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**WHAT DOES THE COMMUNITY HAVE TO SAY?
THE ROLE OF EXPECTED IMPACTS, AFFECT, POLITICAL TRUST, AND
JUSTICE IN TOURISM ATTITUDES AND INTENTIONS**

A Thesis in
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by
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ABSTRACT

The primary purpose of this dissertation was to test the relationships among antecedents (i.e., expected tourism impacts, affect, political trust, and perceived justice), attitudes, and behavioral intention. The secondary purpose was to test the heterogeneity of residents' attitudes toward local tourism development. To accomplish these aims, three separate articles were included.

Based on social exchange theory (Gursoy & Rutherford, 2004; Lee & Back, 2006; Perdue, Long, & Allen, 1990; Yoon, Gursoy & Chen, 2001), the first article focused on the expected tourism impacts-attitude-behavioral intention relationship. Results of structural equation modeling showed that among four kinds of expected tourism impacts, only socio-environmental benefits and economic benefits were positively related to attitudes toward future tourism development. Similarly, many, but not all of the expected tourism impacts contributed to the prediction of behavioral intentions; and, three significant paths were in an unexpected direction.

In the second article, political trust/distrust and justice were added into the resident participation model to incorporate the utilitarian and normative conformity perspectives. This was done due to the fact that residents may be utilitarian driven and influenced by social norms and principles as well. Results suggested that the relationships between attitude toward current tourism development and intentions were fully mediated by attitude toward future tourism development. The same finding applied to the relationships between expected tourism benefits and intentions. In addition, the relationships between political trust/distrust and intentions were partially mediated by attitude toward future tourism development. Further, four paths were in an unexpected direction.

The third article focused on expanding understanding of predictable community subgroup differences in attitudes toward local tourism development. Three clusters of residents were identified based on cluster analysis of seven attitude items. The results showed that relationships between antecedents (i.e., expected net tourism impacts, political trust, justice and affect), attitude and intention and composite means of constructs differ to some degree across groups.

Taken together, these results suggest that utilitarian and value based processes both contribute to the understanding of the formation of tourism attitudes and behavioral intentions.

Further research is needed to explore the effects of affects in the whole model. Other related issues recommended for future research are to explore the selective information process and dissonance effect in the community participation model.

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CHAPTER 1

INTRODUCTION

The concept of attitudes is central to the study of community involvement in tourism development. Researchers have argued that the study of residents' attitudes toward tourism development is an ethical issue (Garrod, 2003), an indicator of tourism's appropriateness (Lepp, 2007), a tool to achieve fair redistribution of tourism impacts (Hatton, 1999), and a principle of sustainable tourism development (Simpson, 2001; Swarbrooke, 1999). It can increase community engagement, benefit local communities' well-being, and help to ensure community values and lifestyles (Campbell, 1999; Marcovaldi & dei Marcovaldi, 1999). It can help shorten the time devoted to collecting information, identifying problems, and helping ecological conservation (Garrod, 2003; Marcovaldi & dei Marcovaldi, 1999). It can also encourage community participation and change residents' "initial skepticism to wholehearted support" (Harper, 1997, p. 148).

Researchers have conceptualized residents' attitude toward tourism development as expected or perceived tourism impacts. They also have examined how tourism impacts influence residents' intention to support tourism development (Gursoy & Rutherford, 2004; Ko & Stewart, 2002; Perdue, Long, & Allen, 1990; Yoon, Gursoy, & Chen, 2001). Researchers have also attempted to understand how community residents differ in terms of expected tourism impacts (Fredline & Faulkner, 2000; Madrigal, 1995; Ryan & Montgomery, 1994).

Unfortunately, the literature regarding residents' attitudes toward tourism is inconsistent with the body of attitude literature in social psychology (Harrill, 2004; Pearce, Moscardo, & Ross, 1996). Some of the inconsistency is due to different frameworks as well as the operationalization of the attitude construct. For example, in studies of residents' attitudes, researchers generally use the tourism impact-focused approach (Andereck & Vogt, 2000); whereas in psychology, attitudes represent the overall evaluation of an attitude object, which is influenced by affects and/or cognitions (e.g., perceptions/expectations of tourism impacts).

Psychologists consider attitudes to be a consequence of cognitions and/or affects (Eagly & Chaiken, 1993) and a predictor of behaviors and/or behavioral intentions (Ajzen & Fishbein, 1980). Researchers have documented individuals' psychological need to express attitudes (Herek, 1987); as well as attitude strength and how it can influence information processing/judgments, how well it can predict behaviors, and how it influences attitude change

(Petty & Krosnick, 1995). Further, attitudes have served as a basis for identifying diverse segments of the public who think, feel, and respond to policies differently (Bright, Barro, & Burtz, 2002; Pate, Manfreda, Bright, & Tischbein, 1996; Tetlock, 1984).

The tourism impact-focused approach assumes that individuals are rational and utilitarian driven by tourism impacts. However, individuals are not always rational. Affect, referring to feelings and moods, has been suggested to be one of the antecedents of attitude (Eagly & Chaiken, 1993). Zajonc (1980) documented that affect and cognition are separate and partially independent systems. Further, the impact of affect on attitude can be direct; namely, the effect of affect on attitude could be greater than cognition or, affect may produce positive or negative evaluation without necessarily influencing individuals' beliefs about the attitude object. In the context of tourism, residents in a community where tourism development is being considered or on-going may experience hope and optimism, while others may experience worry and anger (McGehee & Andereck, 2004). However, few empirical examinations of the effect of affects on resident participation have been conducted.

Further, the tourism impact-focused approach ignores that humans are social actors and are influenced by social norms and principles of appropriateness (Murphy, Wayne, Liden, & Erdogan, 2003). For example, from a sociological perspective, trust is considered to be the property of collective units (e.g., communities vs. individuals) where members restrain their individual self interest in an effort to achieve harmonious relationships in their social life. They may also trust that other members of their collective units feel obligated to satisfy needs of the society rather than their own selves (Ekeh, 1974). Because tourism development is generally politically driven, the decision to develop tourism may not be made by residents but instead by policy makers who hold politically appointed positions (Kayat, 2002). Unfortunately, there are few studies of residents' trust in a tourism context.

Although subjective at times, judgments of equity or justice in the achievement of collective goals influences whether or not individuals feel they've been treated fairly (Hollander, 1980). In particular, perceived justice is considered to be an important principle of sustainable tourism (Swarbrooks, 1999); yet, it is rarely studied by tourism researchers.

In summary, the conventional approach to studying residents' attitude assumes residents are rational and utilitarian in evaluating local tourism development. This assumption is faulty. Further, trust, which is "essential social and normative rather than individual and calculative"

(Lewis & Weigert, 1985, p. 976), as well as perceived justice have been shown to be related to attitude towards tourism development, yet no research has addressed their impact in combination with tourism impacts, on attitude toward tourism development. To add affect, political trust, political distrust and justice as antecedents of attitudes besides expected tourism impacts can capture the missing elements of the community involvement process.

Literature Review

Attitude

Psychologists define attitudes in many ways and are in disagreement as to its dimensionality (Chaiken & Stangor, 1987), but “at the core is the notion of evaluation” (Petty, Wegener, & Fabrigar, 1997, p. 611). The evaluation refers to “... approval or disapproval, favor or disfavor, liking or disliking, approach or avoidance, attraction or aversion, or similar reactions” (Eagly & Chaiken, 1993, p. 3). Entities that are evaluated could be social policies (e.g., offshore oil drilling, tourism development); ideologies (e.g., political liberalism and conservatism); social groups (e.g., Blacks, Hispanics, government officers, tourists); or relatively abstract goals or end states of human existence (e.g., freedom, equality, salvation).

Beliefs and Attitudes

Attitudes are developed from a process of cognitive learning and are influenced by beliefs (Eagly & Chaiken, 1993). Beliefs refer to the attributes, properties, and characteristics of the object or the consequences of an action (Ajzen & Fishbein, 2000; Esses, Haddock, & Zanna, 1993). For example, in a recreation context, Bright et al. (2002) documented that perceived outcomes of ecological restoration affected attitudes toward ecological restoration. Their work, which exemplifies the effect of cognition on attitude, documented that positive and negative attitudes toward ecological restoration (which were measured on two seven-point scales, i.e., good/bad and beneficial/harmful) were both related to perceived outcomes of ecological restoration (e.g., improving local residents’ quality of life).

Political Trust, Political Distrust, Perceived Justice and Attitude

Psychologists consider political trust and justice as value-based beliefs, which stand for more abstract beliefs (Haddock & Zanna, 1999). This approach assumes that political trust and

justice are cognitively based and contradicts sociologists such as McAllister (1995), who propose that trust can be cognitively and affectively based. Nevertheless, political trust, political distrust, and perceived justice are suggested to be predictors of attitude.

Trust refers to “a person’s belief and expectation about the likelihood of having a desirable action performed by another, as a person’s assessment of another’s goodwill and reliability” or “behavior reflecting a persons’ vulnerability to another in an exchange relationship involving risk” (Atuahene-Gima & Li, 2002, p. 62). Under uncertain and complex conditions, trust helps remove or reduce undesirable concerns (Lewicki, McAllister, & Bies, 1998) and makes the problem of complexity “livable” (Mollering, 2001, p. 409). From a sociological perspective, trust is considered to be the property of collective units (e.g., communities vs. individuals) where members restrain their individual self interest in an effort to achieve harmonious relationships in their social life. They may also trust that other members of their collective units feel obligated to satisfy needs of the society rather than their own selves (Ekeh, 1974). At the extreme, large-scale social exchange “is not likely to occur unless social bonds rooted in trust have been established” (Zafirovski, 2003, paragraph 5). While conducting research for my masters degree, I found that political trust or confidence in the government relies on capacity and sincerity of the tourism departments as well as the government in general. In addition, distrust in the government contributed to residents’ objection to the continuity of tourism development.

In terms of perceived justice, three kinds of justice have been mentioned in the literature—distributive, procedural, and interactional. Distributive justice refers to “the extent to which individuals perceive the distribution of outcomes...as fair” (Greenberg, 1990 as cited in Murphy et al., 2003, p. 65). In contrast, procedural justice represents the perceived fairness of the policies, procedures, and criteria governing decisions (Masterson, Lewis, Goldman, & Taylor, 2000). Interactional justice refers to the manner in which people are treated during the exchange process (Blodgett, Hill, & Tax, 1997; Masterson et al., 2000). In a tourism context, corresponding to distributive justice, community sharing of the tourism benefits is regarded as one of the principles of community participation in tourism (Timothy, 1999). The results of my master’s research indicated that discrepancies in justice were perceived by residents. For example, several residents mentioned that “tourism only benefits a small group of residents” and “the government doesn’t consult local residents when making tourism planning decisions.”

Affects and Attitudes

Affect, referring to feelings and moods, has been suggested to be one of the antecedents of attitude (Eagly & Chaiken, 1993). Further, negative affects and positive affects can co-exist (Watson, Wiese, Vaidya, & Tellegen, 1999; for a different view, see Russell & Carroll, 1999), especially in collective cultures (Bagozzi, Wong, & Yi, 1999).

Zajonc (1980) found that affect and cognition are separate and partially independent systems and the impact of affect on attitude can be direct; namely, the effect of affect on attitude could be greater than cognition or, affect may produce positive or negative evaluation without necessarily influencing individuals' beliefs about the attitude object. Even in the field of psychology researchers have urged a more integrative approach to studying affect and cognition (Eagly & Chaiken, 1993).

Attitudes and Behavioral Intention

Based on their theory of reasoned action Ajzen and Fishbein (1980) suggested that attitude can be a strong predictor of behavioral intention. Individuals who have a positive attitude (i.e., evaluation) may have the intention to act or actually carry out this intention when expressing their favorable evaluation (Eagly & Chaiken, 1993). Attitudes have proved to be an influential factor in predicting behavioral intentions across multiple attitude objects, such as smoking (Norman & Tedeschi, 1989); buying environmental friendly products (Chan, 2001); trying local cuisine at a travel destination (Ryu & Jang, 2006); and eating at fast food restaurants (Bagozzi & Baumgartner, 1994). Evidence of the attitude-behavioral intention relationship has been documented in a recreation setting as well. For example, Vaske and Donnelly (1999) found that wildland preservation attitude was positively related to behavioral intention to vote for wildland preservation. With data collected across three states (i.e., California, Florida, and Michigan) in the United States, Vogt, Winter, and Fried (2005) found a positive relationship between attitude toward prescribed burning and intention to approve of the fuel management approach.

Segmentation on the Basis of Attitudes

Attitude has been used as a segmentation criterion. For instance, Pate et al. (1996) found that residents who have positive and negative attitudes toward reintroducing gray wolves into

Colorado hold different sets of beliefs. Similar results were documented in political science. People on opposing sides of social political issues may base their attitude on different sets of beliefs; in addition, political extremists of both sides have different cognitions from people with neutral political attitude (Tetlock, 1984). Further, Bright et al. (2002) noticed that the valence of attitudes (i.e., the positivity or negativity of the attitude object) moderates the relationships between attitudes toward urban ecological restoration and other constructs. These three studies suggest that members of the public can be classified into distinct and internally homogeneous groups on the basis of attitude valence, and/or based on Tetlock's study on the basis of attitude extremity (i.e., the degree of an attitude away from neutral; Abelson, 1995). There is, however, a lack of validation of attitude (i.e., overall evaluation vs. expected/perceived tourism impact) as a tool for segmentation in a tourism context.

Summary

In short, to assume residents' attitudes/behavioral intentions are a function of tourism impacts only ignores the complexity of reality. Residents' attitudes toward tourism development are likely to be intertwined with outcome- and value-driven motives, and affects. Thus, the overarching goal of this study is to adopt a more holistic approach to studying attitude toward tourism development. The secondary goal is to test the heterogeneity of residents' attitudes toward local tourism development.

Study Setting: Penghu, Taiwan

Penghu, an island county of Taiwan, was chosen as the study setting. Like many of the rural communities in Taiwan, Penghu has an aging population that is decreasing annually and provides little tax relief. In 2000, the average annual household income of Penghu residents was 22% less than that of the whole of Taiwan (Her, 2001). Complicating matters further, traditional industries, i.e., fishery and agriculture, are in decline. Thus, the local government has begun to regard tourism development as the main strategy for local economic development.

In the 1970s tourists began to visit Penghu Islands mainly for its extended and curved coastlines, bays, flat-topped basalt formations, water-based activities, and ancient sites. After an air crash, the SARS crisis, and policy changes in the 90s, tourist numbers have increased

140% to 540,000, six times the size of the local population (Penghu Scenic Area Administration, 2007).

Due to seasonality, cyclicity, and weather factors, which are major constraints to local tourism development, local businesses remain small scaled and locally owned. In order to attract large-scale development, the government has been soliciting proposals from developers. The most notorious proposal, a 35-year investment plan for a five-star resort was introduced to Chi-Bai island, where water-based activities were first introduced to Penghu in the 1980s. Three-fourths of the villagers protested the proposal arguing that they were not involved in or even informed of the proposal in advance. Their concern for tourism development continues to exist today due in part to (a) suspicion that the government is not acting in their best interest and (b) fear that the new policy will attract outside investors who are not committed to local long-term development (Li, 2005; Taiwan Academy of Ecology, 2006; Penghu Blog, 2007).

Another local development issue is with casino development. For more than a decade public hearings and debates have been held with residents in an effort to increase awareness about the potential influences associated with casino development and, if legalized, how the casino would be operated. A positive argument is that a casino will attract more tourists, especially international tourists in the winter. Given that domestic tourists have been the main target of Penghu tourism and that businesses are locally owned, major changes are expected if casino development is allowed.

In conclusion, Penghu is at a crossroads—whether to maintain the status quo, to expand into larger scale tourism development, to attract outside investors, to stimulate its international market, and/or to go for casino development. Hence, hearing what residents think and how they might respond to tourism development is critical to the development of new tourism initiatives and policy. In addition, given the type and level of tourism development in Penghu as well as the varied involvement of residents in the development process, Penghu was deemed to be an appropriate environment in which to conduct this study

Problem Statement

The primary purpose of this dissertation is to test the relationships among antecedents (i.e., expected tourism impacts, affect, political trust, and perceived justice), attitudes, and

behavioral intention (Figure 1.1). The secondary purpose is to test the heterogeneity of residents' attitudes toward local tourism development.

Research Questions

1. How do attitudinal antecedents (i.e., political trust/distrust, perceived justice, expected tourism impacts, and affects) influence attitudes?
2. How is behavioral intention influenced by attitudinal antecedents?
3. How is behavioral intention influenced by attitudes?
- 4a. Is there a heterogeneous attitude toward local tourism development?
- 4b. If yes, how do segments of residents who hold different tourism attitudes differ in terms of the attitudinal antecedents and behavioral intentions?

Hypotheses

The four research questions are examined by seventeen hypotheses (Figure 1.1). H1 to H7 support the first research question.

- H1: Expected tourism benefit is positively related to attitude toward local tourism development (tourism attitude).
- H2: Expected tourism cost is negatively related to tourism attitude.
- H3: Positive affect is positively related to tourism attitude.
- H4: Negative affect is negatively related to tourism attitude.
- H5: Political trust is positively related to tourism attitude.
- H6: Political distrust is negatively related to tourism attitude.
- H7: Perceived justice is positively related to tourism attitude.

H8 to H14 support the second research question.

- H8: Expected tourism benefit is positively related to intention to support local tourism development.
- H9: Expected tourism cost is negatively related to intention to support local tourism development.
- H10: Positive affect is positively related to intention to support local tourism development.
- H11: Negative affect is negatively related to intention to support local tourism development.

H12: Political trust is positively related to intention to support local tourism development.

H13: Political distrust is negatively related to intention to support local tourism development.

H14: Perceived justice is positively related to intention to support local tourism development.

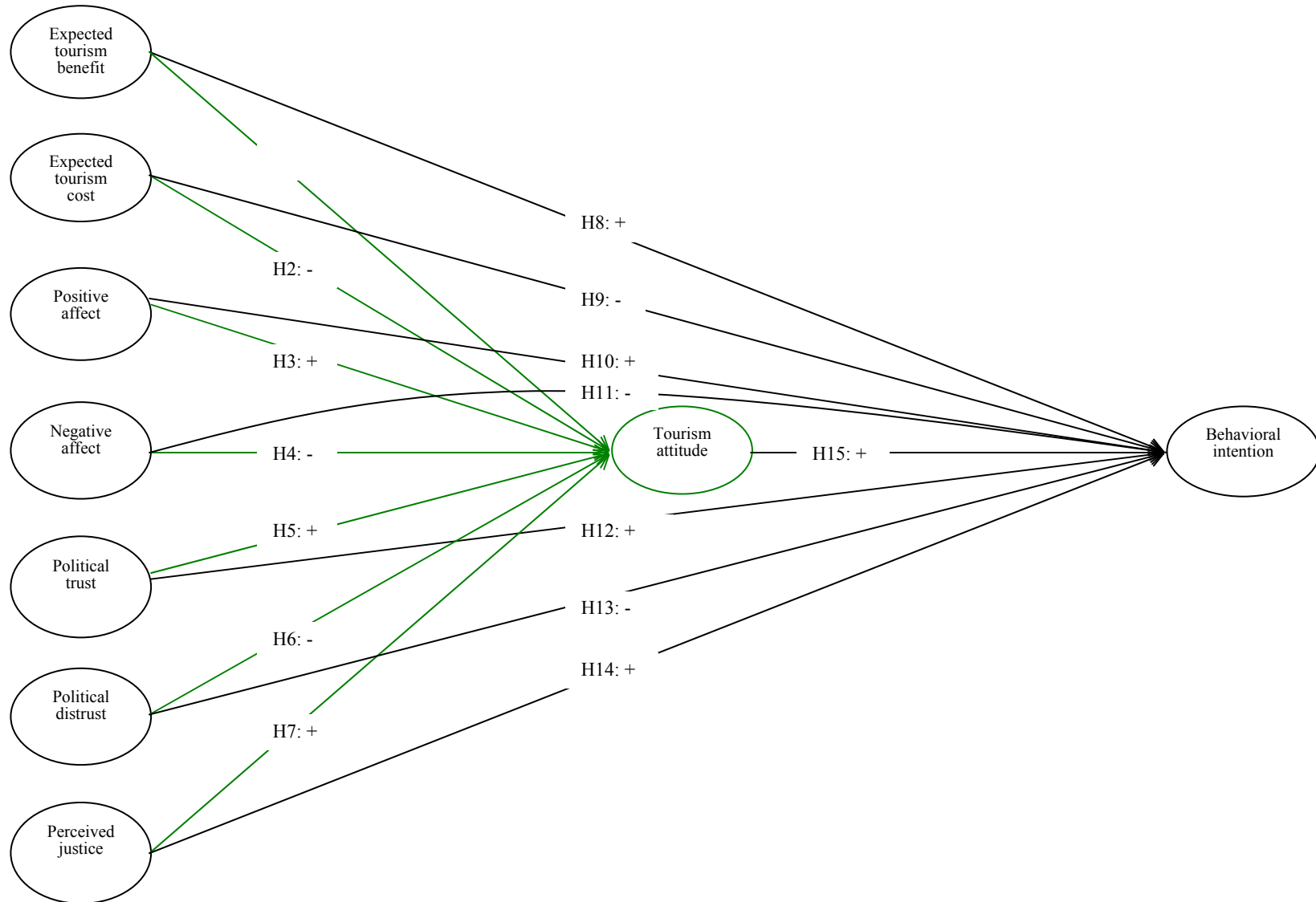
H15 relates to the third research question.

H15: Tourism attitude is positively related to intention to support local tourism development.

In addition, if there are heterogeneous attitudes toward tourism development (research question 4a), the following two hypotheses will be introduced to test research question 4b.

H16: Subgroups who have different tourism attitudes toward local tourism development differ on the relationships between antecedents (i.e., tourism benefits, tourism costs, positive affect, negative affect, political trust, political distrust, and perceived justice), attitudes, and intention to support local tourism development.

H17: Across clusters, the composite means of antecedents and intention to support local tourism development are different.



Note. + Hypothesized positive relationship; - Hypothesized negative relationship

Figure 1.1. Hypothesized structural model

Definitions

The following terms are defined as used in this study.

Affect

Affect, one of the antecedents of attitude, refers to feelings, moods, and emotions when people see and/or think of the attitude object, i.e., tourism development (Eagly & Chaiken, 1993). The term includes negative affects and positive affects, which can co-exist (Bagozzi et al., 1999; Watson et al., 1999).

Attitudes

Attitude is defined as “the evaluation of an object, concept, or behavior along a dimension of favor or disfavor, good or bad, like or dislike” (Ajzen & Fishbein, 2000, p. 3). The attitude object in this study is local tourism development at present and local tourism development in the future.

Behavioral Intention

Behavioral intention represents the verbal indication of the intention of an individual. In this study, behavioral intention refers to residents’ possible responses to local tourism development.

Expected Tourism Impacts

Expected tourism impacts represent feature-based cognitions, are conceptualized as the possible influences of tourism development on local residents, and are thought to consist of positive and negative economic (e.g., more jobs, higher cost of living); socio-cultural (e.g., an increase in community pride, the increase of crime, prostitution and alcohol); and environmental (e.g., more recreation opportunities, damaged ecosystems) dimensions.

Perceived Justice

Three kinds of justice are included in this study, including distributive justice, procedural justice, and interactional justice. Distributive justice refers to “the extent to which individuals perceive the distribution of outcomes...as fair” (Greenberg, 1990 as cited in

Murphy et al., 2003, p. 65). In contrast, procedural justice represents the perceived fairness of the policies, procedures, and criteria governing decisions (Masterson et al., 2000). Interactional justice refers to the manner in which people are treated (e.g., with respect and dignity) during the exchange process (Blodgett et al., 1997).

Trust

Trust refers to “a person’s belief and expectation about the likelihood of having a desirable action performed by another, as a person’s assessment of another’s goodwill and reliability” or “behavior reflecting a persons’ vulnerability to another in an exchange relationship involving risk” (Atuahene-Gima & Li, 2002, p. 62).

Method

Instrumentation

The questions included in the questionnaire were derived from a comprehensive literature review, including literature published in Chinese, especially relevant studies conducted in Taiwan. This approach accounted for western and indigenous (i.e., Taiwanese) perspectives (Sue & Chang, 2003) and minimized potential problems of bias due to cultural factors (van de Vijver & Leung, 2001). Question development was also influenced by the results of 20 in-depth interviews I conducted in an earlier study (i.e., 2002).

The questionnaire was initially designed in English so that members on the research team who don’t speak Chinese could work on the questionnaire together. This approach has the advantage of a mixture of emic and etic perspectives (Wolcott, 1999). Since the population uses Traditional Chinese, the questionnaire was translated from English into the target language, i.e., Traditional Chinese.

The questionnaire was self-administered and therefore, it was important to ensure the study participants understood how to record answers (Peterson, 2000). Except for the socio demographics, examples of how to record an answer were given. In the end of each section, participants were given a space to write comments. They were also given the option of asking for a copy of the results, if they wanted.

The issue of casino development has attracted residents' attention in the last decade and may have become a part of their memory (Fazio, 1995). Thus, asking questions that associate

with values may activate thoughts about those values and then influence responses to other questions (Bradburn, Sudman, & Wansink, 2004). In an effort to indirectly tell participants that this study was not about casino development only, participants were directed to think of tourism development in the broadest of terms such as cultural tourism, ecotourism, and more. They were also told that there was no right and wrong answers and they could stop at any time. The English and Chinese questionnaires are presented in Appendices A and B.

Expected tourism impact. Participants were asked to indicate their level of agreement (on a five-point Likert-type scale plus the “don’t know” choice) with 49 economic, social and environmental impact statements. Because impact statements may not be exactly the same in different communities, I did not use a standardized tourism impact scale from previous studies; instead, questions were selected from the literature and modified, if necessary, to reflect the tourism development situation in Penghu (e.g., the shortage of water; better transportation among Penghu islands). Personal and community impacts were also included as suggested by Kwan and McCartnery (2005), Lankford (1994), Lindberg and Johnson (1997), and Perdue, Long and Kang (1999).

Affects. Fourteen items were used to measure affects associated with local tourism development (Bright et al., 2002). Some items were borrowed from tourism studies, although they were not treated as affect, but attitudes (Andereck & Vogt, 2000; Teye, Sonmez, & Sirakaya, 2002). Items were designed to capture the four basic emotion categories—joy, anger, sadness, and fear (Shaver, Schwartz, Kirson, & O’Connor, 1987). The “love” category was not included because it is believed to be more applicable to close/romantic relationships (Shaver et al., 1987). Participants were asked to indicate their level of agreement on a five-point Likert scale. They were also given the option of indicating, “don’t know.”

Political trust and distrust. Twenty two items were adopted from the work of Andriotis (2002), Atuahene-Gima and Li (2002), Godfrey (1998), McAllister (1995), Weakliem and Villemez (2004), and earlier work I conducted in 2002. Items were designed to capture the attributes summarized by McKnight and Chervany (2001), cognitive and affective characteristics (McAllister, 1995), and levels of trust/distrust, e.g., government in general, tourism department specifically (Levi & Stoker, 2000). A five-point Likert scale plus the “don’t know” choice were provided for each question.

Perceived Justice. Perceived justice was measured with 17 items, which were adopted from instruments used by Akis, Peristianis, and Warner (1996); Blodgett et al. (1997); Godfrey (1998); McCool and Martin (1994); and earlier interview data I collected. The three kinds of justice mentioned in the literature were included. For instance, "Tourism benefits are gained mostly by residents in Makung City" was included as a measure of distributive justice; "It's difficult for residents to get complaints about tourism heard" represented procedural justice; and "The government officers listened politely to what the residents had to say" was included to measure interactional justice.

Attitudes toward local tourism development. Attitudes toward local tourism development were measured using semantic differential scales (e.g., bad/good, inappropriate/appropriate, harmful/beneficial) (Bagozzi, Baumgartner, & Yi, 1992; Bright et al., 2002; Zinn & Pierce, 2002). From the previous interview data, themes associated with tourism development in the present and in the future were identified and results showed that residents talked about tourism development in the present and in the future differently. As a result, attitude items were phrased in such a way as to account for both attitudes toward current and future local tourism development.

Intention to respond to local tourism development. Participants were asked how likely they were to perform a behavior (on a five-point scale ranging from less likely to very likely, plus the "don't know" choice). Based on Ap's (1992) recommendation, I included 20 items that addressed different typologies of intention: embrace—"I will support local tourism no matter what," tolerance—"I am willing to accept the inconvenience caused by local tourism," displacement—"I will avoid going to crowded places such as beaches that are full of tourists," and withdraw—"I don't want to care or know anything about local tourism." I also ensured that the items addressed specific and general measures of intention (Kaiser, Wolfing, & Fuhrer, 1999).

The final section of the questionnaire focused on residents' socio-demographic characteristics as well as their involvement with local tourism development, such as percentage of household income derived from local tourism industry.

Translation of the Questionnaire

Prior to translation three faculty familiar with tourism concepts and attitude research assessed the face validity of the study instrument. Then, two professional translators and I translated the questionnaire independently. I then had the merged version checked by a third professional translator. Using multiple translators “provided a richer pool of options to choose from for translating items” and therefore, it “better [optimized] wording in the target language than back translation” (Harkness, Pennell, Schoua-Glusberg, 2004, p. 448, 464). Translation discrepancy was discussed with the professional translators until consensus was reached. I merged the three versions of translation for two reasons. First, it was important to keep some of the items derived from previous interviews, which were conducted in Chinese (Taiwanese and/or Mandarin) and with residents of the same study area. The words and phrases used in these items were representative of the local nuances in dialect. Second, a person who understands the research subject, knows about survey design, and speaks the language involved should make the final decision about which translation options to use (Harkness et al., 2004). I am more familiar with study design and the topic than the translators and as such could account for both when creating the questionnaire. With a few exceptions, the three independently translated versions were merged easily. In those instances where merging was difficult I (a) asked the third professional translator to check the merged translation and help make the final decision about which translation option to use and/or (b) called upon the other translators to contribute to the final translation.

Communications between translators and the researcher continued through the translation process. Translators were informed from the beginning that the target population has a sizeable percentage of older residents who possibly had lower levels of education compared to the majority of Taiwanese. Therefore, questions were written in simple and short sentences and words and phrases were used to increase the sense of a personal conversation.

In addition, “favorable-unfavorable,” which has been used to measure attitude and recommended because of its pure evaluative characteristic (Zanna & Rempel, 1988), was deleted after the translation work. It was deleted because (a) the translators provided different translations of “favorable-unfavorable” and (b) no Chinese words were comparable to the translations provided by the translators. Therefore, regardless of the frequent usage of “unfavorable/favorable” in the study of attitude, in this study the term could not be treated as

ambiguous as the source item (Harkness et al., 2004) and as such was not included in the final draft of the questionnaire.

Pretests

According to Sheatsley (1983), a pretest on a small sample (usually no more than 12-25 cases) helps reveal the major difficulties and weaknesses in the questionnaire (as cited in (Harkness et al., 2004). So, prior to distributing the questionnaire, 22 Penghu residents were contacted using convenience sampling and asked to check the response rating scale (e.g., bipolar vs. unipolar vs. 5, 7 or 11-point scales). This approach was adopted in an effort to decrease the potential for measurement error (Peterson, 2000; Smith, 2003). Ten additional Penghu residents were asked to check the wording, translation, and order of questions/sections (Harkness et al., 2004; Peterson, 2000). As suggested by Harkness et al., having translation checked by the target sample is especially important because (1) survey translation quality is relevant to data quality and, (2) bilinguals (e.g., translators) understand and process language differently than monolinguals (e.g., Penghu residents who only know Chinese).

Several issues were encountered in the pretests, including level of abstraction, perceived redundancy of items, length of the questionnaire, wording of the neutral point, and the inclusion of “don’t know.” In response I chose to: (1) use bipolar statements for attitude items; (2) use unipolar statements for the rest of the items except attitudes; (3) use a 5-point scale; (4) place similar items side by side and highlight the difference (e.g., for Penghu and for me in expected tourism benefit items); (5) place political trust/distrust questions between two long sections to give participants a sense of relief because they were considered easier to answer than the other questions; (6) decrease the number of reverse coded questions; (7) add examples or give scenarios for items too abstract to understand; and (8) increase font size to 14 points. Additionally, the Chinese translation of “neutral” was used in order to distinguish between “the choice in the middle” and being polite, using a common phrase, habit or “I don’t know.”

Sample Size

The purpose of this study was not to represent attitudes or intentions per se of the whole Penghu population but to test relationships among constructs. As a result, the sample size chosen was based on a need to reach statistical stability of the estimate. In the preliminary data

analysis, exploratory factor analysis, confirmatory factor analysis, and reliability tests were used to eliminate unreliable items and identify constructs lack of convergent and discriminant validity. In the structural model testing, structural equation modeling was used.

For the exploratory factor analysis, the minimum sample size was 5 times the number of “perceived tourism impacts” statements (i.e., 245), the concept that has the largest number of items (Fabrigar, Duane, MacCallum, & Strahan, 1999). As for the measurement model (using confirmatory factor analysis) and structural model testing, the sample size was estimated based on two principles, i.e., absolute sample size criteria and the cases/items ratios. An absolute sample size less than 100 is regarded as small and the statistical stability of the estimates becomes more doubtful (Kline, 2005). Further, in general the ratio of sample size to number of items should be at least 5: 1 to get trustworthy parameter estimates (Osborne & Anna, 2004). For the model I tested, there were nine constructs (i.e., expected tourism benefits, expected tourism costs, positive affects, negative affects, political trust, political distrust, perceived justice, attitude, and intention to support). After factor analysis and reliability testing, the total number of items was expected to drop to 45 (5 items per construct). Thus, given that 5 items were expected for each construct (Kline, 2005) the minimum sample size was 225. To accomplish the statistical stability of series statistical analysis results, therefore, the sample size should be 245.

Sampling

The decision to deliver questionnaires to separate residential areas was based on the results of my previous study (Yen, 2003), which documented that residents of Makung were experiencing a greater number of economic benefits associated with tourism than residents of surrounding townships. Further, in order to increase variation in response, separate sample sizes for each residential area (i.e., Makung, the major city in Penghu, and the four additional townships) were calculated as follows: total number of voters in the city or township/total number of voters in Penghu in the latest (i.e., 2001) county magistrate election minus the number of voters in Chi-mei (3.57% of the total population). Chi-mei township was not accessible when the data was collected (December 2005 to January 2006) due to bad weather conditions.

Questionnaire Distribution

Due to problems inherent with random sampling (e.g., the census bureau is not allowed to release the sampling frame) and mail-back survey (i.e., single digit response rate) in Taiwan, 20 key informants were identified to help distribute questionnaires after consulting with local researchers (e.g., Hong, 2004). Key informants distributed questionnaires to villagers in their townships and brought back the questionnaires when they were completed. They were told to vary the distribution of questionnaires to villagers based on gender and job type.

Data Analysis

To examine the first three research questions, structural equation modeling (SEM) was used. SEM rather than path analysis was used because it can better deal with mediation effects and the overall fit of a model. It also has advantages over exploratory factor analysis and coefficient α because it provides a test of the theoretical structure and the measurement instrument simultaneously and can test the relationships between/among constructs without being biased by measurement error (Baumgartner & Homburg, 1996). In short, SEM is "...a more powerful and versatile tool for a detailed and critical examination of various aspects of construct validity" (Steenkamp & van Trijp, 1991, p. 296).

With SEM, convergent and discriminant validity were tested. After validity was assured, the overall fit of the model and the significance of the hypothesized relationships were assessed.

Two types of cluster analysis were used to examine the final research question. First, K-means cluster analysis, which is considered to be the most subjective, was used. Second, two-step cluster analysis, which automatically selects the best number of clusters based on statistics (SPSS 14), was employed. Following this robust validation of the cluster solution I then ran discriminant analysis.

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CHAPTER 2

TOURISM IMPACTS, HOST ATTITUDES, AND INTENTIONS

Tourism researchers have utilized social exchange theory to guide their study of residents' attitudes toward local tourism development (e.g., Gursoy & Rutherford, 2004). Unfortunately, their studies have been limited by their conceptualization of *attitude* (Pearce, Moscardo, & Ross, 1996) and the assumption that perceived benefits of tourism will positively correlate and perceived costs will negatively correlate with support for tourism development (Gursoy & Rutherford, 2004; Lee & Back, 2006; Yoon, Gursoy, & Chen, 2001). This is problematic for two reasons. First, attitude has been suggested as a strong predictor of behavioral intention (Ajzen & Fishbein, 1980; Vaske & Donnelly, 1999); yet, it has been ignored in much of the tourism literature. Second, the relationship between perceptions of tourism impacts and intention to support tourism development may not be as straightforward as assumed (Gursoy & Kendall, 2006). Thus, the aims of this study were a) to extend research on residents' attitude toward tourism development using a global conceptualization of attitude and b) to test the belief-attitude-behavioral intention relationship.

The Study of Attitude

Conceptualization and Operationalization

Psychologists define attitudes in many ways and are in disagreement as to its dimensionality (Chaiken & Stangor, 1987), but “at the core is the notion of evaluation” (Petty, Wegener, & Fabrigar, 1997, p.611). The multidimensional view treats attitude as a construct composed of either three components/factors, i.e., cognitive, affective, and behavioral (Kothandapani, 1971; Ostrom, 1969) or two components/factors, i.e., cognitive and affective (Bagozzi & Burnkrant, 1979, 1985), with each component varying on an evaluative dimension. The alternative is the one-dimensional view of attitudes (Dillon & Kumar, 1985). In studying the dimensionality of the attitude construct Breckler (1984) found that when nonverbal measures (e.g., heart rates) were used and when the attitude object was physically present, treating attitude as a three-dimensional construct was most appropriate. On the other hand, when a verbal measure was used and when the attitude object was related to something abstract such as love or sociopolitical issues, treating attitude as a unidimensional construct might be

appropriate. Hence, it appears that the dimensionality of attitudes differs depending upon the domain studied (Chaiken & Stangor, 1987).

Operationalization of the attitude construct also varies. For example, Fishbein and Ajzen (1975) argue that attitude is a function of subjective values/evaluations of the salient beliefs (i.e., attributes) associated with the object as well as the strength of the associations. Other researchers suggest attitude can be measured by identifying an overall evaluation score based on a semantic differential scale (e.g., good-bad, positive-negative, favorable/unfavorable) ranging from 5 to 7 to 9 or even 101-points (Eagly, Mladinic, & Otto, 1994; Haddock & Zanna, 1998; Lavine, Thomsen, Zanna, & Borgida, 1998; Maio & Olson, 1995; Visser & Mirabile, 2004; Zanna & Rempel, 1988; Zinn & Pierce, 2002). Each approach has its advantages. The former provides an understanding of attitudinal structure whereas the overall evaluation approach offers measurement efficiencies (Wilkie & Pessemier, 1973).

For the purpose of this study, attitude is defined as “the evaluation of an object, concept, or behavior along a dimension of favor or disfavor, good or bad, like or dislike” (Ajzen & Fishbein, 2000:3). This definition is adopted because the attitudinal object—tourism development—is abstract and intangible (i.e., social issue). Further, for measurement efficiencies, the overall evaluation approach to evaluation of attitude will be used.

Beliefs to Attitudes

Attitudes are developed from a process of cognitive learning and are influenced by beliefs (Eagly & Chaiken, 1993). Beliefs refer to the attributes, properties, and characteristics of the object or the consequences of an action (Ajzen & Fishbein, 2000; Esses, Haddock, & Zanna, 1993). For example, Haddock and Zanna (1999) found that attitudes were informed by stereotypic beliefs about the attributes of group members whereas Waenke, Bless and Biller (1996) documented that the perceived pros and cons of public transportation use influenced attitudes. In a recreation context, Bright, Barro and Burtz (2002) documented that perceived outcomes of ecological restoration affected attitudes toward ecological restoration. Their work, which exemplifies the effect of cognition on attitude, documented that positive and negative attitudes toward ecological restoration (which were measured on two seven-point scales, i.e., good/bad and beneficial/harmful) were both related to perceived outcomes of ecological restoration (e.g., improving local residents' quality of life).

In the tourism context beliefs have been represented as “perceived and/or expected outcomes,” or more commonly, “tourism impacts.” Tourism impacts are conceptualized as the influences of tourism development on local residents and are thought to consist of positive and negative economic (e.g., more jobs, higher cost of living); socio-cultural (e.g., an increase in community pride, the increase of crime, prostitution and alcohol); and environmental (e.g., more recreation opportunities, damaged ecosystems) dimensions. Empirical studies, however, have not always confirmed the multidimensionality of tourism impacts. For example, in a study of three Texas communities in the USA, Ap and Crompton (1998) documented seven dimensions of tourism impacts (i.e., social and cultural, economic, crowding and congestion, environmental, services, taxes, and community attitude), whereas in a study of Macao, Kwan and McCartney (2005) identified six dimensions of tourism impacts: personal costs, community consolidation and improvement, environmental costs, community economic gains, social costs, and personal economic gains. The interrelationship of the various dimensions of tourism impact may lead to a lesser number of dimensions, however. In a study of 16 communities in Colorado, USA, Perdue, Long and Allen (1990) found two factors of tourism impacts only, i.e., negative and positive impacts.

While tourism impacts have been studied, few researchers have addressed the relationship between tourism impacts and attitudes toward tourism development. This may be due to the fact that, historically, they have been treated as the same construct. Two exceptions exist. First, in 1997 Lindberg and Johnson reported that perceived economic and congestion impacts affect attitude. A decade later Lepp (2007) documented that the belief that tourism creates benefits such as the opportunity to earn an income is related to positive attitudes toward local tourism development. Lepp was not able, however, to support the contention that there is a negative relationship between tourism costs and attitudes. These researcher’s findings are critically important to the advancement of tourism attitude research. They documented that attitudes toward local tourism are *related to* not *the same as* belief/perception. Many tourism researchers have used the terms interchangeably and ignored that there is a relationship between the two. In addition, Lepp documented that negative tourism impacts are not necessarily related to negative attitudes, providing evidence that further study of the belief-attitude relationship is necessary.

Attitudes to Behavioral Intentions

Based on their theory of reasoned action Ajzen and Fishbein (1980) suggested that attitude can be a strong predictor of behavioral intention. Individuals who have a positive attitude (i.e., evaluation) may have the intention to act or actually carry out this intention when expressing their favorable evaluation (Eagly & Chaiken, 1993). And the association between attitude and behavioral intention is stronger when intention is measured with multiple items (Fishbein & Ajzen, 1974).

Attitudes have proved to be an influential factor in predicting behavioral intentions across multiple attitude objects, such as smoking (Norman & Tedeschi, 1989), buying environmental friendly products (Chan, 2001), trying local cuisine at a travel destination (Ryu & Jang, 2006), and eating at fast food restaurants (Bagozzi & Baumgartner, 1994). Evidence of the attitude-behavioral intention relationship has been documented in a recreation setting as well. For example, Vaske and Donnelly (1999) found that wildland preservation attitude was positively related to behavioral intention to vote for wildland preservation. With data collected across three states (i.e., California, Florida, and Michigan) in the United States, Vogt, Winter, and Fried (2005) found a positive relationship between attitude toward prescribed burning and intention to approve of the fuel management approach.

Beliefs to Behavioral Intentions

The relationship between beliefs and behavioral intention has been supported in a tourism context, despite the fact that beliefs have generally been treated as attitudes. For example, perceived personal benefits from tourism and perceived positive impacts of tourism have been shown to positively relate to intention to support additional tourism (Ko & Stewart, 2002; Perdue et al., 1990). When tourism impacts are treated as multidimensional, however, their relationships with intentions to support tourism are not necessarily significant. Gursoy and Rutherford (2004), for example, found significant positive relationships between economic benefits/cultural benefits and support for tourism development whereas social benefits were not found to have an effect on support for tourism development. The same pattern held true in a study by Dyer, Gursoy, Sharma, and Carter (2007).

Providing further evidence of the belief-behavioral intention relationship, Ko and Stewart (2002) and Perdue et al. (1990) documented that perceived negative impacts are

negatively related to support for additional tourism. However, the hypothesized negative relationship between tourism costs and intention to support tourism development has received less consistent support. For instance, in a study of residents' attitudes toward tourism development along the Sunshine coast of Australia, both negative socio/economic impacts and negative social impacts were found to have no significant relationship with support for tourism (Dyer et al., 2007). And, in Gurosy and Rutherford's (2004) study, cultural costs and social costs had no effect on support for tourism development.

Study Purpose and Research Hypotheses

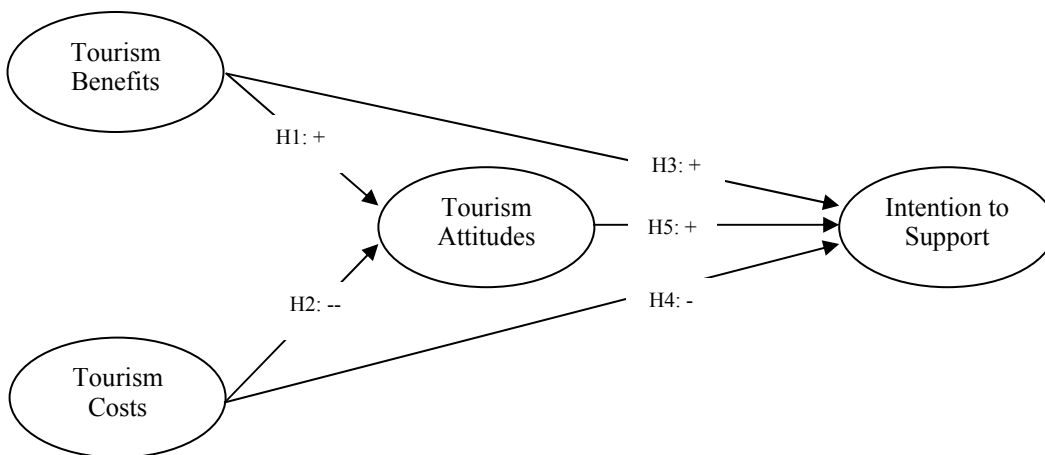
The primary purpose of this study is to extend research on residents' attitude toward tourism development using a global conceptualization of attitude. A secondary purpose is to test the belief-attitude-behavioral intention relationship. This approach is guided by the notion that expectation of tourism impacts (i.e., benefits and costs) and attitudes are conceptually different constructs (see Bright et al., 2002; Lepp, 2007; Lindberg & Johnson, 1997). As Figure 2.1 suggests, tourism attitude is expected to mediate the relationships between expected tourism benefits/costs and intention to support local tourism development. It is important, however, to determine whether or not a more parsimonious model could explain the data as well. Thus, a more constrained model has been proposed (see Figure 2.2) in which expected tourism benefits/costs are not directly related to intention to support local tourism development. Whether or not the more parsimonious model can explain the data as well as the less constrained model (i.e., Figure 2.1) will be examined.

Research Hypotheses

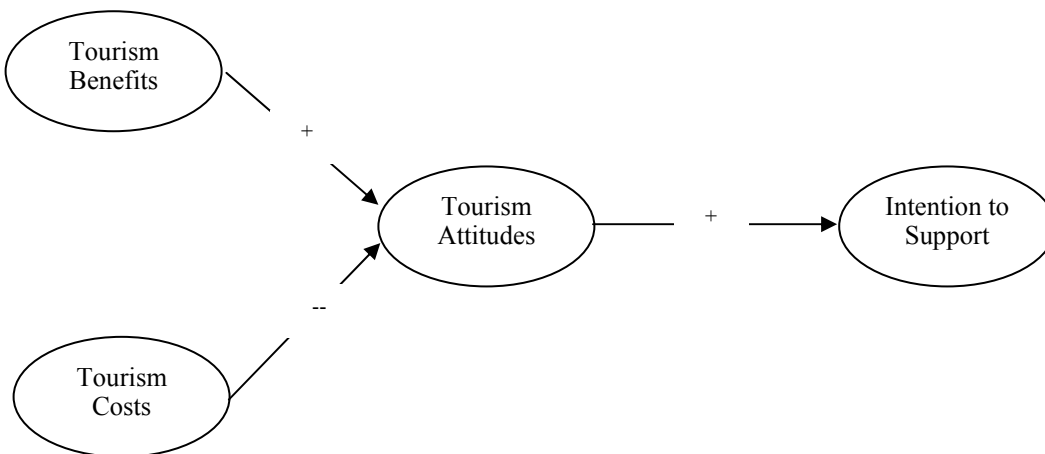
Five hypotheses will be tested (see Figure 2.1).

- H1 There is a significant positive relationship between expected tourism benefits and tourism attitude.
- H2 There is a significant negative relationship between expected tourism costs and tourism attitude.
- H3 There is a significant positive relationship between expected tourism benefits and intention to support local tourism development.

- H4 There is a significant negative relationship between expected tourism costs and intention to support local tourism development.
- H5 There is a significant positive relationship between tourism attitude and intention to support local tourism development.



Note. + Hypothesized positive relationship; -- Hypothesized negative relationship
 Figure 2.1 Theoretical model



Note. + Hypothesized positive relationship; -- Hypothesized negative relationship
 Figure 2.2. Alternative theoretical model

Method

Study Context: A Portrait of Tourism in Penghu

Penghu, an island county of Taiwan, was chosen as the study setting. Like many of the rural communities in Taiwan, Penghu has an aging population that is decreasing annually and provides little tax relief. In 2000, the average annual household income of Penghu residents was 22% less than that of the whole of Taiwan (Her, 2001). Complicating matters further, traditional industries such as fishery and agriculture are in decline. Thus, the local government has begun to regard tourism development as the main strategy for local economic development.

Tourist arrivals (mostly domestic) to Penghu Islands first started in the 1970s due primarily to the attraction of its extended and curved coastlines, bays, flat-topped basalt formations, water-based activities, and ancient sites. After downturns resulting from an air crash, the SARS crisis, and policy changes in the last decade, tourist numbers have increased 140% to 540,000, six times the size of the local population (Penghu Scenic Area Administration, 2007).

Due to seasonality, cyclicity, and weather factors, which are major constraints to local tourism development, local businesses remain small scaled and locally owned. In order to attract large-scale development, the government has been soliciting proposals from developers. The most notorious development proposal was introduced at the end of 2005. It focused on the establishment of a five-star hotel with a 35-year Build Operation Transfer investment. Residents protested the proposal arguing that they were not involved in or even informed of the proposal. Their concern for tourism development continues to exist today due in part to suspicion that the government is not acting in their best interest and fear that the new tourism development policy will attract outside investors who are not committed to local long-term development (Li, 2005; Penghu Blog, 2007; Taiwan Academy of Ecology, 2006).

Another local development issue is with casino development. For more than a decade public hearings and debates have been held with residents in an effort to increase awareness about the potential influences associated with casino development and if it is legalized, how it would be operated. An argument in support of casino development is that a casino will attract more tourists, especially international tourists in the winter. Given that domestic tourists have been the main target of Penghu tourism and that businesses are locally owned, major changes are expected if casino development is allowed.

Given the type and level of tourism development in Penghu as well as the varied involvement of residents in the development process, Penghu was deemed to be an appropriate environment in which to conduct this study.

Instrumentation

A self-administered questionnaire written in traditional Chinese was used to address the study purpose. The questionnaire consisted of eight sections, but only four sections were used in this study. The questions included in the questionnaire were derived from a comprehensive literature review, including literature published in Chinese. This approach accounted for western and indigenous (i.e., Taiwanese) perspectives (Sue & Chang, 2003) and minimized potential problems of bias due to cultural factors (van de Vijver & Leung, 2001). Question development was also influenced by the results of 20 in-depth interviews the primary author conducted in an earlier study (i.e., 2002) on a similar topic.

One section of the questionnaire focused on *expected* tourism impact (49 items). The term *expected* rather than *perceived* tourism impact was used for two reasons. First, tourism development proposals for a casino, a large-scale five star hotel, as well as other developments, are to be submitted in the near future. Thus, residents' attitudes toward local tourism development will be best captured by referring to "expected" rather than "perceived" tourism impacts. Second, by assessing perceived tourism impacts might not capture the scope of residents' attitudes toward local tourism development.

Participants were asked to indicate their level of agreement (on a five-point Likert scale) with economic, social and environmental impact statements. Personal and community impacts were also included as suggested by Kwan and McCartney (2005), Lankford (1994), Lindberg and Johnson (1997), and Perdue, Long and Kang (1999).

In the next section of the questionnaire, attitudes toward local tourism development were measured using semantic differential scales (e.g., bad/good, inappropriate/appropriate, harmful/beneficial) (Bagozzi, Baumgartner, & Yi, 1992; Bright et al., 2002; Eagly et al., 1994; Visser & Mirabile, 2004). Eight attitude items were phrased in such a way as to account for both attitudes toward current and future local tourism development.

Another section of the questionnaire focused on individuals' intention to respond to local tourism development. Based on Ap's (1992) recommendation, 20 items were included to

address different typologies of intention: embrace—"I will support local tourism no matter what," tolerance—"I am willing to accept the inconvenience caused by local tourism," displacement—"I will avoid going to crowded places such as beaches that are full of tourists," and withdraw—"I don't want to care or know anything about local tourism." Items were ensured to address specific and general measures of intention (Kaiser, Wolfing, & Fuhrer, 1999).

The final section of the questionnaire focused on the socio-demographic characteristics of respondents as well as their relationship with local tourism such as percentage of household income derived from local tourism industry.

Prior to translation, three faculty familiar with tourism concepts and attitude research were asked to assess the face validity of the study instrument. Then, two professional translators and the first author translated the questionnaire independently. The first author then merged each version (n=3) and had the merged version checked by a third professional translator. Using multiple translators "provided a richer pool of options" and therefore, "better [optimized] wording in the target language than back translation" (Harkness, Pennell, & Schoua-Glusberg, 2004, pp. 448, 464). Translation discrepancy was discussed with the professional translators until consensus was reached. Follow-up with residents of Penghu allowed for a final check of the translation and wording, as well as the response rating scale (e.g., bipolar vs. unipolar vs. 5-point or 11-point scale) (Peterson, 2000; Smith, 2003). Based on residents' response and a recommendation by Eagly and Chaiken (1993), the option, "don't know" was added to the attitude scale to provide an option for residents whose attitudes toward and/or knowledge of local tourism development were not yet formed. Similarly, this option was added to all sections except the one that included questions on socio-demographic characteristics. Further, "favorable-unfavorable," which has been used to measure attitude and recommended because of its pure evaluative characteristic (Zanna & Rempel, 1988), was deleted after the translation work. It was deleted because (a) the translators provided different translations of "favorable-unfavorable" and (b) no Chinese words were comparable to the translations provided by the translators. Therefore, regardless of the frequent usage of "unfavorable/favorable" in the study of attitude, in this study the term could not be as ambiguous as the source item (Harkness et al., 2004) and as such was not included in the final draft of the questionnaire.

Data Collection

Data were collected between December 2005 and January 2006. Using a combination of proportionate stratified sampling and snowball sampling, 366 copies of the questionnaire were distributed to residents in Makung, the major city in Penghu, and four additional townships. Chi-mei township was not accessible when the data was collected due to bad weather (3.57% of the total population). The decision to deliver questionnaires to separate residential areas was based on the results of a previous study (Yen, 2003), which documented that residents of Makung were experiencing a greater number of economic benefits associated with tourism than residents of surrounding townships. Further, in order to increase variation in response to the expected tourism impact items (Fabrigar, Wegener, MacCallum, & Strahan, 1999), separate sample sizes for each residential area (i.e., Makung city and the townships) were calculated as follows: total number of voters in city or township/total number of voters in Penghu in the latest (i.e., 2001) county magistrate election minus the number of voters in Chi-mei.

Data Analysis and Preliminary Results

Principal Components Analysis (PCA). Three separate PCA procedures were performed for expected tourism impacts, attitudes toward local tourism development, and intention to respond to local tourism development. Keeping in mind the eigenvalue greater than 1 rule, simple structure, and scree plot results, the PCA findings were as follows. First, PCA with varimax rotation indicated four factors of expected tourism impacts: socio-environmental costs (17 items), socio-environmental benefits (14 benefits), self-interest benefits (6 items), and economic benefits (4 items). Second, PCA with varimax rotation highlighted two factors associated with attitudes toward local tourism development—attitudes toward *current* tourism development (3 items) and attitudes toward *future* tourism development (4 items). Third, two intention to support factors—intention to support (11 items) and intention to passively object (4 items)—were identified using PCA with quartimax rotation. The internal consistency of each of the resulting factors was assessed using Cronbach's alpha. However, prior to determining the final Cronbach's alpha items were deleted one by one until either five items remained in the factor or the Cronbach's alpha reached the cut off point of .70 (Kenny, 1979; Kline, 2005). This approach was based on the belief that an inflated Cronbach's alpha may result simply due

to the number of items in a factor (e.g., 17 in soc-environmental costs) (Nunnally, 1978). The final results showed that each factor had a Cronbach's alpha of .7 or greater which, at a minimum, indicated satisfactory reliability (Nunnally, 1978) (see Table 2.1).

The Measurement Model. Confirmatory factor analyses (CFA) based on the PCA results were used to test the measurement model before testing the structural model (Anderson & Gerbing, 1988; Bagozzi & Baumgartner, 1994). Results suggested the measurement model was adequate. First, the measurement model fit the data (chi square=1008.40, df=436, p=.000, CFI=.95, NNFI=.94, RMSEA=.065). Second, each indicator had a significant loading (t-value is greater than the critical level of 1.96; $p=.05$). Convergent validity was assessed based on individual-item reliability, composite reliability, and the average variance extracted test (Bagozzi & Baumgartner, 1994) (see Table 2.1). The individual-item reliability of each item was greater than .40 with the exception of one item in "self-interest benefits," whose individual-item reliability was .37. Further, each factor had composite reliability greater than or equal to .6, which suggested that each was measured adequately by all of its own indicators jointly, and the average variance extracted of each factor was greater than .5, which provided evidence of convergent validity. Discriminant validity was documented through Chi-squares difference tests (between the unconstrained model and the constraint model, in which correlation of two constructs was constrained to 1), confidence interval tests (whether the confidence interval \pm two standard errors around the correlation estimate between the two construct includes 1), and Fornell and Larcker's criterion test (Anderson & Gerbing, 1988; Fornell & Larcker, 1981).

Modified Theoretical Model. Based on the results of the measurement model tests, the original hypothesized model (see Figure 2.1) was modified and is now reflected in Figure 2.3. One expected tourism cost (H2) and three expected tourism benefits (H3, H4 and H5) continue to be hypothetically linked to attitude. However, the attitude construct split into two constructs: current and future. Because there are no previous studies that include attitudes toward current and future tourism development at the same time, it is now hypothesized that attitude toward current tourism development (H1) will be an antecedent of attitude toward future tourism development. This is based on the notion that when people evaluate the future, they consider the current situation (Hsee & Zhang, 2004). Expected tourism cost and tourism benefits are the remaining antecedent constructs. Thus, the revised hypotheses are as follows:

H1: Attitude toward current tourism development is positively related to attitude toward future tourism development.

H2: Expected socio-environmental cost is negatively related to attitude toward future tourism development.

H3 to H5

Expected benefits (i.e., socio-environmental, self-interest and economic) are positively related to attitude toward future tourism development.

Further, because intention to support local tourism development split into two constructs—intention to support and intention to passively object—hypotheses 6 to 15 were modified as follows.

H6: Attitude toward current tourism development is positively related to intention to support local tourism development

H7: Expected socio-environmental cost is negatively related to intention to support tourism development.

H8 to H10

Expected benefits (i.e., socio-environmental, self-interest and economic) are positively related to intention to support local tourism development.

H11: Attitude toward current tourism development is negatively related to intention to passively object to local tourism development

H12: Expected socio-environmental cost is positively related to intention to passively object.

H13 to H15:

Expected benefits (i.e., socio-environmental, self-interest and economic) are negatively related to intention to passively object to local tourism development.

In addition, attitude toward future tourism development hypothetically is positively related to intention to support local tourism development (H16) and negatively related to intention to passively object to local tourism development (H17).

As for the alternative model (see Figure 2.2), in which three kinds of expected tourism benefits and tourism costs were not related to intention to support or intention to passively object, H7 to H10 and H12 to H15 were excluded in the test of the overall structural model.

Table 2.1
Results of CFA: Final list of items

<i>Construct</i> Indicators	Completely standardized loading	t- value	Individual- item reliability	Composite reliability	AVE
<i>Expected Socio-Environmental Costs (alpha=.90)</i>				.86	.56
Tourism will increase the number of crime problems in my community	0.81	16.51	0.65		
The small-town atmosphere will be ruined	0.81	16.69	0.66		
Tourism will cause negative value	0.74	14.53	0.54		
Tourists are noisy	0.71	13.85	0.50		
The more tourists that come to Penghu, the harder it will be for Penghu residents to find uncrowded places to recreate (e.g., beaches)	0.66	12.51	0.43		
<i>Expected Socio-Environmental Benefits (alpha=.85)</i>				.85	.53
Tourists can better understand our history and culture	0.64	12.22	0.42		
I will know my culture better because of tourism	0.73	14.33	0.53		
Because of tourism, transportation within Penghu county (e.g., between islands) will improve	0.74	14.73	0.55		
Because of tourism, transportation between Penghu and other places of Taiwan will improve	0.78	15.91	0.61		
Because of tourism, there will be more parks and other recreational areas and facilities that local residents can use	0.75	14.82	0.56		
<i>Expected Self-Interest Benefit (alpha=.88)</i>				.84	.53
My personal income will increase because of tourism	0.61	11.40	0.37		
I personally (or family) will have better job options because of tourism	0.82	16.99	0.67		
My (and my family's) standard of living will improve because of tourism	0.85	17.88	0.72		
The elderly can get better care	0.65	12.32	0.42		
The educational environment will be improved because of tourism	0.66	12.61	0.44		
<i>Economic Benefit (alpha=.84)</i>				.84	.65
Tourism will be good for Penghu's local economy	0.78	15.51	0.60		
Tourism will bring Penghu development and prosperity	0.85	17.46	0.72		
Tourism will attract more investment in Penghu's economy	0.78	15.49	0.60		

Note. ^a reverse coded

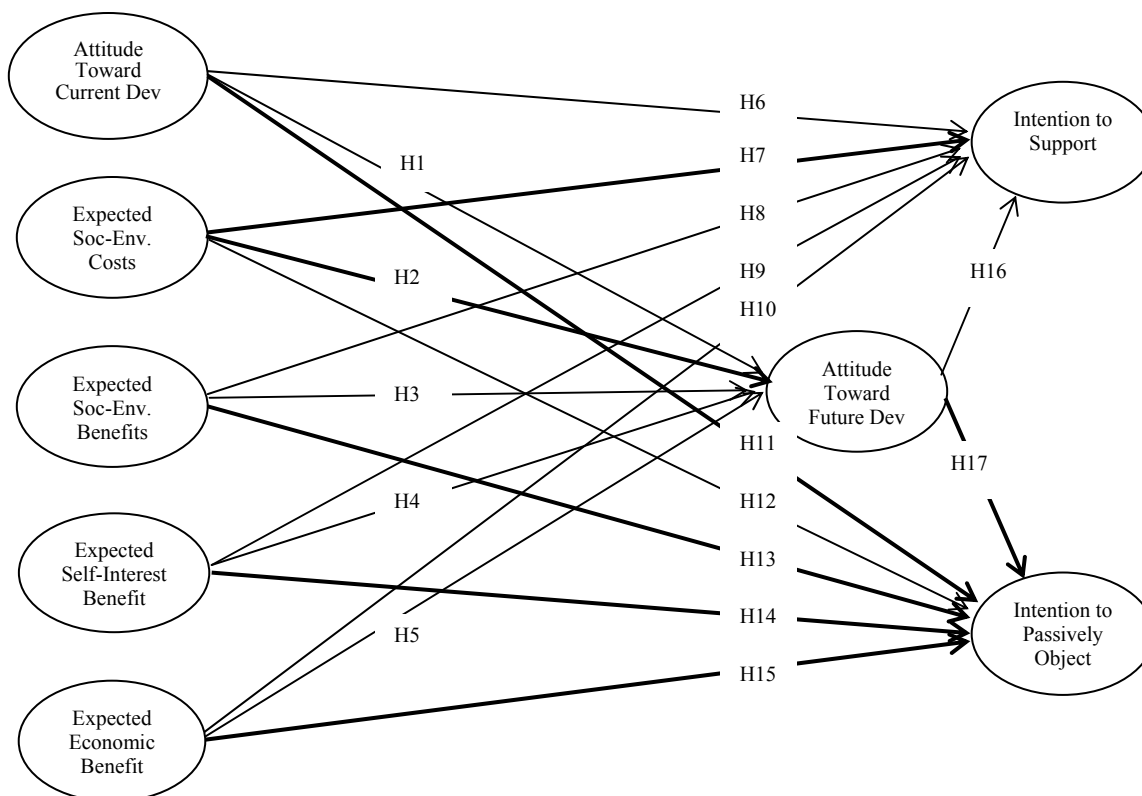
AVE= Average variance extracted

Table 2.1
Results of CFA: Final list of items (Cont.)

<i>Construct Indicators</i>	Completely standardized loading	t-value	Individual-item reliability	Composite reliability	AVE
<i>Attitude Toward Current Tourism Development (alpha=.84)</i>				.83	.63
Is current tourism development in Penghu satisfactory or not?	0.81	15.93	0.66		
Is current tourism development in Penghu good or not?	0.88	17.52	0.77		
Do you think "how tourism in Penghu is developed currently" is appropriate or not?	0.67	12.59	0.44		
<i>Attitude Toward Future Tourism Development (alpha=.82)</i>				.84	.58
How unnecessary/necessary is it to continue tourism development in Penghu in the future?	0.82	16.81	0.67		
How promising would it be to continue tourism development in Penghu in the future?	0.76	15.07	0.57		
How beneficial/harmful would it be to continue tourism development in Penghu in the future? a	0.65	12.38	0.43		
How inappropriate/appropriate is it to continue tourism development in Penghu in the future?	0.80	16.22	0.64		
<i>Intention To Support (alpha=.86)</i>				.86	.56
I will support the policy of making tourism the main industry in my community	0.74	14.84	0.55		
I will recommend Penghu to tourists/ friends who don't live in Penghu	0.80	16.38	0.63		
I will support tourism development in Penghu no matter what	0.68	13.06	0.46		
I will support attracting more tourists in the summer	0.81	16.67	0.65		
I will support attracting more tourists in the winter	0.70	13.77	0.49		
<i>Intention To Passively Object (alpha=.70)</i>				.66	.50
I won't care and don't want to know anything about tourism development in Penghu	0.69	10.94	0.48		
I will refuse to answer tourists' questions	0.72	11.22	0.51		

Note. ^a reverse coded

AVE= Average variance extracted



Note. — Hypothesized positive relationship
 — Hypothesized negative relationship

Figure 2.3. Modified theoretical model (M1)

Results

Profile of Respondents

The average age of respondents was 41 (SD=11) and slightly more than half (54%) were female. Fifty-three percent reported a household income between NTD20,001 and 60,000 (USD625-1,875) per month. The vast majority (88%) of respondents were born in Penghu and, on average, have lived there for 33 years (SD=14). Most are not associated with tourism—only eight percent have tourism-related jobs, another six percent work for the government directly or indirectly with tourism, and sixteen percent have family working in tourism.

Respondents and Tourism Development

Based on the composite mean scores associated with the tourism impact statements, the results indicated that residents are aware that tourism development will bring socio-environmental costs (mean=3.65, SD=.76), socio-environmental benefits (mean=3.76, SD=.62) and economic benefits (mean=3.90, SD=.58). They slightly agree that tourism will benefit them or their family (mean=3.20, SD=.80). In terms of their attitude toward tourism, they were fairly neutral toward current tourism development (mean=3.12, SD=.71), but more favorable toward future tourism development (mean=3.87, SD=.61). Further, they are likely to support (mean=3.73, SD=.63)/not object to (mean=2.46, SD=.76) local tourism development.

Structural Model

In testing the overall structural model, the goodness-of-fit indices suggested that the structural model had adequate fit (chi-square=1028.63, df=437, p=.000, CFI=.94, NNFI=.94, RMSEA=.067). A nested model was tested and the chi-square difference test was performed. The goal was to find out whether Model 2, more parsimonious than Model 1 (see Figure 2.3), can explain the data as well as Model 1 (Bagozzi & Baumgartner, 1994). Results suggested that Model 1 was significantly better than Model 2 (Table 2.2).

Table 2.2

Chi-square difference test of the adequacy of the theoretical models

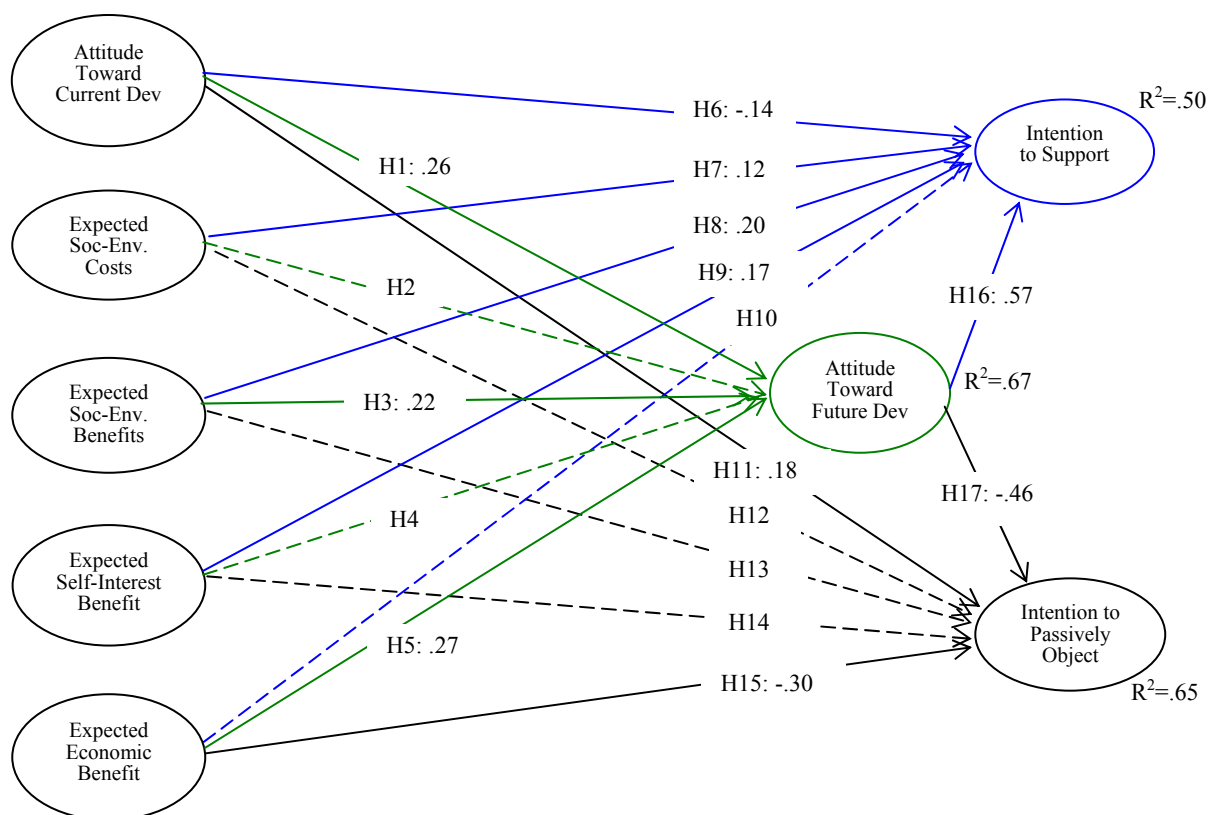
Model	χ^2	df	p-value	NNFI	CFI	RMSEA	$\Delta\chi^2$	Δ df	p-value
M1	1028.63	437	.000	.94	.94	.067			
M2	1063.92	445	.000	.93	.94	.067			
M1 vs. M2							35.29	8	.000

Results (see Figure 2.4) indicated that both expected economic benefit ($\beta=.27$) and socio-environmental benefit ($\beta=.22$) are important antecedents of attitude toward future tourism development. Attitude toward current tourism development ($\beta=.26$) is also positively related to attitude toward future tourism development. These results indicate that there is a statistically significant relationship between attitude toward current tourism development, benefits (not costs) and attitude toward future tourism development, providing some support for hypotheses H1 through H5.

In terms of the relationships with intention to support local tourism development, attitude toward future tourism development is the strongest predictor of intention to support local tourism ($\beta=.57$), followed by expected socio-environmental benefits ($\beta=.20$) and expected self-interest benefits ($\beta=.17$). Surprisingly, expected socio-environmental costs is positively related to intention to support ($\beta=.12$) and attitude toward current tourism development is negatively related to intention to support ($\beta=-.14$). These results provide support for hypotheses H8, H9 and H16. They challenge, however, hypotheses H6, H7 and H10.

Attitude toward future tourism development is also the strongest predictor of intention to passively object to local tourism ($\beta=-.46$), followed by expected economic benefits ($\beta=-.30$). The other types of expected tourism impacts do not have an effect on intention to object. Unexpectedly, attitude toward current tourism development is positively related to intention to object ($\beta=.18$). The significant negative relationship between attitude toward future tourism development and expected economic benefit and intention to passively object provide support for H15 and H17. However, the other relationships documented suggest that H11 through 14 should not be accepted.

Overall, the analyses revealed that attitude toward future tourism development is the strongest predictor of intention to support and passively object to local tourism development; four types of expected tourism impacts have different effects on attitudes toward future tourism development and both intentions; and the direction of three paths were not expected, i.e., attitude toward current tourism development to intention to support, attitude toward current tourism development to intention to passively object, and expected socio-environmental cost to intention to support (see Figure 2.4).



Note. — Significant path at $p=.05$
 --- Nonsignificant path at $p=.05$
 $\chi^2=1028.63$ $df=437$; NNFI=.94, CFI=.94; RMSEA=.067

Figure 2.4. Structural model tested, Model 1 (M1)

Discussion and Implications

Four types of expected tourism impacts (i.e., socio-environmental costs, socio-environmental benefits, self-interest benefits, and economic benefits) emerged after factor analysis, providing support for the notion that tourism impacts are multidimensional (Ap & Crompton, 1998; Kwan & McCartney, 2005). And, the dichotomous nature (i.e., positive and negative) of tourism impacts was revealed (Perdue et al., 1990). The personal and collective levels of impacts were also found (Perdue et al., 1999). However, contrary to earlier research on tourism impacts, social and environmental aspects of either positive or negative impacts were launched together.

The results also revealed that attitudes toward *current* tourism development and attitudes toward *future* tourism development are statistically distinct from each other. According to Wilson, Lindsey, and Schooler (2000), this is to be expected because people can have more than one attitude toward the same object. Yet, their argument is based on studies of the process of attitude formation (i.e., implicit vs. explicit attitudes, and automatic vs. context-dependent attitudes), which does not directly apply to this study. Hsee and Zhang (2004) also provide support for the notion that people may have multiple attitudes toward the same object, but go on to suggest that when people predict future experience they tend to compare alternative scenarios or compare the current situation with a future scenario. Unfortunately their argument is derived from their research on how predictions are biased by joint versus single evaluation mode and, once again, are not directly relevant to this study. Hence, future research on this issue is warranted.

Intention to support local tourism and intention to passively object to local tourism were found to be different constructs. The dichotomous nature of support-objection corresponds partially to Ap's (1992) typologies of residents' intention to respond to local tourism development. It does not, however, capture the embrace-withdraw continuum. More specifically, the tolerance and displacement suggested by Ap were not found in this study. Hence, further validation of the intention scale should be continued.

The overall results suggested that the data partially fit the model. Not all of the expected tourism impacts (such as socio-environmental costs and self-interest benefits) were related to attitude toward future tourism development; many, but not all of the expected tourism impacts contributed to the prediction of intentions; and, three significant paths were in an unexpected direction.

The findings that not all of the tourism impacts were related to intentions correspond to previous studies (Dyer et al., 2007; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Lee & Back, 2006). Perhaps this is because attitudes may "be based on invalid or selective information, be self-serving, or otherwise fail to correspond to reality" (Ajzen & Fishbein, 2000, p. 7). According to Ajzen and Fishbein, once attitudes are formed, they are available spontaneously, without conscious deliberation unless new information is gained. Similarly, direct retrieval of attitudes represents the situation when the evaluation is stored and "retrieved without retrieval of the attributes that originally gave rise to the evaluation or even a subset of

these attributes” (as cited in Eagly & Chaiken, 1993, pp. 111-112). In this study, when participants were contacted, their attitudes toward local tourism development may have been formed and, without much effort or thinking, they may have been able to express their feelings about all types of tourism impacts. This argument was made for a number of reasons. First, the composite mean of attitude toward future tourism development is far from neutral (Mean=3.87, SD=.61). Second, people who had not formed their attitudes toward future tourism development would be expected to choose the “don’t know” category rather than the “neutral” category when responding to the attitude items. The percentage who chose “don’t know” was quite low, ranging from .3% to 1.6%. Third, tourism on Penghu Islands has been undergoing development for more than three decades and since 1997, tourism has been officially listed as an important theme for local development (Penghu County Government, 2007). Hence, because tourism has been a common issue in the daily lives of residents, participants may have formed their attitudes toward local tourism development prior to responding to the survey and therefore, their attitudes toward future tourism development may be based on an overall evaluation of the situation rather than all attributes of tourism development, e.g., expected tourism impacts.

Among the different expected tourism impacts, expected economic benefit was the only hypothesized predictor that had a non-significant effect on intention to support local tourism development and it was the only predictor to influence intention to passively object. This finding may be due to the fact that Penghu residents have thought of tourism development primarily as a means for economic recovery ($\beta=.27$) and have “expected” or taken for granted the economic benefits associated with tourism development.

Further, both intention to support and intention to passively object to local tourism development were predicted by attitude toward future tourism development better than any of the four expected tourism impacts. This finding corresponds with that of Vaske and Donnelly (1999) who found that attitude toward wildland preservation was a stronger predictor of wildland preservation voting intentions than value orientation (i.e., patterns of basic beliefs).

Intention to support and intention to passively object are predicted by attitudes toward future tourism development better than attitude toward current tourism development. This may be explained by the incompatible nature of the two types of attitudes and intentions. It is suggested that consummatory behaviors (e.g., smoking, drinking) are more likely to be driven

by feelings and emotions and instrumental behaviors (e.g., buying a dishwasher) are primarily driven by cognitions (Tesser, Martin, & Mendolia, 1995). Intention to support/object to local tourism development is an instrumental behavior. Given that attitude toward current tourism development appears to be a mix of pure evaluation, affective as well as utilitarian orientations (bad/good, dissatisfactory/satisfactory, inappropriate/appropriate, respectively) and attitude is toward future tourism development more utilitarian (e.g., unnecessary/necessary, harmful/beneficial) in nature, the result is not surprising. More research needs to be conducted to validate the compatible nature of attitudes and intentions.

Study Limitations

The issue of casino development has attracted residents' attention in the last decade and may be entrenched in their memory (Fazio, 1995). Thus, in an effort to indirectly tell participants that this study was not about casino development only, they were asked to think of tourism development in the broadest of terms such as cultural tourism, ecotourism, and more. Further, expected tourism impacts, which are directly associated with casino development such as gambling addiction, were not included in order to limit the chance of directing respondents' attention to the casino issue. This approach may have influenced response.

After consulting with local researchers, snowball sampling was used as an alternative to random sampling because the response rate for mail-back surveys is below 10% in Taiwan. While snowball sampling was deemed to be the best approach to data collection, it must be recognized that the results may not be representative of the resident population in Penghu.

Recommendations for Future Research

The discriminant validity tests suggested that attitudes toward local tourism development and expected tourism impacts are different constructs. According to the psychological literature about attitudes, this result makes sense as beliefs and attitudes are thought to be conceptually different (Ajzen & Fishbein, 2000; Esses et al., 1993). However, tourism researchers treat "attitude" and "perceptions of/beliefs in tourism impacts" as one construct or define the terms loosely. Hence, further testing of the distinction between tourism impacts and tourism attitudes is warranted.

In addition, this study provided evidence that attitudes toward current local tourism development and attitudes toward future local tourism development are distinct constructs and both have different effects on behavioral intentions. These findings imply that a resident's attitude in one domain (e.g., current tourism) might not be able to transfer to the other domain (e.g., future tourism). Why previous studies have not shown the distinction between current attitude and future attitude can't be answered in this paper. Thus, further study with residents in mainstream tourism destinations as well as Taiwan should be conducted.

Ambivalence refers to "the co-existence of positive and negative dispositions toward an attitude object" and it can result from "simultaneously accessible conflicting beliefs within the cognitive components..." (Ajzen, 2001, p. 39). Although ambivalence isn't the focus of the current study, the co-existence of expected soc-environmental costs and the other three kinds of expected tourism benefits reveals that ambivalence does exist among residents. Conflicting beliefs (positive and negative impacts) can lead to low attitude-intention consistency (Lavine et al., 1998), especially when the attitude object is familiar (vs. unfamiliar, such as new product) (Jonas, Diehl, & Bromer, 1997). Whether it is true in the tourism context and to what extent the conflicting beliefs can influence tourism attitude remains unknown.

Most of the nonsignificant relationships are between various tourism impacts and behavioral intentions. Previous studies have documented that not all tourism impacts are related to intention to support (Dyer et al., 2007; Gurosy & Rutherford, 2004; Ko & Stewart, 2002; Perdue et al., 1990), but why this is the case is unclear. Thus, further research is warranted.

Managerial Application

Penghu residents showed only slightly favorable attitudes toward current tourism development. Hence, in the long run, it is possible that dissatisfaction will result from the gap between attitude toward current tourism development and attitude toward future tourism development. The government should make every effort to understand why there is a gap between current and future attitude before it's too late.

The structural model test revealed that various types of expected tourism impacts as well as tourism attitude (i.e., toward current and future tourism development) have various effects on intention to support local tourism. Having this information can help increase local involvement and prevent local indifference towards tourism development. For example, by

enhancing the possibility of soc-environmental benefits and personal gains from tourism will greatly increase residents' willingness to support local tourism more than expressing the possible economic benefits.

The nature of intention to support and intention to passively object appear to be different. Thus, strategies to increase residents' intention to support (e.g., telling residents the possible soc-environment benefits of local tourism development) may not be effective in decreasing residents' intention to object.

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CHAPTER 3
BEYOND UTILITARIANISM:
AN EXAMINATION OF RESIDENTS' POLITICAL TRUST, EXPECTED TOURISM
BENEFIT, TOURISM ATTITUDE, AND INTENTION

Social exchange theorists have argued that human behavior is motivated by utilitarian choice and/or normative conformity (Emerson, 1976; Turner, 1991). When the utilitarian choice motive is operational, behaviors are driven by the exchange of rewards such as materials, symbolic attributes, and psychological/social needs, which are based on self and/or collective interests (e.g., Turner, 1991). Tourism researchers such as Perdue, Long, and Allen (1987 & 1990), and Ap (1992) have utilized this perspective and found that residents' positive attitude towards tourism development is rewarded through economic, social and/or psychological well-being. The normative conformity motive on the other hand refers to exchange of behaviors regulated by social norms (Kidwell & Bennett, 1993). According to Mauss and Lévi-Strauss, individuals are representatives of social groups that exchange behaviors influenced by social/cultural rules, moral codes, values (as cited in Turner, 1991), obligation, gratitude and trust (Murphy, Wayne, Liden, & Erdogan, 2003). McGhee and Andereck (2004) agree and argue that attitude towards tourism development is possibly impacted by more than the expectation of rewards (e.g., trust in the government); however, empirical evidence is lacking. Thus, I've integrated the utilitarian choice and normative conformity motives in an effort to explore the effect of perceived justice, political trust, distrust and expected tourism impacts on attitude and intention to support tourism development.

A Utilitarian Perspective of Beliefs and Attitudes

Attitude is defined as “the evaluation of an object, concept, or behavior along a dimension of favor or disfavor, good or bad, like or dislike” (Ajzen & Fishbein, 2000, p. 3). Attitudes are developed from a process of cognitive learning and are influenced by beliefs (Eagly & Chaiken, 1993). Beliefs include attributes, properties, and characteristics of the attitude object (Ajzen & Fishbein, 2000; Essess, Haddock, & Zanna, 1993). Within the context of local tourism development, beliefs refer to expected/perceived *tourism impacts* (Bright & Manfredi, 1996). Tourism impacts are conceptualized as the influences of tourism development on local residents and are often classified as economic, socio-cultural and

environmental or, positive or negative (Ap & Crompton, 1998; Kwan & McCartney, 2005). Adopting the notion that beliefs are synonymous with tourism impacts, Lindberg and Johnson (1997) found that attitudes are directly influenced by tourism impacts.

Effects of tourism impacts on intentions have been tested and empirical evidence has shown that the relationships are not straightforward. In particular, effects of different kinds of tourism benefits/costs on support for tourism development vary and some of the relationships are not statistically significant (Gursoy & Rutherford, 2004; Jurowski, Uysal, & Williams, 1997; Lee & Back, 2006). For example, Yen and Kerstetter (2007) found that expected economic benefit is not related to intention to support for local tourism development and both expected socio-environmental costs and self-interest benefits are not related to attitudes toward tourism development in the future. I deduce that residents may not assign the same weights to types of tourism impacts (Hernandez, Cohen, & Garcia, 1996). Given Yen and Kerstetter's and others findings it can be argued that simply identifying different types of tourism impacts can't capture residents' overall expectations of tourism impacts. Some researchers, therefore, have stepped forward to study *overall net tourism benefit* and its effect on intention to support tourism (Lee & Back, 2006; Yoon, Gursoy & Chen, 2001). According to Yoon, Chen, and Gursoy. (1999), "local residents are likely to participate in the exchange...as long as the perceived benefits of tourism exceed the perceived costs of tourism" (p. 30-31). The "overall net tourism benefit" approach actually fits the application of social exchange theory better because it measures whether "the benefits of tourism exceed the costs of tourism" directly.

The Normative Conformity Perspective: Trust, Distrust, and Perceived Justice

Trust and Distrust

Trust sometimes is studied as personality attributes (Lewis & Weigert, 1985). In this study, trust refers to "a person's belief and expectation about the likelihood of having a desirable action performed by another, as a person's assessment of another's goodwill and reliability" or "behavior reflecting a persons' vulnerability to another in an exchange relationship involving risk" (Atuahene-Gima & Li, 2002, p. 62). A person's belief and expectation reflect role perceptions about the trusted parties (McKnight & Chervany, 1996). For example, trust in the organization and/or in a particular role in the organization (e.g., the government and governmental official, respectively) is developed based on expected

responsibilities and obligations associated with the organization or particular role in the organization (Kramer, 1999). According to Listhaug (1990), trust “reflects evaluations of whether or not political authorities and institutions are performing in accordance with normative expectations held by the public” (as cited by Levi & Stoker, 2000, p. 498).

Under uncertain and complex conditions, trust helps remove or reduce the undesirable concerns (Lewicki, McAllister, & Bies, 1998) and makes the problem of complexity “livable” (Mollering, 2001, p. 409). From a sociological perspective, trust is considered to be the property of collective units (e.g., communities vs. individuals) where members restrain their individual self interest in an effort to achieve harmonious relationships in their social life. They may also trust that other members of their collective units feel obligated to satisfy needs of the society rather than their own selves (Ekeh, 1974). At the extreme, large-scale social exchange “is not likely to occur unless social bonds rooted in trust have been established” (Zafirovski, 2003, paragraph 5). Further, trust, an important element for social capital, contributes to cooperative behavior and collective well-being (Kramer, 1999). For example, in studies of organizational behavior trust in supervisors contributes to employees’ citizenship behavior (Konovsky & Pugh, 1994).

Researchers have argued that low trust does not necessarily equal high distrust because trust and distrust have different antecedents, are associated with different emotions, and have different consequences (Lewicki et al., 1998; McKnight & Chervany, 2001). Further, the effect of distrust in behavior is less consistent than trust. For example, Stoke observed that distrust discouraged political engagement (e.g., voting) whereas Gamson (1968, 1975) commented that distrust stimulated political involvement among those who believe that influence is necessary and possible (as cited in Levi & Stoker, 2000). Additionally, trust and distrust can co-exist for one individual in different contexts (Lewicki et al., 1998).

Because tourism development is generally politically driven, the decision to develop tourism may not be made by residents but instead by policy makers who hold politically appointed positions (Kayat, 2002). Unfortunately, there are few studies of residents’ trust in a tourism context. McGehee and Andereck (2004) tested the model of support for tourism development proposed by Perdue et al. (1990). Their findings showed that there was a relationship between personal benefits from tourism and support for additional tourism and between positive tourism impacts and support for additional tourism; however, both

relationships were not statistically significant. The authors explained the discrepancy based on social exchange theory by suggesting that residents, “regardless of their personal benefit from tourism, believe that tourism planning is important”; however, they also “have limited trust in the ability of community leaders to plan for tourism...” (p. 138).

Perceived Justice

Although subjective at times, judgments of justice in the achievement of collective goals influences whether or not individuals feel they've been treated fairly (Hollander, 1980).

Greenberg (1990) found that perceived fairness of rewards is related to individual attitudes and behaviors. And, Moorman, Blakely and Niehoff (1998) noted that perceived justice in an organization is related to positive outcomes such as citizenship behaviors. To date, three kinds of justice have been studied—distributive justice, procedural justice, and interactional justice.

Distributive justice refers to “the extent to which individuals perceive the distribution of outcomes...as fair” (Greenberg, 1990 as cited in Murphy et al., 2003, p. 65). In contrast, procedural justice represents the perceived fairness of the policies, procedures, and criteria governing decisions (Masterson, Lewis, Goldman, & Taylor, 2000). Interactional justice refers to the manner in which people are treated (e.g., with respect and dignity) during the exchange process (Blodgett, Hill, & Tax, 1997).

Perceived justice is considered to be an important principle of sustainable tourism (Swarbrooke, 1999); however, it is rarely studied by tourism researchers. Is this because it is not considered to be an important issue by residents in local tourism development? In a tourism-related study Yen (2003) found that residents perceived discrepancies in justice. For example, residents mentioned that “tourism only benefits a small group of residents,” “the government doesn’t consult local residents when making tourism planning decisions,” and “tourists don’t respect residents’ privacy.”

In summary, the impact-driven approach (i.e., tourism impacts are thought to affect attitudes towards tourism development) assumes residents are rational and utilitarian in evaluating local tourism development. This assumption is faulty. Further, trust, which is “essential social and normative rather than individual and calculative” (Lewis & Weigert, 1985, p. 976), as well as perceived justice have been shown to be related to attitude towards tourism development, yet no research has addressed their impact in combination with tourism impacts,

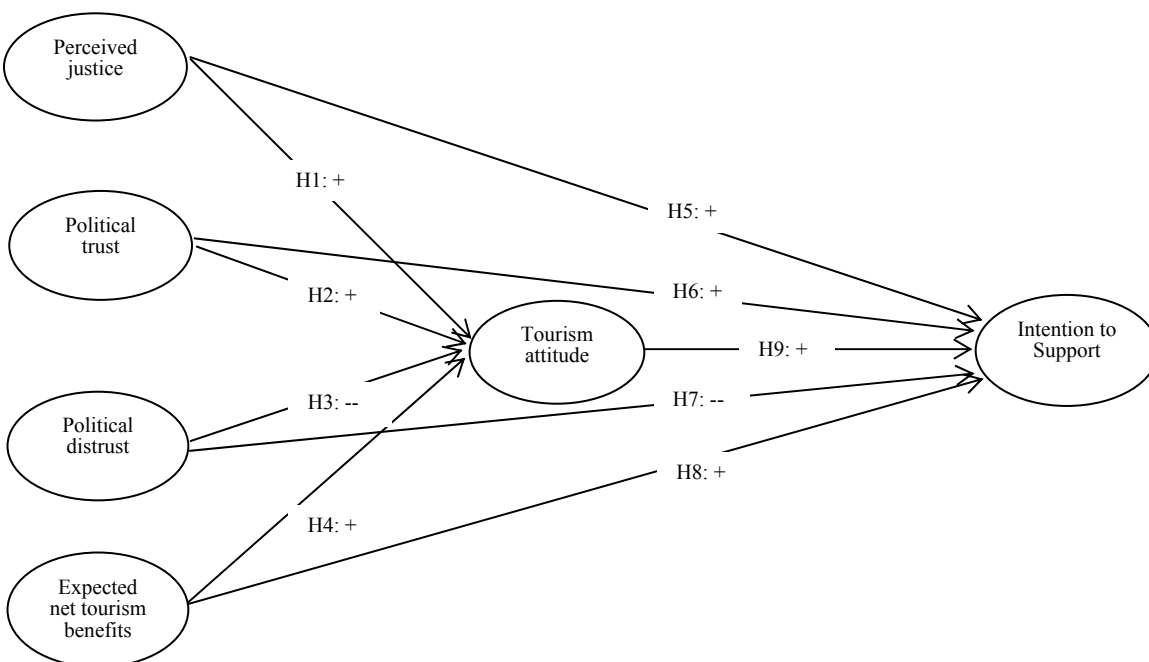
on attitude toward tourism development. To add trust, distrust and justice as antecedents of attitudes can capture the missing elements of an irrational process.

Study Purpose and Research Hypotheses

The primary purpose of this study was to examine the relationships among antecedents of attitudes (i.e., perceived justice, political trust/distrust, expected net tourism benefits), and attitudes towards and intention to support tourism development. As Figure 3.1 suggests, tourism attitude is expected to mediate the relationships between antecedents (i.e., perceived justice, political trust/distrust, expected net tourism benefits), and intention to support tourism development.

I tested the following hypotheses:

1. Tourism attitude is positively influenced by perceived justice, political trust and expected net tourism benefits.
2. Tourism attitude is negatively influenced by political distrust.
3. Intention to support local tourism is positively influenced by perceived justice, political trust, expected net tourism benefits, and tourism attitude.
4. Intention to support local tourism is negatively influenced by political distrust.



Note. + Hypothesized positive relationship; -- Hypothesized negative relationship
Figure 3.1. Hypothesized theoretical model

Method

Study Context: A Portrait of Tourism in Penghu

Penghu, an island county of Taiwan, was chosen as the study setting. Like many of the rural communities in Taiwan, Penghu has an aging population that is decreasing annually and provides little tax relief. In 2000, the average annual household income of Penghu residents was 22% less than that of the whole of Taiwan (Her, 2001). Complicating matters further, traditional industries, i.e., fishery and agriculture, are in decline. Thus, the local government has begun to regard tourism development as the main strategy for local economic development.

In the 1970s tourists began to visit Penghu Islands mainly for its extended and curved coastlines, bays, flat-topped basalt formations, water-based activities, and ancient sites. After an air crash, the SARS crisis, and policy changes in the 90s, tourist numbers have increased 140% to 540,000, six times the size of the local population (Penghu Scenic Area Administration, 2007).

Due to seasonality, cyclicity, and weather factors, which are major constraints to local tourism development, local businesses remain small scaled and locally owned. In order to attract large-scale development, the government has been soliciting proposals from developers. The most notorious proposal, a 35-year investment plan for a five-star resort was introduced to Chi-Bai island, where water-based activities were first introduced to Penghu in the 1980s. Three-fourths of the villagers protested the proposal arguing that they were not involved in or even informed of the proposal in advance. Their concern for tourism development continues to exist today due in part to (a) suspicion that the government is not acting in their best interest and (b) fear that the new policy will attract outside investors who are not committed to local long-term development (Li, 2005; Taiwan Academy of Ecology, 2006; Penghu Blog, 2007).

Another local development issue is with casino development. For more than a decade public hearings and debates have been held with residents in an effort to increase awareness about the potential influences associated with casino development and, if legalized, how the casino would be operated. A positive argument is that a casino will attract more tourists, especially international tourists in the winter. Given that domestic tourists have been the main target of Penghu tourism and that businesses are locally owned, major changes are expected if casino development is allowed.

Respondents and Procedure

In order to increase variation in response, separate sample sizes for each residential area (i.e., Makung, the major city of Penghu and the four additional townships) were calculated as follows: total number of voters in city or township/total number of voters in Penghu in the latest (i.e., 2001) county magistrate election minus the number of voters in Chi-mei. Chi-mei township was not accessible when the data was collected (December 2005 to January 2006) due to bad weather (3.6% of the total population).

Due to problems inherent with random sampling in Taiwan, questionnaires were distributed as follows. First, 20 key informants were identified. Key informants distributed questionnaires to villagers in their townships and brought back the questionnaires when they were completed. This approach was decided after consulting with local researchers (e.g., Hong, 2004). They were told to vary the distribution of questionnaires to villagers based on gender and job type.

Measures

The exogenous variables in this study were perceived justice, political trust/distrust, and expected net tourism benefits. Endogenous variables were attitudes and intention to support tourism development. Table 3.1 provides examples of the items (other than perceived justice) used to measure the variables of interest.

Perceived Justice. Seventeen items representing the three types of justice (i.e., distributive, procedural, interactional) were culled from the work of Akis, Peristianis, and Warner (1996), Blodgett et al. (1997), Godfrey (1998), McCool and Martin (1994), as well as research I conducted in 2002 with residents of Penghu. Individuals responded to a five point Likert scale ranging from strongly disagree to strongly agree, and were also given the option of responding, I "don't know." For instance, "Tourism benefits are gained mostly by residents in Makung City" was intended to measure distributive justice; "It's difficult for residents to get complaints about tourism heard/responded" was used for procedural justice, and "The government officers listened politely to what the residents had to say" was included to measure interactional justice.

Political trust and distrust. Twenty two items were adopted from the work of Andriotis (2002), Atuahene-Gima and Li (2002), Godfrey (1998), McAllister (1995), Weakliem and

Villemez (2004), and research I conducted in 2002 with residents of Penghu. Items were designed to capture cognitive and affective characteristics (McAllister, 1995) as well as levels of trust/distrust, e.g., government in general, tourism department in specific (Levi & Stoker, 2000). Individuals responded to a five point Likert scale ranging from strongly disagree to strongly agree, and were also given the option of responding, I "don't know."

Expected net tourism benefits. Adopted from Yoon et al.'s (2001) and Lee and Back's (2006) research, residents were asked to indicate their level of agreement with two statements: "Overall, for Penghu, the benefits of tourism will outweigh the costs of tourism" and "Overall, for me personally (or my family), the benefits of tourism will outweigh the costs of tourism." Distinguishing between collective and self-benefits is important according to Kwan and McCartney (2005), Lankford (1994), Lindberg and Johnson (1997), and Perdue, Long and Kang (1999).

Attitudes. Residents' attitudes toward local tourism were measured using an eight-item semantic differential scale, e.g., bad/good, inappropriate/appropriate (Bagozzi, Baumgartner, & Yi, 1992; Bright, Barro, & Burtz, 2002; Zinn & Pierce, 2002). I replaced the attitude object with "current local tourism development" and "local tourism development in the future." "Current tourism development" and "tourism development in the future" were two themes of the 2002 research I conducted and informants talked about both themes differently.

Intention to respond to local tourism development. Twenty items were included to measure residents' intention to respond to local tourism development. Ap's (1992) four typologies (i.e., embrace, tolerance, displacement, and withdraw) of intention were adopted and specific and general measures of intention were included (Kaiser, Wolfing, & Fuhrer, 1999).

Translation of the Questionnaire

Prior to translation, three faculty familiar with tourism concepts and attitude research assessed the face validity of the study instrument. Then, two professional translators and I translated the questionnaire independently. I then had the merged version checked by a third professional translator. Using multiple translators "provided a richer pool of options choose from for translating items" and therefore, it "better [optimized] wording in the target language than back translation" (Harkness, Pennell, Schoua-Glusberg, 2004, p. 464, 448). Translation discrepancy was discussed with the professional translators until consensus was reached. I

merged the three versions of translation for two reasons. First, it was important to keep some of the items derived from previous interviews, which were conducted in Chinese (Taiwanese and/or Mandarin) and with residents of the same study area. The words and phrases used in these items were representative of the local nuances in dialect. Second, a person who understands the research subject, know about the survey design, and the languages involved should make the final decisions about which translation options to use (Harkness et al., 2004). I am more familiar with study design and the topic than the translators and as such and could account for both when creating the questionnaire. With a few exceptions, the three independently translated versions were merged easily. In those instances where merging was difficult I (a) asked the third professional translator to check the merged translation and help make the final decision about which translation option to use and/or (b) called upon the other translators to contribute to the final translation.

Communications between translators and the researcher continued through the translation process. Translators were informed from the beginning that the target population has a sizeable percentage of older residents who possibly had lower levels of education compared to the majority of Taiwanese. Therefore, questions were written in simple and short sentences and words and phrases were used to increase the sense of a personal conversation.

In addition, prior to distributing the questionnaire, twenty two Penghu residents were contacted and asked to check the response rating scale (e.g., bipolar vs. unipolar vs. 5, 7 or 11-point scale) in order to decrease the potential for measurement error (Peterson, 2000; Smith, 2003). Ten additional Penghu residents were asked to check the wording, translation, and order of questions/sections (Harkness et al., 2004; Peterson, 2000). Suggested by Harkness et al., having translation checked by the target sample is especially important because (1) survey translation quality is relevant to data quality and, (2) bilinguals (e.g., translators) understand and process language differently than monolinguals (e.g., Penghu residents who only know Chinese).

Several issues were encountered in the pretests, including level of abstraction, perceived redundancy of items, length of the questionnaire, wording of the neutral point, and the inclusion of “don’t know.” In response I chose to: (1) use bipolar statements for attitude items; (2) use unipolar statements for the rest of the items except attitudes; (3) use a 5-point scale; (4) place similar items side by side and highlight the difference (e.g., for Penghu and for me in

expected tourism benefit items); (5) place political trust/distrust questions between two long sections to give participants a sense of relief because they were considered easier to answer than the other questions; (6) decrease the number of reverse coded questions; (7) add examples or give scenarios for items too abstract to understand; and (8) increase item size to 14 points. Additionally, the final Chinese translation of “neutral” was used in order to distinguish between “the choice in the middle” and being polite, using a common phrase, habit, or “I don’t know.”

Additional Interview Data

A series of informal conversations and in-depth interviews were conducted during June and November 2006 in an effort to follow-up the results of this study. Some of the results presented in the discussion section are included to help interpret the results of this study. Note that the interview data is deemed supplementary and is not the main focus of current study.

Results of Data Collection

On average, questionnaires were returned in 7.3 days (from 1-14 days). Because the key informants were more familiar with residents than myself, this approach was expected to earn trust from the participants, decrease rejection rate, and decrease the potential for a social desirability effect. Among the 366 copies of questionnaires distributed, 357 were returned during December 2005 and January 2006. The response rate was 98%, the same as another study conducted in this area (Hong, 2004).

Data Analysis

Before examining the overall model, the dimensional structure of each multi-item latent construct was examined with Principal Components Analysis (PCA). Three separate PCA procedures were performed for perceived justice/political trust-distrust, attitudes, and intention to respond to local tourism development. Perceived justice and political trust/distrust were merged prior to running PCA for a number of reasons. First, perceived fairness and impartiality in decisions are identified as important components of trustworthiness attributes (Tyler & DeGoey, 1996). Second, Miller and Listhaug (1990) have argued that government being fair is a normative expectation held by the public. And, third, in a tourism context,

procedural justice and interactional justice are generally thought to be tied to government and individuals have difficulty separating the two.

Results

The Sample

Of the 322 valid respondents, the average age was 41 (SD=11) and slightly more than half (54%) were female. Fifty-three percent reported a household income between NTD240,000 and 720,000 (USD7500-22,500) per year. The vast majority (88%) of respondents were born in Penghu and on average, have lived there for 33 years (SD=14). Most are not associated with tourism; only eight percent have tourism-related jobs, another six percent work for the government directly or indirectly with tourism, and sixteen percent have family working in tourism.

Principal Component Analysis (PCA)

Based on the eigenvalue greater than 1 rule, simple structure, and scree plot results, the PCA findings were as follows. First, PCA with varimax rotation indicated two factors resulting from the mixed items of trust, distrust and justice: political trust (19 items) and political distrust (18 items). Second, using PCA with varimax rotation two factors associated with attitudes were identified: attitudes toward current tourism development (3 items) and attitudes toward future tourism development (4 items). Third, two factors related to intention were obtained using PCA with quartimax rotation: intention to support (11 items) and intention to passively object (4 items).

The internal consistency of each of the resulting factors was assessed using Cronbach's alpha. Prior to determining the final Cronbach's alpha items were deleted one by one until either five items remained in the factor or the Cronbach's alpha reached the cut off point of .70 (Kenny, 1979; Kline, 2005). This approach was adopted based on the belief that an inflated Cronbach's may result simply due to the number of items in a factor (e.g., 19 items in political trust) (Nunnally, 1978). In addition, the Cronbach's alpha was determined for the two items comprising the expected net tourism benefits construct. The alpha values for all constructs were between .7 and .9, indicating that each factor had adequate reliability (see Table 3.1).

Table 3.1
Results of CFA: Final list of items

<i>Construct</i> Indicators	Completely standardized loading	t- value	Individual- item reliability	Composite reliability	AVE
<i>Political Trust (alpha=.90)</i>				.86	.54
Local government and agencies' roles as facilitators for tourism development here	.67	13.00	.46		
The tourism planning authorities come to understand and pay attention to residents' opinions on local tourism development	.67	12.85	.45		
Tourism officials approach their jobs in tourism with professionalism	.80	16.42	.64		
The tourism planning authorities balance the needs of local residents with the desire to increase tourism	.79	15.80	.62		
I believe in the information provided to us by our government (e.g., the public polls/surveys)	.75	14.99	.57		
<i>Political Distrust (alpha=.84)</i>				.83	.51
Money is not efficiently used	.62	11.89	.39		
Different governmental departments don't cooperate with each other well in the development of tourism	.59	11.04	.34		
What the government has done is for performance, not real	.78	15.80	.61		
The government doesn't have the guts to develop tourism	.79	15.46	.62		
The government is irresponsible and doesn't pay attention to Penghu tourism matters	.75	14.64	.57		
<i>Expected Net Tourism Benefits (alpha=.67)</i>				.62	.46
Overall, <u>for Penghu</u> , the benefits of tourism will outweigh the costs of tourism	.64	9.08	.40		
Overall, <u>for me personally (or my family)</u> , the benefits of tourism will outweigh the costs of tourism	.71	9.80	.50		

Note. ^a reverse coded; AVE=average variance extracted

Table 3.1
Results of CFA: Final list of items (Cont.)

<i>Construct Indicators</i>	Completely standardized loading	t-value	Individual-item reliability	Composite reliability	AVE
<i>Attitude Toward Current Tourism Development (alpha=.84)</i>				.83	.63
Is current tourism development in Penghu satisfactory or not?	0.84	16.90	0.70		
Is current tourism development in Penghu good or not?	0.85	17.39	0.73		
Do you think “how tourism in Penghu is developed currently” is appropriate or not?	0.67	12.70	0.45		
<i>Attitude Toward Future Tourism Development (alpha=.82)</i>				.84	.58
How unnecessary/necessary it is to continue tourism development in Penghu in the future?	0.80	16.50	0.64		
How promising it would be to continue tourism development in Penghu in the future?	0.74	14.75	0.55		
How beneficial/harmful it would be to continue tourism development in Penghu in the future? a	0.67	12.63	0.44		
How inappropriate/appropriate it is to continue tourism development in Penghu in the future?	0.81	16.48	0.66		
<i>Intention To Support (alpha=.86)</i>				.86	.56
I will support the policy of making tourism the main industry in my community	0.74	14.75	0.55		
I will recommend Penghu to tourists/ friends who don't live in Penghu	0.80	16.43	0.64		
I will support tourism development in Penghu no matter what	0.68	13.24	0.47		
I will support attracting more tourists in the summer	0.80	16.55	0.64		
I will support attracting more tourists in the winter	0.70	13.66	0.49		
<i>Intention To Passively Object (alpha=.70)</i>				.66	.50
I won't care and don't want to know anything about tourism development in Penghu	0.72	11.05	0.52		
I will refuse to answer tourists' questions	0.69	10.81	0.48		

Note. ^a reverse coded; AVE=average variance extracted

The Measurement Model

A two-step approach to modeling (Anderson & Gerbing, 1988) was used to examine the hypotheses. The first step was to test the measurement model based on the PCA results. Results of the overall goodness-of-fit indices (chi-squares=676.56, $df=278$, $p<.001$, CFI=.94, NNFI=.93, RMSEA=.067) suggested that the overall model was adequate. The t-values of each indicator exceeded the critical level of 1.96 ($p=.05$). And, convergent validity of each construct was assessed through individual-item reliability, composite reliability, and the average variance extracted test (Bagozzi & Baumgartner, 1994; Netemeyer, Bearden, & Sharma, 2003) (see Table 3.1). Two political distrust items had individual-item reliability below the margin (0.4); however, it is more important to examine the composite reliability indexes, which address whether the construct was measured adequately by all indicators of the construct jointly (Bagozzi & Baumgartner, 1994). All the values of composite reliabilities were greater than .6, which is considered adequate. In addition, the average variance extracted of each construct was greater than .45. Overall, each construct had fair convergent validity.

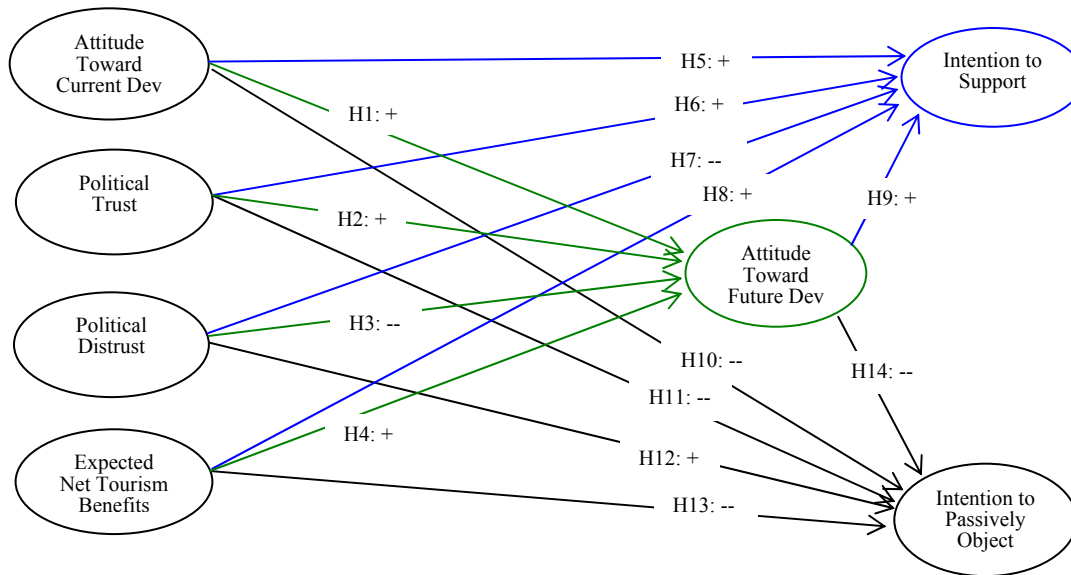
Additionally, discriminant validity was assessed through chi-square difference tests (between the unconstrained model and the constraint model, in which correlation of two constructs was constrained to 1), confidence interval tests (whether the confidence interval \pm two standard errors around the correlation estimate between the two construct includes 1), and Fornell and Larcker's criterion test (Anderson & Gerbing, 1988; Fornell & Larcker, 1981). The results suggested that all the constructs were statistically different (Three tables of discriminant validity test were listed in Appendix C).

Modified Theoretical Model

Based on the results of the discriminant validity test, the hypothesized structural model was modified (See Figure 3.2). The relationships between political trust (H2), political distrust (H3), expected net tourism benefits (H4), and attitude were maintained. However, perceived justice didn't merge and was eliminated from further analyses. Further, the attitude construct split into two constructs, current and future. Because there are no previous studies that have documented attitudes in this way, I modified my hypotheses to include:

H1: Attitude toward current tourism development is positively related to attitude toward future tourism development.

Further, intention to support local tourism development split into two constructs: intention to support and intention to passively object. Therefore, the hypothesized relationships were modified to reflect this change (see Figure 3.2).



Note. + Hypothesized positive relationship; -- Hypothesized negative relationship

Figure 3.2. Modified hypothesized theoretical model

Structural Model

The second step suggested by Anderson and Garbing (1988) is to test the structural model. The results of goodness-of-fit indices indicated that the structural model had adequate fit ($\chi^2=685.10$, $df=279$, $p<.001$, NNFI=.92, CFI=.93, RMSEA=.067).

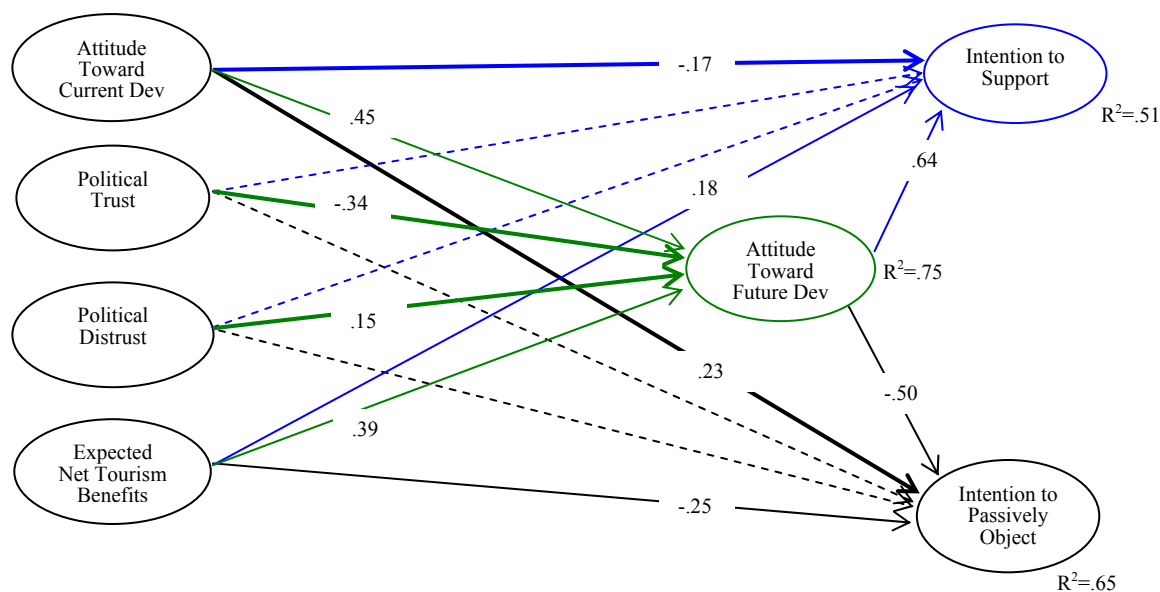
Results (see Figure 3.3) indicated that attitude toward current tourism development is the strongest antecedent of attitude toward future tourism development ($\beta=.45$), followed by expected net tourism benefits ($\beta=.39$). Both political trust and political distrust also have significant influence on attitude toward future tourism development; however, the directions were not as expected ($\beta=-.34$ and $.15$, respectively). Four antecedents explained 75% of the overall variance of attitude toward future tourism development.

In terms of the relationships with intention to support local tourism development, attitude toward future tourism development is the strongest predictor ($\beta=.64$), followed by expected net tourism benefits ($\beta=.18$). Unexpectedly, attitude toward current tourism

development is negatively related to intention to support local tourism ($\beta=-.17$). Attitude toward future tourism development, expected net tourism benefit and attitude toward current tourism development predict half of the variance of intention to support ($R^2=.51$).

Attitude toward future tourism development is also the strongest predictor of intention to passively object to local tourism ($\beta=-.50$), followed by expected net tourism benefit ($\beta=-.25$). Attitude toward current tourism development, again, is significantly related to intention to passively object but the direction contradicts my prediction ($\beta=.23$). The three antecedents explained 65% of the variance of intention to passively object local tourism.

Overall, attitude toward future tourism development is the strongest predictor of intention to support and intention to passively object to local tourism, followed by expected net tourism benefits, and attitude toward current tourism development; however, the direction of attitude toward current tourism development to intention to support and attitude toward current tourism development to intention to passively object were not expected. The relationships between political trust/political distrust and intention to support/passively object were partially mediated by attitude toward future tourism development. Further, the relationships between political trust and attitude toward future tourism development and political distrust and attitude toward future tourism development were in an unexpected direction.



Note. — significant path at .05 level; ---- Nonsignificant path at .05 level

$\chi^2=685.10$, $df=279$, NNFI=.92, CFI=.93, RMSEA=.067

Figure 3.3. Structural model tested

Discussion and Recommendations for Future Research

The primary purpose of this study was to examine the relationships among antecedents of attitudes (i.e., perceived justice, political trust/distrust, and expected net tourism benefits), attitudes towards tourism development and intention to support tourism development. The initial results associated with the measurement model were intriguing and as such are worth noting. First, as suggested by Lewicki et al. (1998) and McKnight and Chervany (2001), political trust and distrust were found to be separate and simultaneously operating constructs and their contribution to explaining future attitude varied. Further, the characteristics of political trust and distrust (i.e., benevolence, integrity, competence, and predictability) were not fully supported (McKnight & Chervany, 2001). The distinction of affective and cognitive based trust/distrust (McAllister, 1995) also didn't merge. Is this due to cultural differences (e.g., power distance) between respondents in each study? Further research should address this issue.

The perceived justice construct did not merge in this study. For distributive justice in particular, this may be because local tourism remains small-scaled and oriented towards domestic tourists; big developers from outside the country have not imposed on the local culture or economy. As a result, residents may not have encountered a great deal of unfair distribution. Evidence for this argument lies in the percentage of individuals (i.e., 10%) who chose "don't know" when responding to the perceived justice items. The average percentage who opted for "don't know" on the political trust items was 5.76%, expected tourism benefits was 3.75%, current attitudes was 0.73%, and intention to support was 1.12%. As for procedural and interactional justices, both might be intertwined with political trust/distrust due to overlapping characteristics with political trust/distrust and, as a result, both did not merge.

The construct of expected net tourism benefits was measured with two items. The Cronbach's alpha and convergent validity statistics showed that the construct was adequately measured. This is a promising result which provides support for the argument that asking about all types of tourism impacts (i.e., benefits and costs on economic, soc-cultural, and environmental dimensions) is cognitively complex and may also be an insufficient measurement (Conway, Schaller, Tweed, & Hallett, 2001). For example, Campbell (1999), in a study of Costa Ricans, found that half of the respondents thought that tourism was good or very good; but, only 13% could relate their belief to a specific positive impact. This response pattern reveals that residents' perception of tourism impacts is not specific. Therefore, if the purpose is

to test relationships among constructs, the overall-tourism-benefit measure may be a better substitute for the conventional measure of various kinds of expected tourism impacts.

The results revealed that attitudes toward current tourism development and attitudes toward future tourism development are statistically distinct from each other. Residents in this study have slightly positive attitudes toward current tourism development and their attitudes toward future tourism development are relatively positive. Attitude toward future tourism development might be a projection of the ideal situation of (tourism) development; whereas attitude toward current tourism development might be related to personal experience. But why and how tourism development in the future is regarded as so ideal may need to take into account the cultural and historical backgrounds of the study setting. Ethnographical studies may provide further details.

Intention to support and intention to passively object to local tourism development also were found to be different constructs. The dichotomous nature of intention to respond to local tourism development corresponds partially to Ap's (1992) typologies of residents' intention to respond to local tourism development. It does not, however, fully capture the embrace-withdraw continuum. The tolerance (e.g., willingness to accept negative impacts) and displacement (e.g., avoidance of negative impacts) suggested by Ap were not found in this study. Both tolerance and displacement illustrate trade-offs. Why the convergence of both constructs failed cannot be explained in this study; further investigation is suggested.

As for the final structural model, the relationships between expected net tourism benefits and intention to support and intention to passively object were *fully* mediated by future attitudes. The same can be said of the relationships between attitude toward current tourism development and both types of intentions, which were fully mediated by attitudes toward future tourism development. The relationships between political trust/distrust and both types of intentions were *partially* mediated by attitude toward future tourism development. From this standpoint, expected net tourism benefits should be included in models addressing attitudes toward future tourism development and intentions to respond to tourism development, but provide far from sufficient explanation.

The mediated relationships between expected net tourism benefits and both types of intentions suggest that when tourism benefits are expected to outweigh costs, residents tend to have positive attitudes toward future tourism development, support local tourism and not

passively object to local tourism. These results are consistent with previous research (Lee & Back, 2006; Yoon et al., 2001) and provide support for the application of the utilitarian motive perspective to the study of residents' attitudes towards and support for tourism development.

The direct relationships between attitude toward current tourism development and both types of intention were significant but the direction was unexpected. Perhaps this finding is due to cognitive dissonance. Cognitive dissonance is "the uncomfortable inconsistency between two or more elements, typically between an individual's attitudes and behaviors (Festinger, as cited in Heine & Lehman, 1997, p. 389). Brownstein (2003) argued that dissonance is "unpleasant, so people reduce the intensity of dissonance by changing elements so that they become less dissonant with each other, or they reduce the proportion of dissonant links by searching for new information that is not dissonant with other elements" (Brownstein, 2003, p. 546). Data from the follow-up interviews collected during June and November 2006 actually profiled the phenomenon. For example, several interviewees expressed negative attitudes toward current tourism development but support for local tourism development at the same time. When I asked why, some of them changed the subject to something else such as expected tourism benefits.

The unexpected direction might also be due to the characteristics of residents' intentions in a tourism context. Empirical studies have shown that political behavior, especially *collective* political action, is not always cost-benefit based but can be explained by multiple sociological factors such as citizen duty, civic responsibility, and cultural factors (Zafirovski, 2003). According to the interview data, interviewees who complained about current local tourism development commented that "you shouldn't be so selfish [not to support tourism development]" or "I will do my best [to help local tourism development] otherwise I will regret [it] someday."

The direction of the relationships between political trust and distrust and attitude toward future tourism development also were unexpected and contrary to nearly all of the earlier research (see Dahlstrom & Nygaard, 1995 for an exception). Perhaps the unique results are due to the dissonance effect as well as Hofstede's (1980) notions about "power." Taiwan has a high power distance culture according to Hofstede and therefore residents are expected to have low trust scores. Oddly, the relationships between trust/distrust and intentions to support or passively object to tourism development are nonsignificant. This is perhaps because

trust/distrust are affective, at times irrational (McAllister, 1995), and could be “a functional alternative to rational prediction for the reduction of complexity” (Lewis & Weigert, 1985, p. 969). Also, it might be due to the dissonance effect. I make this argument because tourism development is mostly a governmental policy, especially in Penghu where the government plays an active and leading role in tourism development. Within the context of a high power distance culture, what residents can do is limited and they tend to act as passive receivers. This phenomenon was revealed during my interviews and field observation in Penghu. As a result, instead of trying to “do something,” residents might tend to avoid, eliminate or adjust the effect of negative states (i.e., political distrust, low political trust) in their decision making process.

Overall, the unexpected results might also be because of an emotion effect. Lawler and Thye (1999) argued the importance of accounting for emotions in social exchange theory and suggest it doesn't make sense to view actors (e.g., residents) as unemotional individuals who cognitively process information. In seeking a comprehensive and a parsimonious model at the same time, the effect of emotions was not tested in this study. Further study should examine its possible influence.

Limitations

The issue of casino development has attracted residents' attention in the last decade and may have become a part of their memory (Fazio, 1995). Thus, questions directly associated with casino development might have a priming effect (Tourangeau & Rasinski, 1988). In addition, casino development involves the conflicts of values or norms (e.g., whether gambling is “right” or “wrong,” and/or whether to make money by operating gaming is ethical or not). Asking questions about values may activate thoughts about those values and then influence response to other questions (Bradburn, Sudman, & Wansink, 2004). Thus, in an effort to indirectly tell participants that this study was not about casino development only, I asked them to think of tourism development in the broadest of terms such as cultural tourism, ecotourism, and more. Further, expected tourism impacts, which are directly associated with casino development such as gambling addiction, were not included in order to limit the chance of directing respondents' attention to the casino issue. This approach, however, may have influenced individual response.

After consulting with local researchers, snowball sampling was used as an alternative to random sampling because the response rate for mail-back surveys is below 10% in Taiwan. While snowball sampling was deemed to be the best approach to data collection, it must be recognized that the results may not be representative of the resident population in Penghu.

Attitude toward current tourism development was tested as a predictor of attitude toward future tourism development. Results showed a significant relationship between current attitude and attitude toward future tourism development; however, the possible relationship in both directions should not be ignored. According to Karniol and Ross (1996), current knowledge can influence individuals' constructions of the future, and the images of the future can influence their present cognitive states. In other words, the relationship between attitude toward current tourism development and attitude toward future tourism development might be in both directions. In this study, however, the model could not be computed. Further validation is suggested.

Empirical Application

Researchers have indicated that distrust can serve as stimuli for improvement and a warning sign to prevent damage; therefore, the co-existence of trust and distrust is the phenomena of a healthy institution, contributes to effective group functioning, and is a means to promote trust (Kramer, 1999; Lewicki et al., 1998). The government should take action to understand why residents have slightly low trust and distrust in the government.

Penghu residents showed slightly favorable attitudes toward current tourism. In the long run, it is possible that dissatisfaction will result from the gap between attitude toward current and future tourism development. Efforts should be made to understand why there is a gap between both types of attitude before it's too late.

The fact that the perceived justice construct did not merge does not mean the issue can be ignored. Cross-cultural studies have documented that in collective cultures, (a) people view justice differently within- and between-group members; (b) to maintain harmony people tend to show an egalitarian division when distributive justice is associated with in-group members and, (c) equitable resource divisions when associated with between-group members (Bond & Smith, 1996). As tourism in Penghu continues, especially when outside investors enter the market, the

issue of justice, especially distributive justice will be salient. Continuous monitoring of related issues should be conducted.

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CHAPTER 4
DIVERSITY OF RESIDENTS' ATTITUDES TOWARD TOURISM
DEVELOPMENT IN THE PRESENT AND IN THE FUTURE

To be successful sustainable tourism must not "...destroy the resources on which [its future] will depend, notably the physical environment and the social fabric of the host community" (Swarbrooke, 1999, p. 13). Mainstream advocates of sustainable tourism such as *The International Ecotourism Society*, the *World Tourism Organization*, and the *United Nations Environmental Programme* have generated principles intended to buttress the management of sustainable tourism. One such principle is that in tourism decision-making, local residents must be consulted and empowered, and they also need to be informed about sustainable development issues (Swarbrooke, 1999). This is not as easy as it may appear. Involvement of local residents faces several obstacles, e.g., it is viewed as time and money consuming by administrators; it is not recognized as necessary by tourism planners and/or local residents; there is a lack of knowledge as to how to get residents involved (Timothy, 1999). This is especially true in societies where political control rests in the hands of the central government (Timothy, 1999). The majority of the public is eliminated from the involvement process and only the well-educated and trained researchers and consultants are considered. As a result, the general public loses its chance to determine its own goals for development and to express its hopes and concerns for tourism.

In reality, in every community there are different interest groups, all of whom have been impacted by their own individual history. In response, researchers have worked with sustainable tourism developers and managers to document clusters or types of residents based on their expected/perceived tourism impacts (Fredline & Faulkner, 2000; Madrigal, 1995; Ryan & Montgomery, 1994). Unfortunately this approach assumes that residents of host communities are outcome-driven and are able to rationally calculate different tourism impacts; it ignores the fact that individuals are social actors and may be influenced by moral principles and standards of appropriateness (Murphy, Wayne, Liden, & Erdogan, 2003; Turner, 1991). Thus, the primary purpose of this study was to document differences in resident subgroups' attitudes toward local tourism development using a holistic, summary evaluation of attitude.

Conceptualizing Attitude in a Tourism Context

An attitude represents “a summary evaluation of a psychological object captured in such attribute dimensions as good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislikable” (Ajzen, 2001, p. 28). Attitudes toward two attitudinal objects (i.e., local tourism development in the present and local tourism development in the future) will be included in this study because individuals’ attitude toward the future can be derived from their past or present experience and can influence how they evaluate things in the present (Hsee & Zhang, 2004; Karniol & Ross, 1996).

Factors that affect attitude include cognitive (i.e., feature-based beliefs such as outcomes and value-based beliefs such as trust) and affective (i.e., feelings and moods) antecedents (e.g., Bright & Manfredi, 1996; Bright, Barro, & Burtz, 2002; Eagly & Chaiken, 1993; Haddock & Zanna, 1999). Attitude, in turn, has been suggested to be a strong predictor of behavioral intention (Ajzen & Fishbein, 2000). In a tourism context, feature-based beliefs, which tend to be the focus of most tourism attitude studies, refer to perceived/expected impacts of local tourism development on residents’ lives (Ap, 1992; Bright & Manfredi, 1996; Lee & Back, 2006; Yoon, Gursoy & Chen, 2001). On the other hand, value-based beliefs refer to more abstract beliefs, including political trust, political distrust, and justice (Haddock & Zanna, 1998). Affect, the second antecedent of attitude, refers to feelings and moods when people see and/or think of the attitude object, e.g., tourism development (Eagly & Chaiken, 1993). Residents in a community where tourism development is being considered or on-going may experience hope and optimism, while others may experience worry and anger (McGehee & Andereck, 2004). Therefore, adopting a holistic perspective of attitude, clearly incorporating outcome, social norms, and affect is appropriate in a tourism development context. In this study, I use attitude as the criteria for clustering residents instead of perceptions of tourism impacts, which has been the norm in most tourism attitude research (e.g., Fredline & Faulkner, 2000; Madrigal, 1995; Ryan & Montgomery, 1994). For an exception see Davis, Allen, and Cosenza (1988).

Attitude as a Tool for Segmentation

Attitude has been used to segment various publics. Pate, Manfredi, Bright and Tischbein (1996), for example, found that residents who have positive and negative attitudes

toward reintroducing gray wolves into Colorado hold different sets of beliefs. Residents with negative attitudes toward wolf reintroduction thought it undesirable because it would likely cause negative outcomes such as wolf attacks on livestock and financial loss to ranchers. Residents with positive attitudes regarded the policy as desirable not only because it would lead to positive outcomes, e.g., to keep deer and elk populations in balance, but also it related to more abstract values, e.g., to return the environment back to the way it once was. Similar results were documented in a political context. Tetlock (1984) documented that people on opposing sides of socio-political issues may base their attitude on different sets of beliefs and that political extremists have different cognitions from people with more neutral attitudes about politics.

Further, Bright et al. (2002) noticed that the valence of attitude (i.e., the positivity or negativity of the attitude object; Brendl & Higgins, 1996) moderates the relationships between attitudes toward urban ecological restoration and other constructs. More specifically, they found positive attitudes to be related to wildlife value and positive outcomes while negative attitudes were related to negative outcomes and emotions. In addition, residents with positive and negative attitudes did not greatly differ on the means of negative outcomes but differed on positive outcomes, basic beliefs, knowledge, and behavior.

Based on the results of these studies it appears that the public can be classified into distinct and internally homogeneous groups on the basis of attitude valence and/or on the basis of attitude extremity (i.e., the degree of an attitude away from neutral; Abelson, 1995). In addition, subgroups with different tourism attitudes may not hold the same cognitions, affects, and express the same likelihood to react to tourism development. Bright et al. (2002) and Pate et al. (1996) have already documented that individuals with positive and negative attitudes toward ecological policies differ on other constructs such as beliefs, affects, and behavior. They have not, however, accounted for the possibility that individuals may have a “neutral” attitude or an attitude toward current and future tourism development at the same time. Keeping in mind this potential (i.e., tourism in the present and tourism in the future on a negative-neutral-positive continuum) when considering residents attitudes towards tourism development, nine subgroups could theoretically exist. However, realistically, it is possible that there are not equal numbers of residents for each of the nine subgroups and it is also possible that the vast majority of residents fall into a few subgroups.

Study Purpose, Research Questions, and Hypotheses

The primary purpose of this study was to document differences in resident subgroups' attitudes toward local tourism development using a holistic, summary evaluation of attitude. The secondary purpose was to test how residents with different attitudes differ on cognitive (i.e., political trust/distrust, perceived justice, expectation of tourism benefits) and affect as well as behavioral intention.

Two research questions were addressed:

1. Is there a heterogeneous attitude toward local tourism development?
2. If yes, how do different segments of residents differ in terms of their attitudinal antecedents and behavioral intentions?

The second research question was examined by addressing the following two hypotheses:

1. Subgroups who have different attitudes toward tourism development differ on the relationships between antecedents (i.e., expected tourism impacts, affect, political trust, perceived justice), tourism attitudes, and intentions to support tourism development.
2. Across clusters, the composite means of antecedents and intention to support are different.

Methods

Study Context: A Portrait of Tourism in Penghu

Consisting of 64 islands and a population of approximately 90,000, Penghu County is the only island county of Taiwan. Like most of the rural areas and islands in Taiwan, Penghu County has experienced a loss of population and a decline in traditional industries, i.e., fishery and agriculture. Further, approximately 95% of Penghu County's annual budget is subsidized by the central government (Lee, 2001).

Tourist arrivals (mostly domestic) to Penghu Islands first started in the 1970s due primarily to the attraction of its extended and curved coastlines, bays, flat-topped basalt formations, water-based activities, and ancient sites. After downturns resulting from an air crash, the SARS crisis, and policy changes in the last decade, tourist numbers have increased 140% to 540,000, six times the size of the local population (Penghu Scenic Area Administration, 2007). Gradually, Penghu has become a popular tourism destination in Taiwan

and the local government regards tourism development as the main strategy for local economic development (Penghu County Government, 2001).

Due to seasonality, cyclicity, and weather factors, which are major constraints to local tourism development, local businesses remain small scaled and locally owned. In order to attract large-scale development, the government has been soliciting proposals from developers. For example, in an effort to attract large investments, the government introduced a 35-year Build Operation Transfer proposal. While seemingly positive, residents have not been supportive. At the end of 2005 residents protested the development of a 5-star hotel along the coastline (Cooloud, 2006). The primary issues driving the protest were: (a) the local community was not informed of the proposal; (b) residents will lose access to the public beach, where the proposed hotel is to be built; (c) residents suspect that the government won't monitor possible tourism costs, especially the ecological system along the coast; and, 4) the government is perceived to have taken an unfair stand on this proposal, e.g., the proposal was accepted with little attention being paid to potential environmental impact (Li, 2005; Taiwan Academy of Ecology, 2006). In response to the protest, the government held a series of public hearings and discussions; however, angry residents as well as people living in other areas of Taiwan have blocked the proposal.

Another local development issue is with casino development. For more than a decade public hearings and debates have been held with residents in an effort to increase awareness about the potential influences associated with casino development and if it is legalized, how it would be operated. An argument in support of casino development is that a casino will attract more tourists, especially international tourists in the winter. Given that domestic tourists have been the main target of Penghu tourism and that businesses are locally owned, major changes are expected if casino development is allowed.

Given the type and level of tourism development in Penghu as well as the varied involvement of residents in the development process, Penghu was deemed to be an appropriate environment in which to conduct this study.

Instrumentation

A self-administered questionnaire written in traditional Chinese was used to address the study purpose. The questions included in the questionnaire were derived from a comprehensive

literature review, including literature published in Chinese. This approach accounted for western and indigenous (i.e., Taiwanese) perspectives (Sue & Chang, 2003) and minimized potential problems of bias due to cultural factors (van de Vijver & Leung, 2001). Question development was also influenced by the results of 20 in-depth interviews I conducted in an earlier study (i.e., 2002) on a similar topic. Except for the socio-demographics, all items were measured on a 5-point scale plus a “don’t know” category.

Political trust and distrust. Twenty two items were adopted from the work of Andriotis (2002), Atuahene-Gima and Li (2002), Godfrey (1998), McAllister (1995), Weakliem and Villemez (2004), and earlier work I conducted in 2002. Items were designed to capture the attributes summarized by McKnight and Chervany (2001), cognitive and affective characteristics (McAllister, 1995), and levels of trust/distrust, e.g., government in general, tourism department specifically (Levi & Stoker, 2000).

Justice. Justice was measured with 17 items, which were adopted from instruments used by Akis, Peristianis, and Warner (1996); Blodgett, Hill, and Tax (1997); Godfrey (1998); McCool and Martin (1994); and the earlier interview data I collected. The three kinds of justice mentioned in the literature were included. For instance, “Tourism benefits are gained mostly by residents in Makung City” was included as a measure of distributive justice; “It’s difficult for residents to get complaints about tourism heard” represented procedural justice; and “The government officers listened politely to what the residents had to say” was included to measure interactional justice.

Expected net tourism impacts. Adopted from Yoon et al.’s (2001) and Lee and Back’s (2006) research, residents were asked to indicate their level of agreement with two statements: “Overall, for Penghu, the benefits of tourism will outweigh the costs of tourism” and “Overall, for me personally (or my family), the benefits of tourism will outweigh the costs of tourism.” Distinguishing between collective and self-benefits is important according to Kwan and McCartney (2005), Lankford (1994), Lindberg and Johnson (1997), and Perdue, Long, and Kang (1999).

Affects. Fourteen items were used to measure affects associated with local tourism development. Some items were borrowed from tourism studies, although they were not treated as affect but attitudes (Andereck & Vogt, 2000; Teye, Sonmez, & Sirakaya, 2002). Items were designed to capture the four basic emotion categories—joy, anger, sadness, and fear (Shaver,

Schwartz, Kirson, & O'Connor, 1987). The "love" category suggested by Shaver et al. was not included because it is believed to be more applicable to the study of close/romantic relationships.

Attitudes toward local tourism development. Attitudes toward local tourism development were measured using semantic differential scales (e.g., bad/good, inappropriate/appropriate, harmful/beneficial) (Bagozzi, Baumgartner, & Yi, 1992; Bright et al., 2002; Eagly, Mladinic, Otto, 1994). Eight attitude items were phrased in such a way as to account for both attitudes toward current and future local tourism development, as mentioned previously.

Intention to respond to local tourism development. Based on Ap's (1992) recommendation, I included 20 items that addressed different typologies of intention: embrace—"I will support local tourism no matter what," tolerance—"I am willing to accept the inconvenience caused by local tourism," displacement—"I will avoid going to crowded places such as beaches that are full of tourists," and withdraw—"I don't want to care or know anything about local tourism." I also ensured that the items addressed specific and general measures of intention (Kaiser, Wolfing, & Fuhrer, 1999). Too general intention may inflate the relationships with attitude simply because it reflects the expectation (vs. plan to perform) and evaluation of the behavior; too specific intention may have a weak relationship with attitude, or no relationship just because it is too context sensitive (Eagly & Chaiken, 1993).

The final section of the questionnaire focused on residents' socio-demographic characteristics as well as their involvement with local tourism development, such as percentage of household income derived from local tourism industry.

Prior to translation of the questionnaire, three faculty familiar with tourism concepts and attitude research were asked to assess the face validity of the study instrument. Then, two professional translators and I translated the questionnaire independently. I then merged each version (n=3) and had the merged version checked by a third professional translator. Using multiple translators "provided a richer pool of options" and therefore, "better [optimized] wording in the target language than back translation" (Harkness, Pennell, Schoua-Glusberg, 2004, p. 448, 464). Translation discrepancy was discussed with the professional translators until consensus was reached. Follow-up with residents of Penghu allowed for a final check of the translation and wording, as well as the response rating scale (e.g., bipolar vs. unipolar vs. 5-

point or 11-point scale) (Peterson, 2000; Smith, 2003). Further, “favorable-unfavorable,” which has been used to measure attitude and has been recommended because of its pure evaluative characteristic (Zanna & Rempel, 1988), was deleted after the translation work. It was deleted because (a) the translators provided different translations of “favorable-unfavorable” and (b) no Chinese words were comparable to the translations provided by the translators. Therefore, regardless of the frequent usage of “unfavorable/favorable” in the study of attitude, in this study the term could not be as ambiguous as the source item (Harkness et al., 2004) and as such was not included in the final draft of the questionnaire.

Data Collection

Using a combination of proportionate stratified sampling and snowball sampling, 366 copies of the questionnaire were distributed to residents in Makung, the major city in Penghu, and four additional townships. The decision to deliver questionnaires to separate residential areas was based on the results of a previous study (Yen, 2003), which documented that residents of Makung were experiencing a greater number of economic benefits associated with tourism than residents of surrounding townships. Further, in order to increase variation in response to the expected tourism impact items (Fabrigar, Wegener, MacCallum, & Strahan, 1999), separate sample sizes for each residential area (i.e., Makung and the four townships) were calculated as follows: total number of voters in city or township/total number of voters in Penghu in the latest (i.e., 2001) county magistrate election minus the number of voters in Chi-meí. Residents of Chi-meí Island (i.e., Chi-meí township) were not included because the township (3.6% of the total population) was not accessible during the data collection period due to poor weather conditions.

On average, questionnaires were returned in 7.3 days (from 1-14 days). Because the key informants were more familiar with residents than myself, this approach was expected to earn trust from the participants, decrease rejection rate, and decrease the potential for a social desirability effect. Among the 366 copies of the questionnaires distributed, 357 were returned during December 2005 and January 2006. The response rate was 98%, the same as another study conducted in this area (Hong, 2004).

Data Analysis and Preliminary Results

The first step in the preliminary data analysis of the 322 valid questionnaires was an exploratory factor analysis (EFA). The selection of I “don’t know” was treated as missing value. Using the eigenvalue greater than one rule, a scree plot test, and an assessment of simple structure, four separate principal components analyses (PCA) were performed for (political trust, political distrust, justice), affects associated with local tourism, attitudes toward tourism development, and intention to respond to local tourism development. I put trust, distrust and justice together to run PCA because of their overlapping characteristics. For instance, perceived fairness and impartiality in decisions is identified as one of the important components of trustworthiness attributes (Tyler & Degoey, 1996). Miller and Listhaug (1990) also mentioned that government being fair is one of the normative expectations held by the public. In a tourism context, both procedural justice and interactional justice are associated with government and can't be easily distinguished through conventional judgment.

With respect to the dimensions of value-based cognitions (i.e., trust/distrust/justice), 37 of the original 39 items loaded on two factors: political trust (19 items) and political distrust (18 items). The results of the EFA also documented that the affect construct consisted of two factors—positive affect (5 items) and negative affect (6 items). The results associated with the attitude construct were similar. Two factors emerged and were labeled, “attitudes toward current tourism development” (3 items) and “attitudes toward future tourism development” (4 items). The final construct, response to tourism development, included two dimensions: “intention to support” (11 items) and “intention to passively object” (4 items).

Follow-up assessments of the internal consistency of all resulting factors were also conducted. However, prior to determining the final Cronbach’s alpha, items were deleted one by one until either five items remained in the factor or the Cronbach’s alpha reached the cut off point of .70 (Kenny, 1979; Kline, 2005). This approach was based on the belief that an inflated Cronbach’s alpha may result simply due to the number of items in a factor (e.g., 19 in political trust) (Nunnally, 1978). In addition, the Cronbach's alpha was determined for the two items comprising the expected tourism benefits construct. The alpha values for all constructs ranged between .67 through .89, indicating that each factor had adequate reliability.

The second step in the preliminary data analysis involved confirmatory factor analysis, which was used to test the convergent and discriminant validity of each construct. The results

suggested the measurement model fit the data (chi-square=1271.15, $df=558$, $p<.001$, CFI=.93, NNFI=.92, RMSEA=.063) and each indicator had a significant loading (t-value is greater than the critical level of 1.96). Further, convergent validity was assessed based on composite reliability ($>.6$) and the average variance extracted test ($>.45$) (Bagozzi & Baumgartner, 1994; Netemeyer, Bearden, & Sharma, 2003). Discriminant validity was tested based on confidence interval tests (whether the confidence interval \pm two standard errors around the correlation estimate between the two construct includes 1), Chi-squares difference tests (between the unconstrained model and the constraint model, in which correlation of two constructs was constrained to 1), and Fornell and Larcker's criterion test (see Appendix D; Anderson & Gerbing, 1988; Fornell & Larcker, 1981). Results suggested that convergent and discriminant validity of each construct was reached. The final list of items can be found in Table 4.1.

Table 4.1
Results of CFA: Final list of items

<i>Construct</i> Indicators	Completely standardized loading	t- value	Composite reliability ($>.6$)	AVE ($>.45$)
<i>Political Trust</i> (alpha=.89)				
Local government and agencies' roles as facilitators for tourism development here	0.68	13.04	0.86	0.54
Tourism planning authorities pay attention to residents' opinions on local tourism development	0.67	12.86		
Tourism officials approach their jobs in tourism with professionalism	0.80	16.35		
Tourism planning authorities balance the needs of local residents with the desire to increase tourism	0.78	15.82		
I believe in the information provided to us by our government (e.g., the public polls/surveys)	0.75	15.03		
<i>Political Distrust</i> (alpha=.84)				
Money is not efficiently used	0.62	11.51	0.83	0.50
Different governmental depts don't cooperate with each other well in the development of tourism	0.58	10.68		
What the government has done is for performance, not real	0.78	15.49		
The government doesn't have the guts to develop tourism	0.79	15.87		
The government is irresponsible and doesn't pay attention to Penghu tourism matters	0.75	14.83		
<i>Expected Net Tourism Benefits</i> (alpha=.67)				
Overall, <u>for Penghu</u> , the benefits of tourism will outweigh the costs of tourism	.65	9.51	.62	0.46
Overall, <u>for me personally (or my family)</u> , the benefits of tourism will outweigh the costs of tourism	.70	9.96		

Items were measured on 1-5 point Likert-scale (1=strongly disagree and 5=strongly agree)

Table 4.1
Results of CFA: Final list of items (continued)

<i>Construct</i> Indicators	Completely standardized loading	t- value	Composite reliability (>.6)	AVE (>.45)
<i>Attitude Toward Current Tourism Development</i> (alpha=.84) (Is current tourism development in Penghu __)				
Dissatisfactory/satisfactory	0.84	17.46	0.83	0.62
Bad/good	0.85	17.75		
Inappropriate/appropriate	0.66	12.56		
<i>Attitude Toward Future Tourism Development</i> (alpha=.82) (Is future tourism development in Penghu __)				
Unnecessary/necessary	0.80	16.22	0.84	0.58
Not promising/promising	0.74	14.55		
Beneficial/harmful a	0.67	12.75		
Inappropriate/appropriate	0.82	16.73		
<i>Negative Affect</i> (I feel __ when I think of tourism development in Penghu) (alpha=.87)				
Ashamed	0.65	12.37	0.86	.56
Angry	0.69	13.43		
Frustrated	0.80	16.38		
Sad	0.87	18.76		
Disappointed	0.72	14.12		
<i>Positive Affect</i> (I feel __ when I think of tourism development in Penghu) (alpha=.83)				
Proud	0.73	14.16	0.80	0.53
Satisfied	0.83	16.98		
Happy	0.79	15.69		
Excited	0.52	9.26		
Full of hope for the future	0.44	7.64		
<i>Intention To Support</i> (alpha=.86)				
I will support the policy of making tourism the main industry in my community	0.74	14.73	0.86	0.56
I will recommend Penghu to tourists/ friends who don't live in Penghu	0.80	16.43		
I will support tourism development in Penghu no matter what	0.68	13.27		
I will support attracting more tourists in the summer	0.80	16.52		
I will support attracting more tourists in the winter	0.70	13.70		
<i>Intention To Passively Object</i> (alpha=.70)				
I won't care and don't want to know anything about tourism development in Penghu	0.75	12.08	0.67	0.51
I will refuse to answer tourists' questions	0.67	10.97		

^areverse coded

Attitude items were measured on a semantic differential 1-5 point scale; the others were measured on a 1-5 point Likert-scale (1=strongly disagree and 5=strongly agree)

Results

Profile of Respondents

The average age of respondents was 41 (SD=11) and slightly more than half (54%) were female. Fifty-three percent reported a household income between NTD240,000 and 720,000 (USD7500-22,500) per year. The vast majority (88%) of respondents were born in Penghu and on average, have lived there for 33 years (SD=14). Most are not associated with tourism; only eight percent have tourism-related jobs, another six percent work for the government directly or indirectly with tourism, and sixteen percent have family working in tourism.

In terms of their opinions about local tourism development, in general, respondents had slightly positive attitudes toward current tourism development (mean=3.12, SD=.71) and more favorable attitudes toward future tourism development (mean=3.87, SD=.61). They expressed slightly low trust in the government (mean=2.85, SD=.73) and higher political distrust (mean=3.54, SD=.72). In addition, they believed that tourism benefits outweigh tourism costs (mean=3.33, SD=.80). They tended to have low negative affects (mean=2.64, SD=.67) and instead expressed slightly positive affects (mean=3.21, SD=.58). In addition, they intended to support local tourism (mean=3.74, SD=.63) and not to object to local tourism (mean=2.44, SD=.76).

Cluster Analysis and Validation

Cluster analysis was used to identify groups of respondents based on seven attitude items. The decision to use seven attitude items instead of factor scores of two attitude constructs is based on the notion that the variables that truly discriminate among the groups are not well represented in most factor solutions (Hair, Black, Bain, Anderson, & Tatham, 2006). In addition, clustering seven items is manageable and is not necessary to use factor scores to reduce the data. K-means cluster analysis and two-step cluster analysis were used to address the first purpose of this study. K-means cluster analysis, considered to be the most subjective, requires that the number of clusters be specified in advance. Two-step cluster analysis automatically selects the best number of clusters based on statistics (SPSS 14). Using both types of cluster analysis allows researchers to obtain more realistic and interpretable results. Using K-means cluster analysis, two to five cluster solutions were examined based on the recommendations of Fredline and Faulkner (2000), Madrigal (1995), and Ryan and

Montgomery (1994). A three-cluster solution was chosen based on the sample size of each cluster (Perez & Nadal, 2005) and to facilitate managerial application (Oh, Ditton, Anderson, Scott, & Stoll, 2005). Different groups of residents were identified: 1) “neutral” residents (N=85, 27%), 2) unsatisfied optimists (N=100, 31%), and 3) happy supporters (N=135, 42%). All clusters differed on the seven attitude items (Figure 4.1). A follow-up two-step cluster analysis was used for validation. Finally, a robust validation of the three-cluster solution was conducted with discriminant analysis. Overall, 98.7% of the cases were classified accurately (Table 4.2).

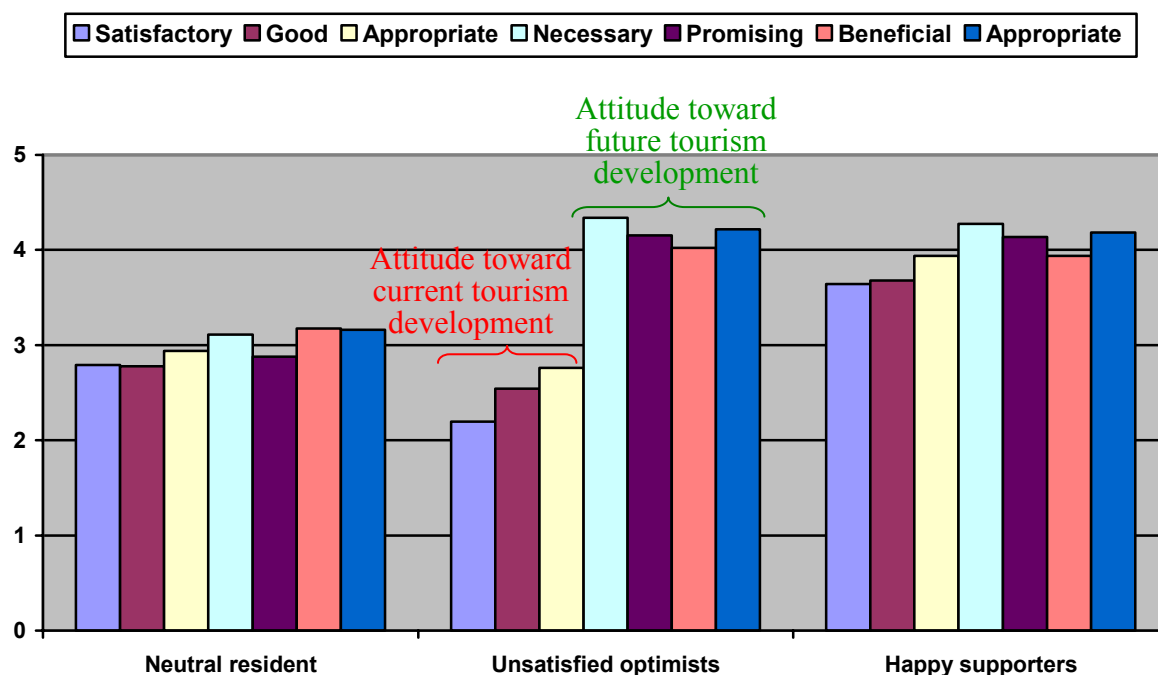


Figure 4.1. Differences in attitude items among groups: MANOVA results
 Note. Wilks' lambda=.145; F=68.527; p=.000+; Items were measured on 5-point bipolar scale

Table 4.2

Replicability of cluster solutions: Discriminant analysis results

Actual membership	N	Predicted membership					
		Cluster 1 Neutral Resident		Cluster 2 Unsatisfied Optimist		Cluster 3 Happy Supporter	
		%	(N)	%	(N)	%	(N)
Cluster 1	81	96.3	(78)	2.5	(2)	1.2	(1)
Cluster 2	92	0.0	(0)	98.9	(91)	1.1	(1)
Cluster 3	131	0.0	(0)	0.0	(0)	100.0	(131)

Note. 98.7% of the cases were correctly classified.

Additional validation was sought by comparing the clusters on variables not included in the original clustering procedure (Everitt, 1974), e.g., social demographic variables. By comparing socio-demographics across clusters can also help tourism administrators to identify each special population (Hooley & Hussey, 1999). Chi-square and ANOVA analyses indicated differences tied to gender, location of residency, and type of job.

Further, to test the second purpose of this study a path model (Figure 4.2) was tested for each cluster using LISREL 8.7. Because the sample size of each cluster is not sufficient to perform measurement and structural model comparisons simultaneously, instead of using latent constructs, the composite mean of each construct was created using SPSS14.0. Results of the path models for three clusters are presented in Figures 4.3-4.5.

In addition, cognitions (i.e., political trust, political distrust, and expected tourism benefits), affects (i.e., positive and negative affects), and behavioral intention (i.e., intention to support and object to local tourism development) were compared between the three clusters. Comparisons on individual items and composite means of each construct revealed similar patterns. To keep the interpretation simple, results were presented based on comparisons on composite means. Results of MANOVA suggested that the three clusters differed based on different types of beliefs, affects, and intentions (Table 4.3).

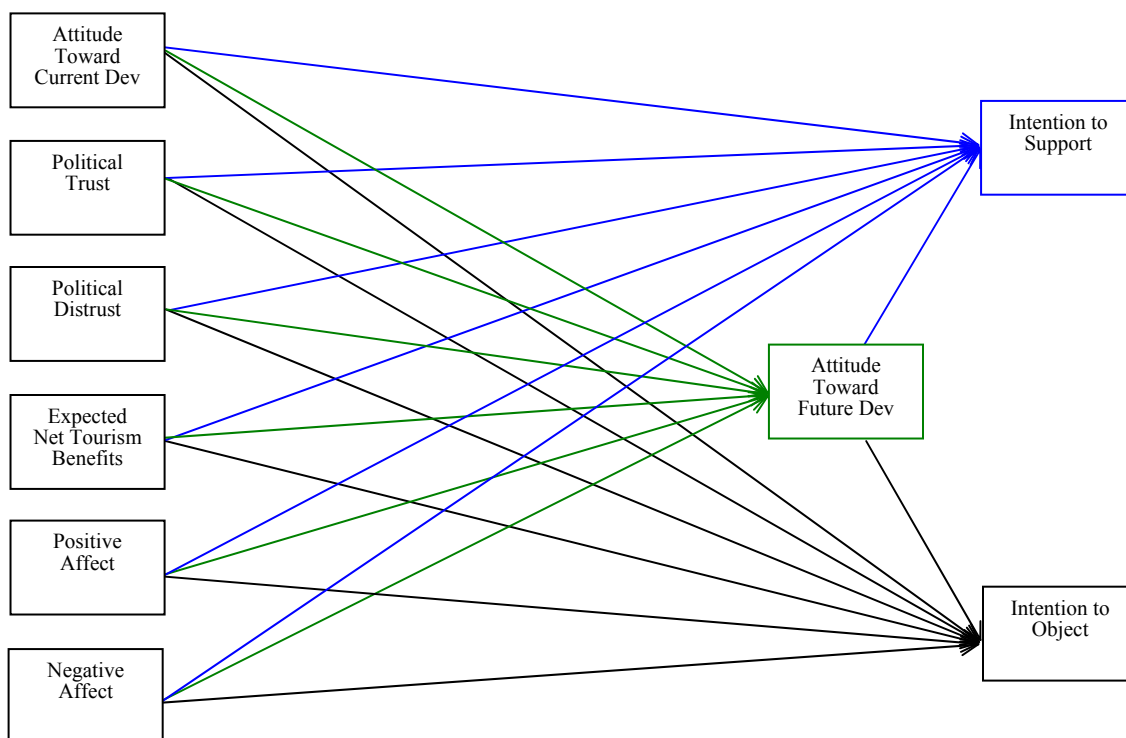
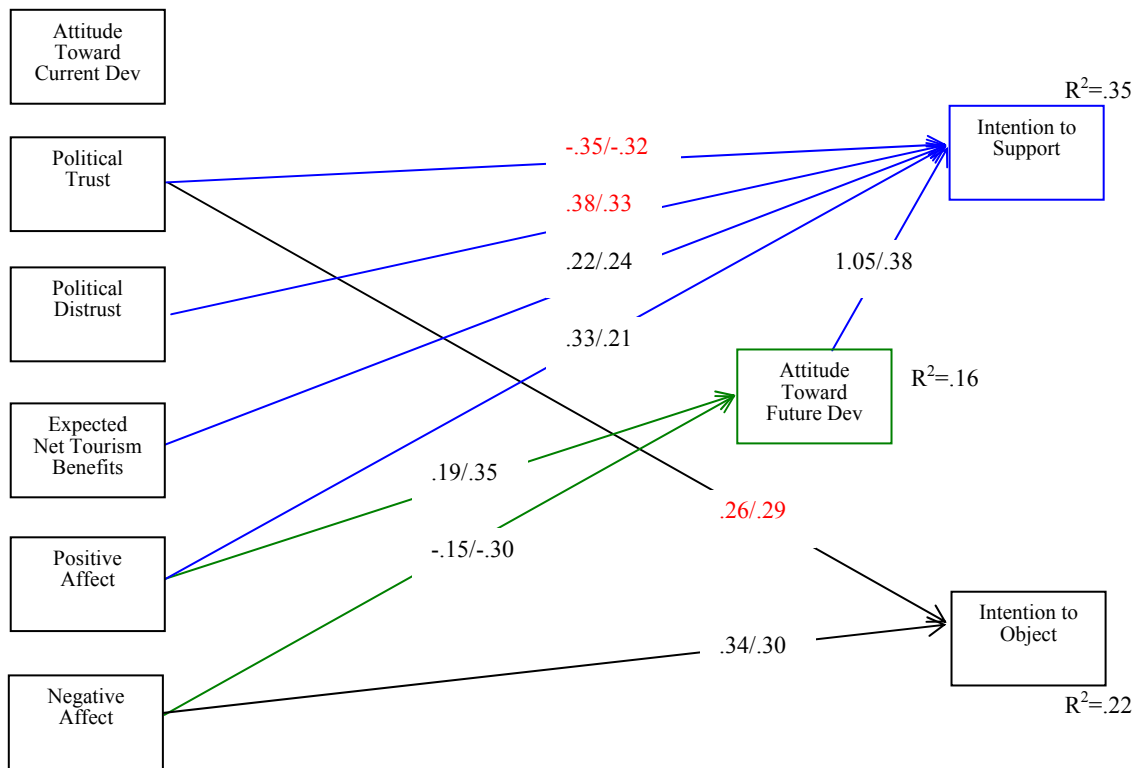


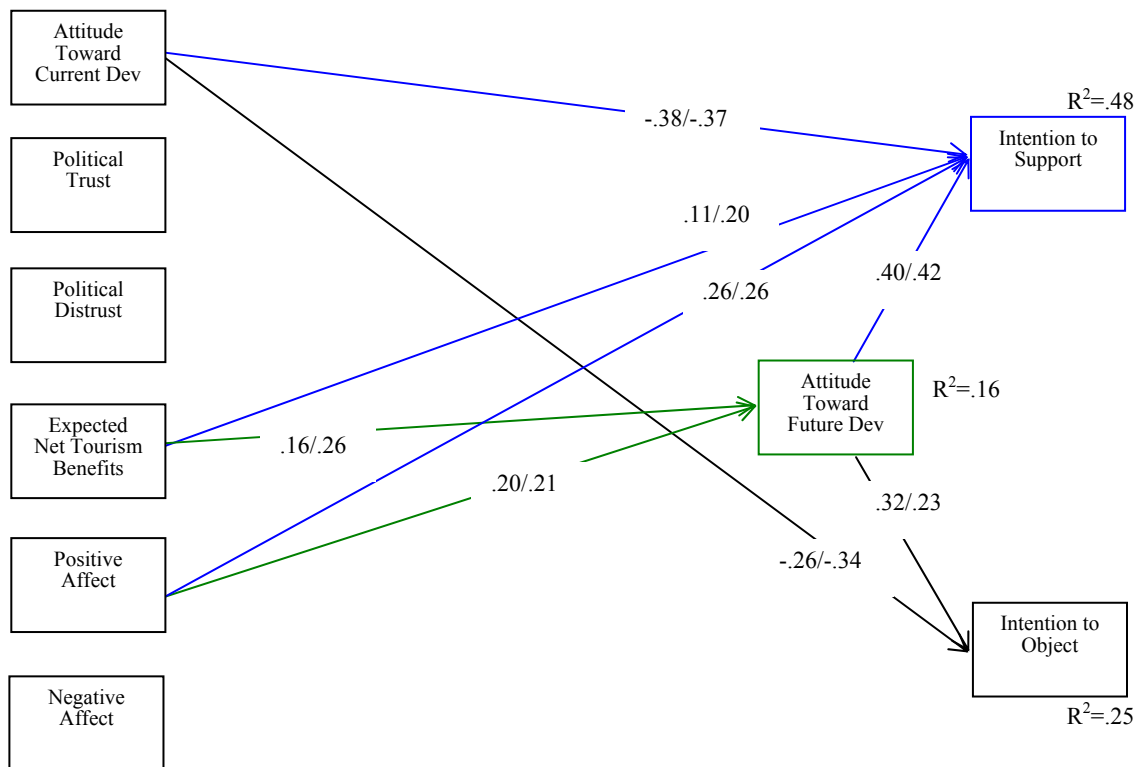
Figure 4.2. Baseline model for group comparison



Note. CFI=.99, GFI=1, RMR=.009; b/beta; Nonsignificant paths are not indicated (p at .05 level)

Red value=unexpected path

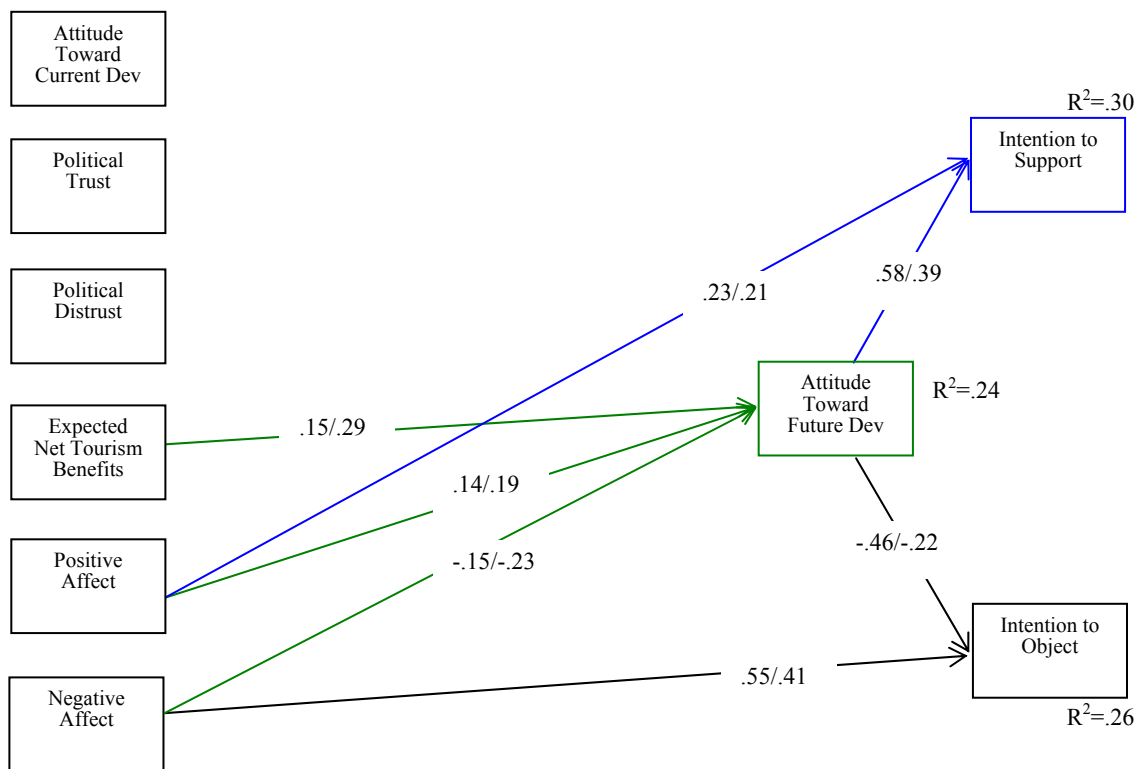
Figure 4.3 Relationships between antecedents, attitudes, and intentions-Neutral Residents (N=85)



Note. CFI=.95, GFI=.97, RMR=.015; b/beta; Nonsignificant paths are not indicated (p at .05 level)

Red value=unexpected path

Figure 4.4 Relationships between antecedents, attitudes, and intentions- Unsatisfied Optimists (N=100)



Note. CFI=.97, GFI=.99, RMR=.012; b/beta; Nonsignificant paths are not indicated (p at .05 level)

Red value=unexpected path

Figure 4.4 Relationships between antecedents, attitudes, and intentions- Happy Supporters (N=135)

Table 4.3

Differences of composite means in beliefs, affects, and intention among groups: MANOVA results

Construct means	Clusters			F value	<i>p</i> value	Partial Eta ²	Mean	SD
	Neutral Residents (N=85)	Unsatisfied Optimists (N=100)	Happy Supporters (N=135)					
Political Trust	2.794 ^a	2.517 ^b	3.137^c	23.602 ¹	.000	.14	2.850	.725
Political Distrust	3.308 ^a	3.953^b	3.370 ^a	28.060 ²	.000	.16	3.541	.717
Expected Net Tourism Benefit	3.103 ^a	3.428^b	3.398^b	4.441 ¹	.000	.03	3.332	.800
Negative Affect	2.841 ^a	2.799 ^a	2.394^b	16.249 ¹	.000	.10	2.639	.672
Positive Affect	3.030 ^a	3.021 ^a	3.481^b	26.008 ¹	.000	.15	3.218	.588
Intention to Support	3.312 ^a	3.856^b	3.905^b	28.010 ²	.000	.16	3.736	.634
Intention to Passively Object	2.744 ^a	2.211^b	2.438^b	11.470 ²	.000	.07	2.444	.756

Wilks' Lambda=.586; F=12.879; p=.000+

Note. Items were measured on 5-point scale. Means with the same superscripts indicate non-significant difference.

¹ Equal variance assumption was violated; the Tamhane post-hoc test was utilized. ² Equal variance was assumed; the LSD post-hoc test was utilized

Overall Descriptions of Each Cluster

Despite the fact that the overall sample has common opinions about local tourism development, certain degrees of inter-group variation were revealed in terms of composite mean scores of the constructs and relationships between constructs. “Neutral” residents have neutral attitudes toward local tourism development at present and in the future. They also have neutral agreement on most of the other constructs, especially on positive affects and expected tourism benefits. They are less likely than other types of residents to believe that tourism development will bring more benefits than costs. They intended to support tourism development but their intention to do so is weaker than other groups. They are more likely to live in a rural area and tend to have an unstable income/job (e.g., no job, homemakers, etc.). Their attitude toward future tourism development was influenced by affects only, and their intention to object was influenced by political trust and negative affect. On the contrary, their intention to support was influenced by expected net tourism benefits, political trust, political distrust, positive affect, and attitude toward future tourism development.

“Unsatisfied Optimists” include residents who are unsatisfied with the current state of tourism, and hope for possible success in the future. They believe that tourism will bring more benefits than costs. On the other hand, they are the group showing the lowest trust in the government and highest distrust in the government. Nevertheless, they express greater willingness to support and lower possibility to object to local tourism development than “Neutral” residents. They are more likely to be male and live in a gateway city to tourism destinations. In terms of job patterns, they tend to work in the tourism industry or are government employees who work directly or indirectly with tourism. As for the relationships among constructs, their attitude toward future tourism development is predicted by expected net tourism benefits and positive affect; their intention to support is predicted by attitude toward current tourism development, expected net tourism benefits, and positive affect; their intention to object is predicted by attitude toward current tourism development and expected net tourism benefits only.

“Happy Supporters” are those who are satisfied with current tourism development and, at the same time, consider it necessary and promising to continue tourism in the future. They believe tourism development will bring more benefits than costs. They trust the government more than the others. They expressed the strongest positive affects and weakest negative affects

associated with tourism. They showed strong intention to support and engage in local tourism development. They tend to be female, more likely to live in rural areas that rely heavily on tourism, have stable jobs (e.g., teachers), and/or are in the declining industries (e.g., fishery, agricultures, etc.). Their future attitude is influenced by expected tourism benefits and both affects; their intention to support is influenced by positive affect and attitude toward future tourism development; and their intention to object is influenced by negative affect and attitude toward future tourism development.

Discussion and Implications

The result confirmed that the sample included three groups of residents based on attitude toward tourism development at present and in the future. The primary theoretical implication of this finding is that each group emphasizes various beliefs differently, shows its affects in multiple ways, and intends to react to local tourism development differently.

For example, Happy Supporters' attitude toward future tourism development is predicted by expected net tourism benefits and both affects. Further, this group tends to believe that tourism benefits outweigh costs. The results are consistent with Bright et al. (2002)'s finding; however, due to the fact that two kinds of attitudes were used to cluster residents in this study, these cluster results were more complex than theirs.

The most surprising result occurred with "Unsatisfied Optimists." Residents who have less favorable attitudes toward current tourism development tend to have less trust in government, and are more likely to suspect government. However, they also tend to have higher expectations of tourism benefits, hold more favorable attitudes toward future tourism, are likely to support tourism, and are less likely to object to local tourism development. Further, the future attitude of "Unsatisfied Optimists" has the weakest predictive power on intention to support which corresponds to Lavine, Thomsen, Zanna and Borgida's (1998) finding that ambivalence (i.e., co-existence of positive and negative attitudes; Jonas, Diehl, & Bromer, 1997) may lead to low attitude-intention consistency.

The findings also indicated that Neutral Residents' attitude toward future tourism development is not predicted by any cognition; whereas both future attitudes of the other groups are predicted by expected net tourism benefits. In addition, all expected net tourism benefits, political trust, and political distrust have significant effects on "Neutral Residents"

intention to support, which is different from the other groups. This is consistent with Tetlock's (1984) finding that people with neutral attitude have different beliefs from people with extreme attitude.

On the other hand, the finding that "Neutral Residents" are fairly "neutral" in their attitude towards tourism development is not surprising. First, their neutral attitude may be derived from insufficient knowledge, which provides little basis for evaluating the attitude object (Eagly & Chaiken, 1993). Second, a neutral attitude may be related to low vested interest (Crano, 1995). Given that "Neutral Residents" are less likely to work in the tourism industry and to live in tourism destinations, they may not be interested in the overall impact of tourism development. Third, "Neutral Residents" represented those who were truly neutral in their attitude towards local tourism development. This group did not include individuals who elected the "don't know" option in the questionnaire; those who responded to the "don't know" option (i.e., 0.6% to 1.6%, depending on item) were excluded from the data analysis.

The three groups viewed political trust and distrust similarly but there were differences. All groups tended to distrust the government and show low political trust (except for "Happy Supporters", who has slightly trust) and yet differences in political trust and political distrust between clusters were found in strength as well as direction. Political trust and distrust had no effect on attitude toward future tourism development, intention to support, and intention to object for both "Happy Supporters" and "Unsatisfied Optimists." This may suggest that residents selectively process political trust and distrust. Also, the intentions of "Neutral Residents" are influenced by political trust and distrust but the direction was not as expected. This finding suggests that "Neutral Residents" process political trust and political distrust differently from other groups. Why this is the case can't be addressed in this study but should be given attention in future studies.

Attitude toward future tourism development was an important predictor of intention to support tourism development amongst all clusters. This may be due to a desirability bias. The idea of desirability bias (Olsen, 1997), which has also been called wishful thinking (Brownstein, 2003), is that people tend to overestimate the probability of desirable outcomes, especially when the desirable event is important or the event-generating mechanism is ambiguous. As for tourism development in Penghu, there are in fact several unpredictable events, including casinos, a large-scaled five star hotel proposal, and the potential for an open

gate to the China market¹. When I conducted interviews in 2002, some informants indeed mentioned uncertainty about tourism-relevant events and also the relationship between Taiwan and China. More extensive consideration of political and historical backgrounds in general and tourism in particular should be incorporated in future studies of residents' attitude toward tourism development.

Recommendations for Future Research

The three clusters were mainly identified based on response patterns to items associated with current and future tourism development. Thus, the results imply that attitudes toward *current* and *future* tourism development both helped to differentiate between residents and their attitudes toward tourism development. Hence, both should be considered in future studies of residents' attitudes toward local tourism. The relationships between current attitude and future attitude can be in two directions. (Hsee & Zhang, 2004; Karniol & Ross, 1996). However, the two-way relationship between two constructs cannot be computed in this study. Further study to examine the possibility of relationship from future attitude to current attitude is suggested.

“Attitude” is regarded by psychologists and consumer behaviorists as a technical term; yet, in resident literature, “attitude” is often used in a colloquial sense (Lankford & Howard, 1994). Further, early work on types of residents indicated that they are primarily focused on types of tourism impacts (e.g., Fredline & Faulkner, 2000; Madrigal, 1995; Ryan & Montgomery, 1994). My results provided another approach to studying attitudes. Further study with different communities and residents should be conducted to validate the suitability of using an “overall evaluation” measure of attitude toward tourism development.

Although not the focus of this study, the results revealed some properties of attitude such as ambivalence, attitude extremity and attitude neutrality. Attitudinal properties can influence attitude strength and thereby have an effect on information processing, relationship between attitudes and behavior, and persistence and resistance of attitudes (Petty & Krosnick, 1995; Manfredi, 1992). More than a decade ago, Pearce, Moscardo, and Ross (1996) suggested incorporating topics of attitude properties in a tourism context. Unfortunately, such studies have been ignored in the tourism literature. For segmentation studies in particular, other

¹ The issue of whether to tap into the China market remained unsolved when the data was collected; Chinese tourists, however, have been allowed to visit Penghu since April 2007.

attitudinal properties such as attitudinal certainty (subjective sense of conviction about one's attitude or opinion; Gross, Holtz & Miller, 1995) and attitude accessibility (the strength of the association in memory between the object and the evaluation of the object; Fazio, Powell, & Williams, 1989) should also be considered when attempting to document subgroups within given populations.

Limitations

Despite the fact that the sample is heterogeneous, the cluster results can't be generalized to all Penghu residents. Further, the three clusters of residents differ on gender, types of jobs, and location of residency but not on age, education, income, length of residency, and number of children at home. In practice, the three clusters of residents are difficult to identify without more descriptive data (e.g., age). As a result, delivering different strategies to specific segments of residents in order to maintain favorable attitudes toward local tourism development and/or change less favorable attitudes into favorable would be difficult using the results of this study. In the future, researchers may want to obtain more descriptive information in addition to the overall assessment of attitude in an effort to verify different clusters of residents.

With the ratio of sample size to the number of items used in this study, I chose to test how attitudes and intentions were predicted by other constructs among clusters using composite means. In other words, I assumed each construct could be measured without error and measurement invariance across the three groups. Testing the assumption of measurement invariance is especially important for cross-cultural comparisons (Steenkamp & Baumgartner, 1998). To further examine the theoretical explanation for how attitudes and intentions are influenced by other constructs among groups, a larger sample size with latent constructs is suggested.

This study revealed that residents with different attitudes toward local tourism development weighed political trust, affect, and intentions to respond to local tourism development differently. However, the results are of limited use in explaining why the difference among clusters exists. According to Swarbrooke (1999), individual history may affect the way residents think about tourism. Because tourism development has been introduced to Penghu over time, it is difficult to explain how different attitudes have been influenced by experiences or knowledge about local tourism development.

Managerial Application

Attitudes are not static. If one accepts the notion of stage/step models (e.g., Butler's Destination Life Cycle Model, 1980) it is possible, for example, that "Unsatisfied Optimists" would lose their confidence and faith in tourism someday and eventually turn into "Haters of Tourism" or that "Happy Supporters" who do not trust the government might become "Unsatisfied Optimists." Allen, Hafer, Long and Perdue (1993) found that residents' attitudes toward tourism development vary depending upon levels of tourism development and economic activity. And, Johnson, Snepenger and Akis (1994) found that residents' high expectations for tourism development assessed six years ago had diminished over time. So far, tourism development in Penghu remains small-scaled and there is little local economic activity. As a result, it is not surprising that, on average, residents have high hopes and/or expectations for future tourism development. However, according to Allen et al.'s and Johnson et al.'s work, when large-scaled tourism investment is introduced into Penghu and local economic activity stays low, residents might feel discouraged because the economic benefits from tourism development don't reach their expectations. The discouragement may be most obvious among "Unsatisfied Optimists" and "Happy Supporters," who have higher expectations for tourism benefits than "Neutral Residents." To prevent their discouragement, they should be consistently informed of economic improvement, if any. In addition, for both groups, strategies to increase their positive affects associated with tourism development should be provided to increase their favorability of future tourism development and intention to support tourism development.

Rather than using a universal strategy, different strategies specifically tied to the needs and interests of the various clusters of residents should be considered (Locander & Spivey, 1978; Petty, McMichael, & Brannon, 1992). For example, planners should find out what causes "Unsatisfied Optimists" to be unsatisfied and then create strategies to improve their attitudes toward local tourism development. For "Neutral Residents," planners should focus on attracting their attention to local tourism and encouraging more behavioral involvement in local tourism. As for "Happy Supporters," regular monitoring of their attitudes should be executed and in an effort to prevent their intention to object tourism development, strategies to decrease their negative affects and maintain (or enhance, if possible) their positive future attitude are should be implemented.

Further, the results indicated that those who are more familiar with tourism, e.g., residents working in the tourism industry and government employees working directly or indirectly with tourism, are more likely to be unsatisfied with the current state of tourism. Thus, input from this group of residents would be valuable in creating a sustainable tourism product.

“Unsatisfied Optimists” don't trust the government. This finding implies potential difficulties for additional tourism development (Kramer, 1999; Weakliem & Villemez; 2004). In response, the Taiwanese government must communicate with residents. Further, residents living in a gateway community tend to belong to “Unsatisfied Optimists.” Thus, tourism developers, including the government, should attempt to earn residents' satisfaction with and loyalty to tourism through various forms of compensation, tourism plan modifications, and more.

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CHAPTER 5

SUMMARY AND CONCLUSIONS

Research Questions and Hypotheses

The primary purpose of this dissertation was to test the relationships among antecedents (i.e., expected tourism impacts, affect, political trust, and perceived justice), attitudes, and behavioral intention. The secondary purpose was to test the heterogeneity of residents' attitudes toward local tourism development. The results are summarized in this chapter.

The first research question—*How do attitudinal antecedents, i.e., political trust/distrust, perceived justice, and expected tourism impacts influence attitudes?*—was tested by examining the following seven hypotheses.

H1: Expected tourism benefit is positively related to attitude toward local tourism development (tourism attitude).

The construct “expected tourism benefit” split into three constructs, i.e., *expected socio-environmental benefits*, *expected self-interest benefits*, and *expected economic benefits*. The “tourism attitude” construct split into *attitude toward tourism development in the present* and *attitude toward tourism development in the future*. To reflect the results associated with these new constructs, attitude toward current tourism development and the three expected tourism benefits were treated as exogenous variables in the structural equation model. The results showed that expected socio-environmental benefits and expected economic benefits are positively related to attitude toward future tourism development and expected self-interest benefits are not.

When *overall* net expected tourism benefit was included and the other types of expected tourism benefits were not included in the structural equation model, expected net tourism benefit was positively related to future attitude.

H2: Expected tourism cost is negatively related to tourism attitude.

The relationship between expected socio-environmental costs and attitude toward future tourism development was not significant.

H3: Positive affect is positively related to tourism attitude.

The relationship between positive affect and attitude toward future tourism development was not tested on the whole sample; instead, it was tested across three subgroups with different tourism attitudes. For all of the three groups, positive affect contributed to the prediction of attitude toward future tourism development; the more positive the affects, the more favorable attitudes were toward tourism development in the future.

H4: Negative affect is negatively related to tourism attitude.

Again, this hypothesis was tested across groups. The relationship between negative affect and attitude toward future tourism development differed across subgroups. The results showed that negative affect was not related to attitude toward future tourism development for “Dissatisfied Optimists” (i.e., residents with negative attitude toward current and positive attitude toward future tourism development) whereas negative affect was negatively related to attitude toward future tourism development for the remaining groups.

H5: Political trust is positively related to tourism attitude.

Unexpectedly, political trust was negatively related to attitude toward future tourism development.

H6: Political distrust is negatively related to tourism attitude.

Political distrust had a significant effect on future attitude; however, the direction of the relationship was unexpected. Political distrust was positively related to tourism toward future tourism development.

H7: Perceived justice is positively related to tourism attitude.

Perceived justice failed to merge in the factor analysis; therefore, I was unable to test this hypothesis.

The second research question—*How is behavioral intention influenced by attitudinal antecedents?*—was tested by addressing hypotheses 8 to 14.

H8: Expected tourism benefit is positively related to intention to support local tourism development.

The “intention to support” construct split into two, i.e., intention to support tourism development (intention to support) and intention to object tourism development (intention to object).

When overall net expected tourism benefit was included in the structural equation model, the results suggested, the greater the expected tourism benefits outweigh costs the greater the intention to support tourism development and the lower the intention to object tourism development.

When the overall net expected tourism benefit was replaced with three types of expected tourism benefits, both expected socio-environmental benefit and expected self-interest benefit were positively related to intention to support; however, the expected economic benefit was not significantly related to intention to support. On the contrary, neither expected socio-environmental benefit nor expected self-interest benefit was significantly related to intention to object, but expected economic benefit was negatively related to intention to object.

H9: Expected tourism cost is negatively related to intention to support.

Unexpectedly, expected tourism cost was positively related to intention to support. It, however, was not significantly related to intention to object.

H10: Positive affect is positively related to intention to support.

This hypothesis was not tested on the whole sample but across subgroups. The results suggested that positive affect was positively related to intention to support across groups. Positive affect, on the contrary, was not significantly related to intention to object for all groups.

H11: Negative affect is negatively related to intention to support.

Again, this hypothesis was tested separately for the three subgroups. Negative affect was not significantly related to intention to support across the three subgroups. It was not related to intention to object for all groups except for “Happy Supporters” (residents with positive

attitude toward current tourism development and positive attitude toward future tourism development).

H12: Political trust is positively related to intention to support.

Political trust was not significantly related to intention to support or intention to object.

H13: Political distrust is negatively related to intention to support.

Political distrust was not significantly related to intention to support or intention to object.

H14: Perceived justice is positively related to intention to support.

I was unable to test this hypothesis because perceived justice did not merge after factor analysis.

The third research question—*How is behavioral intention influenced by attitudes?*—was tested by addressing H15.

H15: Tourism attitude is positively related to intention to support.

Surprisingly, attitude toward current tourism development was negatively related to intention to support and positively related to intention to object. The relationships between attitude toward future tourism development and intentions were as hypothesized; attitude toward future tourism development was positively related to intention to support and negatively related to intention to object.

RQ 4a: Is there a heterogeneous attitude toward local tourism development?

The results of cluster analysis and validation through discriminant analysis suggested there were three subgroups of residents in terms of their attitudes toward tourism development in the present and in the future. The three subgroups were: (1) Neutral Residents, who hold neutral attitudes toward tourism development in the present and in the future; (2) Unsatisfied Optimists, who have a less positive attitude toward tourism development in the present but more positive attitude toward tourism development in the future; and (3) Happy Supporters, who have positive attitudes toward tourism development in the present and in the future.

The last research question—*How do different segments of residents differ in terms of their attitudinal antecedents and behavioral intentions?*—was examined by addressing H16 and H17.

Overall, the three groups of residents (1) partially differed on the strength and direction of relationships among antecedents, attitudes, and intention and (2) differed on the composite means of antecedents, attitudes, and intentions.

H16: Subgroups who have different attitudes toward tourism development differ on the relationships between antecedents (i.e., tourism benefits, tourism costs, positive affect, negative affect, political trust, political distrust, and perceived justice), tourism attitudes, and intentions to support tourism development.

In terms of the relationships between constructs, there were a few similarities across groups, including: (1) positive affect is positively related to attitude toward future tourism development and (2) positive affect and attitude toward future tourism development are positively related to intention to support.

Some similar patterns were found between "Unsatisfied Optimists" and "Happy Supporters." I found that the attitude toward future tourism development of "Neutral Residents" was not predicted by any cognition; whereas attitudes toward future tourism development of the other groups were predicted by expected tourism benefits. This result is consistent with Tetlock's (1984) finding that people with a neutral attitude have different beliefs from people with an extreme attitude.

On the other hand, "Neutral Residents" and "Dissatisfied Optimists" were more alike in terms of how intention to support is influenced by other constructs. For both groups, their intention to support was predicted by attitude (either toward future or current tourism development), cognition (i.e., expected benefits), and affect (i.e., positive affect).

How intention to object is influenced by other constructs did not follow any pattern across groups.

H17: Across clusters, the composite means of antecedents and intention to support are different.

The composite means of the constructs were different across subgroups.

1. Happy Supporters had the highest political trust, followed by Neutral Residents and Unsatisfied Optimists and the differences between groups were significantly different.
2. Unsatisfied Optimists showed higher distrust in the government than the other groups.
3. Neutral Residents had lower belief in tourism benefits and intention to support, but higher intention to object than the other groups.
4. Happy Supporters showed higher positive affect and lower negative affect associated with tourism than other groups.

Implications

Both intention to support and intention to object are best predicted by attitude toward future tourism development, suggesting that finding ways to increase attitude toward tourism development in the future can be a key factor in increasing residents' intention to support and decreasing their intention to object to tourism development.

On the other hand, intention to support and intention to object are both predicted by attitudes toward current and future tourism development, but their influences by types of expected tourism impacts vary. This suggests that the nature of intention to support and intention to object are different. Thus, strategies to increase residents' intention to support (i.e., telling residents the possible socio-environmental benefits) may not be effective in decreasing residents' intention to object.

Attitude toward future tourism development, intention to support and intention to object are predicted by some but not all types of expected tourism impacts. This pattern is consistent with previous findings (see Dyer, Gursoy, Sharma, & Carter, 2007; Gursoy & Kendal, 2006; Gursoy & Rutherford, 2004; Lee & Back, 2006). The pattern also provides support for Ajzen and Fishbein's (2000) argument that information is selectively processed. Hence, entities responsible for tourism development should attempt to positively influence residents' attitude toward tourism development in the future as well as their intention to support tourism development. For example, based on the results of this study, promoting the possibility of

socio-environmental benefits and personal gains from tourism rather than possible economic benefits will greatly increase residents' willingness to support local tourism.

The results showed that (1) relationships between cognition, affect, attitude and intention and (2) composite means of constructs differ to some degree across groups. Rather than using a universal strategy, different strategies specifically tied to the needs and interests of the various clusters of residents should be considered (Locander & Spivey, 1978; Petty, McMichael, & Brannon, 1992). For example, planners should find out what causes "Unsatisfied Optimists" to be unsatisfied and then create strategies to improve their attitudes toward local tourism development. For "Neutral Residents," planners should focus on attracting their attention to local tourism and encouraging more behavioral involvement in local tourism. As for "Happy Supporters," regular monitoring of their attitudes should be executed and in an effort to prevent their intention to object tourism development, strategies to decrease their negative affects and maintain (or enhance, if possible) their positive future attitude are suggested.

I would like to remind the reader that the purpose of this study was not to determine the relative importance of each construct on attitude and intention across groups; instead, the emphasis was on a broader concept of heterogeneous tourism attitudes within a community. Further, because this sample was not randomly selected from the Penghu population, the results of this study can't be extrapolated to the general population. Validation of the three subgroups should be initiated in future research.

Recommendations for Future Research

Given my significant findings regarding the attitude construct (i.e., an overall evaluation) in this study, researchers should continue to examine the role of attitude in models of community participation from a more holistic perspective. The inclusion of "attitude" in resident studies should continue to be validated in different cultures, various sized communities, and communities with different types of tourism.

Future research on the relationships between attitude toward tourism in the present and attitude toward tourism in the future also should be explored. The results of this study confirm the influence of attitude toward current tourism development on attitude toward future tourism development, which parallels the notion that people's projection of the future can be derived

from their experience of the past; however, Hsee and Zhang (2004) and Karniol and Ross (1996) also suggested that it is possible that individuals forecast of the future can influence how they evaluate things in the present. Hence, further study examining the possibility of two-way relationships between both attitudes is suggested (i.e., attitude toward current tourism development and attitude toward future tourism development).

The relationship between attitude toward current tourism development and constructs including expected tourism impacts/expected net tourism benefit, political trust and political distrust should be examined in more detail. In the structural equation modeling, attitude toward current tourism development and the four types of expected tourism impacts or attitude toward current tourism development and expected net tourism benefit, political trust and political distrust were included as exogenous variables. This decision was made for two reasons. First, there is insufficient evidence regarding the relationships between attitude toward current tourism development and other antecedents. Second, in structural equation modeling exogenous variables are presumed to correlate (Kline, 2005). This is especially applicable “when relationships are not well understood, cannot be specified readily, occur prior to the processes in the model, or are unimportant to the model” (Maruyama, 1998, p. 36). However, it is conceivable that attitude toward current tourism development may not be an exogenous variable. Thus, for exploratory purposes, two additional models are included in Appendix E. The relationship between attitude toward current tourism development and other constructs are hypothesized to be unidirectional (i.e., four types of expected tourism impacts → attitude toward current tourism development and expected net tourism benefit/political trust/political distrust → attitude toward current tourism development). The resulting indices show that both models fit the data. However, as suggested by Maruyama, “in assessing viability of models and competing models”, researchers “need to take advantage of logical as well as mathematical and theoretical information” (p. 1998, p. 11). Given the lack of theoretical support for the notion that the relationships between attitude toward current tourism development and other constructs are unidirectional, it is recommended that researchers continue to examine these relationships in more detail.

A closer examination of tourism development in the near and distant future should also be considered. The time-dependent changes in value and expectancies have been documented in the literature. For example, Liberman and Trope (1998) found that compared to decisions

regarding near future activities, decisions regarding distant future activities are more influenced by the desirability of the end state and less influenced by the feasibility of attaining the end state. In a tourism context, for example, residents' attitudes toward tourism development in the next two years and tourism development in the next 10 years might be constructed differently (e.g., whether it's possible to achieve expected economic benefits and whether the expected economic benefits are desired, respectively). This difference was not accounted for in this study and is recommended for future research.

The construct of "affect" should be examined in more detail. In this study affect referred to feelings when residents think about tourism development "overall." A distinction between feelings associated with "tourism development in the present" and "tourism development in the future" should be made if both attitudes toward current and future tourism development will be included in a model. Some affects (e.g., disappointed and optimistic, respectively) may associate with either tourism development in the present or in the future. However, given the fact that not many researchers examine affects in a tourism context, more studies, especially those with open-ended questions or interviews using content analysis should be conducted.

Additional constructs such as human relationships to the natural environmental (Jurowski, Uysal, & Williams, 1997); perceived future of community (Perdue, Long, & Allen, 1990; Ryan & Montgomery, 1994); and need for tourism development (Johnson, Snepenger, & Akis, 1994) should be incorporated into the community participation model. In this study role of affect and trust were found to significantly predict attitude and/or intention, but given the fact that they have not often been tested in a tourism context, continuous validation is recommended.

A longitudinal study of resident participation in tourism should be conducted on the structural level. For example, will expected soc-environmental costs still not significantly contribute to the prediction of attitude toward future tourism development when local tourism development moves to the other stage of tourism life cycle or when tourism development expands? Will expected economic benefit become a significant predictor of intention to support when more residents see the feasibility of making money from tourism for themselves? Will the model still hold when residents' ability to cope with tourism changes and/or desirability of tourism changes become different?

Further, longitudinal study on the measurement of constructs is also recommended. For example, will the four types of tourism impacts uncovered in this study still hold as tourism planning changes, e.g., the launch of casino development? In the past decade the Taiwanese government has encouraged bottom up operations, community participation, and local autonomy through “comprehensive community development” projects and “Six Star” projects (Council for Cultural Affairs, 2007; Huang & Lin, 2003). Will more types of intentions to respond to tourism development be discovered when residents are more aware of the importance of community participation in local tourism development or even have personal experience of community participation? Continuous investigation is important to reflect possible change. Another issue to be addressed is perceived justice. Cross-cultural studies have documented that in collective cultures, people view justice differently within- and between-group members. For maintaining harmony, people from collective cultures tend to show an egalitarian division when distributive justice is associated with in-group members and equitable resource divisions when associated with between-group members (Bond & Smith, 1996). As tourism in Penghu continues, especially when outside investors enter the market, the issue of justice, especially distributive justice, might become salient. Continuous monitoring of related issues should be conducted.

In this study, several significant relationships were found in an unexpected direction. Expected soc-environmental cost was related to intention to support but the direction was not as expected. This result contradicts Ko and Stewart's (2002) and Perdue et al.'s (1990) finding of a negative relationship and Dyer et al.'s (2007) and Gurosy and Rutherford's (2004) documentation of a nonsignificant relationship. Another unexpected finding was associated with attitude toward future tourism development and both political trust and distrust. The direction of the relationships between attitude toward future tourism development and both political trust and positive distrust contradict to my hypotheses and findings of Weakliem and Villemez (2004). Similarly, the direct relationships between attitude toward current tourism development and both types of intention were significant but the direction was unexpected. Perhaps the unexpected direction is due to cognitive dissonance. Cognitive dissonance is “the uncomfortable inconsistency between two or more elements, typically between an individual’s attitudes and behaviors (Festinger, as cited in Heine & Lehman, 1997, p. 389). Brownstein (2003) argued that dissonance is “unpleasant, so people reduce the intensity of dissonance by

changing elements so that they become less dissonant with each other, or they reduce the proportion of dissonant links by searching for new information that is not dissonant with other elements” (p. 546). Data from the follow-up interviews collected during June and November 2006 actually profiled this phenomenon. For example, several interviewees expressed negative attitudes toward current tourism development but support for local tourism development at the same time. When I asked why, some of them changed the subject to something else such as expected tourism benefits. The tourism department can benefit from the dissonance effect since residents tend to hold positive future attitude even though they hold less favorable attitudes toward current tourism development, low trust and yet high distrust in the government. Nevertheless, empirical study on this topic is lacking. Further qualitative study is recommended.

Another related issue recommended for future research is to explore the selective information process in the community participation model. The phenomenon has been documented in several studies; however, why it functions like that remains unknown.

Studies of attitudinal properties, such as ambivalence, extremity, neutrality, etc. should be incorporated into the tourism literature. Although ambivalence isn't the focus of the current study, the co-existence of expected soc-environmental costs and the three other kinds of expected tourism benefits reveals that ambivalence does exist among residents. The similar findings were presented in earlier studies by Campbell (1999) and Hernandez, Cohen, and Garcia (1996). Conflicting beliefs (positive and negative impacts) can lead to low attitude-intention consistency (Lavine, Thomsen, Zanna, & Borgida, 1998), especially when the attitude object is familiar (vs. unfamiliar, such as a new product) (Jonas, Diehl, & Bromer, 1997). Whether it is true in a tourism context and to what extent the conflicting beliefs can influence tourism attitude remains unknown.

Given that attitudinal properties are important in information processing, prediction of attitude on behaviors, and persistence and resistance of attitude (Petty & Krosnick, 1995; Manfredo, 1992), etc., for segmentation studies in particular, can other attitudinal properties such as attitudinal certainty (subjective sense of conviction about one's attitude or opinion; Gross, Holtz & Miller, 1995) and attitude accessibility (the strength of the association in memory between the object and the evaluation of the object; Fazio, Powell, & Williams, 1989)

be more sufficient to differentiate subgroup populations? Studies on attitude properties should be conducted.

A careful translation process with team approaches (i.e., multiple translators and researchers) suggested by Harkness, Pennell and Schoua-Glusberg (2004) is recommended if the questionnaire involves cross-cultural comparisons or monolingual surveys in which items are adopted/adapted from other languages. In the pilot test, I learned that different wording choices can cause a very different result. For example, three options of “neutral” on the 5-point Likert scale were provided by the translators. Some of them could not distinguish from the meaning of I “don’t know,” a phrase used for being polite, or simply a habit of choosing something in the middle. Results can be easily mistaken as a cultural difference if the translation work is not carefully done. Therefore, a careful translation process is suggested.

Last but not least, pilot tests are suggested. Whether the target participants are able to understand and answer the questions needs to be considered. For example, a few participants from the pilot tests felt it was difficult to answer on an 11-point scale despite its use in the attitude literature. The scale was difficult to answer because (a) it had too many options (i.e., 0 to 10), and (b) it is different from the grading system used in Taiwan. Six in Taiwan stands for “pass,” and anything smaller than six is deemed “negative,” which is quite different from the Western interpretation of “5=neutral” on an 11-point scale. Clearly such differences in interpretation can result in measurement error and misleading results. The pilot tests I conducted provided an important communication channel between the participants and myself and were definitely worthwhile.

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APPENDIX A
English Questionnaire

Dear Penghu residents,

I am Yen, I-yin, a Penghu resident and a graduate student in the Department of Recreation, Park and Tourism Management, Pennsylvania State University, USA. This survey is a part of my dissertation. I am conducting this survey to obtain information about the community's attitudes toward local tourism development. The last section of this questionnaire contains information about you and your household. Questions in the other sections don't have right or wrong answer. Please fill them up according to your levels of agreements to the statements.

Your answers will be kept strictly anonymous and confidential. The information you provide will be used for academic purpose only. If there is anything about tourism in Penghu you would like to share with me, but is not covered in the questionnaire please write it down in the space provided on the last page. Or, if you have any questions, concerns or comments on the study, please feel free to contact me. Thanks again for your help.

Sincerely,

Yen, I-yin/ Graduate student
 Dr. Deborah Kerstetter/ Thesis advisor
 Department of Recreation, Park and Tourism
 Management
 Pennsylvania State University, USA

Please feel free to contact me.

Before January 11, 2006

TEL: 9261887 Cell phone: 0961191565

Email: izy100@psu.edu

After January 12, 2006

TEL: 002-1814-4663157

Email: izy100@psu.edu

【Part 1】 At present, what is the advantage and disadvantage to tourism development in Penghu?

Example: Do you agree that "local travel quality is satisfactory"?

If you strongly agree, please check ✓ under "strongly agree."

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
Local travel quality is satisfactory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

At present, what is the advantage and disadvantage to tourism development in Penghu? (Please choose one only)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
41. Tourists' bad behavior, e.g., damage of coral is controlled and regulated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. Tourism packages to Penghu don't have unique accent of local characteristics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. The transportation between Taiwan main island and Penghu is convenient for tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44. There are educational opportunities for visitors in terms of natural/environmental quality and protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. The summer weather in Penghu is pleasant for tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46. The strong winds in the winter hamper tourism development in Penghu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you think "the strongly winds in the winter hamper tourism development in Penghu" is good or bad?

Very bad Bad Neutral Good Very good Don't know

Please explain:

47. Development is emphasized more than preservation and protection

Do you think "emphasizing development more than preservation" is good or bad?

Very bad Bad Neutral Good Very good Don't know

Please explain:

The following statements are related to other issues of tourism development in Penghu. (Please choose one)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
6. People from outside of Penghu with higher skills and ability will come here and we won't be able to compete with them to gain tourism benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Residents do not get what is deserved from tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Most of the jobs in the tourism industry are low paid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. The government consults local residents on local tourism development issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Tourists should pay more than local residents to visit tourist attractions and/or use public facilities (e.g., entrance fee, parking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The government well inform Penghu residents about how tourism will be operated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Penghu residents are well informed about the costs and benefits of tourism development by the government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Tourism investors are not willing to be responsible for possible environmental damage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Most of the money earned from tourism ends up going to out-of-county companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Tourists don't respect local residents' privacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Government officers listen politely to what residents have to say about tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Tourism gives benefits to a small group of people in Penghu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you checked "strongly agree" or "agree", please explain who represent the small group of people receiving benefits?

How tourism development in Penghu will influence you and/or Penghu **in the future**? (Please choose one)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
37. My daily life will be influenced/interrupted by tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. Marine resources (e.g., green sea turtles, corals) will be damaged because of tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. We will encounter more serious electricity shortages because of tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40. Water shortages will be more serious because of tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. Tourism will result in more vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. Tourists will over speed and drive dangerously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. Tourists are noisy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44. There will be more litter from tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. The more tourists come to Penghu, the harder it will be for Penghu residents to find uncrowded places to recreate (e.g., beaches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46. It will be more difficult to buy air tickets due to the increase of tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47. We cannot foreign languages (e.g., English, Japanese) very well and therefore there is no way we can make money from foreign tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. Compared to other industries, tourism will be the most potential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. The price of land and housing will increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you think that “the price of land and housing will increase because of tourism” is good or bad?

Very bad Bad Neutral Good Very good Don't know

Do you think tourism development in Penghu will bring you and/or Penghu any other impact?
If yes, please explain.

【Part 8】 This final section of the survey asks for information about you and your household.

The information you provide will be kept in strictest confidence.

1. Are you employed in a tourism or tourism-related job?
 - Yes, please specify _____
 - No, what's your job? (Multiple choices, if applicable)
 - Manufacture Business Army/police Student Teaching
 - Housekeeping No job Fishery Farming and/or forestry
 - Freelance Engineering Service
 - Retired, and what was it before retirement _____
 - Government
 - Direct related to tourism Indirect related to tourism Not related to tourism
 - Other. Please specify _____
2. Is any member of your household, other than yourself, work in Penghu tourism industry?
 - No Yes, and what is it? _____
3. Approximately what percentage of all your household's income is obtained from the tourism industry? _____
4. What's your household income per month?
 - No income NTD20,000 and below NTD20,001-40,000
 - NTD 40,001-60,000 NTD 60,001-80,000 NTD 80,001-100,000
 - NTD 100,001-140,000 NTD 140,001-180,000 NTD 180,001 and above
5. How many members in your household? _____
How many children under 18 in your household? _____
6. In which year were you born? _____
7. Gender? Female Male
8. Education level?
 - Under junior high school Junior high school Senior high school/vocational school
 - College/University Master degree Ph.D. degree
9. Were you born in Penghu?
 - Yes
 - No. Please specify where you were born? _____ County/City
10. How many years have you been lived in Penghu? _____ years

11. Where do you live right now?

- Makung city _____ Li
 Hui-Ci Ba-Sa Ci-Yu Ci-Mei Wan-Wan _____
Village

⊙ Besides tourism development, what other industry/businesses do you think Penghu can develop?

⊙ Anything else you want to tell us about tourism development in Penghu?

The survey ends here. Thank you again for your help!

APPENDIX B
Chinese Questionnaire

(Note. The original questionnaire was printed on A4 size;
the version included here was modified to fit current format)

親愛的澎湖鄉親您好：

我是澎湖子弟顏怡音，目前就讀於美國賓州州立大學休閒、公園暨觀光管理學系。我目前正在收集論文的數據資料，需要您撥空協助。這一份問卷內容是有關於澎湖地區目前以及未來發展觀光的相關議題。除了基本資料需要您照實填寫外，其它部份的題目，並沒有標準答案，請您依照感覺作答即可。

本問卷採不記名方式，請您放心填寫，您所填寫的資料僅供學術研究用途，且絕不外流。除了問卷內容之外，如果您對澎湖觀光業有其他看法，可以寫在最後一頁的空白處與我分享。若您有任何疑問或指教，歡迎與我聯絡。再次感謝各位鄉親鼎力贊助與支持。

敬祝 平安喜樂

美國賓州州立大學 休閒、公園暨觀光管理學系

研究生：顏怡音

指導教授：Deborah Kerstetter博士 敬上

若您對這份問卷內容有任何問題或是建議，歡迎與我聯絡

民國九十五年一月十一號之前

民國九十五年一月十二號之後

電話：9261887 行動：0961191565

電話：002-1814-4663157

電子郵件：izy100@psu.edu

電子郵件：izy100@psu.edu

【第一部份】澎湖目前的觀光發展是怎樣的情況？有什麼優缺點呢？

範例：您同意或不同意「澎湖的旅遊品質令人滿意」？

如果您非常同意，就在「非常同意」的地方打勾 ✓

	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意	不 知 道
澎湖的旅遊品質令人滿意	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

想一想，澎湖目前的觀光發展是怎樣的情況？有什麼優缺點呢？（單選）

	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意	不 知 道
27. 澎湖水上活動的安全管理做得不錯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. 政府鼓勵澎湖居民參與觀光產業發展的決策過程	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. 對遊客來說，澎湖的路標設置很清楚	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. 澎湖的觀光發展有詳細的規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. 澎湖多處景點的硬體設施仍不夠完善	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. 澎湖觀光解說員都有受過良好訓練	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. 有借鏡外國觀光發展成功的案例來提升澎湖本身的觀光潛力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. 澎湖當地的特殊景觀很吸引觀光客	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. 旅遊業者之間彼此合作，關係良好	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. 澎湖當地的旅遊業者有能力招待外籍旅客	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. 旅遊業者有很多機會接受觀光方面的進修和訓練	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. 菊光商店認證對於澎湖觀光有正面幫助	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. 澎湖觀光景點的攤販管理良好	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40. 遊客能從旅遊中學習，認識澎湖	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. 觀光客的不良行為（比如破壞珊瑚），都加以約束並依法規範	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. 澎湖旅遊套裝行程缺乏澎湖在地特色	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. 澎湖對外的海空交通很方便，有利遊客到澎湖旅遊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44. 現有的澎湖旅遊行程有環境保護意識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. 澎湖的夏季很適合遊客造訪	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46. 澎湖冬季的強烈季風限制了觀光發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

您覺得「澎湖冬季的強烈季風限制了觀光發展」這樣好不好？

非常不好 不好 普通 好 非常好 不知道

請說明：

下面題目是關於您對於政府發展澎湖觀光的想法。(單選)

	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意	不 知 道
15. 政府所做所為只是在作秀，沒有實際作為	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. 政府沒有魄力發展澎湖的觀光	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. 相關部門不負責，對澎湖觀光不關心	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. 澎湖觀光當局主動瞭解、重視居民對發展觀光的看法	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. 觀光部門的官員很熱忱	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. 觀光部門的官員很專業，有能力發展成功的觀光	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. 政府在發展澎湖觀光的同時也兼顧到當地居民的需求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. 我相信政府所提供的資訊 (比如民調數據等)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

對於政府在澎湖觀光發展上所扮演的角色，您是否有其他看法？

【第三部份】以下問題是關於澎湖觀光產業發展的其他議題。（單選）

	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意	不 知 道
1. 觀光的好處大部份落在馬公市居民身上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 財團的壟斷將使澎湖居民無法從觀光發展上受益	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 澎湖居民對於觀光發展的不滿都能及時獲得妥善處理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 若居民對於觀光發展有所不滿，並沒有管道可以抒發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 外來投資澎湖觀光的投資者不會誠實納稅	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 比較有經驗、技術與能力的外地人若來澎湖討生活，我們將無法與他們競爭	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 澎湖居民沒有得到應得的觀光利益	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. 大部份觀光產業相關的工作薪水都不高	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 政府在探討澎湖觀光發展議題時，確實諮詢當地居民	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 外地來的遊客在參訪澎湖各景點或使用公共設施時，應付比澎湖居民更多的錢（比如門票、停車）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. 政府確實告知澎湖居民澎湖觀光會如何發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. 政府確實告知居民觀光發展可能帶來的好處和壞處	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. 澎湖觀光的投資者不願就可能對環境造成的衝擊負責	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. 澎湖大部份的觀光收益落入外地公司口袋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. 觀光客不尊重澎湖居民的隱私	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. 政府官員會耐心傾聽澎湖居民對觀光的看法	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. 澎湖觀光只嘉惠少數人	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

若您選「同意」或是「非常同意」，請問您認為誰是這「少數人」呢？

想一想，澎湖的觀光發展會為您個人及澎湖的未來帶來什麼影響呢？（單選）

	非常 不同 同意	不 同 意	普 通	同 意	非 常 同 意	不 知 道
49. 因為發展觀光，澎湖的地價和房價會提高	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

您覺得「澎湖的地價和房價因為發展觀光而提高」是好還是不好呢？

非常不好 不好 普通 好 非常好 不知道

◎ 如果您覺得澎湖觀光將為您或澎湖帶來其他影響，請稍加說明：

【第五部份】總體而言，您覺得目前澎湖觀光情況如何？

範例：如果您非常不喜歡目前澎湖的觀光發展走向，就在「非常不喜歡」打勾。

非常不喜歡 有點不喜歡 普通 有點喜歡 非常喜歡 不知道

再次提醒您，請針對目前澎湖觀光發展作答。

1. 目前澎湖的觀光發展狀況令人滿意嗎？

令人非常不滿意 令人有點不滿意 普通 令人有點滿意 令人非常滿意 不知道

2. 目前澎湖的觀光發展得好不好？

非常糟 有點糟 普通 不錯 非常好 不知道

3. 目前澎湖的觀光發展走向適當嗎？

非常不適當 稍有不適當 普通 還算適當 非常適當 不知道

4. 目前澎湖的觀光發展速度太快還是太慢？

太快 有點快 普通 有點慢 太慢 不知道

請想一想，您可能會這麼做嗎？（單選）

	非常不可能	不可能	普通	可能	非常可能	不知道
15. 我會對政府有關單位表達不滿	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. 不管如何，我都會支持澎湖發展觀光	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. 我會支持「限制和約束澎湖觀光發展」的政策	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. 我會支持「吸引更多遊客夏天到澎湖旅遊」	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. 我會支持「吸引更多遊客冬天到澎湖旅遊」	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. 我想為澎湖觀光進一份心力，但是不知從何幫起	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

【第八部份】以下為您的基本資料。您所提供的資料將不會外露，請放心。

1. 您從事旅遊相關行業嗎？

是，您所從事的旅遊業是 _____

否，您的工作為（可複選）

製造業

商業

軍警

學生

教

家管

無

漁業

農林牧業

自由業

工

服務業

退休，退休前的職業是 _____

公務員（和觀光有直接關係 和觀光有間接關係 和觀光無關）

其他，請問是 _____

2. 您有家人在澎湖從事旅遊業嗎？

沒有 有，所從事的旅遊業是 _____

3. 您的家庭收入大概有幾成是來自旅遊相關產業？ _____

4. 每月家庭所得？

沒有收入

20,000元以下

20,001-40,000元

40,001-60,000元

60,001-80,000元

80,001-100,000元

100,001-140,000元

140,001-180,000元

180,001元以上

5. 請問您家庭人數成員有 _____ 人；家庭中 18 歲以下小孩數，有 _____ 人

6. 您的年齡？民國 _____ 出生
7. 性別？ 女 男
8. 教育程度
 國小以下 國（初）中 高中 / 高職
 專科 / 大學 碩士 博士
9. 您在澎湖出生嗎？
 是 不是。請問是哪裏？ _____ 縣 / 市
10. 您住在澎湖幾年了？ _____ 年
11. 目前居住地區：
 馬公市 _____ 里
 湖西鄉 白沙鄉 西嶼鄉 七美鄉 望安鄉 _____ 村
- ◎ ◎除了觀光發展之外，您覺得澎湖還能發展什麼產業？
-

- ◎ 如果您對於澎湖的觀光發展還有其他意見與資料願意提供給我們，可利用下面空白書寫

問卷到此結束，再次謝謝您的幫忙！

APPENDIX C
Tables for Discriminant Validity Test—
For Chapter 3

Table 1

Chi-square difference test of the discriminant validity

Model	Covariate estimates (ph)	χ^2	df	$\Delta\chi^2$	Δ df	p	Discriminant validity
M1:	freely estimated	676.56	278				
M2: ph (Attitude toward future tourism development & Intention to support)	1	915.78	279				
M2 vs M1				239.22	1	.000	Supported

Note. Only covariate estimates greater than .5 were listed in this stable.

Table 2

Confidence interval test of the discriminant validity

Construct	Covariance estimates	Standard error	Lower confidence interval	Upper confidence interval	Discriminant validity
Attitude toward future tourism development & Intention to support	0.62	0.04	0.54	0.70	Supported

Note. Only covariate estimates greater than .5 were listed in this stable.

Table 3

Discriminant validity test based on Fornell and Larcker's criterion

	AVE	ph ²	Discriminant validity
For Attitude toward future tourism development & Intention to support		0.38	Support
Attitude toward future tourism development	0.57	>	
Intention to support	0.56	>	

Note. When both average variance extracted (AVE) are greater than the squares of the covariance estimates (ph²), discriminant validity is supported

APPENDIX D
Tables for Discriminant Validity Test—
For Chapter 4

Table 1
Chi-square difference test of the discriminant validity

Model	Covariate estimates (ph)	χ^2	df	$\Delta\chi^2$	Δdf	p	Discriminant validity
M1:	freely estimated	1271.15	558				
M2: ph(Attitude toward current tourism development & Positive affect)	1	1501.69	559				
M3: ph(Attitude toward future tourism development & Intention to support)	1	1510.25	559				
M4: ph(Intention to support & Intention to object)	1	1335.62	559				
M2 vs M1				230.54	1	.000	Supported
M3 vs M1				239.10	1	.000	Supported
M4 vs M1				64.47	1	.000	Supported

Note. Only covariate estimates greater than .5 were listed in this stable.

Table 2
Confidence interval test of the discriminant validity

Construct	Covariance estimates	Standard error	Lower confidence interval	Upper confidence interval	Discriminant validity
Attitude toward current tourism development & Positive affect	0.50	0.05	0.40	0.60	Supported
Attitude toward future tourism development & Intention to support	0.60	0.04	0.52	0.68	Supported
Intention to support & Intention to object	0.57	0.06	0.45	0.69	Supported

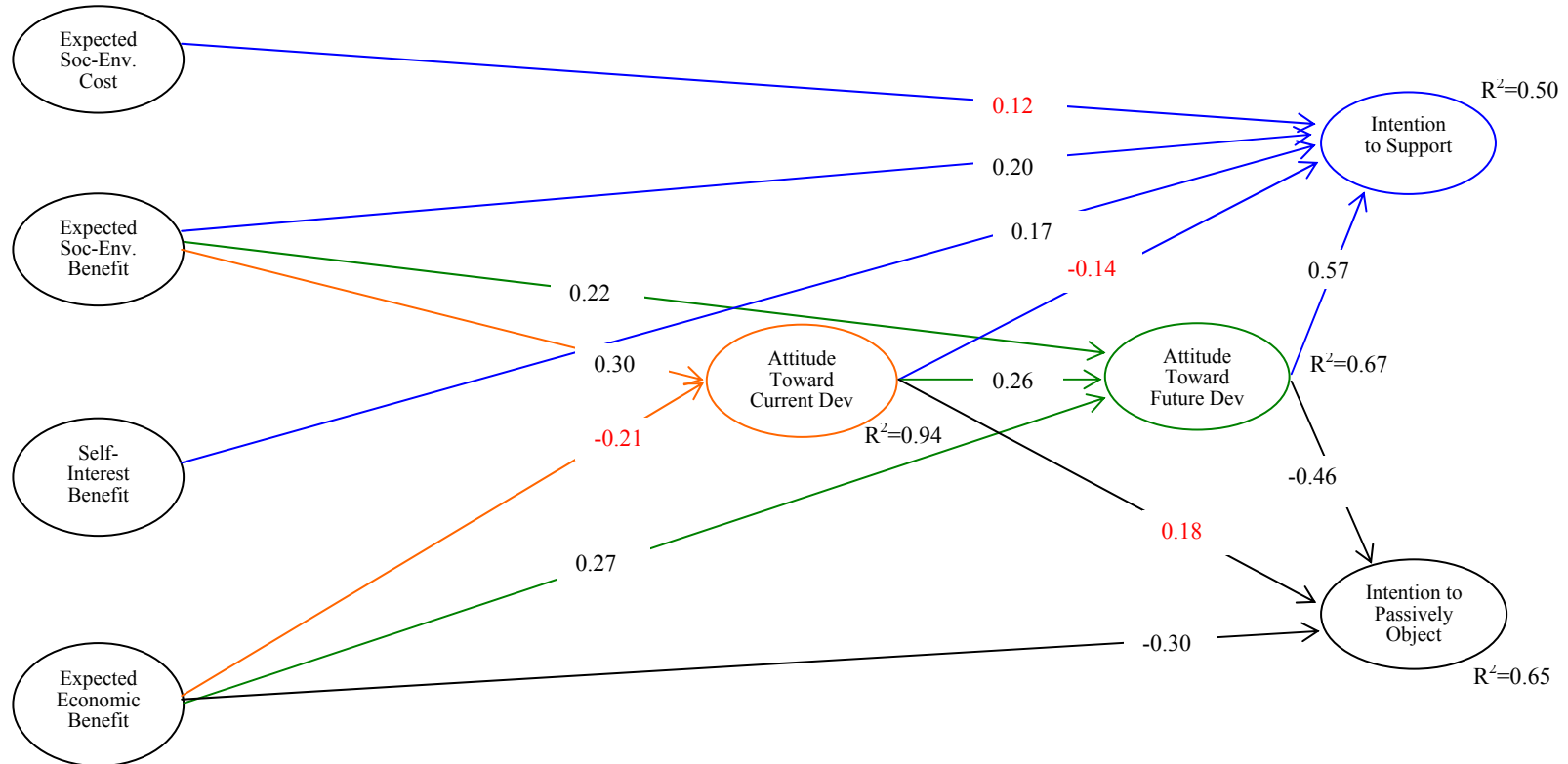
Note. Only covariate estimates greater than .5 were listed in this stable.

Table 3
Discriminant validity test based on Fornell and Larcker's criterion

	AVE		ph ²	Discriminant validity
For Attitude toward current tourism development & Positive affect			0.25	Support
Attitude toward current tourism development	0.62	>		
Positive affect	0.53	>		
For Attitude toward future tourism development & Intention to support			0.36	Support
Attitude toward future tourism development	0.58	>		
Intention to support	0.56	>		
For Intention to support & Intention to object			0.33	Support
Intention to support	0.56	>		
Intention to object	0.51	>		

Note. When both average variance extracted (AVE) are greater than the squares of the covariance estimates (ph^2), discriminant validity is supported

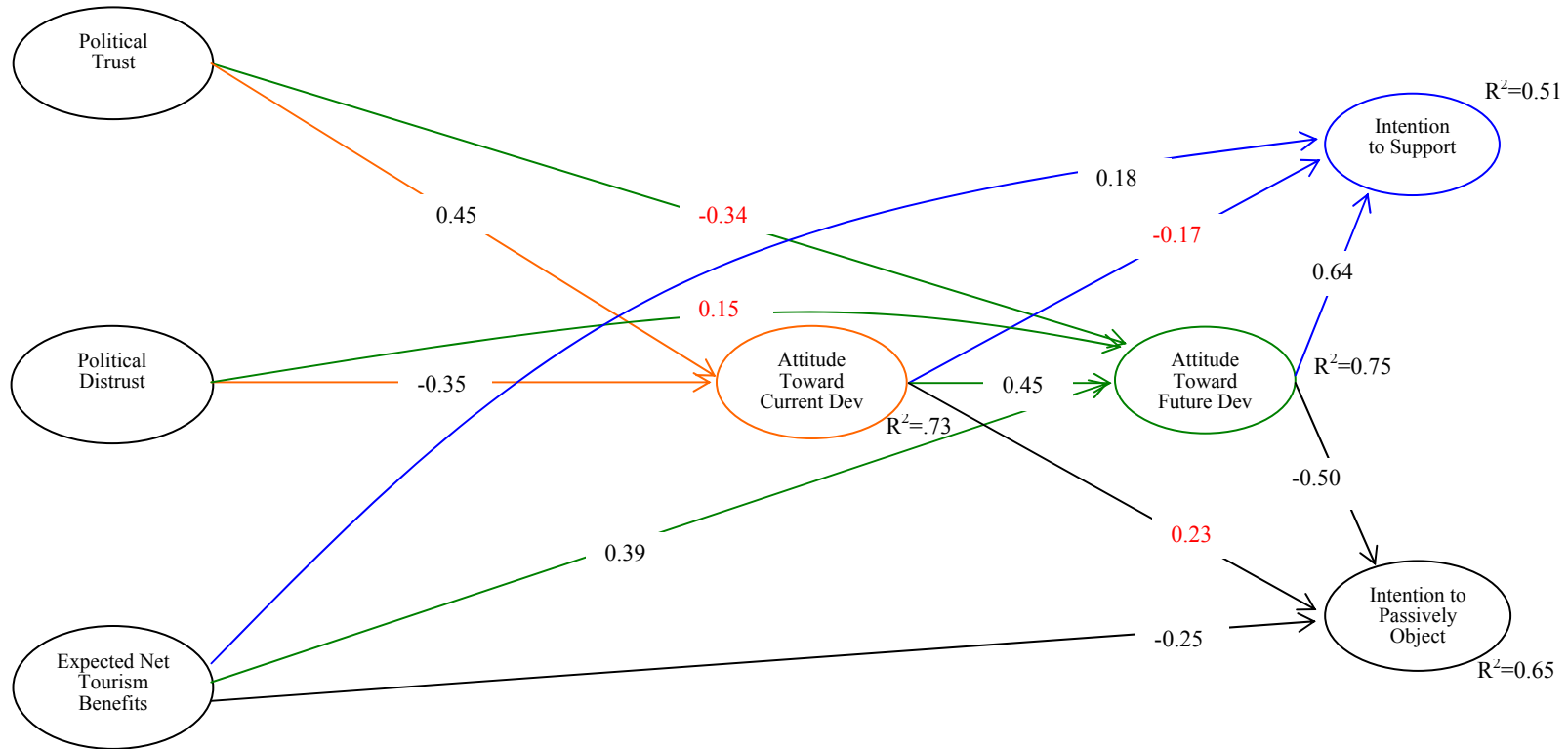
APPENDIX E
Additional Models Tested—For Exploratory Purposes



Note. — Significant path at $p=.05$
 Nonsignificant paths are not indicated
 Beta values in red = path in unexpected direction

$\chi^2=1028.63$ $df=437$; NNFI=.94, CFI=.94; RMSEA=.067

Model 1 (Additional model of Chapter 2)



Note. — significant path at .05 level

Nonsignificant paths are not indicated

Beta values in red = path in unexpected direction

$\chi^2=685.10, df=279, NNFI=.92, CFI=.93, RMSEA=.067$

Model 2 (Additional model of Chapter 3)

VITA
I-yin Yen 顏怡音

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- | | | |
|-------|--|-----------|
| Ph.D. | Leisure Studies, The Pennsylvania State University, USA
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- Yarnal, C., Kerstetter, D., & Yen, I.-Y. (2005). So why haven't you taken a cruise lately? An exploration of constraints to cruising. *Tourism Review International*, 8(3), 281-296.
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