

RESIDENT'S PERCEPTION OF TOURISM DEVELOPMENT IN
GREENVILLE, SC, USA

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Master of Science
Parks, Recreation and Tourism Management

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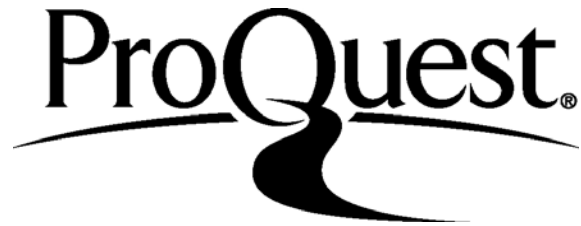
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ABSTRACT

Tourism development has been conceived as an action to bring economic benefits to the community. However, tourism development may have contributed to environmental degradation and negative sociocultural impact as well. The success of tourism development is premised on the idea of maintaining a good relationship between residents, tourists, private business owners and the government. The purpose of this study was to examine the relationship between tourism impacts, tourism development and the way residents' demographic variables moderate the relationship between perceptions of tourism impacts and tourism development, as well as economic dependency for its correlation effect on the relationship. This study also compared the potential differences between downtown Greenville, South Carolina residents and individuals residing in the Greenville County. The importance of it is that downtown Greenville is a major draw whereby downtown residents are in close proximity the breadth of tourism impacts than others residing in the broader county.

To meet these goals, 320 individuals were intercepted in downtown Greenville. Among 295 lived in Greenville county, 251 of them completed a self-administered survey for an 85.1% adjusted response rate. This study had several findings: 1) Economic impact was the only significant predictor of residents' supports for tourism development; 2) Residents' demographic variables (age, gender, length of residence) did not moderate the relationship between residents' supports for tourism development and their perceptions of tourism impacts; 3) Economic dependency did not influence residents' supports for tourism development significantly; and 4) Where respondents lived (i.e.,

downtown vs county) did not make any differences on their supports for tourism development and their perceptions of tourism impacts. The study also provided several implications of academics and practice 1) Tourism planners should make sure that the economy plays the leading role of the community development and sociocultural and environmental aspects don't get worse on negatively affecting the community; 2) Given the result that none of the demographic variables that moderated tourism development and tourism impacts, more additional factors influencing resident's perceptions of tourism development should be discovered; 3) Tourism planners should work on building on bonds between economic as well as sociocultural and environmental benefits of tourism and resident's personal lives; and 4) Since both county residents and downtown residents perceived tourism development and tourism impacts in the same, tourism planners should create some marketing campaigns focusing on the sustainability so that both downtown and county residents realize tourism development and its impacts. Furthermore, since few studies have focused on the potential differences of the location of residence more research is needed if indeed these perceptions change as a community's downtown tourist zone evolves overtime.

DEDICATION

This thesis is dedicated to my mum. I was so blessed to grow up with you love, encouragement and patience. Thank you for always believing in me.

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There are many people I would like to thank for helping me complete my thesis. First, I would like to thank my advisor, Dr. William Norman, for pushing me and helping me out, and for all of his patience. I might not have ever finished writing the thesis without his great help. I would like to thank my committee members, Dr. Lauren Duffy and Dr. Charles Chancellor, for their helpful suggestions on my thesis.

Thank you Mr. Will Young with the department of permits and events in the city of Greenville for allowing me to survey in downtown Greenville.

I would also like to thank my fiancé, Jang-Won Moon. I am so lucky to have met and have you in my life. You are so amazing. Thanks for loving me and supporting me, I could not have made it without you.

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CHAPTER ONE

INTRODUCTION

Tourism has been seen as an important element of global development, with government officials of developing countries in particular seeing it as an important strategy as their nations' become increasingly more industrialized (Harrill, 2004). Recent studies have found that tourism dollars not only impact the country as a whole but also benefit individual communities through job opportunities and wages and improved public infrastructure (Ko & Stewart, 2002; Lee, 2013; Ribeiro, Valle, & Silva, 2013; Sinclair-Maragh & Gursoy, 2016; Stylidis & Terzidou, 2014).

While local residents at many destinations experiencing the advantages of tourism for the first time (Harrill, 2004), they are also beginning to realize that these benefits are accompanied by disadvantages (Lankford & Howard, 1986; Ko & Stewart, 2002). Specifically, even though tourism can lead to economic development, it has often brought environmental deterioration and negative social and cultural impacts on the community (Choi & Sirakaya, 2006; Hidinger, 1996). As it suggested, the tourism industry may directly influence the quality of life of the residents in the local community, impacting their happiness as well as the use and conservation of their natural resources (Akis, Perisitianis, Warner, 1996; Butler & Boyd, 2000; Choi & Sirakaya, 2006; Haralambopoulos & Pizam, 1996; Sharpley, 2014; Williams & Lawson, 2001).

These negative impacts may have resulted in local hostility towards tourists, which in turn may lead to a decline in the numbers of visitors to a destination (Williams & Lawson, 2001). Some tourism activities have even ceased because of residents'

unfriendly reactions to tourism growth (Sharpley, 2014; Williams & Lawson, 2001). Successful tourism development, thus, depended on maintaining a good relationship between the tourists, residents, governments and private business owners in the community (Sharpley, 2014; Zhang, Inbakaran & Jackson, 2006). From the locals' perspective, this success depended on the residents believing that the tourism benefits outweigh the disadvantages (Andriotis & Vaughan, 2003; Lawson, Williams, Young, & Cossens, 1998; Sharpley, 2014).

For this reason, tourism planners have been increasingly investigating how the public perceives tourism (Harrill, 2004) as such research on local residents' attitudes towards tourism can help them develop policies that maximize the positive and minimize the negative impacts (Harrill, 2004; Sharpley, 2014; Williams & Lawson, 2001). Specifically, tourism planners have looked for strategies that mitigate the negative effects of tourism development. The concept of sustainability or sustainable tourism development strategies have been the focus of much research (Choi & Sirakaya, 2006; Allen, Long, Perdue & Kiselbach, 1988; Ap & Crompton, 1998; Belise & Hoy, 1980; Williams & Lawson, 2001).

Recently, tourism scholars have begun to focus on the specific factors influencing residents' attitudes towards tourism growth and development. These factors were divided into internal and external factors that influenced attitude towards tourism (Sharpley, 2014). The external factors included levels of tourism development (Allen, Long, Perdue & Kieselbach, 1988; Lepp, 2008; Upchurch & Teivane, 2000; Vargas-Sanchez, Plaza-Mejia, & Porrás-Bueno, 2009), tourist types (Johnson et al., 1994; Sharpley, 2014; Smith,

1998; Vargas-Sanchez et al., 2009), and seasonality (Beslie & Hoy, 1980; Sharpley, 2014; Shedlon & Var, 1984). The internal factors focused on demographic variables of age, gender, length of residence and economic dependency (Fredline & Faulkner, 2000; Haralambopoulos & Pizam, 1996; Huh & Vogt, 2008; Mason & Ceyne, 2000; Snaith & Haley, 1999; Tosun, 2002). The results of such demographic variables were contradictory with a number of studies finding no significant relationship between resident's demographic variables and their perceptions of tourism development. However, little research has considered the moderation effect of such demographic variables on tourism development and impact, meaning that the relationship between resident's perceptions of tourism development and its impact varies with resident's demographic variables. This study selected to examine age, gender, length of residency to test its moderation effects, as well as economic dependency for its correlation effect because these four demographic variables reflected the nature of heterogeneity of the host community that might result in differences of tourism impacts and tourism development (Lopez & Marcader, 2015).

According to WTO (n.d.), urban tourism is “the trips taken by travelers to cities or places of high population density. The duration of these trips is usually short” (pp. 8). One of the unique feature of urban tourism is that attractions are distributed densely in the urban areas (Edward, Griffin, & Hayllar, 2008). Some studies found that residents who live near tourist attractions perceive tourism development negatively because of traffic congestion. However, few studies combined the distance and urban tourism together, examining if proximity to the urban core made a difference on locals' perceptions of tourism impacts and their supports for tourism development.

Study Site

Greenville, South Carolina is located in the Blue Ridge mountain foothills, is a popular tourist destination in South Carolina and in the Southeastern United States (Visit Greenville SC, n.d.). It attracted 5.8 million visitors in 2013, with tourist spending over one billion dollars in the community (*The impact of tourism on Greenville*, 2014). Its successful tourism has been recognized by several websites and publications with being ranked #7 on the list of the best in the US by Lonely Planet (2015). Downtown Greenville, a tourist zone, was listed as one of the best downtowns by Livability (2015). As the top attraction for tourist visiting Greenville, downtown Greenville includes a variety of restaurants, attractions, boutique shops, art galleries and sports venues, providing tourists divergent options to have a unique experience (Visit Greenville SC, n.d.).

With increased success in downtown Greenville as a destination, the sustainability of tourism development in downtown Greenville through proper tourism planning. The findings of the study will help tourism planners in Greenville understand how their residents perceive the positive and negative tourism impacts relating to economic, sociocultural and environmental impacts so that they could make efforts to maximize the positives and minimize the negatives when developing policies and actions of a comprehensive tourism plan. Moreover, this study will also help planners better understand if residents with different demographic features (age, gender, length of residence) and economic dependency, the level of which residents rely on tourism money (Harrill, 2004), perceive tourism development and its impacts differently so that different

parties from the resident The study will help planners know if downtown residents and county residents perceive tourism impacts (i.e., economic, sociocultural and environmental) and development differently so that planners could make efforts to balance the conflicting opinions of both parties to achieve the sustainability of tourism development in downtown Greenville.

Problem Statement

Since most studies investigated the effect of tourism impacts on residents' supports for tourism development, factors influencing residents' supports for tourism development (i.e., demographic variables and distance from tourist zone), less studies have examined the moderation effect of the demographic variables on tourism development and tourism impacts, the effect of residents' economic dependency on their supports for tourism development and the effect of proximity of urban areas on tourism impacts and tourism development. The findings of the study would help tourism planners to understand 1) how the locals perceive tourism impacts and tourism development; 2) if residents' demographic features (i.e., age, gender, length of residence) and economic dependency perceive tourism impacts and tourism development differently to facilitate different parties' agreement on decision-making; and 3) if downtown and county residents perceive tourism impacts and tourism development differently to balance controversial opinions to achieve the sustainability of the tourism industry

Purpose Statement

The purpose of this study was to examine the relationship between tourism impacts, tourism development and the way residents' demographic variables moderate

the relationship between perceptions of tourism impacts and tourism development, as well as economic dependency for its correlation effect on the relationship. This study also compared the potential differences between downtown Greenville, South Carolina residents and individuals residing in the Greenville County.

Research Questions

A set of research questions were made to meet the purposes of the study: 1) Will tourism impacts influence residents' supports for tourism development? 2) Will residents' demographic variable (age, gender, length of residence) moderate the relationship between residents' perceptions of tourism impacts and their supports for tourism development? 3) Will residents' economic dependency influence their supports for tourism development? 4) Will the proximity to the urban tourist core make a difference on residents' supports for tourism development and their perceptions of tourism impacts on downtown area? In this study, since the downtown area is the center of City of Greenville, the proximity to the urban tourist core was measured as the location of residence (downtown/county).

Hypotheses

In order to answer the proposed research questions, a set of hypotheses were made

Research Question 1: Will tourism impacts influence residents' supports for tourism development?

H1-a: Perceptions of economic impacts will significantly influence residents' supports for tourism development in downtown Greenville.

H1-b: Perceptions of sociocultural impacts will significantly influence residents' supports for tourism development in downtown Greenville.

H1-c: Perceptions of environmental impacts will significantly influence residents' supports for tourism development.

Research question 2: Will residents' demographic variables moderate the relationship between resident' perceptions of tourism impacts and their supports for tourism development?

H2-a: Age will significantly moderate the relationship between residents' perceptions of tourism impacts and their supports for tourism development in downtown Greenville.

H2-b: Gender will significantly moderate the relationship between residents' perceptions of tourism impacts and their supports for tourism development in downtown Greenville.

H2-c: Length of residence will significantly moderate the relationship between residents' perceptions of tourism impacts and their supports for tourism development in downtown Greenville.

Research Question 3: Will residents' economic dependency influence their supports for tourism development?

H3-a: Residents' supports for tourism development will significantly differ based on their awareness of economic dependency.

H3-b: Economic dependency will significantly influence residents' supports for tourism development in downtown Greenville.

Research Question 4: Will the proximity to urban tourist cores make a difference on residents' supports for tourism development and their perceptions of tourism impacts on downtown area?

H4-a: Downtown Greenville residents perceive economic impacts significantly differently from Greenville county residents

H4-b: Downtown Greenville residents perceive sociocultural impacts significantly differently from Greenville county residents

H4-c: Downtown residents perceive environmental impacts significantly differently from Greenville county residents.

H4-d: Downtown residents perceive tourism development significantly differently from Greenville county residents.

Conceptual Model

To test these hypotheses above, a model was proposed (see Figure 1). In order to test the relationship between residents' perceptions of tourism impacts and their supports for tourism development, a multiple regression model was used, in which the dependent variable is residents' supports for tourism development and the independent variables were economic impacts, sociocultural impacts and environmental impacts. To test the moderation effects of residents' demographic variables (age, gender, length of residence), multiple regression models were applied. For the relationship between residents' economic dependency and their supports for tourism development, a t-test was performed to test if residents' supports for tourism development significantly differ based on their awareness of economic dependency. Then a regression model was performed to test the

relationship between residents' economic dependency and their supports for tourism development. For the potential differences of downtown and county residents on their supports for tourism development and their perceptions of tourism impacts, t-tests were used to test if there were any significant differences.

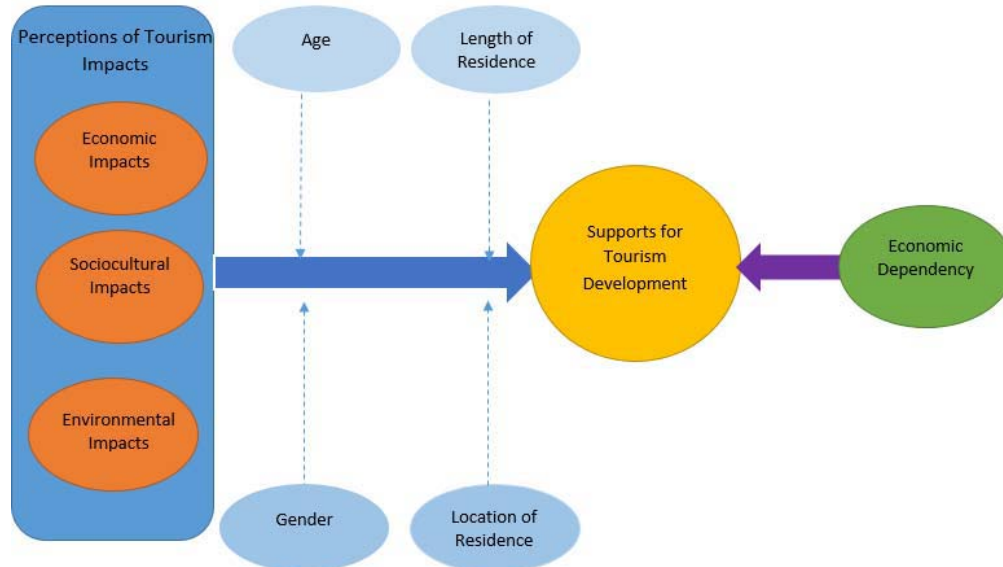


Figure 1 Conceptual Framework

Definition of Terms

The following definitions were applied throughout the study, including conceptual definition, dependent variable, independent variables and other variables.

Conceptual Definition

Community participation: “a form of voluntary action in which individuals confront opportunities and responsibilities of citizenship. The opportunities for such participation include joining the process of self-governance, responding to authority’s decisions influencing one’s life and cooperate with others on issues of mutual concerns” (Til, 1984; Tosun, 2000).

Urban tourism: “trips taken by travelers to cities or places of high population density. The duration of these trips is usually short (one to three days)” (WTO, 2012, pp.8).

Moderating variable: “a qualitative or a quantitative that affects the direction or/and the strength of the relation between the dependent variable and independent variables” (Baron & Kenny, 1986).

Stakeholder: “an individual who can influence or can be influenced by tourism development in an area” (Byrd, 2007; Freeman, 1984, p. 46).

SUS-TAS: is short for sustainable tourism attitude scale created by Choi and Sirikaya (2006). It measures resident’s attitudes towards sustainable tourism development and the level of its sustainability (Zhang, Cole, Chancellor, 2015).

Tourism life cycle model: a model created by Butler (1980) describing six stages that a tourist destination might go through: exploration, involvement, development, consolidation, stagnation and rejuvenation/ decline.

Table 1

Description of Tourism Life Cycle Model

Stage	Number of Tourists
Exploration	A small number of tourists
Involvement	The number of tourists increases
Development	The number of tourists in tourist seasons is greater than the population of the locals
Consolidation	1)The rate of the increase in the number of tourists will go down; 2)The total number of tourists still goes up; 3)The number of tourists is greater than the local's population
Stagnation	The maximum number of tourists is reached
Rejuvenation	The number of tourists might increase again when the destination makes complete changes on some attractions.
Decline	The tourist destination will not attract tourists any more, It will merely use for short trips.

Source: Butler (1980)

Dependent Variable

Tourism development: “an evolutionary progress related to tourist activity”

(Gartner, 1996, p. 11).

Independent Variables

Tourism impacts: “the changes caused by tourism development (Gartner, 1996, p. 62), which are categorized into economic impacts, sociocultural impacts and environmental impacts.

Economic impact: “the money tourism brings in the community” (Gartner, 1996, p. 64).

Sociocultural impact: “the result of the unique interactions between tourists, the destination area and its population” (Zamani-Farahani & Musa, 2012).

Environmental impact: the differences between the level of tourist use and the environment’s carrying capacity (UNEP, n.d.).

Economic dependency: the extent to which the individual or the communities depend on tourism dollars (Harrill, 2004).

Other Variables

Location of residence: the place where residents currently live, which are categorized into downtown and county.

Downtown Greenville resident: According to the zoning map (City of Greenville, 2015), the area of C-4 (the red area shown in the figure), also known as central business district, is considered as downtown Greenville. Comparing the map (figure 2) with Greenville zip code boundary map shown in figure 3, the downtown area’s zip code falls in the zip code area 29601. So the zip code is used as an alternative to examine if the respondents truly reside in the designated downtown area. Downtown Greenville residents are the people who lived in the red area shown in figure 1 and whose zip code is 29601

Greenville County resident: people who live outside the red area in figure 2 and whose zip code is 29601

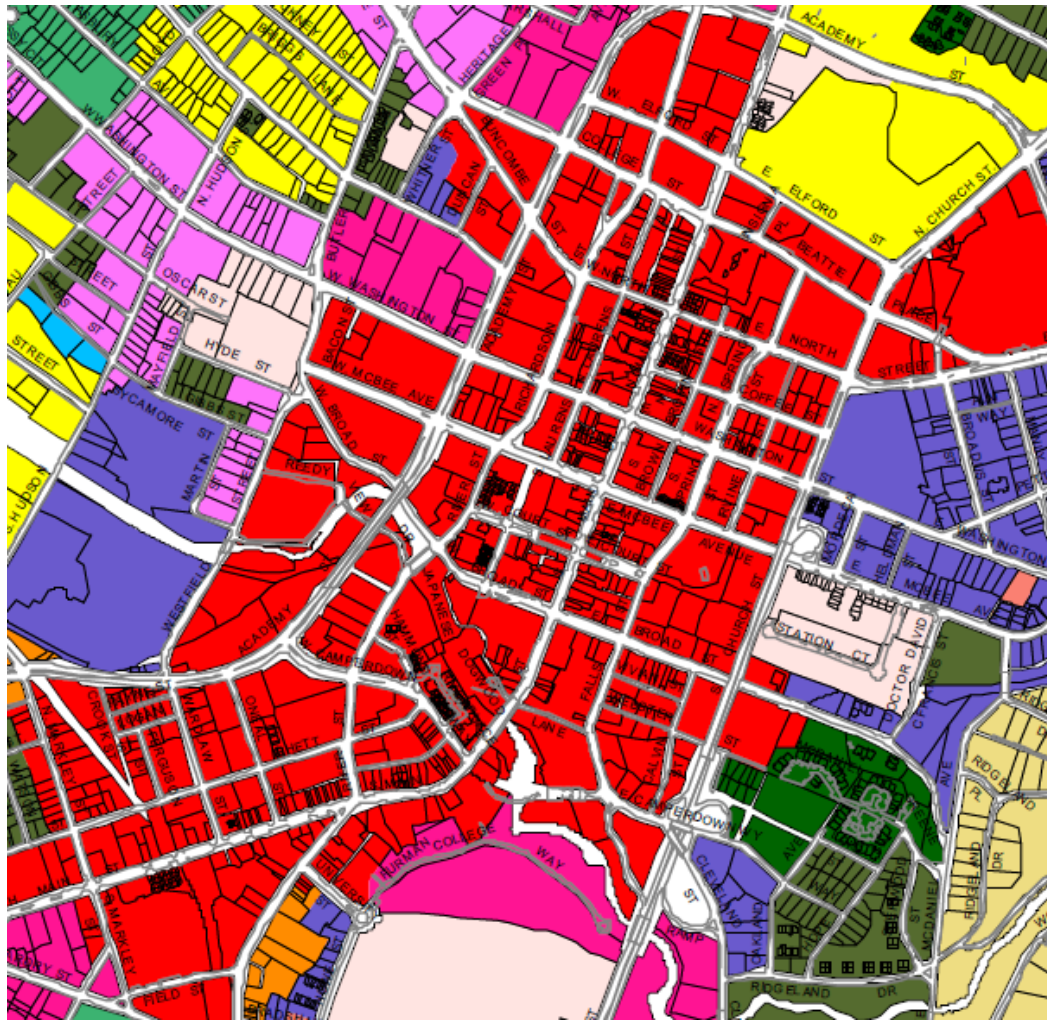


Figure 2 City of Greenville Zoning Classification-Central Business District by City of Greenville (2015)

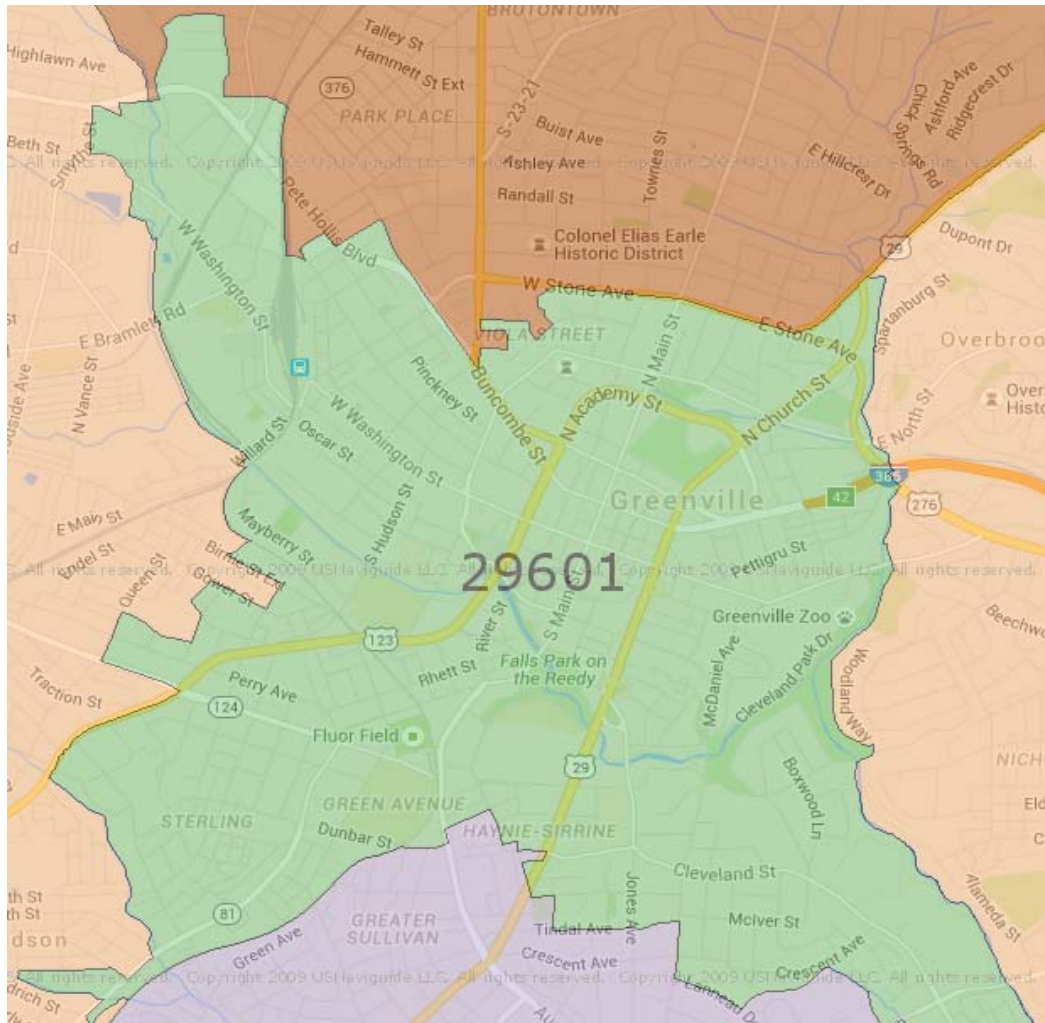


Figure 3 Zip Code Area 29601 by Zipmap (n.d.)

Outline of Thesis

Chapter two presented a literature review on sustainable tourism, tourism area life cycle model, social exchange theory, economic impacts, sociocultural impacts and environmental impacts, resident's demographic variables including age, gender, length of residence and economic dependency and urban tourism and distance from attraction. Chapter three described the methods used in the study, containing the description of study site, sampling process, pre-test and pilot study, data collection, SUS-TAS and the survey

instrument. Chapter four provided the analysis of the data, including the response rate, descriptive statistics, the results of the reliability tests and the statistical results of each of the hypotheses. Chapter five provided an introduction of the results, the discussion of the statistical results, the implication for the academics and the practice and the study limitations.

CHAPTER TWO

LITERATURE REVIEW

This literature review focused on the past research relevant to the objectives of this study. One area that was covered is sustainable tourism, which is important because of the significance of the participation of the local community in the development and maintenance of a successful tourism industry (Choi & Sirakaya, 2006; Allen, Long, Perdue & Kiselbach, 1988; Ap & Crompton, 1998; Belise & Hoy, 1980; Willams & Lawson, 2001). In order for tourism at particular locations to be sustainable, multiple stakeholders, such as local residents, tourists and government officials, must work together to develop appropriate policies and plans to address the impacts of economic, sociocultural and environmental aspects of a community (Sharpley, 2014; Zhang, Inbakaran & Jackson, 2006). The second and third part of this literature review described Butler's (1980) tourism area life cycle model and social exchange theory analyzing resident's perception of tourism impacts and their supports for tourism development. Fourth, it covered the past research on the demographic variables, the distance from tourist zone, and the moderation effect on tourism development and its impacts. Finally, urban tourism and tourism business districts (zones) were discussed because its unique features might result in a different perspective on tourism impacts from other types of tourism (Edward et al., 2008).

Sustainable Tourism

Based on World Tourism Organization's definition, sustainable tourism development depends on meeting and satisfying the needs of both the visitors and the local community as well as maintaining and increasing opportunities for the future (WTO, 1993). It argues that tourism growth cannot be sustained unless it takes into account community's needs, compatible with local values and operates within the local community, culture and environment (Gursoy, Chi, & Dyer, 2010; WTO, 1993). Previous studies have suggested that the success and the sustainability of tourism development relies on community's perceptions of the visitors and the relevant tourism activities (Gursoy et al., 2010; Musa, Hall, & Higham, 2004) emphasizing the necessary support from various groups in the tourism industry, as well as the public and private sectors (Timur & Getz, 2009). As it suggests, multiple stakeholders need to be involved in the planning process so that all can benefit from the development (Andereck, Valentine, Knopf & Vogt, 2005; Choi & Sirakaya, 2006; Gursoy et al., 2010).

More specifically, the WTO recognizes three significant stakeholders for sustainable tourism development: environmental sponsors, the local community and the tourism industry (Pearce, 1989; Timur & Getz, 2009; WTO, 1993). The latter offers tourism services and amenities that generate increased employment opportunities, personal income and tax revenue for the community. In return, it expects profit, development and emerging business opportunities (Holden, 2001; Pearce, 1989; Timur & Getz, 2009; WTO, 1993). On the other hand, environmental sponsors are concerned with the natural and sociocultural resources that tourism industry relies on to attract visitors.

To ensure a sustainable tourism industry, these stakeholders must work together to balance the incoming tourist crowds and the carrying capacity of the community and these resources (Pearce, 1989; Timur & Getz, 2009; WTO, 1993). The public sector, specifically the local government, administers the optimal utilization of these resources to ensure a foundation for the future tourism development (Timur & Getz, 2009). In addition, it also takes appropriate actions to maintain the quality of life of the locals and to enhance the cultural consciousness of the community (Pearce, 1998; Timur & Getz, 2009)

Residents' perceptions are important for the success of sustainable tourism development, meaning their opinions should be considered by decision makers, policy makers, local government officials, tourism planners and business owners (Cevirgen, Baltaci, Oku, 2012; Esheliki & Kaboudi, 2012), since the success of sustainable tourism development depends on their support. In other words, negative perceptions of the locals might hinder future tourism growth and development (Cevirgen et al., 2012; Gursoy & Rutherford, 2004). Residents' involvement in the process of tourism planning assures that its development will respect local sociocultural and environmental aspects thus, will facilitate acceptance by the community (Gursoy et al., 2010; Ko & Stewart, 2002).

Tourism Area Life Cycle Model

Butler (1980) developed the tourism life cycle model to monitor the evolution of tourism development at a destination area, which was derived from the concept of product life cycle widely used in the area of marketing, arguing that sales of a product go through four stages as time goes by: a slowly growth, a rapid growth, the saturation stage

and finally decline. According to the Butler's model (1980), there are five stages throughout whole process: exploration, development, consolidation, stagnation, and decline/rejuvenation. The movement of a destination through these stages (see in Figure 4) are in relation to the number of tourists, the uses of facilities and public infrastructure, marketing and advertising tactics, locals' participation in tourism and their perceptions.

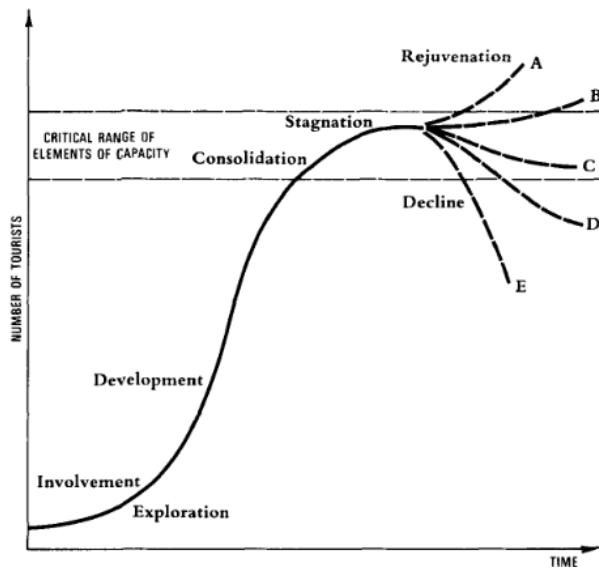


Figure 4 Tourism Area Life Cycle Model by Butler (1980)

According to Butler (1980), when the destination enters the exploration stage, a small number of tourists come to visit the area. At this stage, there are no facilities and public infrastructure operated for tourism purposes. Tourism does not change the physical appearances of the destination and influence the destination on the sociocultural aspects negatively. As the tourism industry in the destination grows, the destination enters the second stage-involvement. At this stage, the number of tourists increases and locals start participating in the tourist activities by offering services and operating facilities to tourists. Moreover, marketers start making strategies for attracting tourists. At the third

stage, development, the tourist season appears and the number of tourists in the tourist season might be greater than the local population. Moreover, at this stage, local's involvement starts reducing and residents realize some changes of the physical appearances of their community, which results in unfavorable attitudes. At the consolidation stage, the number of tourists still increases but the speed of the increase starts reducing. The overall number of tourists is greater than the local population. Moreover, the local economy is tightly linked with the tourism industry. The negative attitudes of residents towards the tourism industry might cause the lack and the limitations of tourist activities. At the stage of stagnation, the maximum number of tourists and the carrying capacity of the area are reached, which might cause strongly negative sociocultural and environmental impacts on the community. Meanwhile, the destination heavily relies on tourists' revistations. After the stage, the destination might go through rejuvenation or decline depending the individual community. As some communities enter the rejuvenation stage, the number of tourists increase again when the community make some complete changes of some attractions. However, other communities might go through the decline stage, when the community is not attractive to tourists anymore and relying on short-trips.

According to the review by Latkova and Vogt (2012), past studies have adopted Butler's (1980) model to investigate the level of tourism development at different locations, (Karplus & Krakover, 2005), which are categorized into the mirco-level location, such as attractions, towns, cities and counties (Hovinen, 2002; Moss, Ryan, &

Wagoner, 2003) and macro-level location, such as countries (Diedrich & Garcia-Buades, 2009; McElroy, 2006; Moore & Whitehall, 2005; Putra & Hitchcock, 2006; Vong, 2009).

Based on the review by Brida, Osti and Faccioli (2011), previous studies have used the level of development to explain resident's support for tourism development. For example, a study in five coastal communities in Belize by (Diedrich & Garcia-Buades, 2009) found that the locals have positive perceptions of tourism development when the development is still low because the tourism industry is still new and they expect potential benefits from it. As the development increases and reaches out a certain point, resident's perception turns to be negative because the expenses of the tourism industry are increasing. Moreover, previous studies found that both positive and negative tourism impacts increase as the tourism industry develops (Belise & Hoy, 1980; Long et al., 1990). However, on the other hand, a study conducted in Sunshine, Coast, Australia, a developed area found that the locals perceive tourism positively and will support tourism development in the future.

Social Exchange Theory

Researchers have realized that the perceptions of the locals concerning tourism development are not only based on what they know about its impacts but they are also affected by their own values and characteristics. Social exchange theory has been used as a theoretical foundation for helping to understand residents' perceptions of tourism development (Andereck et al., 2005; Ap, 1992; Jurowski, Uysal, & Williams, 1997; Latkova & Vogt, 2012; Sirakaya, Teye, & Sonmez, 2002; Wang & Pfister, 2008). This theory, which explains the process of the connection or the exchange of resources among

people, focuses on the negotiation needed between residents and tourists in order to maximize the benefits for both parties (Sharpley, 2014). To begin this negotiation, residents and tourists participate in an exchange process, assuming that it will lead to satisfying results for both parties. If this is not the case, the exchange will not happen (Ap, 1992; Sharpley, 2014). This theory argues that a party is willing to take part in an exchange process if he or she thinks that the benefits outweigh the costs. In the context of tourism, for example, residents who believe that tourism are higher than its expenditure probably have positive attitudes towards tourism development. (Ap, 1992; Latkova & Vogt, 2012).

This theory also acknowledges that tourism has positive and negative impacts on a community in these three areas (Andriotis & Vaughan, 2003; Prayag et al., 2013; Stylidis et al., 2014). Specifically, tourism might increase job opportunities and living standards; however, living expenses might also rise because of tourism (Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2012; Stylidis et al., 2014; Upchurch & Teivane, 2000). Tourism growth might facilitate cultural exchange, but it may also increase the crime rate (Ap & Crompton, 1998; Dyer, Gursoy, Sharma, & Carter, 2007; Stylidis et al., 2014). Moreover, tourism might enhance the preservation or conservation of the community and beautify it (Ko & Stewart, 2002; Stylidis et al., 2014; Vargas-Sanchez et al., 2009), while also resulting in environmental degradation and traffic problems (Latkova & Vogt, 2012; Nunkoo & Ramkissoon, 2012; Stylidis et al., 2014).

Even though many studies recognize that residents' knowledge about how the impacts of tourism will shape its subsequent development in the community, the most

frequently used types of scales for measuring tourism impacts are expense and benefit, expense and benefit linking to the three areas, and non-force, have limitations (Lee, 2013; Nunkoo & Ramkissoon, 2011; Stylidis et al., 2014). Studies using expense and benefit scales categorize the influences of tourism based on general advantages and disadvantages, arguing that positive impacts will lead to residents' support of tourism growth and development while negative tourism impacts will result in opposition (Lee, 2013; Nunkoo & Ramkissoon, 2011; Stylidis et al., 2014). However, this scale does not reflect the impact of tourism at the community level, specifically the economic, sociocultural and environmental impacts (Gursoy et al., 2010; Prayag et al., 2013; Stylidis et al., 2014). So this study used the second scale, expense and benefit relating to three areas: economic, sociocultural and environmental.

While the second type introduces the impact of tourism on the these three areas (Andereck et al., 2005; Dyer et al., 2007; Gursoy & Rutherford, 2004; Stylidis et al., 2014), it does not capture the precise reflections of the locals of the impact of tourism. Their responses are limited to the choices that the researchers provide, usually limited to support/oppose in three areas (Andereck et al., 2005; Ap & Crompton, 1998; Stylidis et al., 2014).

Different from the two types of scales above, the non-force method attempts to address the limitation by providing to the residents unbiased statement relating to positive and negative impacts their perceptions of the impacts of tourism (Andereck et al., 2005; Ap & Crompton, 1998; Deccio & Balpglu, 2002; Jurowski et al., 1997; Upchurch & Teivane, 2000). Previous studies have classified the impacts using this approach, sorting

them into opportunities and concerns representing support and opposition. It is argued that there is a positive relationship between both these two elements and resident's attitudes toward tourism (Deccio & Baloglu, 2002; Stylidis et al., 2014). In addition, the effects of tourism are classified into the perceived impacts on the three domains of economic, sociocultural and environmental. It is suggested that residents who support tourism development perceive three impacts as benefits. On the other hand, residents opposing tourism development perceive these impacts as disadvantages (Juroski et al., 1997; Stylidis et al., 2014).

Tourism Impacts

Gartner (1996, p. 62) defined tourism impact as “the change related to tourist activity”. As an increasing number of tourists visiting the community, tourism has brought economic benefits to the communities. However, it has often resulted in environmental deterioration and negative social and cultural impacts on the community (Choi & Sirakaya, 2006; Hidinger, 1996). This section listed the past literature in terms of economic, sociocultural and environmental impacts by applying social exchange theory (Juroski & Gursoy, 2004; Nunkoo & Ramkissoon, 2012; Stylidis et al., 2014; Vargas-Sanchez et al., 2009).

Economic Tourism Impacts

Past studies have found positive economic factors influencing residents' supports of tourism development; for example, increased employment opportunities (Andereck et al., 2005; Brunt & Courtney, 1999; Dyer et al., 2007; Johnson et al., 1994; McCool & Martin, 1994; Nunkoo & Ramikisson, 2011), business and investment opportunities

(Dyer et al., 2007; Nunkoo & Ramikisson, 2011), contributions to the local economy (Latkova & Vogt, 2012), increased tax revenue and personal income (Andereck et al., 2005; Haralambopoulos & Pizam, 1996), are all influential factors in creating supports for tourism development.

Even though most of tourism research focuses on the positive economic roles that tourism plays in the local community, a limited number studies analyze the negative impacts. For example, increased cost of living (Andereck et al., 2005; Haralambopoulos & Pizam, 1996) and the increase in the price indexes (Andereck et al., 2005; Brunt & Courtney, 1999) have resulted in the unkind attitudes of the locals of tourism development and its impacts. Based on the previous studies, this study hypothesized:

H1-a: Perceptions of economic impacts will significantly influence residents' supports for tourism development in downtown Greenville.

Sociocultural Tourism Impacts

Tourism planners should consider the social and cultural impacts of tourism during the planning process to optimize the benefits and minimize the problems in terms of managing resources. An effective planning policy includes getting communities involved in the tourism system to optimize the positive effects and minimize the negative. Specifically, it is important that the residents understand tourism, engage in the decision making process, and realize benefits from tourism (Brunt & Courtney, 1999). Similarly, host perceptions towards tourism become important for the success for marketing (Ap, 1992; Brunt & Courtney, 1999).

Literature regarding sociocultural impacts has been categorized into two types. The first suggests that tourism development has resulted in changes to the social structure of the local community. Some are welcomed by the hosts: economic development, education and increased working opportunities (Brunt & Courtney, 1999; McCool & Martin, 1994). Others might result in negative attitudes in the hosts: challenges to social and family values, the emergence of new economic authorities and the changes in the local culture in order to meet the needs of the tourists (Ap & Crompton, 1993; Brunt & Courtney, 1999; Johnson et al., 1994).

The second explains the development of tourism in relation to the interactions between different communities (Brunt & Courtney, 1999). In particular, these contacts may threaten their traditional culture of the communities. However, they also present opportunities for peace and increased understandings of culture. Such social effects can be interpreted as those that have direct effects on both the hosts and the tourists regarding their quality of life (Brunt & Courtney, 1999; Sharpley, 2014). But these effects change through time in response to changes of the structure of tourism and the degree and the duration of exposure of the hosts to the tourists (Brunt & Courtney, 1999). In particular, hosts' attitudes towards tourism might be linked to the extent of this development (Allen et al., 1999; Brunt & Courtney, 1999). Cultural influences also may result in long-lasting and gradual changes in social structures and values. Those changes may result from the preconceived ideas of tourists concerning a particular host community (Brunt & Courtney, 1999; Sharpley, 1994). The extent to which sociocultural effects impact local communities depends on several factors; for example, the number of tourists, the type of

tourists, the nature and the speed of the tourism development all influence the level and degree of sociocultural impacts (Brunt & Courtney, 1999). Based on these past studies, this study hypothesized that

H1-b: Perceptions of sociocultural impacts will significantly influence residents' supports for tourism development.

Environmental Impacts

As the tourism industry rapidly develops, many communities have difficulties to balance the thriving economy and the conservation of their community (Nyaupane & Thapa, 2006). The environmental impact of tourism has also been the focus of much research attention (Bestard & Nadal, 2007; Jones, Jurowski, & Uysal, 2000). Residents' negative perceptions of tourism impacts are directly linked to the ratio of the number of tourists to the local residents. An increasing proportion of tourists affects the environment negatively by introducing traffic congestion, noise, air pollution, and degradation of the environment. These environmental influences are noticed by the residents, causing a negative response from them (Bestard & Nadal, 2007).

A study conducted in a town near forest lands in Turkey examining residents' reflections on tourism influences, particularly economic, sociocultural and environmental impacts of natural settings, suggested that residents are in favor of tourism development in this forest land area. However, respondents were concerned about negative tourism influences, especially negative environmental impacts relating to the forests (Bestard & Nadal, 2007; Kuvan & Akan, 2005). Moreover, a study conducted by Smith and Krannaich (1998) argued that a rapid tourism development results from local's

perceptions of tourism impacts, specifically the increased traffic congestions and crime (Bestard & Nadal, 2007). Based on the past research, this study hypothesized that

H1-c: Perceptions of environmental impacts will significantly influence residents' supports for tourism development in downtown Greenville.

Residents' Demographic Features

Tourism impacts influence each individual in the community differently because of their unique personal characteristics (Khoshkam, Mazuki, & Al-Mulali, 2016). The review of resident's demographic feature was described in this section, including age, gender, length of residence and economic dependency. These four variables were selected because these four features reflect the heterogeneity of the host community that might result in the differences of resident's perceptions (Lopez & Marcader, 2015).

Age

The findings of studies on age as demographic variable explaining resident's perceptions of tourism development or its impacts are contradictory according to the reviews by Harrill (2004) and Sharpley (2014). The majority of the studies argued that both older and younger residents have the favorable attitudes towards tourism development (Back & Lee, 2005; Harrill, 2004; Tolijenvoic & Faulkner, 1999; Wang & Pfister, 2008). For example, a study of residents in Gold Coast, Australia, conducted by Tolijenvoic and Faulkner (1999) found that older residents welcomed international tourists and were not concerned about negative environmental impacts, supported by the study in casino communities in Korea by Back and Lee (2005) and a small community in Washington by Wang and Pfister (2008), and a study in the Piedmont region of North

Carolina by Xu, Barbieri, Anderson, Leung and Rozier-Rich (2016). However, a study in Turkish community by (Cavus & Tanrisevdi, 2002) explored that older residents have less positive opinion of tourism development. Research in a local community in Arizona by McGehee and Andereck (2004) suggested that older residents perceive more positive tourism impacts than younger residents (Latkova & Vogt, 2012; McGehee & Andereck, 2004). Consistent with the findings of McGehee and Andereck (2004), a recent study of three counties in Michigan by Latkova and Vogt (2012) found that older residents who get more earnings from the tourism industry perceive more positive tourism influences and less negative tourism impacts (Latkova & Vogt, 2012). However, a study in Australia by Sharma and Gursoy (2015) found that older residents perceive more negative sociocultural and environmental impacts overtime, especially for the way of living and the traffic congestion. Based on these previous studies, this study hypothesized that:

H2-a: Age will moderate the relationship between resident's perceptions of tourism impacts and their supports for tourism development in downtown Greenville.

Gender

The results of previous studies using gender as a demographic variable influencing resident's perceptions of tourism development are contradictory based on the reviews conducted by Harrill (2004) and Sharpley (2014). For example, a study conducted in Australia (Sharma & Gursoy, 2015) found that gender does not influence resident's perceptions of tourism impacts overtime. However, a study in a rural community of New Zealand by Mason and Cheyne (2000) suggested that women are

more negative towards tourism development than men, specifically related to the noises, traffic congestion and the crime rates that tourism brings, even though they realize the positive tourism impacts such as benefits to the local economy and access to recreational facilities. Similarly, an additional study conducted in Charleston, South Carolina found that women are more opposed to tourism development because they see less employment opportunities than male counterparts (Harrill & Plotts, 2003). On the other hand, a study in Indianapolis, Indiana by Wang (2013) found that women are more positive on tourism development. According to the past studies, this study hypothesized that:

H2-b: Gender will moderate the relationship between residents' perceptions of tourism impacts and their supports for tourism development in downtown Greenville.

Length of Residence

Several studies have studied length of residence as a demographic variable to explain locals' perceptions of tourism development and/or tourism impacts. However, the findings are conflicting according to the literature review conducted by Harrill (2004), who summarized past studies in relation to length of residence. Some studies argued that there is no significant relationship between length of residence and perceptions of tourism development (Andoritis & Vaughan, 2003; Black & Lee, 2005; Perdue, Long & Kang, 1999; Wang & Pfister, 2008). For example, an early study conducted in Hawaii by Liu and Var (1986) suggested that resident's perceptions of tourism development did not vary based on length of residence, results that supported a study conducted in 10 rural Colorado communities by Allen et al (1993) and a study in the Piedmont region of North

Carolina by Xu et al. (2016). However, a study conducted in a second home community in Wisconsin by Girard and Gartner (1993) found that although long-term residents do not want to see tourism development, both long-term and short-term residents approve of the goods and services provided by tourism development, supported by a study of York, UK by Snaith and Harley (1999). Similarly, studies in Montana by McCool and Martin (1994) and in Virginia by Williams, McDonald, Riden and Uysal (1995) found that short-term residents have more favorable attitudes toward tourism development compared to long-term residents. According to the past studies, this study hypothesized that:

H2-c: Length of residence will moderate the relationship between residents' perception of tourism impacts and their supports for tourism development in downtown Greenville.

Economic Dependency

Harrill (2004) defined economic dependency as the extent to which the individual or the communities depend on tourism dollars. Tourism researchers have considered the relationship between hosts' perceptions and economic dependency considering both a single person and an entire community, positing that the more people or communities rely on tourism money, the fewer negative perceptions they would have towards tourism development (Harrill, 2004; Vesey & Dimanche, 2000).

According to the review by Sharpley (2014), most of studies argued that there is a positive relationship between economic dependency and resident's perceptions of tourism development (King et al., 2002; Smith & Krannich, 1998; Snaith & Haley, 1999; Um & Crompton, 1987; Wang & Pfister, 2008). However, other studies found other factors

associated with the relationship between economic dependency and local's perceptions of tourism development based on the review by Harrill (2004). A study in Texas conducted by Thomason, Crompton, & Dan Kamp (1979) demonstrated that locals perceived tourism development positively even though business owners were not satisfied with its associated costs. A study conducted in Britain by Prentice (1993) argued locals perceived tourism development positively as it contributed some to the economic development even though not all residents realize benefits from it. Based on the previous studies, this study hypothesized that

H3-a: Residents' supports for tourism development will significantly differ based on their awareness of economic dependency.

H3-b: Economic dependency will significantly influence residents' supports for tourism development in downtown Greenville.

Urban Tourism

Urban tourism has grown growing rapidly since the 1980s (Ben-Dalia, Collins-Kreiner, Churchman, 2013), with cities becoming tourist destinations, resulting in local authorities and government officials realizing the economic potential of the tourism industry and providing financial support to these tourism projects. The tourism industry in urban settings is considered as an economic activity in the community, competing for resources with other industries in the community. It is argued that tourism development issues in the urban areas influence the well-being of the tourists, the community, business organizations, the government and other community group and associations (Edwards et al., 2008; Timur & Getz, 2009). As a result, tourism planning and decision-making

process requiring multiple stakeholder participation, including public organizations, business organizations and the communities (Edwards et al., 2008).

Because of multiple stakeholders with conflicting perceptions, sustainable tourism in urban settings becomes complex, which is an area of study that hasn't received much attention (Maxim, 2016; Miller, Merrilees, & Coghlan, 2015; Timur & Getz, 2008). According to Maxim (2016), Barke and Newton (1995) were the first to realize the lack of studies of sustainable urban tourism through a study conducted in the Malaga, Spain, arguing that tourist activities should be integrated with other aspects of the city's economy. Based on the review by Maxim (2016), Hinch (1996) suggested that sustainability is as important in urban areas as in rural settings. In addition, a study conducted in Singapore by Savage, Huang and Chang (2004) on three dimensions of sustainability of urban tourism (e.g., economic, cultural and environmental) found that that sustainability of one area is difficult to balance since the development of this area often offset by the degradation of other areas (Maxim, 2016; Savage et al., 2004). More recently, a study in three urban tourist destinations in USA and Canada argued that the three major stakeholders: the tourist industry, the community and the local environment have different perceptions of sustainable urban tourism development, specifically the meaning of sustainable urban tourism and the issues related to sustainable urban tourism, has resulted in the difficulties of the decision-making process because of the lack of communication between each other (Maxim, 2016; Timur & Getz, 2008).

Distance from Attraction

Several findings have used the distance from a tourist zone to explain resident's perceptions of tourism development and its impacts. However, according to the reviews by Jurowski and Gursoy (2004), Vargas-Sanchez, Plaza-Mejia, Porras-Bueno, & Huela (2009), and Khoshkam, Mazuki, & Al-Mulali (2016), the findings were contradictory. The majority of the study found that residents who lived away from attractions have more favorable perceptions of tourism development and its impacts. For example, a study in Massachusetts by Pizam (1978) argued that residents living in the tourism areas were more negative on tourism impacts, supported by a study in two cities in Arizona by Madrigal (1993), a study in Golden Coast, Australia by Faulkner & Tideswell (1997) by using 4km as a cutoff point to measure the distance from the tourist zone, a study at a recreational area in Virginia by Jurowski and Gursoy (2004), a study in a heritage tourist destination, Bath, UK by (Haley, Snaith, & Miller, 2005) and a study in Victoria, Australia by Raymond and Brown (2007). Similarly, a study in Rhode Island found that residents were less positive on the tourism development at certain facilities and infrastructure near their home due to the traffic jams and supportive on tourism development generally (Tyrell & Spaulding, 1984).

However, a study conducted in Santa Marta, Columbia by Belisele and Hoy (1980) found that residents who lived near from attraction perceive tourism development and its impacts more positively than whom lived far away from the attraction, supported by Mansfeld (1992), arguing that the residents living near tourist cores have a higher

percentage of economic dependency on it (Belisele & Hoy, 1980; Mansfeld, 1992; Vargas-Sanchez et al., 2009).

Conversely, a recent study in Israel found that distance from residents who lived close from the attraction perceived environmental impacts in the same way with whom lived far away from the attraction (Khoshkam et al., 2016).

Few studies have examined the effects of the proximity to urban areas, specifically the potential difference between urban and non-urban perceptions of tourism development and tourist impacts of the downtown tourism core. As a result, this study examined the differences between individuals residing in downtown Greenville and those living in the county (which may include Greenville city residents not living in downtown).

H4-a: Downtown Greenville residents perceive economic impacts significantly differently from Greenville county residents

H4-b: Downtown Greenville residents perceive sociocultural impacts significantly differently from Greenville county residents

H4-c: Downtown residents perceive environmental impacts significantly differently from Greenville county residents.

H4-d: Downtown residents perceive tourism development significantly differently from Greenville county residents.

CHAPTER THREE

METHODS

This chapter discussed the methods used in this study. Specifically, this chapter included the description of the study site-downtown Greenville, the pilot study and the pretest, data collection, the survey instrument and the SUS-TAS scale used to measure tourism impacts (i.e., economic, sociocultural, environmental) and tourism development.

Before the study was conducted, a proposal was submitted to Institutional Review Board (IRB) at Clemson University (see Appendix A) and approved by IRB with approval number 2015-352.

Study Site

The city of Greenville, South Carolina is the Greenville County seat and located in the northwest corner of South Carolina. It is the largest city in the Greenville-Spartanburg-Anderson Combined Statistical Area, which is also known as the Upstate (“Greenville”, n.d.). According to the US Bureau of Census (2014), the city has a population of 62,252 residents, consisting of 28,954 households. Its economic development has been recognized by several national publications. For example, Greenville has been ranked as one of the top 10 fastest growing cities in the US by *CNN Money* (Chritie, 2012) and the third strongest job market in the US by Bloomberg (Wong, 2010). It was named as one of the top 10 small cities where business is thriving by *Entrepreneur* (Klich, 2015).

Downtown Greenville, a tourist zone, was listed as one of the best downtown by Livability (“Top 10 downtown”, 2014). As one of the hot spots for tourists to visit

Greenville, downtown Greenville includes a variety of restaurants, attractions, boutique shops, art galleries and sports venues along Main Street, providing tourists divergent options to have a unique experience (Visit Greenville SC, n.d.). A few blocks away from the heart of downtown Greenville, Falls Park on the Reedy, a population attraction for tourists and residents, is a 32-acre park with a 355-foot long suspension bridge built cross the Reedy River and the waterfall (Schwietert, n.d.). Located at the end of South Main Street, Fluor Field is the home of Greenville Drive, attracting a number of sport fans coming to support their favorite team. When tourists stroll along the North Main Street and South Main Street, they can find out a lot of bronze sculptures just positing around the street corners. Other than the attractions, restaurants, and other spots, downtown Greenville hosts different-themed festivals and events all the year around: Artispere in May, Euphoria in September, Fall for Greenville in October, and TD Saturday Market from May to October (Visit Greenville SC, n.d.).

The tourism industry has grown rapidly in the County, which attracted 3.9 million visitors based on the report of visitation by South Carolina by County (SCPRT, 2014a; Visit Greenville SC, n.d.), ranking 3rd and accounting for 13% of the overall visitors among all of the counties in South Carolina. Of these, 2.8 million were overnight hotel visitors and 1.1 million day trippers in the county in 2013 according to the report of the impact of tourism on Greenville (Visit Greenville SC, n.d.). Based on the report of the economic impact on travel in South Carolina counties (SCPRT, 2014b), the county ranked 4th with 1 billion dollars in direct tourist' expenditure, occupying 11% of state total. The expenditure contributed to \$239.8 million payroll income and 9,700 jobs,

accounting for 11 percent of total payroll salaries and 8.3 percent of overall jobs in the state respectively. Moreover, visitors to Greenville County lead to \$45.3 million in state taxes and \$17.2 million on local taxes, comprising of 6.7 percent of entire state taxes and 4.7 percent of entire local taxes (SCPRT, 2014b).

Sampling

A simple random sample of “size n consists of n individuals from the population chose in such a way that every set of n individuals has an equal chance to be the sample actually selected” (Moore, 2007, p. 196). This study used simple random sampling method by randomizing the time periods, dates and locations. According to the map Among 85 streets in downtown area (also known as central business district, see Figure 5) and 14 time periods during the day, an online randomizer was used to generate the 20 locations matching a 3-hour shift per day randomly.

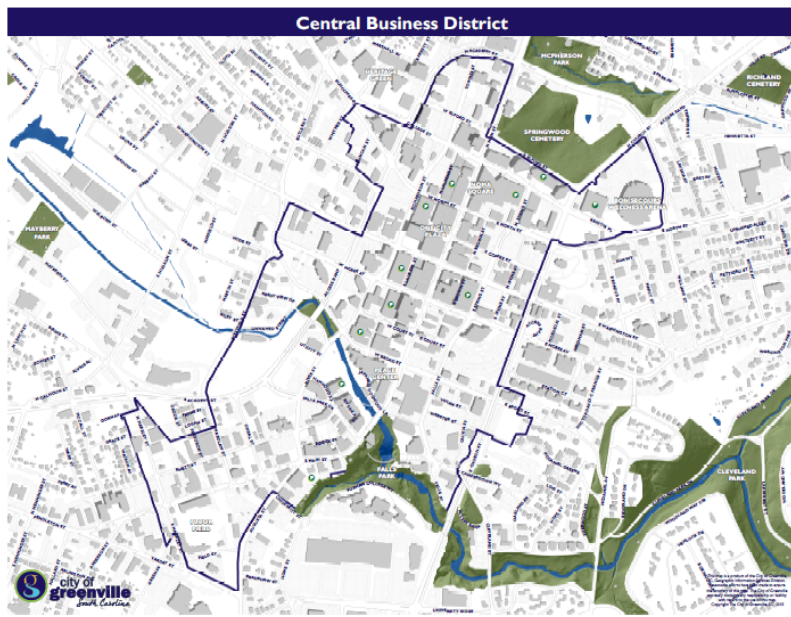


Figure 5 Downtown Greenville Map By City of Greenville (n.d.)

Pilot Study and Pretest

In order to enhance the readability of the scales in the questionnaire, a pilot study was conducted in two undergraduate PRTM classes by distributing questionnaires to 36 undergraduate students and revising the wordings of the scale based on their feedback.

To estimate the potential response rate and optimize the efficiency of the collection process, a pretest was conducted on North Main Street in Downtown Greenville on October 22, 2015. For this pretest, the researcher randomly intercepted potential respondents, recruiting them by asking the following questions: 1) Do you live in downtown Greenville? 2) If no, where do you live? Among the 32 people intercepted, 5 lived in Downtown Greenville, 2 in the City of Greenville, 7 in other cities and towns in Greenville County, 12 outside the county and 6 refused to answer, meaning the response rate of people living in Downtown Greenville was 19.2% and the overall response rate for the county was 53.8%.

Data Collection

Based on the responses from the pretest and the pilot study, the researcher intercepted everyone who passed by her by asking the question: Do you live in Greenville County. If yes, the researcher handed over the questionnaire along with the downtown area map (shown in Figure 4) to the potential. The downtown area refers to the area within purple border lines. To determine the specific location of their residences: downtown or county, two questions were included in the survey: 1) Do you live in Downtown Greenville? 2) If not, where do you live?

Based on a map of Greenville (see Figure 5), For the study, the researcher surveyed on 11 different days on randomly selected streets and times and got 251 completed questionnaires from Greenville county residents in downtown Greenville by applying a self-administered survey method. The dates, times and locations of sampling are shown in Table 2.

Table 2
Sampling Timetable

Date	Time	Location
October 31st	9:00am-11:00am	Buncombe St
November 3rd	11:30am-1:30pm	Academy St
November 4th	2:00pm-4:00pm	N. Main St
November 5th	4:30pm-6:30pm	E. park Ave
November 6th	9:00am-11:00am	Bennett St
November 11th	11:30am-1:30pm	Elford St
November 12th	2:00pm-4:00pm	Richardson St
November 13th	4:30pm-6:30pm	Butler St
November 14th	9:00am-11:00am	N. Hudson St
November 15th	11:30am-1:30pm	S. Laurens St
November 16th	2:00pm-4:00pm	E. Mcbee Ave

SUS-TAS Scale

Different from the traditional paradigms used to measure perceived tourism development and tourism impacts, the SUS-TAS scale created by Choi and Sirakaya (2005) was developed based on the concurrent sustainability literature (Yu, Chancellor, & Cole, 2011; Zhang et al., 2015). In this scale, 44-items were categorized into seven major factors: social costs, environmental sustainability, economic benefits, community participation, long-term tourism planning, visitor satisfaction and community-centered benefits (Choi & Sirakaya, 2005; Zhang et al., 2015)

Several researchers subsequently applied and validated the SUS-TAS scale in their studies with the original 44-items being reduced to 33-items based on a study of Turkish and Cypriot residents (Sirakaya-Turk, Ekinici, & Kaya, 2008; Zhang et al., 2015). This modified scale was validated in a study examining residents' perceptions of sustainable tourism development in three communities in Turkey (Sirakaya-Turk, Ingram, Harrill, 2009). More recently, the 44- item scale was evaluated in Orange County, Indiana, and the results were reduced to 27-items that showed good validity and reliability (Yu, Chancellor, Cole, 2009; Zhang et al., 2015). A further study conducted in 11 counties in southeastern Indiana having multiple sites argued that the initial 44-items could be reduced to 20 with optimized parsimony indices (Zhang et al., 2015). This 20-item scale is used in the study.

Survey Instrument

In addition to the 20-item SUS-TAS scale (Zhang et al., 2015), respondents were asked to provide their demographic information, consisting of gender, age, location of residence, zip code, length of residence and economic dependency on tourism development. The first three dimensions were used to measure residents' perceptions of tourism impacts: economic, sociocultural and environmental impacts and the last four dimensions for resident's support for tourism development: long-term tourism planning, community-centered economy, community's participation and measuring visitor's satisfaction. Perceived tourism impacts and support for tourism development were measured on a 5-point Likert scale to rate their responses, with 1 being strong disagree and 5 strongly agree (see Appendix B).

Based on the work of Zhang et al. (2015), nine statements were used to measure resident's perceptions of tourism impacts, including three items for economic impacts, three items for sociocultural impacts and three items for environmental impacts (see Table 3).

Table 3
Statements of Resident's Perceptions of Tourism Impacts

Factor	Statement
Economic impact	Tourism is good for our economy
	Tourism creates new markets for local products
	Tourism benefits businesses in our community other than just tourism industries
Sociocultural impact	My community is overcrowded because of tourism industry
	My quality of life was destroyed because of tourism in my community
	Tourists in my community disrupt my quality of life
Environmental impact	The natural environment in our community is protected by the tourism industry now and for the future
	Tourism development in my community improves the environment
	Tourism development in my community promotes positive environmental ethnics

Source: Zhang et al. (2015)

Table 4 presented the statements of 11 items in 4 dimensions to measure resident's support for tourism development: long-term tourism planning, community-centered economy ensuring satisfaction and maximizing community's involvement:

Table 4

Statements of Resident's Support for Tourism Development

Dimensions	Statement
Long term tourism planning	We need to take a long-term view when planning for tourism development
	Successful management of tourism requires advanced planning
	When planning for tourism, we cannot be shortsighted
Community-centered economy	The tourism industry should contribute economically to a community's improvement
	The tourism industry should try to purchase their goods and services from within the community
	Residents should receive a fair share of the economic benefits from tourism
Ensuring visitor satisfaction	The tourism industry should ensure good quality tourism experiences from visitors
	Tourism businesses should monitor visitor satisfaction
Maximizing community involvement	Community attractiveness is a core element of ecological "appeal" for visitors
	Full participation by everyone in the community regarding tourism decisions is a must for successful tourism development
	Tourism decisions should be made by all members in the community regardless of a person's background

Source: Zhang et al. (2015)

Three demographic variables were included in the survey: age, gender and length of residence to answer Research Question 2: Will residents' demographic variables moderate the relationship between residents' perceptions of tourism impacts and their supports for tourism development. Based on Research Question 3: Will residents' economic dependency influence residents' supports for tourism development, the variable economic dependency was included in the survey: the respondents was asked if there are

aware of their household income deriving from tourist expenditure. If yes, what percentage of their household income deriving from tourist expenditure? Based on Research Question 4: Will the proximity to urban tourist cores make a difference on residents' supports for tourism development and their perceptions of tourism impacts on downtown area, respondents were asked to provide their location of residence as well as their zip codes. The detailed questionnaire is shown in Appendix B.

CHAPTER FOUR

DATA ANALYSIS

This analysis of the results of the residents' survey in downtown Greenville was divided into three sections. The first part provided the descriptive statistics of the demographic information obtaining from the respondents, including their age, gender, location and length of residence, education, ethnicity, income level, economic dependency on tourism development in the community. The second part analyzed the reliability test of the SUS-TAS scales the study used. The third part addressed the research questions and test the hypotheses.

Self-administered survey was collected at 11 locations in downtown Greenville on October 31, 2015, from November 3 to November, 6, 2015 and from November, 11 to November 16, 2015. Of 320 people intercepted, 295 people lived in Greenville County and 251 completed questionnaires. Therefore, the overall response rate was 85.1%. The number of people approached, the number living in Greenville County, the number completing the survey and the response rate on each day were shown in Table 5.

Table 5
Resident's Response Rate

Date	The number of people intercepted (includes refusals and out-of-county)	Refusals (refusing to answer if they live in Greenville county)		The number of people living in Greenville county (includes refusals)	The number of people who completed the survey	Overall response rate (%)
		Out of county				
Oct 31st	13	$\frac{1}{9}$		3(1)	2	15.4
Nov 3rd	8	$\frac{1}{1}$		6(4)	2	25.0
Nov 4th	25	$\frac{1}{0}$		24(2)	22	88.0
Nov 5th	32	$\frac{1}{0}$		31(5)	26	81.3
Nov 6th	25	$\frac{0}{1}$		24(7)	17	68.0
Nov 11th	32	$\frac{0}{0}$		32(4)	28	87.5
Nov 12th	46	$\frac{2}{2}$		42(7)	35	76.1
Nov 13th	47	$\frac{1}{0}$		46(3)	43	91.5
Nov 14th	23	$\frac{0}{0}$		23(3)	20	87.0
Nov 15th	53	$\frac{3}{1}$		49(7)	42	79.2
Nov 16th	16	$\frac{0}{1}$		15(1)	14	87.5
Total	320	$\frac{10}{15}$		295(44)	251	85.1

Survey Results

The respondent's demographic information was listed in Table 6 below, including gender, age, location of residence, length of residence, and economic dependency.

Table 6
Respondent's Profile

Demographic Variable	Range	n	Percentage	
Gender	Male	147	58.6%	
	Female	104	41.4%	
Age (Mean=34.52) (Median=30) (SD=14.03)	under 18	8	3.2%	
	18-25	85	33.9%	
	26-35	67	26.7%	
	36-45	35	13.9%	
	46--55	31	12.4%	
	56-65	16	6.4%	
	Above 65	9	3.6%	
Residence	Downtown	108	43.0%	
	Outside Downtown	143	57.0%	
Length of residence (Mean=9.46) (Median=9) (SD=11.13)	Less than 1 year	41	Downtown:20 County:21	16.3%
		92	Downtown:48 County:44	
	1-5 year	37	Downtown:14 County:23	14.7%
	6-10 years	16	Downtown:4 County:12	6.4%
	11-15 years	29	Downtown:8 County:21	11.6%
	16-20 years	12	Downtown:3 County:9	4.8%
	21-24 years	24	Downtown:11 County:13	6.4%
Above 25 years				

Table 6
Respondent's Profile (Continued)

Economic dependency (Mean=14.2%) (Median=5.0%) (SD=24.5%)	Not aware of tourist expenditure contributing to their household income			
		179	71.3%	
	Aware of tourist expenditure but provided vague responses			
	Provided the exact percentage (51/23.1%)	1%-10%	35	68.6% (based on 51 responses)
		11%-20%	5	11.8% (based on 51 responses)
	21%-50%	6	9.8% (based on 51 responses)	
	Above 50%	5	9.8% (based on 51 responses)	

Among all of respondents, 58.6% (n=147) were male and 41.4% (n=104) were female. The three largest age ranges of respondents were 18-25 (n=85, 33.9%), 26-25 (n=67, 26.7%) and 36-45 (n=35, 13.9%).

Moreover, the profile of resident's location consists of county residents (n=143, 57.0%) and downtown residents (n=108, 43.0%). The respondent profile regarding their location of residence and their zip code are shown in Table 7. Respondents whose zip codes are 29601 all live in downtown area. In other words, the respondents who live in downtown but whose zip code is not 29601 is 0. County residents who lived outside the downtown area have the zip codes other than 29601.

Table 7
Respondent's Location of Residence and Zip Code

Location of residence	Zip code	n	Percentage (%)
Downtown Greenville	29601	108	43.0
Greenville county (n=143)	29602	3	1.2
	29605	8	3.2
	29609	18	7.2
	29611	3	1.2
	29613	1	.4
	29615	18	8.4
	29617	12	2.4
	29631	1	.4
	29644	1	.4
	29647	1	.4
	29650	15	6.0
	29651	4	1.6
	29661	2	.8
	29662	2	.8
	29667	1	.4
	29669	1	.4
	29670	1	.4
29673	1	.4	
29680	6	2.4	
29681	16	6.4	
29687	12	4.8	
29690	16	11.2	

The average length of residence in Greenville was nine and a half years. Most of respondents have lived in the community from 1-5 years (n=92, 36.7%), followed by 11-20 years (n=45, 18.0%), less than 1 year (n=41, 16.3%), 6 -10 years (n=37, 14.7%) and more than 20 years (n=36, 14.4%)

In terms of economic dependency, the majority of respondents realized no economic dependency on tourism (n=179, 71.3%), 21 (8.4%) respondents were aware of economic dependency but provided vague answers and 51 (23.1%) respondents provided the exact percentage of tourist expenditure deriving from tourist expenditure. Among these 51 respondents, 35 (68.6%) provided 1%-5%, 6 (11.8%) provided 21%-50%, and 5 (9.8%) provided 11-20% and 5 (9.8%) provided above 50%. The mean, median and standard deviation of economic dependency shown in Table 6 were calculated based on 51 usable responses.

Reliability Test

The SUS-TAS scale used in the study was developed by Zhang et al. (2015). Cronbach alpha is the index to measure if the scale for each factor is reliable. A Cronbach alpha that is below 0.7 for each item should be removed from the data set (Lance, Butts, & Michels, 2006).

The 11 items were used to represent residents' supports for tourism development. Table 8 showed the mean, standard deviation, and Cronbach alpha of these 11 items. The Cronbach alpha for these items was 0.60. Based on "Cronbach alpha if deleted" statistic provided by SPSS, the item "Tourism businesses should measure visitor satisfaction" was deleted. The resulting Cronbach alpha was increased to 0.80, suggesting that the scale could be reliable. Therefore, the updated 10 item of tourism development would be used to represent tourism development in the rest of the analysis part.

Table 8

Mean, Standard Deviation and Cronbach Alpha of Tourism Development

Factor	Dimension	Item	Mean	SD	Cronbach alpha if deleted
Resident's support for tourism development (Mean=4.08) (SD=.55) (α =.60)	Long-term tourism planning (Mean= 4.18) (SD=.61) (α =.81)	Successful tourism development needs advanced tourism planning	4.05	.79	.56
		Tourism development needs well-coordinated planning	4.21	.67	.55
		We cannot be shortsighted when planning for tourism development	4.27	.69	.56
	Community-centered economy (Mean=4.14) (SD=.57) (α =.60)	Local residents should receive fair share of economic benefits from tourism	3.68	.93	.57
		The tourism industry should contribute economically to the community's improvement	4.34	.65	.56
		The tourism industry should try to purchase goods and services from within the community	4.40	.68	.56
	Ensuring visitor's satisfaction (Mean=4.27) (SD=1.16) (α =.14)	Tourism businesses should measure visitor satisfaction	4.30	3.22	.80
		The tourism industry should make sure good quality of tourist experience	4.24	.57	.56
		Community attractiveness is a core element of ecological "appeal" for visitors	4.26	.67	.58
	Maximizing community's participation (Mean=3.57) (SD=.97) (α =.77)	Tourism decisions should be made by all members in the community regardless of a person's background	3.64	1.07	.57
Everyone in the community should participate in the decision-making process of tourism development		3.49	1.09	.55	

The new mean, standard deviation and Cronbach alpha of resident's support for tourism development (10 items) were shown in Table 9.

Table 9

New Mean, Standard Deviation and Cronbach Alpha of Resident's Support

Factor/dimension	Mean	SD	α
Resident's support for tourism development	4.06	.48	.80

The mean, standard deviation and Cronbach Alpha of economic impacts, sociocultural impacts and environmental impacts were presented in Table 10. The scales for economic impacts, sociocultural impacts and environmental impacts were reliable since all of their Cronbach alphas were above or equal to 0.70 (Lance, Butts, & Michels, 2006).

Table 10

Mean, Standard Deviation and Cronbach Alpha of Tourism Impacts

Factor	Item	Mean	SD
Economic impacts (Mean=4.29) (SD=.69) (α =.78)	Tourism is good for our community's economy.	4.36	.83
	Tourism creates new markets for local products.	4.35	.72
	Tourism benefits businesses in our community other than just tourism industries in our community.	4.15	.91
Sociocultural impacts (Mean=1.81) (SD=.72) (α =.75)	My community is overcrowded because of tourism industry.	2.02	.89
	My quality of life was destroyed because of tourism in downtown Greenville.	1.57	.83
	Tourists in my community disrupt my quality of life.	1.84	.91
Environmental impacts (Mean=3.49) (SD=.74) (α =.70)	The natural environment in our community is protected by the tourism industry now and for the future.	3.20	.84
	Tourism in our community improves the environment in our community.	3.71	1.03
	Tourism development in our community promotes positive environmental ethics.	3.57	.95

The statements of the sociocultural impacts were negative but the economic impacts and environmental impacts were positive. The mean and standard deviation of the new sociocultural impacts were shown in Table 11. Sociocultural impacts were reverse coded. The new sociocultural impacts were used to test all of the research questions.

Table 11

New Mean and Standard Deviation of the Reverse-Coded Sociocultural Impacts

	Factor	Mean	SD
Sociocultural Impact (Mean=4.19) (SD=.72)	My community is overcrowded because of tourism industry.	3.98	.89
	My quality of life was destroyed because of tourism in downtown Greenville.	4.43	.83
	Tourists in my community disrupt my quality of life.	4.16	.91

The Results for Tourism Impacts on Resident's Support for Tourism development

Research Question 1 examined if tourism impacts influenced resident's supports for tourism development significantly. Three hypotheses were made:

H1-a: Perceptions of economic impacts will influence resident's perceptions of tourism development.

H1-b: Perceptions of sociocultural impacts will influence resident's perceptions of tourism development.

H1-c: Perceptions of environmental impacts will influence residents' perceptions of tourism development.

To test if the relationship between tourism impacts (economic, sociocultural and environmental) and tourism development is significant, the multiple regression tests were performed. In the model, tourism development, the dependent variable, was measured as the mean of the ten remaining items from the SUS-TAS. Data screening was again performed for outliers by using studentized delete residual to remove them: Values

below -3 or above 3 were subsequently deleted. From the residual scores, the responses 102 and 119 were deleted since their scores were above 3. A p value ≤ 0.05 indicates that tourism impacts influence perceptions of tourism development significantly (Craparo, 2007).

The entire model was significant since its F value was 5.42 and its p value of the model was below .01. According to Table 12, the p values for the three independent listed as follows: economic impacts ($t= 2.61$, $p=.01$), sociocultural impacts ($t=1.13$, $p=.26$) and environmental impacts ($t= -0.03$, $p=.71$). Economic impact was the only indicator that contributed to the entire model. It suggested that the more residents positively perceived tourism impacts, the more they supported tourism development. Among all of the three hypotheses, only H1-a: Perceptions of economic impacts influence resident's supports for tourism development was supported. A 0.06 R^2 suggested that the model explained only 6.0% of tourism development's variance. Therefore, economic impact was the only significant predictor of resident's supports for tourism development.

Table 12
The Multiple Regression between Tourism Impact and Resident's Support for Tourism Development

Independent variables	Unstandardized coefficient/B	Standardized coefficient/ β	t	F	R ²
Economic impacts	.14	.20	2.61*		
Sociocultural impacts	.09	.10	1.13	5.42**	.06
Environmental impacts	-.02	.03	-.03		

** $p < .01$, * $p < .05$

The Results for Resident's Demographic Variable's Moderation Effect

Research Question 2 examined if resident's demographic variables moderated the relationship between tourism impacts and resident's support for tourism development, including age, gender and length of residence. To test the moderation effect on tourism impacts and tourism development, three multiple regression models were developed for economic impacts, sociocultural impacts and environmental impacts.

Age

H2-a: Age moderates the relationship between tourism impacts and tourism development.

Series of multiple regressions were performed to test the moderation effect of age on economic impacts and tourism development. First, an interaction variable (economic impacts*age) was computed with tourism development being the dependent variable. The three independent variables in this regression were economic impacts, age and economic impacts*age. Moreover, the data were screened for extreme values, using studentized deleted residual as an index to detect the outliers. If the scores fell outside the normal range of -3 to 3, they were removed. Based on the screening results, the responses 102 and 119 were above 3. So they were removed from the data set. The F value of the model was 6.07 and the p value of the model was less than 0.01, suggesting that the model was significant. The probability of the interaction variable (economic impacts*age) was used to test if the moderation effect was significant with a value below 0.05 suggesting a significant moderation effect (Craparo, 2007). As Table 13 shows, the t value of the age*economic impact was - 0.57 and the p value of it was 0.60 (>0.05), meaning age did

not moderate the relationship between supports for tourism development and economic impacts significantly. In addition, the R^2 of this model was 0.08, suggesting that the model explained 8.0% of the variances.

Table 13

Age's Moderation Effect on Economic Impact and Tourism Development

Independent variables	Unstandardized coefficient/B	Standardized coefficient/β	t	F	R²
Economic impacts	.24	.37	1.80		
Age	.01	.30	.83	6.07**	.08
Age*economic impacts	-.00	-.22	-.57		

**p<.01, *p<.05

In this section, the moderation effect on sociocultural impacts and tourism development was tested. Before examining the moderation effect, the interaction variable (age * sociocultural impacts) was created. A multiple regression model was performed to test the moderation effect. In this model, tourism development is the dependent variable and the independent variables are age, sociocultural impacts and the interaction variable (age * sociocultural impacts). Data screening was again performed for outliers by using studentized delete residual to remove them: Values below -3 or above 3 were subsequently deleted. From the residual scores, the responses 102 and 119 were deleted since their scores were above 3. According to Table 14, the F value of the model was 5.70 and the p value of the model was less than 0.01, indicating that the model was significant. To examine the moderation effect, the probability of interaction effect, age* sociocultural impacts was measured, a value below .05 indicating a significant moderation effect (Craparo, 2007). The t value of the interaction variable (age *

sociocultural impacts) was 0.27 and the p value of it was 0.88. Therefore, age did not have a significant moderation effect on tourism development and sociocultural impacts. Moreover, the R² of this model was 0.07, indicating that 7.0% of the variance was explained by this model.

Table 14

The Moderation Effect of Age on Sociocultural Impacts and Tourism Development

Independent variables	Unstandardized coefficient/B	Standardized coefficient/β	t	F	R²
Age	.00	.11	-.07		
Sociocultural impacts	.24	.27	.84	5.70**	.07
Age * sociocultural impacts	-.00	-.06	.27		

**p<.01, *p<.05

A multiple regression model was created to measure the interaction effect of age on environmental impacts and tourism development. First, the interaction variable (age * environmental impacts) was computed. In the model, the mean of tourism development was calculated to represent the dependent variable. The independent variables were age, environmental impacts and interaction variable (age * environmental impacts). Data screening was performed for extreme values, with studentized deleted residuals being used to detect them: The responses were deleted if the scores were below -3 or above 3. Based on the results, the responses 102 and 119 were removed from the data set since their scores were above 3. The F value of the model was 2.02 and the p value of the model was .11, suggesting that the model was not significant and the moderation effect did not exist.

Therefore, age did not moderate the relationship between perceptions of tourism impacts (i.e. economic impacts, sociocultural impacts and environmental impacts) and resident's supports for tourism development.

Gender

H2-b: Gender moderates the relationship between perceptions of tourism impacts and tourism development.

Similar to age, the moderation effect was tested for tourism development and economic impacts, sociocultural impacts and environmental impacts. A multiple regression model was utilized to examine the interaction effect of gender on economic impacts and tourism development. An interaction variable (gender * economic impacts) was created, with tourism development being the dependent variable. In this model, the independent variables were gender, economic impacts and the interaction effect (gender * economic impacts). In terms of gender, male was coded as 0 and female was coded as 1. Before regressing the dependent variable and independent variables, data were screened for outliers by using studentized deleted residuals to examine the outliers. If the scores fell out of the normal range of -3 to 3, they were removed from the data set. Therefore, the response numbers 102 and 119 were deleted. As seen in Table 15, the F value of the model was 5.62 and the p value of it was less than 0.01, showing the model was significant. The probability of the interaction variable (gender * economic impacts) measures if the moderation effect of gender on tourism development and economic impacts was significant. A p value below 0.05 indicated a significant moderation effect (Craparo, 2007). The t value of the interaction variable (gender * economic impacts) was

0.25 and the probability of it was 0.80, indicating that gender did not have a significant moderation effect on economic impacts and tourism development. Furthermore, the R² of this model was 0.06, suggesting that 6.0% of the variance was explained by this model.

Table 15

Gender Moderation Effect on Economic Impacts and Tourism Development

Independent Variable	Unstandardized coefficient/B	Standardized coefficient/β	t	F	R²
Gender	.15	.22	-.03		
Economic impacts	-.01	-.01	2.75*	5.62**	0.06
Gender * economic impacts	.02	.10	.25		

**p<.01, *p<.05

A multiple regression model was utilized to investigate if gender moderates the relationship between perceptions of sociocultural impacts and tourism development. An interaction variable (gender * sociocultural impacts) was created, with tourism development being the dependent variable in the model. The independent variables include gender, sociocultural impacts and the new interaction variable. First, data screening was performed for outliers by using studentized deleted residuals. A score falling out of the range from -3 to 3 was removed from the data set. The responses 102 and 119 were deleted. According to Table 16, the p value of the model was below 0.01 and the F value was 4.56, indicating that the model was significant. The probability of interaction variable was considered to examine the moderation effect, a value below 0.05 indicating a significant moderation effect (Craparo, 2007). The t value of the interaction variable (gender * sociocultural impacts) was 1.40 and its p value was 0.16, suggesting that gender did not significantly moderate the relationship between resident's supports for

tourism development and sociocultural impacts. In addition, the R^2 of this model was 0.05, meaning that it explained 5.0% of the overall variance.

Table 16
Gender Moderation Effect on Sociocultural Impacts and Tourism Development

Independent variable	Unstandardized coefficient/B	Standardized coefficient/ β	t	F	R^2
Gender	-.43	-.44	- 1.13		
Sociocultural impacts	.11	.12	1.43	4.56	.05
Gender * sociocultural impacts	.17	.55	1.40		

**p<.01, *p<.05

Again, a multiple regression model was created to test the moderation effect of gender on tourism development and environmental impacts. First, a new variable (gender * environmental impacts) was computed. Data screening was performed to detect outliers by using studentized deleted residuals. A score outside the range of -3 to 3 was removed. Therefore, the response numbers 102 and 119 were deleted. In the regression model, tourism development was the dependent variable. The independent variables were gender, environmental impacts and the new variable. The F value of the model was 2.48 and the p value of the model was 0.06, suggesting that the model was not significant and the moderation effect was not tested.

Based on the results from these three regression models, gender did not moderate the relationship between resident's supports for tourism development and the three tourism impacts (i.e., economic, sociocultural and environmental impacts). Therefore, H2-b: gender will moderate the relationship between perceptions of tourism development and tourism impacts was not supported in any sorts of situations.

Length of Residence

H2-c: Length of residence moderates the relationship between residents' perceptions of tourism development and tourism impacts. For this study, the moderation effects were examined in relation to tourism development, economic impacts, sociocultural impacts and environmental impacts.

A multiple regression model was used to examine the moderation effect of length of residence on tourism development and economic impacts. The interaction variable (economic impacts * length of residence) was computed. Data screening was performed for extreme values using studentized deleted residuals, with values below -3 or above 3 being deleted from the data set. Based on the results, the responses 102 and 119 were removed. In the regression model, the dependent variable was tourism development and the independent variables were economic impacts, length of residence and the interaction variable. According to Table 17, the F value of the model was 6.19 and the p value of it was less than 0.01, indicating that the model was significant. The probability of the interaction variable was used to determine if a moderation was significant. The t value of the interaction variable (length of residence * economic impact) was - 0.04 and the p value of it was 0.31, indicating that length of residence did not moderate the relationship between perceptions of tourism development and economic impacts. The R² of this model was 0.07, indicating that the independent variables predicted only 7.0% of the variances.

Table 17

The Moderation Effect of Length of Residence on Economic Impacts and Tourism Development

Model	Unstandardized coefficient/B	Standardized coefficient/ β	t	F	R ²
Length of residence	.17	.27	-.05		
Economic impact	-.00	-.02	3.19**		
Length of residence* economic impact	.000	-.02	-.04	6.19**	.07

**p<.01, *p<.05

Again, this moderation effect was tested by a multiple regression model. The interaction variable (length of residence * sociocultural impacts) was created. Data were screened for outliers using studentized deleted residuals with the cases with the scores outside the range from -3 to 3 being deleted. So the responses 102 and 119 were taken out from the set. In the regression model, the dependent variable was length of residence and the independent variables are length of residence, sociocultural impacts and the interaction variable. As seen in Table 18, the F value of the model was 5.52 and the p value of the model was less than 0.01, suggesting that the model was significant. The probability of the interaction variable was used to test if the moderation effect was significant, with a p value below 0.05 suggesting a significant moderation effect (Craparo, 2007). The t value of the interaction variable (length of residence*sociocultural impacts) was -0.02 and the p value of it was 0.98, showing that length of residency did not moderate the relationship between resident's supports for tourism development and sociocultural impacts. Moreover, the R² was 0.06, indicating the model predicted only 6.0% of the dependent variable.

Table 18

The Moderation Effect of Length of Residence on Sociocultural Impacts and Tourism Development

Independent Variable	Unstandardized coefficient/B	Standardized coefficient/β	t	F	R²
Length of residence	.00	-.03	-.07		
Sociocultural impacts	.22	.25	3.16**		
Length of residence*sociocultural impacts	.00	.01	-.02	5.52**	.06

**p<.01, *p<.05

Similarly, a multiple regression model was used to measure the moderation effect of length of residence on environmental impacts and tourism development. A new variable (length of residence * environmental impacts) was created. Before performing the regression, data were screened for outliers based on studentized deleted residuals with the case being removed if the value was not in the range between -3 and 3. Based on the results, the responses 102 and 119 are removed. In the model, the dependent variable was tourism development and the independent variables included length of residence, environmental impacts and the new variable. The F value of the model was 1.33 and the p value of the model was 0.26, suggesting that the model was not significant and the moderation effect did not exist.

According to the results, moderation effect did not exist between any of the three tourism impacts (i.e., economic, sociocultural and environmental impacts) and tourism

development. Therefore, H2-c: length of residence will moderate the relationship between perceptions of tourism impacts and tourism development was rejected.

The Results for the Effect of Economic Dependency on Tourism Development

Research Question 3 examined if economic dependency influences resident's supports for tourism development.

H3-a: Residents' supports for tourism development will significantly differ based on their awareness of economic dependency.

H3-b: Economic dependency will significantly influence resident's perception of tourism development.

Based on the respondent profile of 251 participants, 179 were not aware of tourist expenditure contributing to their household income, 21 realized it but provided vague answers, and 51 provided the percentage of their household income derived from tourism. First, in order to reduce the loss of power of the model, a t-test was performed to examine if residents' perceptions of tourism development differed by their awareness, assuming equal variances. As shown in the Table 19, the mean of tourism development for residents who were aware of economic dependency was 4.08 and the mean of tourism development for residents who were not aware of economic dependency was 4.05. The resulting t value was -0.41 and the p value was 0.69. Therefore, resident's supports for tourism development does not vary with their awareness of economic dependency. Therefore, H3-a was rejected.

Table 19
T- test of Awareness of Economic dependency

	Aware of economic dependency (n=72)		Not Aware of economic dependency (n=179)		t	p
	Mean	SD	Mean	SD		
Tourism development	4.08	.57	4.05	.44	-.41	.69

In order to test the second hypothesis, a simple regression model was used to test if the relationship between economic dependency and perceptions of tourism development is significant based on the 51 responses of their percentage of household income deriving from tourist expenditure. In this model, the mean of the 10-item tourism development scale was used to describe tourism development. Economic dependency is the independent variable. The F value of the model was 0.10 and the p value of it was 0.76, suggesting that the model was not significant.

Thus, H3-b economic dependency will have an effect on residents' support for tourism development was rejected.

The Results for Differences between Downtown and County Residents

Research Question 4 examined if there are any potential differences between downtown and county residents on perceived tourism impacts (i.e., economic, sociocultural, environmental impacts) and supports for tourism development.

H4-a: Downtown residents will perceive economic impacts significantly differently from county residents

H4-b: Downtown residents will perceive sociocultural impacts significantly differently from county residents.

H4-c: Downtown residents will perceive environmental impacts significantly differently from county residents.

H4-d: Downtown residents will perceive tourism development impacts significantly differently from county residents.

In order to test the potential differences between 108 downtown and 143 county residents, t-tests were performed to compare the downtown vs county mean scores for economic impacts, sociocultural impacts, environmental impacts and tourism development, assuming equal variance. The mean of economic impacts, sociocultural impacts, environmental impacts and tourism development were used to represent themselves respectfully. A p value of ≤ 0.05 would suggest that a significant difference between urban residents and downtown residents (Craparo, 2007). Table 20 showed the results of the t-tests. As this table showed, the t values and p values for each variable were as followed: economic impacts ($t = -0.10$, $p = 0.92$), sociocultural impacts ($t = 0.35$, $p = 0.94$), environmental impacts ($t = 0.17$, $p = 0.34$) and tourism development ($t = 0.40$, $p = 0.69$). Therefore, there were no significant differences between downtown and county residents for economic impacts, sociocultural impacts, environmental impacts and tourism development. Thus, all of these hypotheses were rejected.

Table 20

T -test of Proximity to Downtown Greenville

	Downtown residents(N=108)		County residents(N=143)		t	p
	Mean	SD	Mean	SD		
Economic impacts	4.30	.64	4.29	.73	-.10	.92
Sociocultural impacts	3.19	.54	3.19	.49	.35	.94
Environmental impacts	3.66	.71	3.57	.82	.17	.34
Tourism development	4.05	.44	4.07	.51	.40	.69

CHAPTER FIVE

CONCLUSION

Introduction

This study examined the effect of tourism impacts (i.e., economic, sociocultural, and environmental impacts) on Greenville County, South Carolina residents' supports for tourism development, the relationship among and the moderation effects of demographic variables (i.e., age, gender, length of residence) on resident's supports for tourism development and tourism impacts as well as economic dependency for its correlation effect on the relationship. In addition, it examined potential differences between people residing downtown and those in the county. This study used the 20-item SUS-TAS scale developed by Choi and Sirakaya (2005) and modified by Zhang et al. (2015). Data were collected at 11 locations in downtown Greenville on October 31, from November 3 to November, 6 and from November, 11 to November 16, 2015. Of the 320 potential participants intercepted, 295 people lived in Greenville County and of those 251 completed questionnaires.

Multiple regression models and t-tests were used to test the proposed hypotheses. The findings suggested that economic impact is the only significant predictor of residents' perceptions of tourism development. Neither the resident's demographic features (i.e., age, gender, length of residence) moderated the relationship between perceptions of tourism development and tourism impacts nor did economic dependency have a significant effect on their supports for tourism development. Moreover, there were no differences between the perceptions of downtown and county residents on their

perceptions of tourism impacts and their supports for tourism development. This study examined if people residing in downtown tourism destinations differed from residents living outside of the tourism core with respect to perceived tourism impacts and supports for tourism development. In practice, these findings have the potential to provide tourism planners with an improved understanding of how residents perceive tourism impacts and tourism development to maintain the sustainability of the tourism industry in the community. Moreover, it can also help policy makers develop specific plans, if needed, targeting various community groups. It is also a contribution to both the resident attitudes toward tourism and the urban tourism bodies of literature.

Discussion

Tourism Impacts on Tourism Development

For Research Question 1: will tourism have an impact on tourism development, Hypotheses 1-a, 1-b and 1-c were validated by using a multiple regression model. Consistent with the results from Gursoy and Rutherford (2004) and Tosun (2002), economic impact, was the only significant variable of the three tourism impacts influencing tourism development. Regarding the perspective of social exchange theory, this study found that economic impact positively affected resident's support for tourism development, which was consistent with the findings from previous studies (Lee, 2013; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011). Moreover, it positively affected tourism development. However, sociocultural impacts and environmental impacts did not affect perceptions of tourism development.

More specifically, as applied to the populations studied here, Greenville county residents realize the economic benefits of tourism, such as creating job opportunities and improving the local economy in the community. However, they didn't view tourism development in downtown Greenville as having negative sociocultural impacts, such as decreasing their quality of life, overcrowding the community or degrading the environment. It is possible that the respondents to the survey value the economic benefits more than the sociocultural and environmental costs since the questions focused on residents' perceptions of tourism development and tourism impacts in downtown Greenville, an economically booming area both in the city of Greenville as well as the county. In other words, the location might potentially influence the correlation between social and environmental impacts and tourism development.

Moreover, it might also be possible that the tourism industry in downtown Greenville is still in the second stage: involvement according to tourism area life cycle model (Butler, 1980). According to Butler (1980), when a destination enters second stage: involvement, residents provide facilities and infrastructure for tourism purposes and start noticing the increasing number of tourists visiting their communities. So it might explain economic impact was the only significant predictor for residents' supports for tourism development since residents get economic benefits from the facilities or infrastructure that they build and operate for tourists.

Resident's Demographic Variables' Moderation Effects

For Research Question 2: are there any demographic variable moderating the relationship between perceptions of tourism impacts and tourism development, three

hypotheses examined the moderation effect of the demographic variables of age, gender and length of residence using multiple regression models. For age's moderation effect, the result was similar with the findings that age did not significantly influence residents' supports for tourism development (Back & Lee, 2005; Harrill, 2004; Tolijenvoic & Faulkner, 1999; Wang & Pfister, 2008) and their perceptions of tourism impacts Sharma and Gursoy (2015). For gender's moderation effect, the results of this study were similar with the finding that gender did not significantly influence resident's support for tourism development (Sharma & Gursoy, 2015) and inconsistent with the findings that gender significantly influence resident's supports for tourism development (Harrill & Plotts, 2003; Mason and Cheyne, 2000; Wang, 2013). For length of residence, the result of this study was similar with the findings that length of residence did not significantly influence residents' supports for tourism development (Andoritis & Vaughan, 2003; Black & Lee, 2005; Perdue, Long & Kang, 1999; Wang & Pfister, 2008). So in general, the results found that none of these variables moderated the relationship between perceptions of tourism development and tourism impacts. In other words, the relationship between perceptions of tourism development and tourism impacts did not vary with age, gender nor length of residence. The mean score for overall tourism development was 4.1 out of 5, indicating that most respondents supported tourism development in downtown Greenville. It is possible that residents care about their community and want tourism in downtown Greenville to continue maximizing the positives and minimizing the negatives. Moreover, resident's demographic variables might be a bad predictor of resident's perceptions of tourism impacts and their supports for tourism development.

However, the level of economic development in one community (GDP per capita and employment rate) or types of tourism in the communities might be possible predictors of residents' perceptions of tourism development and tourism impacts.

Economic Dependency on Tourism Development

Research Question 3 asked if economic dependency influenced perceptions of tourism development. A hypothesis was proposed to test the correlation between economic dependency and resident' perceptions of tourism development using a regression model. Inconsistent with the findings (King et al., 2002; Smith & Krannich, 1998; Snaith & Haley, 1999; Um & Crompton, 1987; Wang & Pfister, 2008), the test results found no significant relationship between perceptions of tourism development and resident's economic dependency on tourism. This finding might result from resident's unrecognition of economic dependency. Among 251 respondents completing the survey, 179 were not aware of their economic dependency on tourism; 21 were aware but provided vague responses and 51 respondents provided the percentage of their household income deriving from tourist expenditure. The regression model was performed based on these 51 responses may have resulted in the loss of power and generation of errors making the relationship insignificant. Moreover, it might be possible that economic dependency is not a good predictor explaining resident's supports for tourism development since respondents don't know or realize how these positive economic impacts are beneficial to their personal lives. For example, residents may realize the economic benefits (i.e., increased job opportunities or income) in the community from

tourism growth. But they probably don't get more individual job opportunities nor increased income in their own household due to tourism growth.

Potential Differences between Downtown and County Residents

For Research Question 4: Will the proximity to the urban tourist core make a difference on residents' supports for tourism development and their perceptions of tourism impacts on downtown area, four hypotheses concerning perceived tourism impacts (i.e., economic impacts, sociocultural impacts and environmental impacts) and supports for tourism development were tested to answer research question 4 through series of t-tests. It found that downtown residents and county residents perceive tourism impacts (i.e., economic, sociocultural, and environmental impacts) and supports for tourism development, which are consistent with the finding of Khoshkam et al. (2016) that distance from tourist zones did not significantly influence perceived environmental impacts and inconsistent with the results of Khoshkam et al. (2016) that the distance from the tourist zone significantly influence residents' perceptions of economic impacts and sociocultural impacts. As previous research found, local residents are the users of the attractions and infrastructure that are developed for tourism purposes (Edwards et al., 2008). It might be possible as well that Butler's (1980) model might explain why downtown and county residents perceive tourism development and its impacts in the same way. According to Butler (1980), as an increasing number of tourists visiting the communities, the destination goes through the involvement stage when tourism facilities are built for tourists, the locals get involved in tourism activities through catering businesses, and a tourist season appears. Moreover, when a community goes through the

development stage, the number of tourists might exceed the local population in the tourist season, local's involvement will dramatically decline and they might notice the physical change of their communities, which they don't like. So, downtown Greenville is still in the involvement stage when residents are still favorable towards tourism development. Based on Butler's (1980), the differences between downtown Greenville and county Greenville residents might appear when it progresses to the next stage, development: the number of tourists exceed the local population in the tourist season and tourism facilities are provided by some large organizations instead of the locals. At that stage, residents might notice the physical changes of their communities that result in the differences of downtown and county residents on their supports for tourism development and their perceptions of tourism impacts (i.e., economic, sociocultural, environmental impacts)

Implication

This study provides several implications for the academics and practice of tourism development and tourism planning. This study examined if the new factor, location of residence, makes a difference on perceptions of tourism impacts and its development. First, economic impact appears to be a significant predictor of perceptions of tourism development. So tourism planners and government officials need to make sure that the economy in the community keeps playing a leading role and sociocultural and environmental aspects are not going worse on negatively influencing the community through some specific programs and actions. Future studies should investigate what specific kinds of campaigns and policies tourism planners should consider.

Secondly, none of the predicted demographic variables (age, gender and length of residence) moderated the relationship between the residents' perceptions of tourism development and tourism impacts, given the resident's willingness to maximize the positives and minimize the negatives of tourism. Based on these results, the future research should explore additional factors to offer a better understanding of residents' perceptions of tourism development and tourism impacts to maintain the sustainability of tourism development in the community, such as the level of economic development (i.e., GDP per capita and employment rate) and the type of tourism (i.e., urban tourism, heritage tourism and others)

Moreover, the majority of the respondents did not recognize any economic dependency from tourism development. In addition, there was not a significant relationship between level of economic dependency and supports for tourism development. Thus, tourism planners should enhance their resident's awareness of the other benefits of tourism in addition to the potential dependency on tourism. Specifically, tourism planners should work on building on bonds between economic as well as sociocultural and environmental benefits of tourism and resident's personal lives. The future studies could explore the particular types of activities or events building on a bond between these two elements.

Finally, perceptions of downtown residents concerning tourism development and tourism impacts didn't differ between county to downtown residents. Since both types of residents have access to the infrastructure in the downtown area and they both recognize and gain tourism benefits from it and they were equally supportive. As a result, tourism

planners should create marketing campaigns focused on the sustainability of tourism development so that both parties realize the tourism impacts. Since few studies have focused on the potential differences of the location of residence, more research is needed if indeed these perceptions change as a community's downtown tourist zone evolves overtime.

Study Limitations

This study has several limitations. First, due to financial limitations, the data were collected in the downtown Greenville tourist zone, where researchers had a high likelihood of intercepting county and downtown residents with potential favorable attitudes towards tourism development. In other words, the researcher had less opportunities of intercepting residents with less favorable perceptions of tourism impacts and supports for tourism development in downtown Greenville, SC. To address the limitation, future research should conduct a survey (mail, phone or possibly internet based) on a stratified sample of downtown and county residents. This would capture information from individuals staying from tourist crowds and county residents who don't go to downtown Greenville whom researcher missed in this study.

Moreover, for the question of economic dependency, considerable confusion appears to exist with the concept. Qualitative research needs to be conducted to clarify what the meaning of tourism economic dependency means to residents. Future survey research may also consider changing the question from open-ended to one with multiple choice answers, which offers respondents several options to choose their percentage of their household income derived from tourist expenditure.

Furthermore, for the sample size, the anticipated sample size of 251 was calculated based on the household population in downtown Greenville. However, this study focused on Greenville county residents and would require a sample size of 384 representing the local population of 491, 865 (US Census, 2015). The researcher went to 11 locations to get 251 questionnaires instead of going to 20 locations. So the future research should calculate the sample size based on the true population of county residents instead of downtown residents.

In addition, the confusions of the survey question might more or less cause respondent's misunderstandings on some of the items. For example, the item "local residents should receive fare of economic benefits from tourism" was mistyped. The researcher intended to express that the local residents should receive fair share of economic benefit from tourism. To address this limitation, the future study should conduct a pilot study with a larger sample size.

APPENDICES

Appendix A

IRB Application

Exempt Review Application
 Clemson University (CU) Institutional Review Board (IRB)
(Version 6.1.2013)
[Clemson University IRB Website](#)

If different, title used on consent document(s)
 If class project, include course number and title

3.	Principal Investigator (PI): The PI must be a member of the Clemson faculty or staff. You cannot be the PI if this is your thesis or dissertation. The PI must have completed IRB-approved human research protections training. Training will be verified by IRB staff before approval is granted. Training instructions available here . CITI training site available here .	
	Name: William C. Norman	F a
	Department: Parks, Recreation and Tourism	E-mail:
	Campus address: Parks Recreation and Tourism Management 275B Lehotsky Hall Clemson University	Phone: 864-617-3583
		Fax: 864-617-3583

4.	Co-Investigator(s): Co-Investigators must have completed IRB-approved human research protections training. Training will be verified by IRB staff before approval is granted. Training instructions available here . CITI training site available here .	
	Name: Yuting An	E-mail:
	Department: Parks, Recreation and Tourism	Phone: 864-207-6586
	<input type="checkbox"/> Faculty <input type="checkbox"/> Graduate student <input type="checkbox"/> Other. Please specify.	
	Name:	E-mail:
	Department:	Phone:
	<input type="checkbox"/> Faculty <input type="checkbox"/> Graduate student <input type="checkbox"/> Other. Please specify.	

5.	Additional Research Team Members: All research team members must have completed IRB-approved human research protections training. Training will be verified by IRB staff before approval is granted. Training instructions available here . CITI training site available here .
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List of additional research team members included. Form available [here](#).

6. Research Team Roles: Describe the role of each member of the research team (everyone included in Items 3, 4 and 5), indicating which research activities will be carried out by each particular member. Team members may be grouped into categories.

Description:

Dr William Norman, the principal investigator, will be responsible for monitoring the study model, procedure and outcomes. Yuting An will develop survey instruments, collect data and operate data analyses.

7. Email Communications: If you would like one or two of your team members (in addition to the PI) to be copied on all email communications, please list these individuals in the box below.

Name: Dr William Norman	E-mail: wnorman@clemsn.edu
Name: Yuting An	E-mail: yutinga@g.clemsn.edu

8. Study Purpose: Provide a brief description of the purpose of the study. Use lay language and avoid technical terms. IRB members not familiar with the area of research must understand the nature of the research. Upon conclusion of the study, how will you share your results (e.g., academic publication, evaluation report to funder, conference presentation)?

Description:

This study is to examine linkages between residents' perceptions of tourism development, residents' perceptions of tourism impacts and the way demographic features moderate the relationship between perceptions of tourism impacts and perceptions of tourism development.

9. Anticipated Dates of Research:

Anticipated start date (may not be prior to IRB approval; may be "upon IRB approval"): November 2015

Anticipated completion date (Expiration date will be determined by the date entered, maximum three years for initial approval with optional extensions. Please include time needed for analysis of individually identifiable data.): May 2016

10. Funding Source: Please check all that apply.

Submitted for internal funding

Internally funded

Submitted for external funding

Funding source, if applicable (Do not use initials):

Proposal number (PPN) for the Office of Sponsored Programs:

Name of PI on Funding Proposal:

Externally funded

Funding source, if applicable (Do not use initials):

Proposal number (PPN) for the Office of Sponsored Programs:

Name of PI on Funding Proposal:

Intend to seek funding From whom?
Not funded

11. Support provided by Creative Inquiry Initiative: Yes No

If yes, all Creative Inquiry students will be members of the research team, please see item # 5.

12. Other IRB Approvals:

Has this research study been presented to any other IRB? Yes No

Where? When?

If yes, what was their decision? Approved Disapproved Pending

Please attach a copy of any submissions, approvals, or disapprovals from other IRBs.

13. Exempt Review Checklist: To determine whether this study meets the federal requirements for exemption [45 CFR 46.101], please complete the following checklist. This will indicate if your study can be exempted from IRB continuing review.

The Federal Code [45 CFR 46.101] permits research activities in the following six categories to be exempted. Please check the relevant exemption category / categories.

The Federal Office of Human Research Protections has made Decision Charts available [here](#) to help in determining whether a particular study falls within a particular Exemption Category.

Categories of Research Activities Exempt from Continuing Review	
	<p>B1. Research conducted in established or commonly accepted educational settings, involving normal educational practices, such as:</p> <ul style="list-style-type: none">a. research on regular and special education instructional strategies, ORb. research on the effectiveness of or the comparison among instructional techniques, curricula, or classroom management methods. <p>NOTE: Survey and interview procedures with minors are exemptible if the activities fall within this category.</p>
	<p>B2. Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, UNLESS:</p> <ul style="list-style-type: none">a. the information obtained is recorded in such a manner that human participants can be identified, directly or through identifiers linked to the participants; ANDb. any disclosure of the human participants' responses outside the research could reasonably place the participants at risk of criminal or civil liability or be damaging to the participants' financial standing, employability, or reputation. <p>NOTE: Survey and interview techniques which include minors are not exempt. Observation of the public behavior of minors, if the researcher is not a participant, is exempt.</p>

	<p>B3. Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior that is not exempt under Category B2, if:</p> <ol style="list-style-type: none"> the human participants are elected or appointed public officials or candidates for public office, or federal statute(s) require(s) without exception that the confidentiality of the personally identifiable information will be maintained throughout the research and thereafter.
	<p>B4. Research, involving the collection or study of existing data, documents, records, pathological specimens, or diagnostic specimens, if these sources are publicly available or if the information is recorded by the investigator in such a manner that participants cannot be identified directly or through identifiers linked to the participants.</p>
	<p>B5. NOTE: Please contact the IRB office before selecting this category since use of this exemption must be initiated by the agency head of the federal funder.</p> <p>Research and demonstration projects which are conducted by or subject to the approval of appropriate Federal Department or Agency heads, and which are designed to study, evaluate, or otherwise examine:</p> <ol style="list-style-type: none"> public benefit or service programs; or procedures for obtaining benefits or services under those programs; or possible changes in or alternatives to those programs or procedures; or possible changes in methods or levels of payment for benefits or services under those programs.
	<p>B6. Taste and food quality evaluation and consumer acceptance studies,</p> <ol style="list-style-type: none"> if wholesome foods without additives are consumed, OR if a food is consumed that contains a food ingredient at or below the level and for a use found to be safe, or agricultural chemical or environmental contaminant at or below the level found to be safe, by the Food and Drug Administration or approved by the Environmental Protection Agency or the Food Safety and Inspection Service of the U.S. Department of Agriculture.

14. If you selected Exemption Category B4, please complete questions a through g below:

- Provide a detailed description of the data or specimens and what information will be used.
- What is the source of the data or specimens?
- Are the data or specimens publicly available without restriction or password? (That is, can the general public obtain the data or specimens? Data are not considered publicly available if access is limited to researchers.)
Yes No
If yes, please contact the [IRB staff](#) for consultation. You may not be conducting research involving human subjects as defined in the federal regulations governing research involving human subjects (45 CFR 46.102).
- If the data or specimens are not publicly available, how are you obtaining permission to access these or to use them for research purposes?
Please attach a copy of the correspondence or agreement granting you permission.

- e. How will you receive the data or specimens (e.g., electronic file, access to hard copy records at record-holder's institution, test tube)?
- f. How are the data or specimens identified when they are made available to you?
- 1) Direct Identifier (e.g., subject name, address, social security number).
 - a) Will you record any direct identifiers that are available to you? Yes* No

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- b) Will you have access to the data from home or office? Yes* No
 - 2) Indirect Identifier (e.g., an assigned code that could be used by the investigator or the source providing the data or specimens to identify a subject, such as a pathology tracking number or a tracking code used by the source).
 - a) Will you or a team member have access to the data set code key? Yes* No
If you will receive data with indirect identifiers only, please contact the [IRB staff](#) for consultation. You may not be conducting research involving human subjects as defined in the federal regulations governing research involving human subjects (45 CFR 46.102).
 - 3) No Identifier (i.e., neither the researcher nor the source providing the data or specimens can identify a subject based upon information provided with the data or specimens).
If it will be impossible for anyone to identify subjects based upon information provided with the data or specimens, you will not be conducting research involving human subjects as defined in the federal regulations governing research involving human subjects (45 CFR 46). Please contact the [IRB staff](#) for confirmation.
- g. Will any data or specimens be collected from participants after the submission of this application? (Data or specimens are considered to “exist” if ALL the data or specimens to be used for the research have been collected prior to the submission of this application.)
 Yes* No

*Your research does not qualify for exemption from IRB review under Exemption Category B4.

PLEASE NOTE: If you are applying for exemption only under Exemption Category B4, please skip to question 22.

15. Study Sample: (Groups specifically targeted for study)

Describe the participants you plan to recruit and the criteria used in the selection process. Indicate if there are any special inclusion or exclusion criteria.

NOTE: If individuals who are incarcerated will be participants, your research is not exemptible. Please complete the Expedited / Full Review Application.

Description: Residents in downtown Greenville and Residents who don't live in downtown Greenville

Age range of participants: 18-80 Projected number of participants: 251

Employees

Students

Minors (under 18) ¹

Pregnant women ¹

Fetuses / neonates ¹

Educationally / economically disadvantaged ¹

Minors who are wards of the state, or any other agency, institution, or entity ¹

Individuals who are incarcerated ²

Persons incompetent to give valid consent ¹

Other—specify: local residents Military personnel

¹ State necessity for using this type of participant:

² Please note that research involving prisoners (incarcerated individuals) requires full board review. Please submit an Expedited / Full Board Review Application and a Prisoner Research Addendum (available [here](#)).

16. Study Locations:

Clemson University Other University / College

School System / Individual Schools Other – specify Downtown Greenville

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You may need to obtain permission if participants will be recruited or data will be obtained through schools, employers, or community organizations. Are you required to obtain permission to gain access to people or to access data that are not publicly available? If yes, provide a research site letter from a person authorized to give you access to the participants or to the data. Guidance regarding Research Site Letters is available [here](#).

Research Site Letter(s) not required.

Research Site Letter(s) attached.

Research Site Letter(s) pending and will be provided when obtained.

17. Recruitment Method:

Describe how research participants will be recruited in the study. How will you identify potential participants? How will you contact them? **Attach a copy of any material you will use to recruit participants (e.g., advertisements, flyers, telephone scripts, verbal recruitment, cover letters, or follow-up reminders).**

Description:

The purpose of this study is to examine differences of perceptions of tourism impacts and tourism development between urban residents and rural residents, linkages between residents perceptions of tourism development, tourism impacts and the way demographic variables moderate the relationship between perceptions of tourism impacts and perceptions of tourism development. A sample of 251 residents will be selected by using simple random sampling method. The sample is representative to entire household population of 726 in downtown Greenville with a confidence interval of 5 at 95% of confidence level (2010 census profile, 2010). Data will be collected by intercepting residents in Downtown Greenville and residents who don't live in downtown Greenville with an in person structured survey.

The researcher will conduct a pretest by passing out paper version questionnaires to 53 undergraduate students in two sections of PRTM 343 Spatial Aspects of Tourism Behavior taught by Dr William Norman in Fall

2015. Researchers would like to get feedbacks from participants in order to make sure that questionnaires are well addressed. Questionnaires will be revised after getting respondents feedbacks.

A pilot study will be conducted in order to make sure appropriate response rate. Researchers will intercept people in downtown Greenville by asking several questions:1) Do you live in downtown Greenville?2) Where do you live? 3)What brings you here?

18. Participant Incentives:

a. Will you pay participants? Yes No

Amount: \$ When will money be paid?:

b. Will you give participants incentives / gifts / reimbursements? Yes No

Describe incentives / gifts / reimbursements:

Value of incentives / gifts / reimbursements: \$

When will incentives / gifts / reimbursements be given?:

c. Will participants receive extra credit? Yes No

If yes, an equivalent alternative to research participation must be provided and described in your informed consent document(s).

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19. Informed Consent:

a. Attach a copy of the informational letter or consent script you plan to provide to your participants (and their parents or guardians, if applicable). [Consent Document Templates](#)

b. Will you use concealment (incomplete disclosure) or deception in this study? Yes No

If yes, please see guidance regarding Research Involving Deception or Concealment [here](#), submit a copy of the Additional Pertinent Information / Permission for Use of Data Collected in a Research Study form you will use, and provide a justification in the following space for this use of concealment or deception.

20. Procedures:

a. What data will you collect?

Participants will be asked to answer questions including likert scale of residents perceptions of tourism impacts in downtown Greenville, their opinions on tourism development in downtown Greenville and their own demographic features.

b. Please describe in detail the process each participant will experience and how you will obtain the data. The questionnaire is divided into three sections. The first section focuses on their perceptions of tourism impacts that are categorized into economic impacts, sociocultural impacts and environmental impacts by utilizing likert scale. The second part uses likert scale to examine residents' perceptions of tourism development in downtown Greenville, including long-term

planning, community-centered economy, ensuring tourist satisfaction and maximizing tourist satisfaction. And the last part will determine participants' demographic features including gender, age, residence, length of residence, economic dependency, education level and race.

- c. How many participation sessions and how much time will be required for each participant, including follow up sessions?

Participants only need to answer three sections in one questionnaire: residents perceptions of tourism impacts, their opinions on visitors and tourism development and their demographic features. It will take 10-15 minutes for them to finish all parts.

- d. How will you collect data?
in-person contact telephone
snail mail email
website other, describe

Please include copies of surveys, interview questions, data collection tools and debriefing statements. If survey or interview questions have not been fully developed, provide information on the types of questions to be asked, or a description of the parameters of the survey / interview. Please note: finalized survey or interview instruments will need to be reviewed and approved by amendment, before implementation.

- e. Will you audio record participants? Yes No
f. Will you video record participants? Yes No
g. Will you photograph participants? Yes No

If you will audio or video record or take identifiable photographs of participants, please consult the IRB's Guidance on the Use of Audio / Video Recording and Photography [here](#). Please include all the information addressed by this guidance document in the application and, where appropriate, in the consent document(s).

- 21. Protection of Confidentiality:** Describe the security measures you will take to protect the confidentiality of the information obtained. Will participants be identifiable either by name or through demographic data? If yes, how will you protect the identity of the participants and their responses? Where will the data be stored

and how will it be secured? Who will have access to the data? How will identifiers be maintained or destroyed after the study is completed?

Description:

Participants will not be identified by their names or their demographic data. All of data will be coded into SPSS or excel database before statistical analyses. Only members of the research team can get access to the data. The data will be saved in the researcher's laptop for one year until the study is finished.

22. PI Signature:

I have reviewed this research protocol and the informed consent document(s), if applicable. I request approval of this research study by the IRB of Clemson University.

Conflict of Interest Statement:

Could the results of the study provide an actual or potential financial gain to you, a member of your family, or any of the co-investigators, or give the appearance of a potential conflict of interest?

No.

Yes. I agree to disclose any actual or potential conflict of interest prior to IRB action on this study. [Financial Conflict of Interest Policy for PHS / NIH Supported Research](#)
[Financial Disclosure Policy for All Other Sponsored Programs](#)

Signature of Principal Investigator Date
(hard-copy signature only needed if application will not be submitted via PI's email account)

Submission Instructions: Exempt applications are processed as received. There is no deadline for submitting exempt applications for review. Approval is usually granted within 14 days of receipt of the application. It is recommended that you submit your IRB application at least a month before your desired start date.

International research - please note that the approval of international research may require additional time due to requirements in other countries, negotiation of Individual Investigator Agreements, arranging appropriate local context reviews, and geographical and communication constraints. It is recommended you plan to submit your IRB application at least three months prior to your desired study start date. More information on local context reviews is available on our FAQ webpage,
<http://www.clemson.edu/research/compliance/irb/faq.html>.

Please submit this application and all associated documents from the Principal Investigator's (PI's) email address

the PI will qualify the application as a signed sion. Alternatively, the signed, hard-copy application may be mailed or sion. Alternatively, the signed, hard-copy application may be mailed or

Appendix B

The Questionnaire

Survey ID:

The survey will take approximately 3-5 minutes to finish. Participation is completely voluntary. Your responses will maintain totally confidential and you will not be identifiable by your answers. You might stop or withdraw from this survey at any point you want.

This questionnaire consists of three sections: tourism impacts in downtown Greenville, residents' opinions on tourism development and

SECTION 1: Tourism Influences in Downtown Greenville

1. Please provide your opinion on ***tourism impacts in Downtown Greenville*** (Please mark your answer showing agreement or disagreement with each item)

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
My community is overcrowded because of tourism industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The natural environment in our community is protected by the tourism industry now and for the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My quality of life was destroyed because of tourism in downtown Greenville.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism is good for our community's economy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism creates new markets for local products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tourism in our community improves the environment in our community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism development in our community promotes positive environmental ethics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourists in my community disrupt my quality of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism benefits businesses in our community other than just tourism industries in our community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 2: Residents Opinions on Tourism Development

2. Please provide your opinions regarding ***tourism development in Downtown Greenville*** (Please mark your answer showing agreement or disagreement with each item).

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Successful tourism development needs advanced tourism planning .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism development needs well-coordinated planning...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism businesses should measure visitor satisfaction .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism decisions should be made by all members in the community regardless of a person's background	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local residents should receive fare of economic benefits from tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The tourism industry should make sure good quality of tourist experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Everyone in the community should participate in the decision-making process of tourism development.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community attractiveness is a core element of ecological "appeal" for visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We cannot be shortsighted when planning for tourism development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tourism industry should contribute economically to the community's improvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tourism industry should try to purchase goods and services from within the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 3. Background Information

3. What is your gender?

- Male
- Female

4. What is your age?

5. a. Do you live in Downtown Greenville?

- Yes → Skip to 6
- No → See below

b. Where do you live?

City /Town

6. What is the zip code of your residence?

7. How long have you lived here?

8. What is the highest education that you have completed?

- Grade school or some high school
- High school diploma
- Technological, vocational or trade school
- Junior college
- Some college credits, but less than one year
- One or more years in college, but not a bachelor degree
- Four-year college
- Master degree
- PHD/professional degree

9. a. Are you of Hispanic, Latino, or Spanish origin?

- Yes → Skip to 10
- No → Skip to 9b

b. What is your race?

- White
- African American
- American Indian or Alaska American
- Asian Indian
- Japanese
- Native Hawaiian
- Chinese
- Korean
- Guamanian or Chamorro
- Filipino
- Vietnamese
- Samoan
- Other Asian
- Other Pacific Islander

10. What was your household income in 2014 before taxes were withheld?

- Less than \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 or more
- Not sure/do not prefer to answer

11. a. Are you aware that tourist expenditures may have contributed to your household income?

- Yes → Skip to 12b
- No/do not prefer to answer → End of the questionnaire

b. What percent of your household income do you think is earned either directly or indirectly from tourist expenditure?

THANK YOU

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