a one week vehicle rental.

The cost of completing the study was under-budgeted which led to a limited distribution and collection of the questionnaires. I underestimated the cost of completing the study.

*Length of Questionnaire*

This study is the first of its nature on the Federation of St. Kitts and Nevis. Therefore, the aim was to collect as much data as possible. However, for many, especially the older citizens and business owners, the 10-



page questionnaire was tedious to complete requiring several return visits to homes and businesses.

*Additional Question.* A question relating to citizens' political affiliation should have been included in the questionnaire. Responses from this question may have been more helpful to explain the political ideology that guides the behaviors of the citizens in the Federation of St. Kitts and Nevis, and to help interpret the results.

#### *Social Change*

Although I was born on the island of St. Kitts, I had not lived there for almost 35 years. It became obvious that material changes (economic production and technology) had taken place. The people's way of life, the government had changed (several times), and some of the old order of doing business were no longer in place. However, the citizens' idealistic views as to why a study was being performed on the islands posited a serious threat to data collection.

People have become very suspicious of "foreigners" probing around the islands. It is expected that visitors/foreigners' vacation be short, instead of the 3-month period that I stayed on the islands performing the

survey. I was labeled a "foreigner" who is spying for the, then, government (*Labour Party*). Citizens' suspicion, especially the older citizens and those who were not supporting the elected party, was heightened. Many refused to respond to the questionnaire, without looking at the questionnaire, in fear that information collected from them would be used by the government. "Misplaced", "thrown away" or "lost it" were some of the excuses as to why they did not complete the questionnaire.

In addition, it must be noted that the data for this study were collected in 2012, and since then, several major criminal incidents between citizens and tourists have occurred. Many are blaming these incidents on the lack of jobs for young citizens in the Federation. If the data were collected after these incidents, citizens' perceptions of the impact of sustainable development may have been different, thus the data may not be reflecting present views.

## Chapter 5

### RESULTS

This study focused on citizens' perceptions of the impacts of sustainable tourism development in the Federation of St. Kitts and Nevis. The data were collected in 2012 from citizens of St. Kitts and Nevis to determine if perceptions of impacts vary by age, gender, geographical location and education.

#### DESCRIPTIVE CHARACTERISTICS

The data provided a sample of 452 eligible respondents, but for the purpose of analysis, missing data reduced the number of respondents for several of the question items. A frequency test providing the descriptive statistics of the data is displayed in *Table 11*.

In the total sample of 452 respondents, 37% (N = 168) were males and 63% (N = 283) were females. Sixty-seven percent (N = 301) lived in the rural districts while 33% (N=151) reported to have lived in the urban areas. The age variable was categorized from 18 - 72 years of age using equal increments of 10, and a final category that represented citizens "73 and older". Thirty-three percent (N = 151) of respondents were in the 18-28 years of age

category, 23% (N = 104) were between the ages of 29 - 39, 26% (N = 119) said that they were between the ages of 40-50, and 13% (N = 58) of respondents reported to having belonged to the 51-65 age category. Citizens 62-72 years of age consisted of 3% (N = 12) and 2% (N = 8) reported that they were "73 or older".

The data provided 449 respondents who reported their educational attainment level. Eight percent (N = 34) had no high school education, 44% (N = 199) graduated high school, 8% (N = 38) attended technical college. Those with an Associate Degree represented 18% (N = 81) of the data, while 12% (N=56) reported having a Bachelor's Degree and 6% (N = 26) indicated that they had a Master's Degree or higher. The remaining 3% (N = 15) of respondents reported having some "other" form of educational level.

Four hundred and forty-five (445) respondents indicated that they had an income. Thirty-six percent (N = 161) reported making an income of under \$10,000, 17% (N = 78) indicated having made \$10,000-\$19,999, 15% (N = 67) reported incomes between \$20,000-\$29,999, and 11% (N = 47) indicated having made \$30,000-\$39,999. Nine percent (N = 42) of the respondents made incomes of \$40,000-\$49,999, while 5% (N = 22) reported incomes between \$50,000-\$59,999.

Seven percent (N = 30) said that their incomes were above \$60,000.

A total of 361 respondents reported that they worked in the tourist industry or not. Thirty-nine percent (N = 140) of the respondents said that they worked directly in the tourist industry, while 61% (N = 221) reported that they did not work directly in the tourism industry.

Table 11. Descriptive Summary of Respondents.

Variables	F	Percentage
<u>Gender</u>		
Male	168	37.2
Female	283	62.7
<u>Geographical Location</u>		
Rural	301	66.6
Urban	151	33.4
<u>Age</u>		
18 - 28	151	33.4
29 - 39	104	23.0
40 - 50	119	26.3
51 - 61	58	12.8
62 - 72	12	2.7
73 and older	8	1.8

Table 11. Descriptive Summary of Respondents (Cont'd).

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<u>Education</u>		
Less than high school	34	7.6
Graduated high school	199	44.3
Technical College	38	8.5
Associate Degree	81	18.0
Bachelor's Degree	56	12.5
Master's Degree or higher	26	5.8
Other	15	3.3
<u>Income*</u>		
Under \$10,000	161	36.2
\$10,000 - \$19,999	78	17.1
\$20,000 - \$29,999	67	15.1
\$30,000 - \$39,999	47	10.1
\$40,000 - \$49,999	42	9.4
\$50,000 - \$59,000	22	4.9
\$60,000 and above	30	6.7
<u>Work Directly in Tourist Industry</u>		
Yes	140	38.8
No	221	61.2

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\*Denotes Eastern Caribbean Currency @ Exchange Rate of \$2.7169 per U.S Currency.

#### BIVARIATE CORRELATION ANALYSIS

Bivariate Correlations were used to examine the strength of a linear association between citizens' perceptions of economic, socio-cultural, environmental and community impacts, measures of the dependent variables. Bivariate correlations show several moderate significant relationships between the tourism development impact

scales. Economic and socio-cultural impacts yielded a Pearson's  $r=.524$  ( $p= .000$ ); socio-cultural and environment have a Pearson's  $r=.542$  ( $p= .000$ ); and socio-cultural and community impact show a Pearson's  $r=.505$  ( $p= .000$ ). Low moderate significant relationships were observed between the remaining indexes. A Correlation Matrix is presented in *Table 12*.

Table 12. Correlation Matrix of Bivariate Relationships Between Dependent Variables.

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Bivariate Relationship between perceived  
Economic, Socio-cultural, Environmental and  
Community Impacts of Tourism Development:

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VAR	Economic	Socio- Cultural	Environmental	Community
Y1	1.000	.524**	.495**	.304**
Y2		1.000	.542**	.505**
Y3			1.000	.474**
Y4				1.000

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Y1 = Economic Impact

Y2 = Socio-cultural Impact

Y3 = Environmental Impact

Y4 = Community Impact

\*\*Correlation significant at the 0.01 level.

## HYPOTHESES TESTING

The hypotheses were formulated after a review of the literature, findings from similar studies and taking into account that the sample for this study was comprised of a heterogeneous population whose perceptions of tourism development may vary. These relationships are discussed using the T-test for Independent-Samples, one-way ANOVA and bivariate correlations analyses. A discussion of the 19 hypotheses follows.

### *Demographic Indicators and Perceived Economic Impact*

Two hypotheses were tested using a one-way ANOVA, between groups design. Hypothesis 1(a) states that *older citizens will be more likely to perceive negative economic impacts of tourism development than younger citizens*. The analysis revealed a significant effect for perceptions of economic tourism impact,  $F(2,413) = 5.595; p = .004$ . Results of the sample means are displayed in *Table 13*. The Tukey's HSD test showed that younger citizens had less negative perceptions of the economic impacts of tourism development than the older citizens, while the middle age groups with ( $p < .05$ ) held more positive attitudes toward



the economic impacts of tourism development. Therefore, the hypothesis is accepted.

The second hypothesis states that *citizens with a higher level of education will be less likely to perceive positive economic impacts of tourism development than will citizens with a lower level of education*. Results in Table 13 show that this analysis revealed no significant effect for education and the economic impacts of tourism development, with a  $F(2, 410) = .698, p = .498$ . The Tukey HSD Test showed that the three independent groups demonstrated similar scores on perceptions of the economic impacts of tourism development. Therefore, the hypothesis is not accepted.

Hypotheses 1(c) and 1(d) were tested using an independent-samples t-test. Hypothesis 1(c) states *females will be less likely to perceive positive economic impacts of tourism development than males*. No significant difference was observed between the two groups,  $t(1.283) = .071; p = .200$ . There was little variability in gender. The majority were females. The sample means displayed in Table 14 show that there was no difference by gender. For males is  $M = 62.9, SD = 10.29$  compared to females whose  $M = 61.6, SD = 9.39$ . Both groups rate economic impacts of



Table 14. Independent-samples t-Test of Perceived Economic Impacts of Tourism Development by Gender.

INDEPENDENT-SAMPLES t-TEST				
Gender and Whether Citizens Agree or Disagree with the Economic Impacts of Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Males	158	62.9051	10.28993	.81862
Females	257	61.6420	9.38938	.58569
T = 1.283		P = .200		Index Score = 18 - 90

Hypothesis 1(d) states that *citizens living in rural areas will be less likely to perceive positive economic impacts of tourism development than citizens living in urban areas*. This analysis failed to reveal a significant difference between the two groups,  $t(.096) = 9.098$  ;  $p = .924$ . The sample means displayed in Table 15 show that citizens in the urban and rural areas had scores that were quite similar. There was no difference in the perceptions of the two groups concerning the economic impacts of tourism development. The majority of citizens lived away from tourist activity (rural) with  $\underline{M} = 62.07$ ,  $\underline{SD} = 10.68$  compared to citizens living close to the tourist activity (urban) with  $\underline{M} = 62.17$ ,  $\underline{SD} = 7.49$ . Although the mean

scores indicated that both groups slightly agree that the economic impacts of tourism development were positive, these results did not support the hypothesis that there were rural/urban differences.

Table 15. Independent-samples t-test of Economic Impacts of Tourism Development by Geographical Location.

INDEPENDENT-SAMPLES t-TEST				
Geographical Location and Whether Citizens Agree or Disagree with the Economic Impacts of Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Urban	139	62.1691	7.48881	.64216
Rural	280	62.0714	10.68321	.63844
T = 1.08		P = .924		Index Score = 18 - 90

#### *Demographic Indicators and Perceived Socio-cultural Impact*

Four hypotheses were developed to test the perceptions of the socio-cultural impact of tourism development.

Hypotheses 2(a) and 2(b) were tested using a one-way ANOVA.

Hypothesis 2(a) states that *older citizens are more likely to perceive the socio-cultural impacts of tourism*

*development as negative than younger citizens.* Results of

the independent-samples in *Table 16* failed to reveal a

significant difference between older citizens (disagreed) and younger citizens (agreed) perceptions of the socio-cultural impacts of tourism development,  $F(2, 431) = .284$ ;  $p = .753$ . The sample means are displayed in *Table 16*, which show that older citizens perceptions on socio-cultural impacts of tourism development were quite similar to younger citizens,  $M = 50.6143$ ,  $SD = 8.94475$  for older citizens; and  $M = 51.5586$ ,  $SD = 9.52473$  for younger citizens. Means of 51 indicate that both groups were neutral in their perceptions of the socio-cultural impacts of tourism development. Middle age citizens held similar views. Therefore, this hypothesis is rejected.

Hypothesis 2(b) states that *citizens with higher levels of education are less likely to perceive positive socio-cultural impacts of tourism development than citizens with lower levels of education*. The results of the one-way ANOVA displayed in *Table 16* show that both groups held similar perceptions of the impacts of tourism development with  $F(2, 428) = .866$ ;  $p = .421$ . Both groups neither agreed nor disagreed with the socio-cultural impacts of tourism development. Those with Associate/Technical degrees held views that were similar to the other groups. Therefore, the hypothesis was not supported.

Table 16. Analysis of Variance of Perceived Socio-cultural Impacts of Tourism Development by Age and Education.

Independent Variable	Mean	Standard Deviation	N		
<u>Age</u>					
-Younger	51.5586	9.52473	145		
-Middle	51.0457	8.78529	219		
-Older	50.6143	8.94475	70		
Total	51.1475	9.04908	434		
<u>Education</u>					
-High School/Less	51.6964	10.32508	224		
-Technical College/ Associate Degree	50.5000	7.12943	112		
-Bachelor's Degree and Above/Others	50.6000	7.26753	95		
Total	51.1439	9.08014	431		
<u>Between Groups</u>					
Variable	S.S	D.F	M.S	F	Significant
-Age	46.681	2	23.341	.284	.753
-Education	142.924	2	71.462	.866	.421
<u>Within Group</u>					
	S.S	D.F	M.S		
-Age	35409.881	431	82.157		
-Education	35310.157	428	82.500		

S.S. = Sum of Squares  
D.F. = Degrees of Freedom  
M.S. = Mean Square  
Index Score = 17 - 85

Hypothesis 2(c) states that females will be more likely to perceive less positive socio-cultural impacts of tourism development than males. This analysis revealed a significant difference between males and females perceptions of the socio-cultural impacts of tourism development,  $t(2.247) = 1.631$ ;  $p < .05$ , (note.  $p = .025$ ). Results indicated that males held more positive views of the impacts of tourism development than their female counterparts with  $M = 52.3951$  for males, and  $M = 50.3838$  for females are displayed in Table 17. The hypothesis is accepted.

Table 17. Independent-samples t-Test of Perceived Socio-cultural Impacts of Tourism Development by Gender.

INDEPENDENT SAMPLES TEST				
Gender and Whether Citizens Agree or Disagree with the Socio-cultural Impacts of Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Males	162	52.3951	9.69623	.76181
Females	271	50.3838	8.58208	.52132
T = 2.247		P < .05		Index Score = 17 - 85

Hypothesis 2(d) states that *citizens living in the rural area will have more negative perceptions of the socio-cultural impacts of tourism development than citizens living in the urban area*. The results of an independent-samples t-Test is presented in *Table 18* and show that  $\bar{M} = 51.1267$  for rural citizens, and  $M = 51.1901$  for rural citizens. The  $t = .068$  is not significant at the .05 level ( $p = .945$ ). There was no significant difference between the two groups' perceptions of the socio-cultural impacts of tourism development. Citizens living in the rural area did hold slightly less positive views of the socio-cultural impacts of tourism development than citizens living in the urban area. Therefore, this research hypothesis is not accepted.



Table 18. Independent-samples t-Test of Perceived Socio-cultural Impacts of Tourism Development by Geographical Location.

INDEPENDENT-SAMPLES t-TEST				
Geographical Location and Whether Citizens Agree or Disagree with the Socio-cultural Impacts of Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Urban	142	51.1901	6.77494	.55854
Rural	292	51.1267	9.98010	.58404
T = .068		P = .945		Index Score = 17 - 85

*Demographic Indicators and Perceived Environmental Impact*

To test citizens' perceptions of the environmental impacts of tourism development, four hypotheses (3a, 3b, 3c, 3d) were developed. Hypothesis 3(a) states that *younger citizens will more likely to perceive negative environmental impacts of tourism development than older citizens*. A one-way ANOVA test was performed and results show that this analysis failed to reveal a significant effect for age,  $F(2,437) = .161$ ,  $p = .851$ . The sample means displayed in *Table 19* show that both younger and older citizens had slightly positive perceptions of the environmental impacts of tourism development,  $M = 29.1149$  for younger citizens, and  $M = 28.8082$  for older citizens.

The Tukey HSD test shows that middle aged citizens held views similar to the other groups. This hypothesis is not accepted.

Results for hypothesis 3(b) are displayed in *Table 19* and states that *citizens with a higher educational level will be more likely to have negative perceptions of environment impacts of tourism development than citizens with a lower educational level.* The environmental impacts of tourism development were seen as slightly positive by both educational groups,  $F(2, 434) = .026$ ,  $p = .974$ . There was no significant difference with how both groups view environmental impacts of tourism development,  $M = 2.0614$ ,  $SD = 5.81550$  for citizens with lower education,  $M = 29.1915$ ,  $SD = 4.67728$  for citizens with a higher education. Those mean scores indicate that both groups held somewhat positive views of the environmental impacts of tourism development. The Tukey HSD test also shows that those citizens with an Associate/Technical degree held similar views. This hypothesis is not accepted.

Hypothesis 3(c) states that *there will be no difference in males and females perceptions of the environmental impacts of tourism development.* Results of the independent-samples t-test displayed in *Table 20* show

that there were no significant difference between males and females  $t = (1.230) = .008$ ,  $p = .219$ . The sample means are displayed in *Table 20* which shows that males had a Mean = 29.5183, SD 5.28509, while females had a Mean = 28.8764, SD = 5.29281. Both groups slightly agreed with the environmental impacts of tourism development, however, those perceptions were nonsignificant. These results support the hypothesis that there will be no difference in the perceptions of males and females on environmental impacts of tourism development.

Table 19. Analysis of Variance of Perceived Environmental Impacts of Tourism Development By Age and Education.

Dependent Variable: A comprehensive measure of tourism impact using an index of all 9 impact variables:

Independent Variable	Mean	Standard Deviation	N
<u>Age</u>			
-Younger	29.1149	5.55311	148
-Middle	29.2146	4.77230	218
-Older	<u>28.8082</u>	<u>6.19735</u>	<u>73</u>
Total	51.1475	9.04908	440
<u>Education</u>			
-High School/Less	29.0614	5.81550	228
-Technical College/ Associate Degree	29.1652	4.72011	115
-Bachelor's Degree and Above/Others	<u>29.1915</u>	<u>4.67728</u>	<u>94</u>
Total	29.1167	4.67728	437

Between Groups

Variable	S.S	D.F	M.S	F	Significant
-Age	9.043	2	4.521	.161	.851
-Education	1.494	2	.747	.026	.974

Within Group

	S.S	D.F	M.S
-Age	12263.276	437	28.062
-Education	12251.554	434	28.229

S.S. = Sum of Squares  
D.F. = Degrees of Freedom  
M.S. = Mean Square  
Index Score = 9 - 45

Table 20. Independent-samples t-Test of Perceived of Environmental Impacts of Tourism Development by Gender.

INDEPENDENT-SAMPLES t-TEST				
Gender and Whether Citizens Agree or Disagree with the Environmental Impacts of Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Males	164	29.5183	5.28509	.41270
Females	275	28.8764	5.29281	.31917
T = 1.230		P = .219		Index Score = 9 - 45

Hypothesis 3(d) states that *citizens in the urban area will be more likely to have negative perceptions of the environmental impacts of tourism development than citizens living in the rural area*. The results were analyzed using an independent-samples t-test as shown in *Table 21*. This analysis failed to reveal a significant difference between the two groups,  $t(.451) = .3.937$ ,  $p = .652$ . The sample means are displayed in *Table 21* which shows that citizens in urban areas demonstrated scores on their perceptions of the environmental impacts of tourism development that were similar to citizens living in the rural areas. Urban citizens scored  $M = 29.2759$ ,  $SD = 4.51922$  and rural

citizens scored  $\underline{M} = 29.0339$ ,  $SD = 5.63205$ . These means indicate that both urban and rural citizens held somewhat positive perceptions of the environmental impacts of tourism development. Therefore, this hypothesis is rejected.

Table 21. Independent-samples t-Test of Perceived Environmental Impacts of Tourism Development by Geographical Location.

INDEPENDENT-SAMPLES t-TEST				
Geographical Location and Whether Citizens Agree or Disagree with the Environmental Impacts of Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Urban	145	29.2759	4.51922	.37530
Rural	295	29.0339	5.63205	.32791

T = .451  
P = .652  
Index Score = 9 - 45

*Demographic Indicators and Perceptions of Community Impacts*

A one-way ANOVA and Independent-samples t-Test was used to analyze the following four hypotheses: 4(a), 4(b), 4(c) and 4(d). Hypothesis 4(a) states that *older citizens will have more negative perceptions of the community*

*impacts from tourism development than younger citizens.*

This hypothesis was tested using a one-way ANOVA and results showed that there was no significant effect for age,  $F(2, 427) = .097$ ,  $p = .908$ . The sample means displayed in *Table 22* show  $M = 33.4932$  for younger citizens, and  $M = 33.3803$  for older citizens. Means of 33 indicate that both groups were neutral, that is, neither agreed nor disagreed with the community impacts of tourism development. The Turkey HSD test showed that the middle-aged citizens held perceptions similar to the young and old citizens. Therefore, this hypothesis is rejected.

Hypothesis 4(b) states that *citizens with a higher educational level will hold positive perceptions of the community impacts of tourism development than citizens with a lower educational level.* Results of a one-way ANOVA show that this analysis failed to reveal any significant effect for educational level,  $F(2, 424) = 1.299$ ;  $p = .274$ . The sample means show that citizens with a high school diploma or less had a  $M = 33.2556$  and those with a Bachelor's Degree or above and others had a  $M = 34.3978$ . These results displayed in *Table 22* indicate that both groups were neutral as to whether or not the community impacts of tourism development were positive or negative. Both groups

neither agreed nor disagreed with the community impacts of tourism development. The results of a Tukey HSD test showed that those citizens who said that they earned an Associate/Technical degree held similar perceptions of the community impacts of tourism development. The hypothesis is, therefore, not accepted.

Hypothesis 4(c) states that *females will more likely hold negative perceptions toward the community impacts of tourism development than males*. To test this hypothesis, an Independent-Samples t-Test was used and results are displayed in *Table 23*. Those results show that the analysis failed to reveal a significant difference between the two genders,  $t(1.810) = 3.244$ ;  $p = .071$ . The sample means show that for males,  $M = 34.2436$ ,  $SD = 9.15908$ ; and for females,  $M = 32.7253$ ,  $SD = 7.86663$ . Means of 33 and 34 respectfully, indicate that both groups were similar when it came to their perceptions of whether or not the community impacts of tourism development were positive or negative. Therefore, the hypothesis cannot be accepted.



Table 22. Analysis of Variance of Perceived Community Impacts of Tourism Development by Age and Education.

Dependent Variable: A comprehensive measure of tourism impact using an index of all 12 impact variables:					
Independent Variable	Mean	Standard Deviation		N	
<u>Age</u>					
-Younger	33.4932	8.58808		146	
-Middle	33.1080	8.31358		213	
-Older	<u>33.3803</u>	<u>8.20342</u>		<u>71</u>	
Total	33.2837	9.04908		430	
<u>Education</u>					
-High School/Less	33.2556	9.05897		223	
-Technical College/ Associate Degree	32.5045	7.25869		111	
-Bachelor's Degree and Above/Others	<u>34.3978</u>	<u>7.94976</u>		<u>93</u>	
Total	33.3091	8.39338		427	
<u>Between Groups</u>					
Variable	S.S	D.F	M.S	F	Significant
-Age	46.681	2	23.341	.284	.753
-Education	142.924	2	71.462	.866	.421
<u>Within Group</u>					
	S.S	D.F	M.S		
-Age	35409.881	431	82.157		
-Education	35310.157	428	82.500		

S.S. = Sum of Squares  
D.F. = Degrees of Freedom  
M.S. = Mean Square  
Index Score = 12 - 60

Table 23. Independent-samples t-Test of Perceived Community Impacts of Tourism Development by Gender.

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INDEPENDENT-SAMPLES t-TEST

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Gender and Whether Citizens Agree or Disagree with the Community Impacts of Tourism Development:

	N	Mean	Standard Deviation	Standard Error Mean
Males	156	34.2436	9.15908	.73331
Females	273	32.7253	7.86663	.47611

T = 1.810                      P = .071                      Index Score = 12 - 60

Hypothesis 4(d) is the final hypothesis using demographics as a predictor of citizens' perceptions of the community impacts of tourism development. This hypothesis states that *citizens living in rural areas will have positive perceptions toward the community impacts of tourism development*. An Independent-Samples t-Test was used to test this hypothesis and results show that the analysis failed to reveal a significant difference between the groups,  $t(.988) = .350$ ;  $p = .323$ . For urban citizens,  $M = 33.8521$ ,  $SD = 7.67602$ , and for rural citizens,  $M = 33.0035$ ,  $SD = 8.69438$ . Citizens living in urban areas slightly agreed that the community impacts were positive,

while rural citizens were neutral about whether or not the community impacts were positive or negative. The hypothesis must be rejected. Results are displayed in *Table 24*.

Table 24. Independent-samples t-Test of Perceived Community Impacts of Tourism Development by Geographical Location.

INDEPENDENT-SAMPLES t-TEST				
Geographical Location and Whether Citizens Agree or Disagree with the Community Impacts of Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Urban	142	33.8521	7.67602	.64416
Rural	288	33.0035	8.69438	.51232
T = .988		P = .323		Index Score = 12 - 60

*Exchange Theory (Personal Rewards/Benefits)*

Hypothesis five and six were tested using Bivariate Correlations and Independent-samples t-Test. Hypothesis five states that *citizens who work directly in the tourism industry will perceive a greater level of personal rewards/benefits of tourism development than citizens who do not work directly in the tourism industry*. Bivariate

correlation displayed in *Table 25* shows a moderate significant relationship with Pearson's  $r = .370$ , ( $p = .000$ ) supporting the hypothesis. The results of the Independent-samples t-Test showed a significant difference between the two groups of citizens,  $t = -7.488$ ,  $p = .133$ ;  $p < .01$ . The sample means displayed in *Table 26* show that citizens who worked directly in the tourism industry scored significantly higher on perceived personal rewards/benefits from tourism development than citizens who did not work directly in the tourism industry. For citizens who worked directly in the tourism industry  $M = 22.6014$ ,  $SD = 4.06613$ ; for citizens did not work in the tourism industry  $M = 19.3733$ ,  $SD = 3.890143$ . Therefore, this hypothesis is accepted.

Table 25. Correlation Matrix of Bivariate Relationship-  
A Test of Social Exchange Theory (Personal  
Rewards/Benefits).

Bivariate Relationship between Work Directly in the  
Tourism Industry and Personal Rewards/Benefits of  
Tourism Development:

VAR	Perceived Personal Rewards/Benefits	Work Directly in the Tourism Industry
Y	1.000	.370**
X <sub>1</sub>	.370**	1.000

Y = Perceived Personal Reward/Benefits of Tourism  
Development

X<sub>1</sub> = Work Directly in the Tourism Industry

\*\* . Correlation significant at the 0.01 level

Table 26. Independent-samples t-Test of Perceived Personal Rewards/Benefits of Tourism Development by Work Directly in the Tourism Industry.

INDEPENDENT-SAMPLES t-TEST				
Whether Citizens Who Work Directly or Do Not Work Directly in the Tourism Industry Perceived Personal Reward/Benefits from Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Do not Work Directly in Tourism Industry	217	19.3733	3.89014	.26408
Work Directly in Tourism Industry	138	22.6014	4.06613	.34613
T = -7.488				
P = .000**				
Index Score = 6 - 30				

*Exchange Theory and Perceived Economic Rewards/Benefits*

Hypothesis six states that citizens who work directly in the tourism industry will perceive a greater level of economic benefits from tourism development than citizens who do not work directly in the tourism industry. The results of bivariate correlation displayed in Table 27 show that there is a significant weak relationship between the

perceived economic rewards index and the predictor variable with Pearson's  $r = .293$ , ( $p = .000$ ). Table 28 displays the results of the independent-samples t-Test which reveal a significant difference between the two groups,  $t = -5.749 = 14.864$ ;  $p < .01$ . The sample means show that citizens who worked directly in the tourism industry scored significantly higher on perceived economic benefits,  $M = 13.9281$ ,  $SD = 3.57252$  than citizens who did not work directly in the tourism industry,  $M = 11.9954$ ,  $SD = 2.73903$ . These results indicate that the hypothesis is supported.

Table 27. Correlation Matrix of Bivariate Relationship- A Test of Social Exchange Theory (Economic Rewards/Benefits).

Bivariate Relationship between Work Directly in the Tourism Industry and Economic Rewards/Benefits of Tourism Development:		
VAR	Perceived Economic Rewards/Benefits	Work Directly in Tourism Industry
Y	1.000	.293**
X <sub>1</sub>	.293**	1.000

Y = Perceived Economic Reward/Benefits of Tourism Development

X<sub>1</sub> = Work in Tourism Industry

\*\* . Correlation significant at the 0.01 level

Table 28. Independent-samples t-Test of Perceived Economic Rewards/Benefits of Tourism Development by Work Directly in the Tourism Industry.

INDEPENDENT-SAMPLES t-TEST				
Whether Citizens Who Work Directly or Do Not Work Directly in the Tourism Industry Perceived Economic Rewards/Benefits from Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Do not Work Directly in the Tourism Industry	216	19.3733	3.89014	.26408
Work in Directly Tourism Industry	139	22.6014	4.06613	.34613

T = -5.749

P = .001\*\*

Index Score = 5 - 25

*Distributive Justice and Perceived Fairness of Rewards/Benefits*

Hypothesis seven states that *citizens who work directly in the tourism industry will perceive fairness of rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.*

Bivariate correlation shows a weak but significant association between the distributive justice index and the



independent variable with Pearson's  $R = .144$ , ( $p = .007$ ). These results are displayed in *Table 29*. The Independent-samples t-test also shows a significant difference between the two groups,  $t(2.733) = 32.418$ ;  $p = .007$ . The results of the independent-samples t-Test displayed in *Table 30* show that the  $\underline{M} = 9.6071$ ,  $\underline{SD} = 2.55781$  for those who worked directly in the tourism industry is higher than  $\underline{M} = 8.9537$ ,  $\underline{SD} = 1.94044$  for those who did not work directly in the tourism industry. Therefore, this hypothesis is accepted.

Table 29. Correlation Matrix of Bivariate Relationship - A Test of Distributive Justice Theory (Fairness of Rewards/Benefits).

Bivariate Relationship between Work Directly in the Tourism Industry and Fairness of Rewards/Benefits of Tourism Development		
VAR	Perceived Fairness of Rewards/Benefits	Work Directly in Tourism Industry
Y	1.000	.144**
X <sub>1</sub>	.144**	1.000

Y = Perceived Fairness of Rewards/Benefits from Tourism Development

X<sub>1</sub> = Work Directly in Tourism Industry

\*\* . Correlation significant at the .01 level

Table 30. Independent-samples t-Test of Perceived Fairness of Rewards/Benefits of Tourism Development by Work Directly in Tourism Industry.

INDEPENDENT-SAMPLES t-TEST				
Whether Citizens Who Work Directly or Do Not Work Directly in the Tourism Industry Perceived Fairness of Rewards/Benefits from Tourism Development:				
	N	Mean	Standard Deviation	Standard Error Mean
Do not Work Directly in the Tourism Industry	216	8.9537	1.94044	.13203
Work Directly in Tourism Industry	140	9.6071	2.55781	.21617
T = -2.733				
P = .007**				
Index Score = 3 - 15				

#### RESULTS SUMMARY

The first 16 hypotheses tested citizens' perceptions of the economic, socio-cultural, environment and community impacts of tourism development by several demographic variables (age, education, gender and geographical location). The findings show that several of the demographic factors were not associated or showed no difference in predicting citizens' perceptions of the economic, socio-cultural,

environment or community impacts of tourism development. Two hypotheses were proposed to test social exchange theory relating to personal and economic rewards/benefits of tourism development. One hypothesis was proposed to test the theory on distributive justice (fairness of rewards/benefits).

*Demographics and Perceived Economic Impacts.*

Results showed that age was significant in determining citizens' perceived economic impacts with younger citizens having more negative perceptions than older citizens. The middle-aged citizens held more positive perceptions of the economic impacts of tourism development. These results showed that the hypothesis was statistically supported and accepted. Citizens in all educational groups held similar views on the economic impacts as well, but not statistically significant. Those findings were also true for males and females. Citizens living in urban and rural areas slightly agreed with the positive economic impacts, however, there were no significant differences in their perceptions of the economic impacts of tourism development.

Thus, the hypotheses relating to educational level, gender and geographical location were not supported.

*Demographics and Perceived Socio-cultural Impacts.*

Age showed no significant difference in perception of the socio-cultural impacts. Even the middle-age group held views that were similar to those of the younger and older groups. Similar findings were also observed when education level was tested with socio-cultural impacts of tourism development. Citizens with lower and higher educational levels neither agreed nor disagreed with the socio-cultural impacts of tourism development. On the other hand, there was a significant difference between males and females perceptions of the socio-cultural impacts. Males held more positive perceptions than females. While there was a slight difference between the perceptions of urban and rural citizens, the observed difference was not significant. Citizens living in rural areas held slightly less positive views of the socio-cultural impacts. The hypothesis related to gender and socio-cultural impacts of tourism development was statistically supported, while the hypotheses related to age, educational level and geographical location were not supported.

*Demographics and Perceived Environmental Impacts.*

Results from those hypotheses related to the demographic variables and environmental impacts of tourism development showed that age was not significant, and all three groups held similar perceptions. There was no difference between the perceptions of those with lower and higher educational levels. Males and females held similar views of the environmental impacts of tourism development as was hypothesized, and so too were the perceptions of rural and urban citizens. The hypotheses related to demographic and perceptions of the impacts of tourism development were not statistically supported and were rejected.

*Demographics and Perceived Community Impacts*

There were no significant differences in citizens' perceptions of the community impacts of tourism development by demographics. Both younger and older citizens, lower and higher educational level citizens, and both males and females were similar as to how they perceived the community impacts. The mean scores related to those groups showed that they neither agreed nor disagreed with the community impacts of tourism development. The observed difference in

the views held by urban and rural citizens were also nonsignificant. However, the mean scores indicated that citizens from the urban areas slightly agreed that the community impacts of tourism development were positive while rural citizens were similar as to whether or not the community impacts of tourism development were positive or negative. Therefore, the hypotheses relating to demographics and citizens' perceptions of the community impacts of tourism development were not supported.

*Work Directly in the Tourism Industry and Perceived Personal and Economic Rewards/Benefits*

Significant differences were observed in citizens' perceptions of personal and economic rewards/benefits from the tourism industry. Citizens who worked directly in the tourism industry perceived a greater level of personal and economic rewards/benefits from tourism development than those who did not work directly in the tourism industry. The hypotheses related to personal and economic rewards/benefits were statistically supported.

*Work Directly in the Tourist Industry and Perceived Fairness of Rewards/Benefits*

Citizens who perceived personal and economic rewards/benefits from working directly in the tourism industry also perceived fairness of the rewards/benefits. The hypothesis was significantly supported and accepted. A summary of 19 hypotheses and results are presented in *Table 31*.

Table 31. Summary of Hypotheses and Results

<u>Demographics and Economic Impacts</u>	<u>Results Accept/Reject</u>
H1a: Older citizens will be more likely to perceive negative economic impacts of tourism development than younger citizens.	Accept
H1b: Citizens with a higher level of education will be less likely to perceive positive economic impacts of tourism development than citizens with a lower level of education.	Reject
H1c: Females will be less likely to perceive positive economic impacts of tourism development than males.	Reject
H1d: Citizens living in rural areas will be less likely to perceive positive economic impacts of tourism development than citizens living in urban areas.	Reject
<u>Demographics and Socio-Cultural Impacts</u>	
H2a: Older citizens are more likely to perceive the socio-cultural impacts of tourism development as negative than younger citizens.	Reject
H2b: Citizens with higher levels of education are less likely to perceive positive socio-cultural impacts of tourism development than citizens with lower levels of education.	Reject

Table 31. Summary of Hypotheses and Results (Cont'd)

<u>Demographics and Socio-Cultural Impacts</u>	<u>Results Accept/Reject</u>
H2c: Females will be more likely to perceive negative socio-cultural impacts of tourism development than males.	Accept
H2d: Citizens living in rural areas will have more negative perceptions of the socio-cultural impacts of tourism development than citizens living urban areas.	Reject
 <u>Demographics and Environmental Impacts</u>	
H3a: Younger citizens will be more likely to perceive negative environmental impacts of tourism development than older citizens.	Reject
H3b: Citizens with a higher educational level will be more likely to have negative perceptions of the environmental impacts from tourism development than citizens with a lower educational level.	Reject
H3c: There will be no difference in males and females perceptions of the environmental impacts of tourism development.	Accept
H3d: Citizens living in the urban area will be more likely to have negative perceptions of the environmental impacts of tourism development than citizens living in the rural area.	Reject
 <u>Demographics and Community Impacts</u>	
H4a: Older citizens will have more negative perceptions of the community impacts from tourism development than younger citizens.	Reject
H4b: Citizens with a higher educational level will hold positive perceptions of community impacts from tourism development than citizens with a lower educational level.	Reject
H4c: Females will be more likely to hold negative perceptions toward the community impacts from tourism development than males.	Reject
H4d: Citizens living in rural areas will have positive Perceptions towards the community impacts of tourism development than citizens in the urban areas.	Reject



Table 31. Summary of Hypotheses and Results (Cont'd)

<u>Work Directly in the Tourism Industry and Social Exchange Theory</u>	<u>Results Accept/Reject</u>
H5: Citizens who work directly in the tourism industry will more likely to perceive a greater level of personal rewards/benefits from tourism industry than citizens who do not work directly in the tourism industry.	Accept
H6: Citizens who work directly in the tourism industry will more likely to perceive a greater level of economic rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.	Accept
<u>Work Directly in the Tourism Industry and Distributive Justice (Fairness)</u>	
H7: Citizens who work directly in the tourism industry will more likely to perceive fairness of rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry.	Accept

## Chapter 6

### DISCUSSION

The present study analyzed data collected from citizens of St. Kitts and Nevis in 2012 to determine their perceptions of economic, socio-cultural, environmental and community impacts of tourism as a sustainable development. Based on the responses from a questionnaire, the following hypotheses were tested using four demographic variables (age, education, gender and geographical location): (1) younger citizens and older citizens will hold different perceptions toward the impacts of tourism as a sustainable development in the Federation of St. Kitts and Nevis; (2) citizens' perceptions toward the impacts of tourism as a sustainable development will differ by educational level in the Federation of St. Kitts and Nevis; (3) males' and females' perceptions will differ toward the impacts of tourism as a sustainable development in the Federation of St. Kitts and Nevis; and (4) urban and rural citizens will hold different perceptions toward the impacts of tourism as a sustainable development in the Federation of St. Kitts and Nevis; 5) citizens who work directly in the tourism industry will more be more likely to perceive a greater level of personal rewards/benefits from the tourism

industry than citizens who do not work directly in the tourism industry; 6) citizens who work directly in the tourism industry will be more like to perceive a greater level of economic rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry; and 7) citizens who work directly in the tourism industry will be more likely to perceive fairness of rewards/benefits from the tourism industry than citizens who do not work directly in the tourism industry. Results showed a number of findings that were not all in the predicted direction. However, these findings have significant meaning to the citizens of St. Kitts and Nevis.

#### DEMOGRAPHICS AND PERCEPTIONS OF TOURISM DEVELOPMENT IMPACTS

When demographic factors were used to explain citizens' perceptions of the impacts of tourism as a sustainable development, the results showed a number of interesting findings among citizens' perceptions of the impacts of tourism development. Most of these findings are not compatible to those in previous studies cited in the literature reviewed. This is not unusual since specific concerns about tourism impacts do vary from place to place (Andereck et al. 2005). In St. Kitts and Nevis, like most

Caribbean regions, government and politics play a major role in all aspects of island people's social lives.

Since government is the largest employer of labor in St. Kitts and Nevis, it is in a position to influence citizens' decisions and dispense patronage, or what Beckford (1980) referred to as having a "patron-client relationship" that's associated with corruption and bribery (1980:7). The idea is that [the citizen] vote for the [political candidate] and in turn, [the citizen] will be rewarded by the [political candidate]. One's political affiliation will determine what job he/she gets rather than their competence. *Figure 16* entitled "*Bribe Money for Vote*" provides a breakdown of the benefit/cost of accepting politicians' bribes for a vote. Such campaign material flourished on social media during the Federation's 2015 general election where the popular *Labour Party* lost to a new ruling party, *UNITY*, headed by Dr. Timothy Harris.



Figure 16. Bribe Money for Vote. St. Kitts, Circa 2015, Unknown Artist (McKnight Organization, 2017).

Political support and identifying with a political party is a major aspect of social life. Citizens are stratified, politically, and are sensationally identified as a *Labour person*, a *People's Action Movement Party (PAM) person* or a *UNITY Person* in St. Kitts. In Nevis, citizens are known as a *Concerned Citizens Movement (CCM) person* or a *Nevis Reformation Party (NRP) person*—the latter being the current ruling party. People, therefore, practice the ideology of the political party that they identify with. It is intriguing to understand the development of such a stratification scheme.

From the 1960s to 1980, St. Kitts and Nevis were dominated by the *Labour Party* that was functionally

dependent on Great Britain. The Federation embraced all aspects of colonial ideologies that was handed down to them by the *Labour* party's ruler, Premier Llewelyn Bradshaw. *Labour People*, to include the very poor who were mostly the sugar cane laborers, reaped the benefits of the sugar industry. Although the government changed to a different political party in 1980, the "patron-client" relationship between citizens and government remained in effect. It was the *PAM's People's* turn to enjoy the benefits handed out by the *PAM* government. And the cycle repeats itself. Whenever the government changes, a different segment of the population reaps the benefits, and the ideology of the ruling party is used to control their supporters.

In 2012 during the time that the data for this study were collected, the *Labour Party* headed by Dr. Denzil Douglas was the ruling party. The *Labour Party* was the government that transformed the Federation's economy from the sugar industry to the tourism industry in 2006. For citizens of St. Kitts and Nevis, like those from other Caribbean territories, concerns and perceptions are politically driven despite one's demographic characteristics. People's reactions to situations, views on situations, decision on issues and even how they conduct

business are not independent of their political views and affiliation with the ruling political party. Citizens engage in both verbal and nonverbal behaviors as an indication that they approve of the ruling party.

On the islands, demonstrating strong support for the ruling party is a guarantee of some form of financial gain. Many citizens receive benefits such as jobs, housing, land, business loans, etc., that they normally would have not receive had they not shown support for the ruling party. Hence, I begin this discussion with the implication that the political attitudes of many may have influenced their attitudes toward tourism development in the Federation of St. Kitts and Nevis.

#### *Age*

In this study, the younger citizens between the ages of 18 - 28 held less negative perceptions of the economic impacts of tourism development in St. Kitts and Nevis than older citizens. This finding corresponds to those found by Brougham and Butler (1981) and Husband (1989) who reported that age was a significant indicator of citizens' perceptions of the economic impacts of tourism development. These results are in contrast to other studies (King et al.

1993; Tomljenovic and Faulkners 2000; McGehee and Andereck 2004) where it was concluded that it was the older citizens who held positive views of the economic impacts of tourism development. Several factors can explain the significance of age and perceptions of the economic impacts of tourism development in St. Kitts and Nevis.

First, during the onset of this study, St. Kitts and Nevis were in "*development stage*" of tourism development (Butler 1980). The "*development stage*" of tourism, as explained by Butler, is marked with major changes in the physical appearance of the areas destined for tourists. This type of development is economically beneficial for younger citizens since it provides employment for them in the construction and hotel industry. Many were employed during the construction of the private jet terminal at the R. L. Bradshaw International Airport, along with the development of Christophe Harbour, Kittitian Hill, Park Hyatt Hotels, the Silver Reef Resort and a mega-yacht marina.

Second, the launching of the People Employment Program (PEP) funded by the St. Kitts and Nevis Diversification Foundation (SIDF) provided training in a number of areas



along with a stipend to 2,795 younger citizens (Douglas 2013:No.56). This was the government's effort to combat the high unemployment rate among the young generation. Those who were accepted to the program enjoyed the economic benefits and praised the government for their personal economic boom that they were experiencing. By 2012, 1,412 youths were successfully placed in the private sector where they benefited from training in various fields to include hotel and tourism. Many of those who were not placed with private companies appeared to have lost sight of the program's intended manifest functions. They had already become dependent on the stipend which many citizens called "government free money". On any given day, PEP enrollees, identifiable by the uniform they wore, were observed idly walking the streets, or standing around their various government job sites. Lack of students' performance and the receiving of "government free money" were criticized by those who were not economically benefiting, especially from those citizens who did not support the political ruling party.

Third, the findings indicate that older citizens held more negative views of the economic benefits of tourism

development than young people. That can be explained by the fact that many of the older citizens, especially the displaced sugar workers, experienced the effects of the closure of the sugar industry. Additionally, there is lower employment in the tourism industry for older citizens, especially the unskilled and unspecialized. This is inconsistent with the idea that the tourism industry does not require individuals to have high levels of job specialization (Wall and Mathieson 2006). Some of the older citizens who worked in the sugar industry were qualified for severance/gratuity pay-offs for the number of years worked in the sugar industry. For others, it would be years of waiting on promised government assistance while other family members assisted them with some form of support.

Further analysis of the data showed that the majority of citizens belonged to the middle-aged category with N = 223. This group held more positive perceptions toward the economic impacts of tourism development than both the younger and older citizens. This is a diverse group in terms of their educational level, gender, where they live geographically, and probably their political affiliation.

Their positive perceptions of the impacts of tourism development may be attributed to the number of economic opportunities and government incentives that are politically-driven. These economic opportunities and government incentives have allowed for many citizens, upward mobility from the lower class to the newly created middle-class sector. For example, the government facilitated specific loans geared toward empowering this group of citizens. As the Prime Minister detailed in his 2013 Budget Address:

Mr. Speaker, empowering our people through land and home ownership remains a priority for my government as it is considered a vehicle for upward mobility. Recognizing this benefit and the need to strengthen the recover process, particularly in the Construction Sector, my Government has provided the facilitating environment and negotiated with the Sugar Industry Diversification Foundation (SIDF) to provide financing for two initiatives in partnership with our own indigenous financial institutions; the Fund for the Realization of Economic Empowerment through Subsidized Housing (FRESH) and the Equity Assistance Fund (EAF).

FRESH provides access to loan resources up to \$500,000 at a fixed interest rate of 5% for residential construction while the EAF provides access to resources to facilitate the removal of barriers to obtaining a residential mortgage such as legal fees and the required down payment (Douglas 2013:No.36).

Many middle-aged citizens who benefited economically, from such programs were able to secure large loans to build luxurious homes or open small businesses (car rentals, restaurants, buses, etc.), had strong political ties to members of the governing body. Criticism of this practice was voiced by many citizens, especially from those whose visions and expectations of becoming small business owners were stifled by such political practices. Many citizens complained that banks in St. Kitts and Nevis employed discriminatory practices driven by political and social class. These practices, they would argue, prevented them from qualifying for bank loans. The overall picture shows a pattern in those who perceive positive and negative economic impacts of tourism development. While the perceptions vary by age, the ones with the more positive economic impacts of tourism development were the middle-

class group who receive the most economic benefits of tourism development.

When explaining perceptions of the socio-cultural, environmental and community impacts of tourism development, there were no significant differences in citizens' perceptions by age. Although the people's way of life, socially and culturally are changing, they do not recognize those changes to be impacts of tourism development. For example, the "demonstration effect" can be seen amongst the younger generation (Wall and Mathieson 2006:236). As explained by Wall and Mathieson, this behavior is seen in the younger citizens who copy many of the Western visitors' consumption patterns. The clothing they wear, the food they eat, and the many efforts that they make in trying to secure American visas to travel to the United States are examples of behaviors associated with the "demonstration effect". Rather than perceiving these as negative impacts of tourism development, many younger citizens associate these behaviors with keeping up with the modern times.

A new pattern of social and cultural gatherings by both groups also provides an explanation for their similar views of the socio-cultural and community impacts of

tourism. For example, historically, socio-cultural events were attended by people island-wide. Children had to tag along with parents to community functions. Today, the older citizens continue the pattern of attending community events, while the younger citizens socialize in smaller groups of school peers or residents of the same community. Both groups have accepted the division of people and see it as a *new generation* phenomenon, meaning that younger people and older people do not mix together.

#### *Educational Level*

The result for hypotheses 1b, 2b, 3b and 4b did not support the predictions. The higher educational level citizens' perceptions of the economic, socio-cultural, environment and community impacts of tourism development were no different than those in the lower educational level. The highly educated citizens in St. Kitts and Nevis tend to hold jobs in the legal or medical fields, business owners, and managers in private corporations (funeral homes, furniture stores, car dealers, etc.,). Their jobs, definitely, do not mandate them to have direct involvement with tourists, therefore, the economic impacts of tourism

development may not be of concern to them. A demonstration of neither positive nor negative perceptions may be viewed as an indication that citizens with a higher educational level do not perceive any association between their businesses and tourism development. However, in fact, their salaries and profits are indirectly from tourism development since they make their profits from local citizens, many of whom work in the tourism industry. In addition, political stratification may be a factor in their remaining neutral on certain impacts of tourism development.

Another concern in this study was the perceptions of the environmental impacts by both the upper and lower educational groups of citizens. Certain areas in St. Kitts are already showing signs of the negative environmental impacts of tourism development. Erosion of the coastal areas where massive development has occurred is evident. While the Federation does not have any experts in the environmental field, the level of disregard for the deteriorating areas of the environment by the higher educated citizens is alarming. These are also the citizens with higher incomes who built their homes on the mountain

tops and in the beach communities that are close to the tourism developments and activities. When the mountains were cleared for housing and hotel developments, for example, in the Frigate Bay region, this was an attack on the wildlife and animals that lived in that region. On any given day, the homeless monkeys and cattle can be spotted roaming the streets. Monkey interaction with tourists has become the new norm at beach hotels and restaurants. Those citizens who purchased land and built homes in those territories have contributed indirectly to the negative impact of the environment and its species. Thus, it was not by chance that educated citizens' perceptions of the environmental impacts of tourism development were neutral. Educated citizens can observe and understand the environmental problems faced by the Federation.

It is quite understandable that citizens with lower education were neutral on their views of the environmental impacts of tourism development. First, many of those citizens were not educated on the subject of tourism development nor its impacts, and many of them are poor. The government has not provided them with any information or inclusion in the planning stage of tourism development.



Perhaps many of them do believe in the ideology of an utopian tourism industry existing in St. Kitts. At this point, it must be noted that the islands' educational system does not mirror the new economic system. When asked if they knew anything about tourism, the following was one of the responses: "you mean them big tourist ships and the white people walking up and down the streets"? This shows a lack of knowledge of the new economic system and how it relates to their economy, community and the environment.

Second, the people of St. Kitts are accustomed to hurricanes that bring wind, rain and high waves along the coastal areas—a natural phenomenon. The change in the patterns of the waves, the fierceness of the waves, the rising tides at the beach, the rising of the sand which meets the sidewalks, and the spilling over of beach water and sand into the streets are occurring without the passing of a hurricane (see figures 12 and 13). These are some of the signs of coastal erosion that are taken for granted, and may show a lack of a knowledge by those who are not educated on the environment.

The pier at *The St. Kitts Ferry Terminal* was built in one such area where coastal erosion is evident. The pier

was built to accommodate commuters between St. Kitts and Nevis, and it is also home to many bars and those who enjoy a night of drinking and partying. Many people who hang around the *Terminal*, as it is famously known, are likely to be less educated and poor. While hurricanes can be blamed for some of the erosion that has taken place in the area, it's quite obvious that these structures are causing much noticeable erosion. However, the citizens appear to be blind to the damages of the government-owned *Ferry Terminal* in the name of partying and self-enjoyment which are also viewed as part of the culture of the area. Bar owners clean their businesses, resume business as usual, and just wait for the next episode of coastal high waters, sand and mud to attack their businesses without complaints to the government. Those citizens who are less educated appear to be quite satisfied that they were provided a spot to exist in the new economic industry.

Holder (1996:147) warns us that an industry, such as tourism, that manages its assets, such as its natural resources "in a manner that they become depleted (especially when they are nonrenewable) must inevitably self-destruct." Here we have a group of people with lower

levels of education, a lack of knowledge on tourism development and the impacts that accompany tourism development, are not equipped with the tools to discern the difference between the effects of nature and those negative environmental impacts of tourism development.

### *Gender*

Four hypotheses (1c, 2c, 3c, and 4c) were tested using gender to explain perceptions of the economic, socio-cultural, environmental and community impacts of tourism development. Results showed no significant difference by gender on their perceptions of the economic, the environmental and community impacts of tourism development. However, males held more positive perceptions of the socio-cultural impact of tourism development than females. For one, most of the actors/performers who participate in the socio-cultural events geared toward entertaining the tourists are dominated by men. For example, at *Port Zante* which is the home of cruise tourism, men, especially the older ones are the majority of entertainers. These men have retained traditional cultural instruments, costumes, folklore dances, music and crafts and are in a position to

capitalize on such treasures. Tourists will pay a fair price for such performances—not to mention the tip boxes that are neatly positioned in close proximity of actors' performances. In addition, men are the dominant owners and operators of the tour companies on the islands.

Women, on the other hand, have a completely different experience working in the tourism industry. A large number of women are employed in many of the low-paying jobs at the hotels and restaurants. Others are self-proclaimed small business owners who engage in hair braiding and the massaging of tourists along the beaches. These types of jobs are not reflective of the positive socio-cultural traditions on the island, hence females' perceptions of socio-cultural impacts of tourism are less positive than that of her male counterparts.

#### *Geographical Location*

Four hypotheses (1d, 2d, 3d, 4d) were proposed relating citizens' rural versus urban location to their perceptions of the economic, socio-cultural, environmental and community impacts of tourism development, none of which were significantly different. On average, urban citizens

slightly agreed that the community impacts of tourism were positive. The urban and rural groups have a combination of citizens who are of different ages, genders, and different educational levels, but their commonality is their political affiliation. Those who are affiliated or voted for the ruling party will benefit more than those who are not affiliated with the ruling party. The majority of the tourism developments to include new housing for locals began in the urban areas during the period when the opposition (PAM) party was in power. Rural citizens were ignored. Urbanites started reaping the benefits of tourism long before those living in the rural areas began to gain any rewards/benefits from tourism developments. A large portion of rural tourism developments started in 2013, after the date of this study. Employment in the construction of Kittitian Hill and several other resorts located in rural St. Kitts were rewarding and beneficial to those living in the rural areas. During this time period, the Prime Minister for the ruling party lived in the rural areas and one of his missions was restructuring or modernizing rural areas. This modernizing included mass housing projects newly built for rural citizens, especially

in the St. Paul's District where the then Prime Minister was born and raised.

#### PERCEIVED PERSONAL REWARDS/BENEFITS

This study employed social exchange theory to provide an understanding of citizens' perceptions of the personal rewards/benefits of tourism development in St. Kitts and Nevis. This concept of exchange theory relates to the idea that intangible resources can be exchanged between actors. These resources can be socially valued outcomes such as approval or status (Ritzer and Smart 2001). Hypotheses five was proposed to explain two groups of citizens, (those who work directly in and those who do not work directly in the tourism industry) perceived personal rewards/benefits from tourism development. Results of this hypothesis are consistent with the concepts of social exchange theory.

#### *Work Directly in the Tourism Industry*

Citizens who work directly in the tourism industry perceived positive personal rewards/benefits of tourism development. Tourism is a new phenomenon to those who work

directly in the industry. They report that they enjoy working with the tourists and value the services that they provide to the tourists. According to Homans' value proposition, "the more valuable to a person is the results of his action, the more likely he is to perform the action" (1974:25). Personal rewards/benefits of tourism development for those who work directly in the tourism industry come from various types of social interaction with tourists from Western societies. For example, tourists who enjoy local accents and linguistics will engage in conversation with workers in the tourist industry. The continuous praise of how beautifully workers speak is rewarding to those workers. This action is valued since accents and linguistics are not praised locally by each other. Beside the regular "thank you", or "your service was excellent", those who work in the tourist industry interact with tourists on other levels that they find to be positive rewards/benefits to them. Some have even claimed to have found love, or they have known previous workers who found jobs in the United States with assistance of the tourists they meet, or they maintain correspondents with tourists via social media/telephone long after the tourists have left the islands.

## PERCEIVED ECONOMIC REWARDS/BENEFITS

A second concept of exchange theory relates to the economic rewards/benefits that are expected by those who work directly in the tourism industry. Hypothesis six was proposed to explain two groups of citizens (those who work directly in the tourism industry and those who not work directly in the tourism industry). Results of the data analyzed support hypothesis six that citizens who work directly in the tourism industry will hold positive perceptions of the economic rewards/benefits of tourism development.

### *Work Directly in the Tourism Industry*

The results correspond with the idea that actors (locals and tourists) in an exchange have tangible resources. On the part of the citizens of St. Kitts, those who work in the tourism industry have such resources as goods and services to exchange for rewards/benefits. On the part of tourists, their resource is the money they are willing to exchange to experience those resources provided to them by the workers in the tourism industry. The outcome can be positive or negative, however, those who



work directly in the tourism industry expect positive outcomes in exchange for the goods and services they render to tourists. For example, those locals who work directly in the tourism industry, especially in the hotels and the performing art areas, expect tourists to provide them with tips in addition to the cost of the services rendered to them. When this exchange occurs, those locals who provide the services are satisfied with the exchange and hence will have positive perceptions of the economic rewards/benefits of tourism development. In essence, expectations of rewards/benefits influence positive attitudes toward tourism development.

Those who do not work directly in the tourism industry are not privy to social interaction with tourists. Many sell local products (fresh coconut, home cook foods, fresh provisions, etc.,) that are not appealing to tourists. Their customers tend to be the local citizens. Also, many of their businesses tend to be located outside of the tourist zones, therefore, they do not exchange resources with tourists. In some cases, tourists may get lost and end up in unfamiliar areas, hence an interaction based on inquiry as to how to return to Port Zante may occur. For

those citizens, there are no direct rewards/benefits of tourism development and they will be more likely to have negative views of tourism development.

#### DISTRIBUTIVE JUSTICE

The final hypothesis proposed tested perceptions of fairness of rewards/benefits using two groups (those who work directly in the tourism industry and those who do not work directly in the tourism industry). The notion of distributive justice means that people's positive rewards/benefits received in social interaction are proportionate to their contributions, and comparable to each other in a group setting (Ritzer 2005). For example, females who work in the hotels as hotel maids should receive a fair pay for a day's work that is comparable to that of other hotel maids who performed the same amount of work.

#### *Work in Tourism Industry*

Citizens who work in the tourism industry perceive fairness of the rewards/benefits that they receive from

working in the tourism industry. Some local small business owners also claim that the rewards/benefits from tourism development are fair and just, and they believe that every local business gets their fair share. These views are plausible because local businesses located close to the tourists tend to have good business during the winter months from late November to late January. These months are considered peak tourism months when a large number of Westerners visit the islands. Coincidentally, during that time many returning citizens who live in Canada, England and the United States are home for the holiday festivities. Local businesses in and around the tourists zones boom economically directly and indirectly. The tourists tend to visit those areas where the local festivities are happening, mingle with the locals and spend money with them. Additionally, a bulk of their sales are from locals and returning citizens who are visiting. Therefore, those businesses may have positive perceptions of the fairness of rewards/benefits of tourism development when in fact, that may not be the case. The small proportion of rewards/benefits that local businesses receive from tourism development or a few tourists wandering around the festivities cannot compare to the rewards/benefits that the

major hotels make from tourists who are willing to take taxis and tour buses to visit and spend time at these hotels and their restaurants. Had it not been for the locals and the national visitors patronizing those local businesses, their views may have been much different. By the time they figure out the difference, tourist season is long gone, and their slogan becomes, "business slow" similar to that of those businesses that do not operate in or near the tourism zones.

It's quite obvious that those who did not work in the tourism industry held negative perceptions of the fairness of rewards/benefits of tourism development. Paradoxically, many foreign business owners who operate directly in the tourist zone, *Porte Zante*, have voiced their concerns about the fairness of the rewards/benefits of tourism development in St. Kitts. One of their concern is not locally-based and may not involve the St. Kitts and Nevis government or the islands' tourism board. These foreign business owners' complaints relate to the route taken by American cruise ships when they come to the Caribbean. They argue that a lack of rotation of the islands visited by tourist ships creates an unfair distribution of revenue to their

businesses. The rewards/benefits, for example, received by businesses in the nearby islands of Saint Martin and Saint Thomas are not comparable to the desserts that businesses in Port Zante receive. By the time tourist ships arrive in St. Kitts, they often have already purchased gold and other jewelry at a cheaper price on other islands, and are not willing to pay the price charged for gold and jewelry in St. Kitts. Hence, business owners who sell gold and other types of jewelries are forced into bargaining with the tourists for a price that is perceived to be less than the fair value of their merchandise.

Local business owners who operates in the tourism sector have their own concerns regarding rewards/benefits. Some local business owners have complaint that tourists can buy activity packages (tours, rides, etc.,) on board cruise ships for a lower price than if they buy them from the local owners. These local business owners do not make a fair profit from such deals and are willing to seek ways to cease such operation. Whether or not this package-selling on ships is a regrettable deal now seen as an unfair deal, on the part of the local business owners, is still questionable. It is this type of experience that triggers

negative perceptions of the rewards/benefits of tourism  
development.

## Chapter 7

### CONCLUSION

The findings in this present study provide important insights for future investigation of citizens' perceptions of the impacts of tourism as a sustainable development for the Federation of St. Kitts and Nevis. As citizen awareness of the tourism industry is increased, identification of the benefits of the tourism industry will also increase. Several years have passed since this study was conducted, and since then, many positive and negative impacts of tourism development are evident. For example, in 2015, much effort was made by the new government to maintain bonds and foster relationships with stakeholders, planners, developers and other players in the tourism industry. Currently, the Federation appears to be in alignment with the tourism trends in terms of developments (hotels, marinas, airport, etc.,). There were several private developments to the infrastructure and a number of newly built hotels. The Park Hyatt hotel that was scheduled to be open in 2017, despite hurricane Maria, was recently opened in November 2017 with promises of boosting the Federation economically and socially.

Despite the occurrence of those positive impacts of tourism development, the Federation is currently facing many challenges, both endogenous and exogenous as they adjust economically, socially and culturally to having tourism as the new economic system. According to the *Jamaica Observer* (2017), the Federation is experiencing a deceleration in the tourism-linked sector, manufacturing outputs, a decrease in the sale of citizenship-by-investment and a significant widening of the loans owed to the International Monetary Fund (IMF). As the Federation experiences those negative economic impacts of tourism development, they also face the massive immigration from neighboring islands (Santo Domingo, Guyana, and Jamaica) who are pulled to St. Kitts and Nevis because of the massive employment in the construction sector for tourism development. This mass immigration has changed the demography of the Federation with a high population of foreigners that's almost more than the population of locals. Rosa and Dietz (2010) warn us that a population increase can place increased demands on the infrastructure and increase the consumption of resources.



Another challenge that the Federation faces is the emigration of highly trained or intelligent people, or who I termed *brain drains*, who are being pushed to North America and Europe. They migrate because they have little chance of economic survival living on St. Kitts and Nevis that are governed by politicians with whom they have no political affiliation.

In addition, a number of citizens who were benefiting from the old regime, are not receiving the rewards/benefits they may have received from the outgoing political party (*Labour*). Many have lost their jobs, or were transferred to work in other areas of government where their services are without merit. The opposite holds true for those who have affiliation with the new elected political party (*UNITY*); these citizens are now enjoying enhanced rewards/benefits.

And still, the twin islands have been faced with several recent devastating effects to the natural and built capitals that can be blamed on humans and natural disasters. The photos featured as (*Figures 11, 12 and 13*) capture the devastating effects along the coast of West Irish Town Bay where several of St. Kitts' major tourism

developments occurred, that were geared toward the tourists and locals, alike. While the *Labour* government and many of its supporters have no doubt that the transformation of the islands' economy was the right direction for the Federation, the increased crime rate since the 2006 transformation does not lend credence to their claim. However, the people of St. Kitts and Nevis have always been able to bounce back from many of the challenges they faced in the years preceding tourism development, so the government's optimism in the future of tourism is worth applauding.

#### IMPLICATIONS AND RECOMMENDATIONS

Since this study, no other study has been performed in the area of tourism development in St. Kitts and Nevis. It is difficult to locate local quantifiable data that can be used to measure certain aspects of the tourism industry given the dramatic shifts in the islands' economy since 2006. This research suggests that if the government of the Federation is committed to encouraging tourism development, then it should implement a number of policies, and adopt methods that mirror its current economic system. A clear

and concise tourism strategic plan (to include plans for dealing with tourism impacts) can achieve this objective. To this end, the following recommendations are suggested:

#### MANAGEMENT RECOMMENDATIONS

1. Sharing relevant information with the public -  
Currently there is a lack of transparency when it comes to relaying and sharing information to the citizens of the Federation. All government websites should display relevant information that the people of the Federation can access. The Bureau of Statistics and the Social Security Board should develop a quarterly report of statistics showing, for example, the number of people employed directly and indirectly in the tourism industry by age, gender and income.
2. Development of a tourism and travel website or a method by which citizens can locate information relating to tourism activities such as the number of tourist visits and their total direct contribution to the Federation. While sources such as the *World Travel & Tourism Council*, and the *International Monetary Fund* provide annual economic facts about St.

Kitts and Nevis for government purposes, the information provided is not accessible for students and scholars. Statistics related to tourists and tourism should be readily accessible to the public.

3. Restructuring of the educational systems - the Federation's public educational system (junior and senior High Schools, technical college, community college) needs to be restructured. The targeted curriculum should include programs related to the tourism industry. Associate degrees in Hospitality Management, Tourism and Travel Management can be offered at the community college. Developing online programs may be beneficial to those who work.
4. Equipping local citizens with the necessary educational tools - by forming agreements with institutions off-shore that would encourage more residents to complete degrees. This can lead to a decrease of the in-migration of foreign workers.
5. The hiring of professionals to assess tourism impacts-educators and researchers in several fields are required to assess the impacts of tourism, especially those related to the environment. This can be

accomplished if the government hires researchers/ professionals, such as environmentalists, sociologists, economists, etc., perhaps foreigners since there is a lack of locally prepared residents.

6. Linking educational attainment with financial incentives - educational attainment, in fields other than legal and medical, could be linked to a requirement that citizens return to the islands to help strengthen the local economies and communities.

#### ECONOMIC AND EMPLOYMENT RECOMMENDATIONS

7. Equal bank lending - the government should encourage bank administrators to foster equal lending to all students who are qualified to attend college, or citizens who want to engage in entrepreneurship. This provides an opportunity for a broader segment of the local population to be included in the tourism sector.
8. Equal employment opportunities - an employment website should be developed where citizens can retrieve available job postings and applications by companies/organizations operating in the tourism sector. If available jobs are equally accessible to

local citizens, there may be a decrease in the hiring of foreigners to work in the tourism sectors, especially in the mid and upper management positions.

9. Foreign business accountability - government should mandate that all foreign investors with an employment staff provide monthly reports to the Labor Department, of the number of local citizens employed and positions they hold in the company. To ensure that qualified locals receive fair and equitable treatment in the hiring process, qualified local citizens should also be provided with preferential hiring treatment over foreign workers. This system has worked well in the Dutch islands of St. Martin and Aruba, and even in the British Virgin Island of Tortola.

#### SOCIO-CULTURAL RECOMMENDATIONS

10. Identify and protect cultural and historical sites - many historical areas on the Federation need to be developed and protected. Buildings that were once used for sugar production can be developed into historical museums and attractions for tourists'

enjoyment. Development of this nature can provide opportunities for tourists to contribute to communities, culture and heritage.

11. Public recognition - Godfrey and Clarke recommend that a form of award system be developed to recognize "tourism businesses, employees and members of the public which highlights achievements, service excellence and reflects community spirit" (2000:45).

#### ENVIRONMENTAL RECOMMENDATIONS

12. Natural resources protection - there needs to be a system to identify and protect environmentally important sites, e.g. beaches, reefs, coastal areas, parks and wildlife. In an effort to protect what's remaining of the eroded coastal areas, the reefs and their habitats such as conchs and whelks, policies and guidelines need to be developed that are geared toward developers and planners who tend to operate without care and concern for the islands' environment. Such guidelines could have helped eliminate the erosion that occurred at Friars Bay from the attempt of

developers who tried to build the underwater aquarium. Also, there needs to be a plan in place to prevent the disposal of human and industrial waste from ships (cruise ships, yachts). The plans need guidelines and monitoring procedures spelled out with the amounts, limits, methods, timing, etc. These guidelines can help to protect the swimming and fishing grounds areas.

13. Environmental Awareness - the level of environmental awareness among citizens needs to be increased. Citizens of St. Kitts and Nevis need to be environmentally friendly by not disposing of their waste in a manner that will harm their generation and future generations. Areas near Cayon Street and College Street Ghut, abandoned sugar mills and buildings, rainforest and wild parks such as the one located in upper Monkey Hill are the dumping sites for many citizens. Standard policies need to be in place to deal with the dumping of old vehicles, furniture and other bulky items. An increase in the number of employees and trucks in the waste management department are necessary if the environment is to be



protected. Encouraging and providing economic incentives to citizens to become entrepreneurs in the area of waste management can help to combat the current environmental issues.

14. Tourist Recycling - a more organized way to prevent tourists from dumping and ruining the parks and beaches is needed.

#### COMMUNITY CONCERN RECOMMENDATIONS

15. Citizens' empowerment - government can empower the citizens of St. Kitts and Nevis by allowing them to participate in tourism planning. The views of the fishermen, farmers, street and market vendors, and small business owners should be taken into account before developers and planners begin to disrupt the lives of those who have to live with the impacts from developments. "Residents acceptance of tourism development is considered important for the long-term success of tourism in a destination" (Andriotis and Vaughan 2003:183).

16. Enhance citizens' quality-of-life - the government can provide a high quality-of-life for all citizens by investing in the sustainability of all people and their future generations. This can be accomplished by: improving small scale economies (farming, fishing, street and market entrepreneurs); implementing policies that are equal and fair to citizens when obtaining business licenses; providing the opportunity of owning housing and land to all citizens; empowering more locals to establish businesses in the tourism sector; and providing outreach programs to connect youths with tourism.
  
17. Health - HIV/Aids transmission is a growing crisis in the Federation that needs attention. Although St. Kitts and Nevis have made significant progress in ensuring that persons living with HIV and AIDS are able to receive free of charge anti-retrovirals and supplements necessary to live healthy and productive lives, there still needs to be in place a system to educate citizens on the prevention and transmission of the disease. The system of mandatory testing of inmates/arrestees for HIV/AIDS to determine the number

persons affected with the virus is flawed since more males (328) than females (2) were imprisoned in 2013 as reported by the Institute for Criminal Policy Research (2017). Health officials need to develop a system that protects patients' rights and confidentiality. This will allow more citizens to voluntarily get tested. Citizens need to know that the information they provide to health officials will be kept in strict confidentiality.

18. Criminal activities - if the tourist industry is to flourish in communities, tourists need to feel safe in the places that they visit. According to Dixon (2017), criminal activities show an increase from 1,048 in 2015 to 1,643 in 2016. The number of murders has increased from 28 to 31, and home break-ins from 242 to 415 during the same time period (2017). Such criminal activities have spilled over into the tourism sector. Tourists are now reporting having been robbed. Police administrators can be more effective in crime prevention if they change their old standard approaches and adopt new and improved methods, to include technology, for combatting criminal activities. An

increase in the ratio of local police officers to that of foreign police officers being hired can be helpful in gaining local people's trust in the police, and an increase in police presence is needed in areas where tourists frequently visit. Additionally, the government needs to include poor people in the new economic system by providing them with ownership in the tourism industry. This can lessen the criminally-driven motives of those who feel deprived.

#### FUTURE RESEARCH

The findings in the present study have given some important insights on citizens' perceptions of the impacts of tourism development. This study was conducted using citizens' views on a subject matter (tourism development impacts) on which many were not fully knowledgeable. Most citizens of St. Kitts and Nevis were not included in the planning phase of tourism development, hence may have had limited understanding of the impacts of tourism on the economy, social and community life, culture and environment. Then again, these are perceptions that don't say anything about what the real effects of tourism are.

People who work in the tourist sector might be less likely to notice the negative effects of tourism development. While it will be challenging to educate all citizens in such capacity, it will be helpful to uncover if there are other forces, beside political affiliation and the old colonial order, affecting attitudes toward tourism and the impacts of tourism development.

One way of accomplishing a better understanding of the citizens' views on tourism development impacts is to conduct a second study which includes a larger sample of citizens from the Federation, government, department of tourism, and stakeholders. Using the results in this study as a benchmark, results from a second study can be compared to the results from this study. It is also important to understand how tourism development has been beneficial to the citizens and their communities, citizens' experiences and reactions to the impacts of tourism development. In triangulation with questionnaires, conducting focus groups can be helpful in answering the how, why and who questions when there are power differences between the participants and decision-makers, such as is the case in St. Kitts and Nevis. This information can help to develop a model of

tourism success for the federation. The marginalized segments of the population (youths, females, less educated, lower class, the poor, and senior citizens) should be targeted to engage in focus groups since they are the ones with less information about the changes in the economy, and how to associate such changes as effects of tourism development.

And finally, the factors measured by the indexes in this study were identified as meaningful impacts to focus a study upon. Most of the items used to create the indexes (economic, socio-cultural, environmental and community impacts) were items used by the other authors discussed earlier ((Liu and Var 1986; Ko and Stewart 2002; Vargas-Sanchez, Alphonso, Maria de los Angeles Plaza-Mejia and Nuria Porass-Bueno 2009) to measure the same particular impacts. Those studies used the same items and involved factor analysis of the items. The Cronbach alpha of the indexes in this study demonstrate that the items are interrelated and represent a common underlying variable. To continue examination of the indexes, future research could include additional factor analysis of the items in

the indexes to add additional information about the impacts.

## APPENDIX 1

SURVEY QUESTIONNAIRE  
"MY VIEWS ON TOURISM DEVELOPMENT"

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This survey is geared towards an understanding of your views on tourism development in St. Kitts and Nevis. Your participation in this research will help us to achieve a better understanding on how you believe that tourism as a new economic development has impacted your life.

**MARKING DIRECTIONS:**

Use a pencil or pen.

Full in the circle to your response completely.

Mark only one response to each question.

**Section 1. General Background Information.**

1. What is your age?
  - 18 – 28
  - 29 – 39
  - 40 – 50
  - 51 – 61
  - 62 – 72
  - 73 and older
  
2. What is your gender?
  - Male
  - Female
  
3. What is your marital status?
  - Married
  - Single
  - Divorce
  - Separated from spouse
  - Live with boyfriend
  - Live with girlfriend
  
4. What is the highest level of education you have completed?
  - Less than high school
  - Graduated from high school (5<sup>th</sup> and 6<sup>th</sup> forms)
  - Technical College
  - Associate Degree
  - Bachelor's Degree
  - Master's Degree or higher
  - Other, please specify: \_\_\_\_\_



## APPENDIX 1 (Cont'd)

5. How long have you lived in your community/parish?
- New comer
  - Less than 5 year
  - 5 – 10 years
  - 11 – 16 years
  - 17 – 22 years
  - 23 – 28 years
  - 29 – 34 years
  - 35 – 40 years
  - 41 or more years
- 6a. In which parish do you live in St. Kitts and Nevis?
- St. Peters – Basseterre (capital)
  - St. George – Basseterre (capital)
  - Trinity Palmetto Point
  - Christ Church Nicola Town
  - St. Thomas – Middle Island
  - Saint Anne – Sandy Point
  - Saint Paul Capestere
  - Saint John Capestere
  - St. John Figtree
  - St. Mary – Cayon
  - St. Paul – Charlestown (capital)
  - St. George – Gingerland
  - St. James – Windward
  - St. Thomas - Lowland
- 6b. Is your community an official tourist community?
- Yes
  - No → If no, go to question 7
- 6c. How long have you lived in this community?
- Less than 1 year
  - 1– 2 years
  - 3 – 4 years
  - 5 – 6 years
  - 7 or more years
7. Are you currently employed?
- Yes
  - No → if no, go to question 12a
  - Retired → if retired, go to question 12a
  - Homemaker
  - Other, please specify: \_\_\_\_\_

## APPENDIX 1 (Cont'd)

8. What is your work status?
- Full time work
  - Part-time work
  - Seasonal part-time work
  - Seasonal full-time work
  - Other, please specify: \_\_\_\_\_
- 9a. Do you work directly in the tourism industry?
- Yes
  - No → If no, go to question 10.
- 9b. How long have you worked in the tourism industry?
- Less than 1 years
  - 2 – 3 years
  - 4 – 5 years
  - 6 – 7 years
  - More than 7 years
- 9c. What type of work do you do in the tourism industry?
- Service (hotel cleaning, waitress/waiter, food, maintenance, etc.,)
  - Clerical (receptionists, book-keeping, administrative supporters, etc.,)
  - Technical (computer, engineering, air-condition, refridgeration, etc.,)
  - Sales and Marketing
  - Tour Guide, Driver or Vehicle Operator
  - Manager, Administrator or Professional Specialist
  - Proprietor or Owner of a Tourism Business
  - Other, please specify: \_\_\_\_\_
- 9d. In general, how would describe your experience with the tourists?
- Very Unpleasant
  - Unpleasant
  - Neither Unpleasant or Pleasant
  - Pleasant
  - Very Pleasant
10. What type of company do you work for?
- Government
  - Private Corporation (Banking, Airline, Stores, etc.,)
  - Telecommunications (telephone, telemarketing)
  - Manufacturing (factory)
  - Other, please specify: \_\_\_\_\_

## APPENDIX 1 (Cont'd)

11. How long have you worked in that business?
- Less than 5 years
  - 5 – 10 years
  - 11 – 16 years
  - 17 – 22 years
  - 23 or more years
- 12a. In the past, have you ever worked in the sugar industry?
- Yes
  - No → If no, Go to Question 13.
- 12b. How long did you work in the sugar industry?
- Less than 5 years
  - 5 – 10 years
  - 11 – 16 years
  - 17 – 22 years
  - 23 – 28 years
  - 29 – 34 years
  - 35 or more years
- 13a. How satisfied are you with tourism as the major economic system for St. Kitts and Nevis?
- Very Dissatisfied
  - Dissatisfied
  - Neither dissatisfied or satisfied
  - Satisfied
  - Very Satisfied
- 13b. How many persons do you know who work in the tourism industry?
- Less than 5 persons
  - 6 – 11 persons
  - 12 – 17 persons
  - 18 – 23 persons
  - 24 or more persons
- 13c. Are the people you know who works in the tourism industry your:
- Relatives
  - Close Friends
  - Acquaintances
  - Neighbors
  - Other relationship, please specify: \_\_\_\_\_

## APPENDIX 1 (Cont'd)

14. What is your income (EC dollars) during the past 12 months?
- Under \$10,000
  - \$10,000 – \$19,999
  - \$20,000 – \$29,999
  - \$30,000 – \$39,999
  - \$40,000 – \$49,999
  - \$50,000 – \$59,999
  - \$60,000 and Above
15. In the past 5 years have you experience a change in your annual income?
- Greatly Decreased
  - Decreased
  - Neither decreased or increased
  - Increased
  - Greatly increased
16. Has tourism development affected you or your community in St. Kitts and Nevis?
- Change for the better
  - No Change
  - Change for the worse
17. Is this what you expected would happen?
- Yes
  - No
  - Other, please specify: \_\_\_\_\_
18. Which industry would you say would best contribute to the sustainable economy of St. Kitts and Nevis?
- Sugar Industry
  - Farming Industry
  - Tourism Industry
  - Farming and Tourism
  - Construction
  - Other, please specify: \_\_\_\_\_
19. Which industry would you say best contribute for the sustaining of the socio-culture of St. Kitts and Nevis.
- Sugar Industry
  - Farming Industry
  - Tourism Industry
  - Farming and Tourism
  - Construction
  - Other, please specify: \_\_\_\_\_

**APPENDIX 1 (Cont'd)**

**20. Which industry would you say best provides for the sustaining of the environment in St. Kitts and Nevis?**

**Sugar Industry**

**Farming Industry**

**Tourism**

**Farming and Tourism**

**Construction**

**Other, please specify:** \_\_\_\_\_

## APPENDIX 1 (Cont'd)

## SECTION 2:

Instructions: Please respond to the following statements by putting an "X" in the block that most accurately represents your opinion concerning the impacts of sustainable tourism development. There is no right or wrong responses; it is your own views that are important.					
ECONOMIC IMPACT Tourism Development:	1 = Strongly Disagree	2 = Disagree	3 = Neither Disagree or Agree	4 = Agree	5 = Strongly Agree
1. Increases employment opportunities for local people.					
2. Increases individual income.					
3. Increases my standard of living.					
4. Brings investments to the Country (hotels, airlines, etc.).					
5. Provides development of the Country (hotels, homes, etc.)					
6. Brings in revenue to the Government.					
7. Increases property value.					
8. Increases the amount of taxes I have to pay.					
9. Increases the overall cost of living.					
10. Increases the number of local small businesses.					
11. Forces me to take a lower paying job.					
12. Provides less opportunities for increasing my income.					
13. Results in increases in utilities.					
14. Results in increases in rent.					
15. Results in increases in the prices of goods and services.					
16. The overall cost of living has increased.					
17. Increases the number of foreigners working in the tourism industry.					
18. Overall, I am satisfied with the economic impact of tourism development.					
SOCIO-CULTURAL IMPACT Tourism Development:	1=Strongly Disagree	2 = Disagree	3 = Neither Disagree or Agree	4 = Agree	5 = Strongly
19. Increases the demand for historical exhibitions.					
20. Increases the demand for cultural exhibitions.					

## APPENDIX 1 (Cont'd)

	1 = Strongly Disagree	2 = Disagree	3 = Neither Disagree or Agree	4 = Agree	5 = Strongly Agree
21. Increases the number of cultural festivities.					
22. Results in greater availability of recreational and sports activities.					
23. Results in improvements in the quality of services in restaurants and shops.					
24. Increases the consumption of imported products					
25. Decreases the demand for locally cooked foods.					
26. Decreases the demand for locally grown fruits and vegetables.					
27. Changes your daily routine.					
28. Increases in youth sexual permissiveness (indulging).					
29. Does not encourage local communities to maintain their traditions and identity.					
30. Decreases community gatherings (parties, holiday cook-outs, beach activities, liming, etc.).					
31. Increases in domestic violence at home.					
32. Decrease religious values (attending church on Sunday)					
33. Increases cultural conflicts between tourists and local residents.					
34. Decreases the market for locally-made goods.					
35. Overall, I am satisfied with the socio-culture impacts of tourism development.					
<b>ENVIRONMENTAL IMPACT Tourism Development:</b>	<b>1 = Strongly Disagree</b>	<b>2 = Disagree</b>	<b>3 = Neither Disagree or Agree</b>	<b>4 = Agree</b>	<b>5 = Strongly Agree</b>
36. Results in greater protection for the natural assets (land, sea, parks).					
37. Improves the infrastructure of the island (roads, highways, public transportation, etc.).					
38. Improves access and affordability of household communication services (cable, internet, telephone).					

## APPENDIX 1 (Cont'd)

	1 = Strongly Disagree	2 = Disagree	3 = Neither Disagree or Agree	4 = Agree	5 = Strongly Agree
39. Has improved the supply of utilities to local households (water, electricity, gas).					
40. Increases contamination of the beaches.					
41. Increases the level of pollution in the local fishery and marine life (fish, crabs, lobsters, conch, turtles, etc.).					
42. Results in unpleasant crowding of public and leisure spaces					
43. Increases additional emission pollution.					
44. Overall, I am satisfied with the environmental impacts of the tourism development.					
<b>COMMUNITY IMPACT Tourism Development:</b>	<b>1 = Strongly Disagree</b>	<b>2 = Disagree</b>	<b>3 = Neither Disagree or Agree</b>	<b>4 = Agree</b>	<b>5 = Strongly Agree</b>
45. Has affected my community, positively.					
46. Has increased the level of crime and social problems in my community.					
47. Illegal drug activities have increased in my community.					
48. There is now a market for sex sale in my community (prostitution).					
49. Makes it unsafe to walk in my community.					
50. Increased the number of theft and vandalism have in my community.					
51. Reduced the quality of outdoor recreational opportunities in my community.					
52. Increased the amount of litter in our streets and public places.					
53. Increased the noise level in my community.					
54. Increased traffic congestion in my community.					
55. The appearance of my community has improved because of tourism.					



## APPENDIX 1 (Cont'd)

	1 = Strongly Disagree	2 = Disagree	3 = Neither Disagree Or Agree	4 = Agree	5 = Strongly Agree
56. Overall, I am satisfied with the Community impacts from tourism development.					
<b>CONCERNS ABOUT MY COMMUNITY:</b>	1 = Strongly Disagree	2 = Disagree	3 = Neither Disagree Or Agree	4 = Agree	5 = Strongly Agree
57. Police patrol and services have increased in my community.					
58. Police treat members in my community with the same fairness as they treat the tourists.					
59. Overall, the quality of policing has increased in my community.					
60. Tourism is actively encouraged in my community.					
61. Members in my community trust the tourists.					
62. The level of social interaction amongst community members has increased.					
63. Members in my community interact with the tourists.					
64. Tourism has improved the standard of living and the quality of life of the people in my community.					
65. Community members get involved in the community activities.					
66. Community members are involved in the decision-making process relating to tourism development.					

## APPENDIX 1 (Cont'd)

## SECTION 3:

Instructions: Please respond to the following statements by putting an "X" in the block that most accurately represents your opinion concerning the benefits and cost of sustainable tourism development. There is no right or wrong responses; it is your own views that are important.					
<b>SOCIAL EXCHANGE</b> Perceived Rewards of Tourism Development:	1 = Strongly Disagree	2 = Disagree	3 = Neither Disagree or Agree	4 = Agree	5 = Strongly Agree
1. Tourism is a sustainable economy that is rewarding for me.					
2. I value the services that I provide to tourists.					
3. The economic benefits that is received from tourism is rewarding to me.					
4. I promote tourism in my community.					
5. I enjoy working with tourists.					
6. My financial goals are met through my work with the tourists.					
7. Tourism has increased my property/business value.					
8. Access to educational training in the tourism industry is beneficial for effectively performing my job.					
9. Generally, the economic benefits of tourism outweigh the negative impacts of tourism					
10. The tourists usually value my services to them.					
11. Involvement in the tourism industry makes me feel good about myself.					
<b>DISTRIBUTIVE JUSTICE</b> Fairness of Rewards:	1 = Strongly Disagree	2 = Disagree	3 = Neither Disagree or Agree	4 = Agree	5 = Strongly Agree
12. I receive a fair pay for working in the tourism industry.					
13. Tourists pay fair prices for my goods and services.					
14. The amount of training and preparedness I received in the tourist industry is fair.					

**APPENDIX 2**

## CONFIDENTIALITY LETTER

My Views on Tourism Development-2012

Dear Survey Respondents:

I am conducting a research project entitled “My Views on Tourism Development” as a part of a dissertation project at South Dakota State University (SDSU). The purpose of this study is to obtain your views on tourism development on St. Kitts and Nevis.

You as a citizen of St. Kitts and Nevis are invited to participate in the study by completing the attached survey. We realize that your time is valuable and have attempted to keep the survey as brief as possible. It will take approximately 30 minutes of your time. Your participation in this project is **voluntary**. You may withdraw from the study at any time without consequences.

There are no known risks to you for participating in this study. If any of the questions are of a sensitive nature, please feel free not to respond to those questions. While there are no direct benefits to you, you will be assisting in providing academia with an understanding of the impacts of tourism development from a citizen’s view.

Your responses are strictly confidential. When the data and analysis are presented, you will not be linked to the data by your name, title or any other identifying items. Please assist me in this research by completing this survey questionnaire.

Your consent is implied by your completing the questionnaire. Please keep this letter for your information. If you have any questions, now or later, you may contact us at the number below. Thank you very much for your time and assistance.

**APPENDIX 2 (Cont'd)**

## CONFIDENTIALITY LETTER

If you have any questions regarding your rights as a research participant in this study, you may contact:

Norman O. Braaten  
SDSU Research Compliance Coordinator  
Office of Research Compliance Coordination  
SAD Room 124  
Box 2201 SDSU  
Brookings, SD 57007

Phone: 605-688-6975, or email: [sdsu.irb@sdstate.edu](mailto:sdsu.irb@sdstate.edu)

The SDSU Institutional Review Board has approved this project. Approval No: IRB-1205001-EXM

Sincerely,

Debra P Laville-Wilson, Project Director  
Department of Rural Sociology  
South Dakota State University (SDSU)

Phone: 757-274-7503 or email [debra.lavillewilson@jacks.sdstate.edu](mailto:debra.lavillewilson@jacks.sdstate.edu)

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## CURRICULUM VITAE

Debra P. Laville-Wilson

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South Dakota State University, Department of Sociology,  
Brookings, SD 57007 (757) 274-7503

EDUCATION

## SOUTH DAKOTA STATE UNIVERSITY

Graduation Date: December 2017

Program: PH.D in Rural Sociology

Concentrations: Social Deviance; Social Organization

## OLD DOMINION UNIVERSITY

Graduated: August 2000

Program: MA in Applied Sociology

Concentration: Criminal Justice

## JOHN JAY COLLEGE OF CRIMINAL JUSTICE

Graduated: June 1994

Program: B.S. in Criminal Justice - Cum Laude

Minor: Sociology/Dispute Resolution and Mediation

Training Programs:

Teaching and Learning Certification; Counseling; Crisis Intervention; Dispute Resolution and Mediation; Cultural Diversity Awareness; Virginia Community College System (VCCS) Faculty Training; Online Teaching Certification.

Licenses:

Notary Public for the Commonwealth of Virginia.

HIGHLIGHT OF SKILLS

- \*Strong communication, interpersonal and organizational skills.
- \*Teaching and lecturing a diverse population of students at different educational levels.
- \*Strong analytical, writing and research skills.
- \*Counseling, mediation and problem-solving skills.
- \*Customer Relations skills.
- \*Acquired in-depth training in multi-disciplinary topics in Criminal Justice and Sociology disciplines.
- \*Proficiency in computer operations and statistical analysis programs: Windows, MS Word, SPSS for windows, SAS database, Desire2Learn (D2L) and Blackboard Applications.

PROFESSIONAL DEVELOPMENTCOMMUNICATION SKILLS:

- \*Lecture a diverse population of undergraduate college students on the current practices, social problems and applicable theories in various criminal justice and sociological principles: Race and Minorities; Juvenile Delinquency; Drugs and Society; Urban Sociology; Marriage and Family; Anthropology; Introduction to Sociology; Introduction to Social Science and Introduction to Social Problems.
- \*Provide educational instructions to regular and special education students in grades 6 through 12 in various academic subjects (English, Social Studies, Western History), inform students of classroom assignments and expectations.
- \*Facilitated one-on-one employee disciplinary meetings and faculty/student conferences.
- \*Conducted weekly employee meetings and assigned employees tasks.
- \*Responsible for maintaining employees files: recorded verbal and written corrective actions used to solve problems between employee/client or employee/employee.
- \*Conducted interdisciplinary meetings for at-risked youths and mentally-challenged individuals: case management.
- \*Acted as a liaison for at-risk youth, mentally-challenged clients and their families/guardian to access residential programs and various community services.
- \*Screened disputants referred to mediation, scheduled appointments and maintained written and verbal communication with the court system (Virginia and New York).
- \*Maintained legible written security logs and reports, documentation and correspondence of activities within security, comprehension of post orders, policies and procedures, greet and assist clients/customers, appropriate telephone etiquette for security office.
- \*Drafted and typed legally binding agreements to be certified by the court system.
- \*Performed legal duties for seven (7) judges: record court proceeding and Judges' dispositions of juvenile and domestic violence cases.
- \*Solicitation of donations, prizes and awards from local businesses and organizations (using written communication) for the Virginia PTA Reflection Program.

COUNSELING SKILLS:

- \*Academic Counselor for a diverse college student population on various issues.
- \*Academic Counselor for potential drop-out college students.

- \*Facilitated one-on-one behavioral counseling with juvenile delinquents/adult offenders.
- \*Mediated and Co-mediated cases averted from Juvenile and Domestic Relations Court (Virginia) and the Criminal Court (New York).

MANAGEMENT SKILLS:

- \*Supervise undergraduate college classes, assigned class work, assessed and evaluated students' performances, disseminate mid-term and final semester grades to students and administration.
- \*Supervise middle and high school classes, provide for the uninterrupted education of students.
- \*Managed and chaired four (4) college entities: Newspaper, Yearbook, Radio Station, and Theatrical Players.
- \*Managed all entities budgets, contracts, negotiations and purchases.
- \*Supervised the dissemination of rules to staff, directed and evaluated staff performance, and interviewed prospective employees.
- \*Chaired and supervised a Virginia Parent and Teachers Association (PTA) program and its volunteers.
- \*Supervised a group of volunteers as the Chief of a Virginia Beach Voter's Registration in one of its districts.

PLANNING SKILLS:

- \*Research and analyze data for scholastic article presentations and publications.
- \*Research and prepare sociological discussions on human behaviors and their surroundings.
- \*Coordinated Individual Development Plans (IDP) and developed rehabilitation treatment service plans.
- \*Planned daily and weekly project assignments and recreational activities.
- \*Developed case reports and case summations for appropriate social service agencies.
- \*Established and organized an award presentation program that recognizes all students participating in the Virginia Beach PTA Reflections Program.

EMPLOYMENT

2/2017 - Present      ECPI UNIVERSITY  
Newport News, VA  
*Adjunct Sociology Instructor*

1/2013 - 8/2015      TIDEWATER COMMUNITY COLLEGE  
Virginia Beach, VA  
*Adjunct Sociology Instructor*

8/2000 - 8/2015      THOMAS NELSON COMMUNITY COLLEGE  
Hampton, VA  
*Adjunct Sociology Instructor*

2/2008 - Present      VIRGINIA BEACH CITY PUBLIC SCHOOL  
Virginia Beach, VA  
*Substitute Teacher*

8/2009- 5/2017      SOUTH DAKOTA STATE UNIVERSITY  
Brookings, SD  
*Teaching and Research Assistant*

HONORS & AWARDS

\*Graduate Teaching of Excellence - 2011

\*Virginia Congress of Parents and Teachers Award for Outstanding Leadership and Service to Children and Youth - 2000

\*Who's Who Among Students in American Universities and Colleges - 1994

\*National Dean's List - 1993; 1994

\*John Jay College's Deans List - 1992; 1993; 1994

\*John Jay College's Scholarship and Service Award - 1994

\*John Jay College's Counseling Program Service Award - 1994

EXTRACURRICULAR ACTIVITIESResearched Article for publication:

\* The Transformation of an Agro-economic System to a Tourism-economic System: Citizens' Perceived Impacts of Sustainable Tourism Development. South Dakota State University (SDSU). Dissertation Defense - 2017.

\* Women in South Dakota 2010.

Publication and Presentation:

- \* Explaining Concerns About Police Brutality: How Important is Race? The Society For The Study of Social Problems Conference - 2001;
- \* Factors Influencing Deviant Criminal and Sexual Behaviors. The Virginia Social Science Association Conference - 2010.

Organizations and Associations:

- \* Scarborough Square Civic League - Vice President 2017;
- \* City of Virginia Beach - Election Official 2006 - 2008;
- \* City of Virginia Beach - Election Chairperson 2008;
- \* Scarborough Square Civic League - Member since 2006 - Present;
- \* Commonwealth of Virginia - Notary Public 2004 - Present;
- \* Corporate Landing Middle School PTA - Reflections Program Chair 2003 - 2005;
- \* Kemps Landing Magnet School PTA - Reflections Program Chair 1999 - 2001;
- \* Centerville Elementary School PTA - Scholarship Committee Member 1999 - 2000;
- \* Old Dominion University, Department of Sociology - Graduate Representative 1997 - 1998.