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AND ACADEMICS IN THE ASIA PACIFIC REGION**

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AN EXAMINATION OF FACTORS INFLUENCING ATTITUDE TOWARDS TOURISM IN GOA

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To strategically utilize resources to minimize the negative impacts of tourism and increasing the social support for tourism development, the present study examined the residents of six talukas of North Goa by using the model developed by Perdue *et al.* (1990); later extended by Mc Gehee, *et al.* (2002); and also based on social exchange theory; tried to determine whether personal characteristics and personal benefits from tourism influence perception of tourism as well as support for tourism development, and what factors influence support for tourism development and management. The result indicated that personal characteristics were not good predictors of resident's attitude towards tourism impacts with an exception of age, education, and birthplace. Personal benefits from tourism predicted positive impacts of tourism, negative impacts of tourism and also support for additional tourism, which was in consistent with Perdue *et al.* (1990) and Mc Gehee *et al.* (2002) but support for social exchange theory showed mixed result, as personal benefit was not a significant predictor of tourism planning while support for additional tourism did predict tourism planning. However, while support for additional tourism did predict tourism planning, it showed a

positive relationship as reported by Mc Gehee *et al.* (2002) and not a negative one as reported by Perdue *et al.* (1990). Contrary to the findings of both Perdue *et al.* (1990) and Mc Gehee *et al.* (2002), the positive impact did predict tourism planning but was negatively related to it. The overall findings support previous assertions that educating local residents about the potential benefits of tourism is critical in obtaining their support for tourism, enhancing their involvement in the industry, and achieving sustainable community development.

Keywords:

Residents' attitudes, Tourism impacts, Social exchange, Goa, India.

INTRODUCTION

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

et al., 2004). An increasing amount of research has been conducted to understand the impact of tourism development from the point of view of local residents (Ap, 1992; Getz, 1994; Lankford and Howard, 1994; Jurowski *et al.*, 1997 etc.), probably due to the fact that while tourism helps both the community and the nation to grow, it does create certain inevitable economic, socio-cultural, environmental impacts on the people and the destination. Further, residents in host communities play a vital role in developing a healthy and prosperous tourism industry (Ap, 1992; Latkova 2012).

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

different locations and at different times in order to validate previous finding and/or identify new factors influencing the same (Andriotis *et al.*, 2003, Cavus and Tanrisevdi, 2003). Therefore, this study fills the gap by adding valuable knowledge, new perspectives and presents possibilities for consideration. The paper offers valuable inputs for the tourism business community, NGO's, Government and other stakeholder groups.

LITERATURE REVIEW

Global Context

A vast body of research has been carried out on resident attitude towards tourism and its development in a destination. A number of factors which influence the same have been identified by various researchers. These same factors with different groupings of variables have been termed differently in different studies but generally fall in the category of demographic factors, personal factors, social factors and factors related to tourism (Jackson and Inbakaran, 2006). However, the findings are inconclusive. Differences in resident attitudes towards tourism development have been examined on the basis of stage of development (Butler, 1980; Doxey, 1975); degree of tourism development (Long *et al.*, 1990); tourism policy participation (Lankford and Howard 1994); level of individual involvement in tourism industry (Smith and Krannich, 1998); maturity of destination (Sheldon and Abenoja, 2001); involvement in decision making process (Sheldon and Var, 1984); personal benefit received from tourism (Jurowski *et al.*, 1997, Wang and Pfister, 2008 ; Hanafiah *et al.*, 2013). The social exchange theory has often been used to interpret the effect of the material and psychological transactions on the attitudes of the residents of tourist destinations (Ap, 1992; Gursoy *et al.*, 2002; Jurowski *et al.*, 1997; Yoon *et al.*, 1999).

A number of studies have been carried out which also refer to the important relationship that exists between resident perceptions of tourism and their economic dependence on it implying that as residents economic benefits from tourism increases so does their perception of tourism positive impacts (Haralambopoulos & Pizam, 1996; Johnson *et al.*, 1994; Weaver and Lawton, 2001). Thus, the balance between resident's perception of the costs and

benefits of tourism development influence not only visitor satisfaction with destination but also consequently becomes an important factor increasing tourist arrival (Allen *et al.*, 1988; Andriotis and Vaughn, 2003; Lankford and Howard, 1994). Resident Demographic characteristics also influence their perceptions of impacts but the study results are mixed and vary according to the location, the methodology and the instrument used which makes it not only difficult but also inconclusive to compare such results (Wang *et al.*, 2006).

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

Indian Context

In India too, several studies have been carried out to explore how residents consider tourism affects their community, their attitude toward tourism, and the factors which are influencing it. Respondents are generally aware of both the positive and negative effects of tourism and the overall view is optimistic because of the economic, social, and cultural benefits accruing out of tourism growth and development (Singh and Singh, 2012). However, a certain amount of resentment arises when all activities become increasingly tourist oriented. While negative economic, environmental, social, and cultural benefits may neither be intentional nor inevitable; they must be viewed as serious risks and

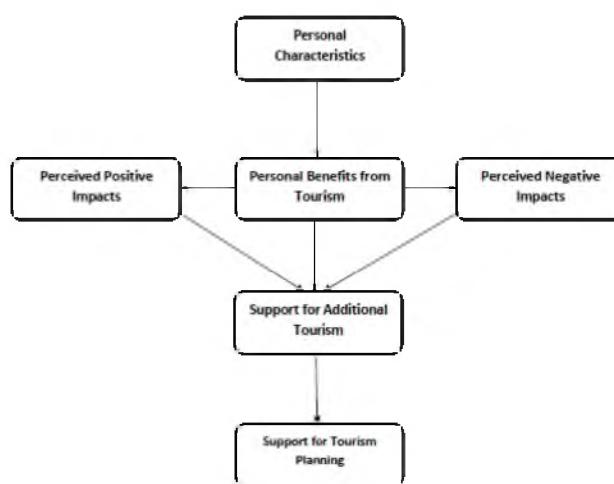
must be carefully evaluated, monitored and managed if the resource base is to be sustained for the future (Kala, 2008). Economic impacts are most favourably viewed followed by infrastructural and environmental impacts, while socio-cultural impacts are viewed with concern, and understanding such attitudes can be used to formulate appropriate strategies for tourism planning and policy development (Saha, 2012). Community attachment and economic dependence have significant effect on tourism's positive impacts which in turn can affect support for tourism. Further, positive impacts have a larger effect on influencing sustainability of tourism than do negative impacts (Sofique and Ghosh, 2012). Socio-cultural issues are generally viewed with the greatest concern and so training and education can help improve resident lifestyle as well as resource management which could help promote and support sustainable development in the area (Ramchurjee and Suresha, 2013). Local residents are heterogeneous in the way they perceive and receive many of tourism's reported benefits, hence understanding of such attitudes is an essential requirement for resident support for tourism development and its sustainability (Chand, 2013). Further, though they support tourism development, their inclusion and involvement in the planning, promotion and development of tourism is negligible and must be significantly encouraged for sustainability (Chand and Vivek, 2012).

Goan Context

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

wise analysis of the distribution of tourists in Goa in terms of their country of origin, tourist sites available in the state and tourist preference for those sites, indicated that Beach tourism in Goa is ranked as the foremost tourist attraction in the state and hence should be protected (Ambli, 1991). However the growth of tourism in Goa has taken place extensively in four of main coastal talukas of Tiswadi, Salcete, Bardez and Mormugao resulting in pressure on scarce resources with consequent economic and environmental problems and near saturation being reached and negative impacts of tourism being visible in these areas (Singh 2004;

Mazumar, 2006). This lopsided growth has given rise to numerous problems in the state and any form of tourism if introduced without adequate planning will face the same fate as mass tourism (Magannal, 2010). For an equitable and sustainable growth of tourism in the state, tourism should belong to local residents, providers and participants and tourism planning and management should be brought under community stewardship with a proactive approach by all stakeholders (Solomon, 2008; Akhtar and Shah, 2012; Mazumdar, 2006; Sawkar, 1998; Tanrigama, 1999; De Abreu, 2008).



Source: Perdue *et al.* 1990.

Figure 1. Research Framework

The Social Exchange theory (Allen *et al.*, 1993; Jurowski *et al.*, 1997; Andereck *et al.*, 2005; Gursoy *et al.*, 2002) which states that people evaluate any exchange based on the costs and benefits received as a result of that exchange. When residents find the exchange, in terms of tourism, beneficial to them and increases their well being, they will most likely have positive attitudes towards tourism and therefore support tourism development and vice versa. Using the Social Exchange Theory as a foundation, this study attempts to explore the following research questions; viz.; **RQ1:** Whether *personal characteristics* affect the *perception of the impacts* of tourism when considered along with the *personal benefit* derived from Tourism; **RQ2:** Whether the extent to which *personal benefit* from tourism development influenced *perceived positive impacts*, *perceived negative impacts* and *support for additional tourism*; **RQ3:** Whether the extent to which *personal benefit* from tourism development,

perceived positive impacts of tourism, and perceived negative impacts of tourism affected support for additional tourism; and **RQ4:** What variables contributed to *support for tourism planning*. The research framework for the present study based on the four research questions is shown in **Figure 1**.

METHODOLOGY

A structured questionnaire developed based on previous research studies carried out by Lankford & Howard (1994) Allen *et al.*, (1993); Long *et al.*, (1990), which is administered to 600 residents who were above 18 years of age from six talukas (Pernem, Bicholim, Bardez, Tiswadi, Ponda and Sattari), out of which 409 fully completed were received back giving a response rate of 68.16%. The survey was carried out during September 2013 to January 2014. The questionnaire used had three parts: **Part I**- Biographical Data, **Part II** -

Determinants Influencing Residents Attitude towards Tourism Impacts, **Part III-** Statements on Tourism Impacts. Part III used a 5 point Likert Scale type format where 1 = strongly disagree and 5 = strongly agree, with 3 as neutral point. Variables used for the survey include several composite scales developed ad hoc from the attitude items and one additional variable measuring perceptions of *personal benefit* from tourism. The variables were

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

Table 1: Tourism Attitude Items and Composite Scales (N = 409) Scale alpha = 0.841 (35 items)

Tourism Attitude Items	SD	1	D	2	N	3	A	4	SA	5	Mean
Personal Benefits from Tourism (PB):											
I benefit personally from tourism development in my community											
I benefit personally from tourism development in my community	9.5	2637	28.6	22.0	13.2	3.03					
Amount I feel tourism in my community benefits me personally	2.4	6.6	40.8	34.7	15.4	3.54					
Scale Mean = 3.285, alpha = 0.414											
Tourism Positive Impacts (PI):											
Tourism development in my community has provided more jobs opportunities & employment for local people	7.3	11.5	20.5	42.5	18.1	3.53					
Standard of living has increased considerably because of tourism	0.2	6.8	16.1	50.6	26.2	3.96					
Tourism has given economic benefits to local people and small businesses.	1.2	4.2	13.4	56.5	24.7	3.99					
Tourism development in my community has attracted more public& private investment	1.0	8.8	26.7	49.9	13.7	3.67					
Tourism development helps to maintain assets for local Community	3.7	13.4	31.8	43.0	8.1	3.38					
Tourism has encouraged a variety of cultural activities by the local residents	0.5	13.9	23.7	49.1	12.7	3.6					
Tourism has resulted in more cultural exchange between tourists and Residents	1.0	11.0	26.4	48.4	13.2	3.62					
Tourism has resulted in positive impacts on the cultural identity of the community	3.9	22.0	30.6	31.8	11.7	3.25					
Tourism development has led to an increase in quality of life in the host community	2.2	9.5	25.4	51.1	11.7	3.61					
Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources	0.5	7.8	18.8	53.8	19.1	3.83					
Tourism provides more parks and other recreational areas/facilities for local residents	8.1	21.5	23.5	41.8	5.1	3.14					
Shopping opportunities are better in my community as a result of tourism	2.7	12.7	20.8	47.7	16.1	3.62					
The quality of public services has improved due to more tourism in my community	9.0	25.9	24.2	31.8	9.0	3.06					
Roads and other public facilities are kept at a high standard	13.7	37.4	27.9	15.9	5.1	2.61					
Scale Mean=3.49, alpha=0.801											
Support for Tourism Planning (STP):											
Locals are to be encouraged to take part in decision making process to influence tourism development in the community	1.0	1.5	14.2	46.2	37.2	4.17					
Community should be more involved in the management of local resources	0.2	3.2	10.3	51.3	35.0	4.18					
Scale Mean=4.175, alpha=0.837											
Negative Impacts (NI):											
The prices of goods and services have increased because of tourism	0.7	4.2	8.3	39.9	46.9	4.28					
Tourism industry has larger financial leakages than other Industries	0.7	8.6	44.7	36.4	9.5	3.45					
Tourism development in my community has provided employment for only limited periods due to seasonality	0.2	7.3	14.7	53.3	24.4	3.94					
Tourism has negatively altered traditional culture of the area.	5.1	21.8	21.3	35.0	16.9	3.37					
Tourism has increased the crime and vandalism rate in the area.	2.4	14.2	16.4	37.2	29.8	3.78					
Construction of hotels and other tourist facilities have destroyed the natural environment.	1.5	9.0	9.3	36.4	43.8	4.12					
Tourism has resulted in traffic congestion, noise and pollution.	0.2	3.2	5.9	38.9	51.8	4.39					
Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in the community.	0.2	4.4	10.8	42.1	42.5	4.22					
There is more litter in my community due to tourism	2.2	9.3	19.1	36.9	32.5	3.88					
Scale mean= 3.93, Alpha=0.780											
Support for Additional Tourism (SAT):											
I support tourism and would like to see it become the main industry in my community	5.9	9.8	20.8	37.9	25.7	3.68					
The government should improve the promotion of tourist facilities in this community	1.5	5.9	19.8	57.2	15.6	3.8					
Tourism businesses should be encouraged in the community	2.2	10.5	28.6	43.8	14.9	3.59					
I believe tourism should be encouraged in the state of Goa	1.7	4.9	20.5	46.9	25.9	3.9					
I support tourism as having a vital role in my community	1.2	10.5	23.7	45.2	19.3	3.71					
My community is growing rapidly due to tourism	3.4	15.9	28.1	37.2	15.4	3.45					
My community should become more of a tourist destination	4.4	19.6	23.7	35.7	16.6	3.41					
My community should encourage more intensive development of tourist facilities	2.9	13.4	22.5	46.7	14.4	3.56					
Scale mean= 3.63, Alpha=0.899											

Source: compiled from primary data

The scale had an overall reasonably high alpha coefficient of 0.841, with positive impacts (PI) having alpha of 0.801, negative impacts (NI) having alpha of 0.780, support for additional tourism (SAT) having alpha of 0.899, and support for tourism planning (STP) having alpha of 0.837; where as personal benefits (PB) from tourism with alpha of 0.414 but as it is conceptually related it was deemed appropriate and included (Diekhoff 1992; Nunally, 1978).

FINDINGS

General profiling of residents based on the survey shown in **Table 2**. Standard demographic questions were asked of each respondent including age (18-79 years with a median age of 38 years and where the age group 18-27 years had the largest number of respondents – 29.3%) , gender (roughly even), education (the largest number of respondents were Graduates – 43.3% followed by Post Graduates – 22.5%), income (most respondents – 60% fell in the 10000-50000 p.m. categories which covered the low to medium income groups), length of residence in the community (most respondents – 58.2% were long time residents of the community having lived there for between 16-35 years), place of residence i.e. whether tourist centric or not (roughly even), birth place - whether respondents were born in the community or not (a large majority – 74.8% were born in Goa), category of employment (with the largest group being employed – 75.5%), involvement in tourism decision making (where an overwhelming majority – 83.9% were not involved in any sort of tourism decision making), interaction with tourists (where 50.8% of the respondents indicated medium interaction with tourists), evaluation of the degree of community growth (where 75.8% of respondents noted moderate to rapid growth of their community and finally evaluation of the degree of tourism development in the community (where 64.8% of the respondents noted moderate to extensive degree of tourism development in the community).

Based on the model developed by Perdue, Long and Allen, (1990) and later modified by Mc Gehee *et al* (2002), a series of multiple regression

analysis were performed, result of which are shown in **Table 3**, to explore the relationship among the variables based on four models.

Model-1 examined the relationship of tourism's negative impacts (NI) as the dependent variable in relation to the independent variables like personal benefits (PB) from tourism, and resident's characteristics (age, gender, education, income, number of years of residence, birth place, and location). The result indicates that none of the variables has a statistically significant relationship with negative impacts of tourism (NI). Model 1 explains a negligible 0.5% of the variation is explained between dependent variable (negative impacts – NI) and independent variables (personal benefits (PB) from tourism and residents characteristics (age, gender, education, income, number of years of residence, birthplace, location) which indicates that it is not a very reliable model.

Model-2 examined the relationship between tourisms positive impacts (PI) as the dependent variable in relation to the independent variables like resident's characteristics (age, gender, education, income, number of years of residence, birth place, and location), and personal benefits (PB) from tourism. This model gives the results from the regression analysis that tests relationship between resident characteristics and the positive impacts (PI) of tourism while controlling for personal benefit (PB) from tourism; which shows that that personal benefit (PB) has a statistically significant relationship in a positive direction with the dependent variable positive impacts (PI) of tourism indicating that the more a respondent perceives a gain in personal benefits from tourism, the more likely she/he will agree with the positive impacts of tourism. Age (beta = - 0.138), education (beta = - 0.158), and born in Goa (beta = - 0.127) enjoy a small but negative significant relationship with positive impacts (PI) of tourism indicating that as they increase, perception of positive impacts of tourism decreases. Model 2 explains only 17.1% of the variation between the dependent variable - Positive Impacts (PI) and the independent variables - personal benefits from tourism (PB), age, gender, education, income, number of years of residence, birthplace, and location of residence.

Model-3 taken support for additional tourism (**SAT**) as the dependent variable in relation to personal benefits (**PB**) from tourism, positive impacts (**PI**) of tourism, negative impacts (**NI**) of tourism as independent variables. The result interestingly indicates that when support for additional tourism (**SAT**) is used as the dependent variable; all three of the independent variables are statistically significant. Negative impacts (beta = -0.120) are inversely significant, but personal benefit (beta = 0.430) and positive Impacts (beta

= 0.436) are significant in a positive direction indicating that respondents who perceived personal benefit from tourism and tended to agree with the positive impacts of tourism and were more likely to support the growth of additional tourism in their community. Model 3 explains 52.8% of the variation between dependent variable - support for additional tourism (**SAT**) and independent variables –personal benefit from tourism (**PB**), tourism's positive impacts (**PI**) and tourism's negative impacts (**NI**).

Table 2: Demographic Characteristics of Respondents (n = 409)

Demography	#	%	Demography	#	%
Age			Area of Residence		
18-27	120	29.3	Tourist centric	218	53.3
28-37	80	19.6	Non Tourist centric	191	46.7
38-47	80	19.6			
48-57	73	17.8	Occupation		
58-67	45	11.0	Employed	219	53.5
68 &above	11	2.7	Self employed	90	22.0
Gender			Unemployed	4	1.0
Male	196	47.9	Retired	37	9.0
Female	213	52.1	Student	37	9.0
Education			Homemaker	15	3.7
SSC & below	36	8.8	Other	7	1.7
HSSC	60	14.7			
Graduate	177	43.3	Involvement in Tourism decision making		
Post Graduate	92	22.5	Involved	66	16.1
Professional	44	10.8	Not involved	343	83.9
Income					
Below 10,000	31	7.6	Interaction with Tourists		
Between 10,001-30,000	146	35.7	No interaction	74	18.1
Between 30,001-50,000	100	24.4	1-3 times a year	124	30.3
Between 50,001-70,000	62	15.2	4-6 times a year	84	20.5
Between 70,001-90,000	21	5.1	7-9 times a year	24	5.9
Above 90,000	49	12.0	10 & above times a year	103	25.2
No. of years of Residence					
Below 5 years	19	4.6	Evaluation of degree of community growth		
6-15 years	60	14.7	Very slow	16	10.3
16-25 years	135	33.0	Slow	73	21.0
26-35 years	103	25.2	Moderate	220	53.8
36-45 years	36	8.8	Rapid	90	22.0
46 years & above	56	13.7	Very Rapid	10	2.4
Birth place					
Born in Goa	306	74.8	Evaluation of degree of Tourism Development in community		
Not Born in Goa	103	25.2	Very Limited	42	10.3
Source: compiled from primary data			Limited	86	21.0
			Moderate	169	41.3
			Extensive	96	23.5
			Very Extensive	16	3.9

Table 3. Regression Analysis of Relationship between Variables

Independent Variable	Dependent Variable		
	Beta	T	Sig
Model 1			Negative Impacts of Tourism
Personal benefit from tourism	-0.032	-0.609	0.543
Age	0.065	1.181	0.238
Gender	0.025	0.479	0.632
Education	0.085	1.587	0.113
Income	-0.083	-1.556	0.120
No. of years of residence	-0.012	-0.226	0.821
Born in Goa	-0.080	-1.546	0.123
Tourist centric/Non tourist centric	-0.094	-1.848	0.065
Model statistics	Adjusted R ² = 0.005, F=1.278, p=0.05		
Model 2			Positive Impacts of Tourism
Personal benefit from tourism	0.304***	6.406	0.000
Age	-0.138***	-2.739	0.006
Gender	-0.049	-1.030	0.304
Education	-0.159***	-3.253	0.001
Income	0.028	0.587	0.558
No. of years of residence	0.015	0.311	0.756
Born in Goa	-0.127***	-2.685	0.008
Tourist centric/Non tourist centric	-0.032	-0.685	0.494
Model statistics	Adjusted R ² = 0.171, F=11.472, p=0.05		
Model 3			Support for Additional Tourism
Personal benefit from tourism	0.430***	11.826	0.000
Positive Impacts of Tourism	0.436***	11.949	0.000
Negative Impacts of Tourism	-0.120***	-3.520	0.000
Model statistics	Adjusted R ² = 0.528, F=153.307, p=0.05		
Model 4			Support for Tourism Planning
Personal benefit from tourism	0.077	1.307	0.192
Positive Impacts of Tourism	-0.142***	-2.409	0.016
Negative Impacts of Tourism	0.270***	5.597	0.000
Support for Additional Tourism	0.143***	2.061	0.040
Model statistics	Adjusted R ² = 0.084, F=10.312, p=0.05		

*** indicates significance at the p<0.05 level

Finally, Model – 4 determines the variables that predict resident support for tourism planning by taking support for tourism planning (STP) as dependent variable in relation to personal benefits (PB) from tourism, tourism's positive impacts (PI), negative impacts (NI), and support for additional tourism (SAT) as independent variables. The result indicates that there is a statistically significant positive relationship between support for tourism planning (STP), and support For additional tourism (beta = 0.143) as well as tourism's negative impacts (beta = 0.270). However there is a statistically significant negative relationship between support for tourism planning and tourism's positive impacts (beta = - 0.142) indicating that as the perception of positive impacts of tourism decreases, lower will the respondents support for tourism planning. The variable personal benefits is not a significant

predictor of support for tourism planning, indicating that, support for planning is unrelated to the extent to which people benefit from tourism. Model 4 explains 8.4% of the variation between dependent variable - support for tourism planning (STP) and independent variables – personal benefit from tourism (PB), tourism's positive impacts (PI), tourism's negative impacts (NI) and support for additional tourism (SAT).

APPLICATION OF RESULTS & CONCLUSIONS

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

controlling for personal benefit from tourism, the findings were in keeping with the findings of Perdue *et al.* (1990) i.e. most of the personal characteristics did not predict perception of tourism's impacts and were also in keeping with the findings of Mc Gehee *et al.*, (2002), where 'age' and having 'lived in the community as a child' were the two exceptions. In terms of negative impacts, none of the personal characteristic variables predicted negative impacts of tourism. In terms of positive impacts there are three exceptions in this study; viz.; age, education, born in the community. A possible explanation to the relationship between *age and positive impacts of tourism* could be that opportunities to benefit from tourism increase with age; through higher level jobs instead of entry / lower level jobs, consultancy / managerial positions due to experience, having the capital to establish their own tourism related businesses etc. In terms of the relationship between *education and positive impacts*, a possible explanation could be that as the level of education increases the understanding of the balance between the costs and the benefits accruing from tourism become increasingly easier to comprehend and accept. In terms of the relationship between *birth place (born in the community) and positive impacts of tourism*, it could be that those residents who were born in Goa were more concerned with its future, given their historical connection with the destination and might recognize that tourism could offer a strategic means to develop a healthy, prosperous and thriving economy.

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

who concluded that support for tourism development, could be associated with the belief that tourism induced positive as well as negative impacts. Despite their awareness of tourism's negative impacts, the local residents still support tourism development.

Model 4, which provided the required information needed to answer *fourth research question* as to which variables contributed to support tourism planning, the findings of this study coincided with those of Perdue *et al.*, (1990). Tourism's negative impacts are positively related to tourism planning indicating that residents are aware that negative impacts originate from and escalate as a result of lack of tourism planning. Further, there is no significant relationship between personal benefit from tourism and tourism planning consistent with the findings of Perdue *et al.*, (1990) and Mc Gehee *et al.*, (2002). However, the result showed that the variable positive impacts has a significant yet negative relationship with tourism planning indicating that residents' perception of positive impacts will decrease if tourism planning does not take place. Support for additional tourism was a predictor of tourism planning but in contrast to the findings of Perdue *et al.*, (1990), i.e.,; the relationship was positive rather than negative, which was consistent with the findings of Mc Gehee *et al.*, (2002), indicating that those residents who recognize that negative impacts are a part of tourism development and who support additional tourism also recognize the need for tourism planning.

In terms of support for social exchange theory, the study findings are mixed. It does, in general, support the theory, in that there is a relationship between personal gain from tourism and support for tourism. However, the variable personal benefit is not a significant predictor of tourism planning, which is consistent with the findings of Perdue *et al.* (1990). However, this finding is not in keeping with the social exchange theory. Generally, if one has a vested interest in tourism development, one would want to see it well developed or at least see restrictions placed on haphazard development. A possible explanation for this could be either (a) the resident's lack of faith in community ability to plan for tourism or (b) that everyone, irrespective of their personal benefit from tourism believes that tourism planning is essential. Given Goa's booming yet

fairly unplanned and mismanaged tourism industry, the second explanation seems fairly plausible, yet needs to be studied in detail.

This study also lends support to Perdue *et al.* (1990) assertion that residents should be informed on a priority basis about the need for planned and managed tourism development and growth, and the various types of tourism development in their community along with their respective benefits and drawbacks, such that they are able to make informed decisions about the kind of tourism development that would suit their community needs best.

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