PROJECT # 120011

UNDERSTANDING URBAN TOURISM IMPACTS: AN AUSTRALIAN STUDY

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SUMMARY

Study Objectives

As of 30 June 2009 Australia's major cities were home to more than two-thirds (69%) of the population (ABS 2010). In contrast, just 2% of the total population, lived in remote or very remote areas of Australia and 29% lived in regional areas (ABS 2010). In addition to housing the bulk of Austalia's population, Australia's capital cities are also key gateways for international tourism and significant destinations for domestic tourism. For 2008 Sydney, Melbourne and Brisbane respectively also rated as the top three regions for expenditure by domestic and international visitors (Access Economics 2009).

Tourists constitute a 'transient population' using cities either as gateways to other destinations or as a home for ephemeral periods of time contributing to the rise and fall of urban populations as each new wave of visitors replaces the last (Edwards, Griffin & Hayllar, 2008). During their stay tourists interact with the host destination and from this interaction impacts may arise. Edwards, Griffin and Hayllar (2008) have argued that in cities a dialectic engagement takes place between host and visitors and they question whether cities, originally designed to accommodate permanent residents and concentrations of economic and physical activity, face their own set of consequences that differ to regional contexts.

The process of maintaining the liveability of cities for the communities who reside there and the attractiveness for people who visit needs to be informed by an understanding of fundamental relationships between the structural elements of urban tourism (transport, accommodation, attractions, entertainment) and the interests of the various stakeholders with an interest or stake in tourism. For tourism destination management to be effective a comprehensive understanding of these interrelationships is required. The focus of this project is to assess the urban residents' perceptions of tourism, the challenges that tourism presents for urban local governments, and in particular how tourism affects social qualities of cities.

The key objectives of this study were:
1. To understand the perceptions and attitudes of urban host communities towards tourists and tourism in their local area;
2. To identify the impact issues that are of most concern to host communities;
3. To understand the impact of tourism on local government and the implications of this for the sustainable development of tourism within and across local government areas; and
4. Using the outcomes of this project and previous work on urban tourism undertaken by the project team, to develop a destination auditing 'tool' that can be used by managers in urban destinations.

The study was undertaken in Australia's three major urban destinations – Sydney, Melbourne and Brisbane and a "tourism-intensive" amalgam of the Sydney LGAs of Manly, Waverley and Randwick local government areas (LGAs). Manly, Waverley and Randwick LGA's are considered tourism-intensive as they contain significant tourist attractors such as beaches and concentrations of accommodation especially catering to the backpacker market in Sydney.

Methodology

The study aimed to gain an understanding of how residents in urban communities – comprising the cities of Brisbane, Sydney and Melbourne, and a amalgam of (Sydney's) Manly, Waverley and Randwick LGA's – perceived tourism, and the impacts of tourism in their local area.

Data collection methods used in this study included a literature review, focus groups and resident surveys. The aims of the focus groups were to elicit council opinions regarding the impacts of tourism on local government and their constituent communities, the perceived net costs, or benefits, of these impacts and how these impacts are currently addressed. The outcomes from the focus group and understandings gained from the literature review were then incorporated into the questionnaire for the resident survey.

The questionnaire involved residents assessing whether 27 specific tourism impacts occurred in their area, and the level of impact they perceived each of these impacts to have on their area. Respondents were recruited through a random mail out to 9,000 residential addresses located throughout the four study regions, using a resident impact survey. Residents were invited to complete the 15-minute survey either online, or by contacting the research team for a paper survey form. To boost response rates, respondents went into a draw to win retail

gift vouchers with a total prize pool of $3,000.

At the conclusion of the fieldwork phase in March 2010, of 9,000 surveys 2082 were returned to sender and 538 valid responses had been received: a response rate of 7.7 per cent. This implies a random sampling error of 4.17 per cent at the 95 per cent confidence level.

Key findings

The study set out to better understand the perceptions and attitudes of urban host communities toward tourists and tourism and to understand the impacts that were of most concern to these communities in major cities. Outlined below is a summary of key findings from the local government focus groups and community survey.

Focus groups

Brisbane it was about identifying its character such that it differed from Melbourne and Sydney. Transport and signage were seen by Sydney as major drawbacks to the LGAs accessibility. While Melbourne was concerned about the pressures tourism places on authenticity, increased rents squeezing out interesting but low income commercial operations such as artist studios and managing the diverse expectations of visitors, business, residents and government.

Participants in Brisbane would like Brisbane to develop a distinctive identity one that could be differentiated from Sydney and Melbourne. Transport and signage were seen by Sydney as major drawbacks to the accessibility of the LGA. A significant issue raised by a number of participants was managing impacts that occurred by what they termed as 'creep'. These are impacts which are subtle at first and then "one day 'one' notices that the 'mojo' has gone". The argument was that impacts can be slow, occurring over long periods of time. As an example Melbourne and Sydney were both concerned about the pressures caused by tourism over time which can result in tourism increasing rents and squeezing out interesting but low income commercial operations such as artist studios or small family owned businesses.

However focus group participants felt that the benefits of tourism outweighed the costs. They were mindful of managing the diversity of needs within their communities but felt constrained by a lack of funds, research and information in this area. One participant made the comment "tourism is interrelated to so many other areas, where do you start?". It was pleasing to note that apart from a friendly rivalry each of Sydney, Melbourne and Brisbane agreed that differentiation and the development of attractive destinations were critical to the overall attractiveness of Australia as a tourist destination.

Urban community perceptions of impacts

The majority of survey respondents believed tourism provides economic benefits to their local area including tourism generates spending, attracts investment, and creates business and employment opportunities. Residents would like to see tourism contributing to improvements in their area, especially the provision of services and cultural activities. The largest socio-demographic differences were due to gender, where women had stronger opinions than men regarding the impact of anti-social consequences of tourism more. For example they were more concerned about tourism encouraging excessive drinking/drug use, crowding of public spaces, and leading to increases in anti-social behaviour.

Survey respondents were asked to indicate the occurrence of a range of impacts and to rate the positive or negative effect the impact may have on their community.

Impacts perceived to have occurred
The most positive impacts that respondents agreed to have occurred from tourism are:
• Tourism increases recreational and leisure activities for residents
• Tourism increases the quality of shops
• Tourism improves the quality of public spaces
• Tourism provides incentives for conserving the natural environment
• Tourism provides incentives for cultural preservation
• Tourism increases the range of shops and services

The most negative impacts that respondents agreed to have occurred from tourism are:
• Tourism encourages excessive drinking/drug use

- Tourism makes the area less safe for residents
- Tourism increases litter
- Tourism leads to increase in anti-social behaviour
- Tourism diverts money from community projects
- Tourism leads to conflict over land use zoning
- Tourism increases the cost of goods and services
- Tourism encourages sexual behaviour

Impacts perceived not to have occurred
Some respondents agreed that tourism could result in positive impacts but didn't feel that these impacts occurred. Non-occurring impacts that were perceived as most negative were:
- Tourism provides incentives for conserving the natural environment
- Tourism improves the quality of public spaces
- Tourism encourages higher standards of local planning
- Tourism provides incentives for cultural preservation
- Tourism increases the range of shops and services

Finally there were impacts that could be perceived as negative but respondents did not agree that they occurred and were pleased that they had not occurred. Non-occurring impacts perceived as most positive were:
- Tourism increases noise
- Tourism increases litter
- Tourism increase in anti-social behaviour
- Tourism crowding of public spaces
- Tourism makes the area less safe for residents

How local government areas differed.
Sydney
- Manly, Waverly, Randwick were more negative than Melbourne and Brisbane that tourism increases recreational and leisure activities for residents
- Respondents from these locations were more likely to stay away or adjust their lifestyle to avoid tourism, and were the least happy with the way tourism is developing in their local area.
- Residents of Manly, Waverly and Randwick - which have perhaps the greatest relative exposure to tourists - were generally more negative than City of Sydney residents, who in turn were more negative than residents of Melbourne and Brisbane.

Brisbane
- Brisbane is the most satisfied LGA with the way tourism is developing in their local area. The majority of respondents accept tourism and its minor inconveniencies.
- Brisbane residents were more likely to believe that tourism contributes to improving the quality of public spaces.
- Brisbane is perceived by focus group participants to be in the early stages of its engagement with tourism. It was felt that desired economic growth, increased visitation and length of stay and product development. Few responses from the survey perceived tourism negatively.

Melbourne
- Melbourne residents were more positive than Manly, Waverley and Randwick LGA's.
- Melbourne was similar to Brisbane and symptomatic to the way tourism is being managed.

Overall
- Melbourne and Brisbane residents were more likely to downplay the existence of negative impacts while being keen to agree with positive impacts.
- Focus group participants identified the benefits of tourism to be greater than the costs of tourism.
- Residents of Manly, Waverley and Randwick LGA's were generally more likely to agree on the existence of negative impacts than those of central Sydney, Melbourne and Brisbane.

Urban community attitudes towards tourists and tourism

The majority of respondents see tourists but don't normally speak to them unless tourists ask for directions, suggesting there is a relatively low level of engagement between most residents and visitors to their area. Only a very few respondents go out of their way to avoid tourists with the majority either enjoying participating in the activities tourism brings to their area or accepting tourism and its minor inconveniences because they feel it is good for their area.

Future actions

Important recommendations from this research for local government include:

- Local governments should understand that the same impact can be perceived in different ways by residents. Residents may differ in their perceptions based on location, stage of development, as well as their socio-demographics. It is important for local governments to heighten their understanding of the concerns residents have of tourism. Data such as this can provide a basis for future comparison following planning and management interventions.

- In recognition of "Great places to live are great places to visit" managing the needs of local communities will lead to positive experiences for tourists. This includes maintaining the local character and feel of a destination, minimising noise, managing litter, minimising excessive drinking/drug use and anti-social behaviour, ensuring places are safe for residents and maintaining funds for community projects.

- A clear action plan that articulates a vision, goals and objectives representing an overall agreement between stakeholders, who have an interest in tourism at the LGA level in terms of the LGAs tourism development, is seen as important to meeting the sustainable development of tourism in urban destinations. It is desirable that such a plan is complementary to and integrated with tourism plans at the state and federal levels.

Recommendations for further analysis and future research include:

- Future analysis that segments (through cluster analysis) groups of residents based on their perceptions and outlines their membership details including socio-demographics and location. This will help identify and target key groups through strategies and communication materials to address the negative impacts and highlight the positive impacts.

- Factor analysis that can identify the underlying dimensions to this range of impacts.

- An examination of the "predictors" of overall support for tourism development in cities.

- An identification and examination of the "interventions" which can assist in avoiding the "creep" of tourism impacts whilst taking advantage of the positive effects that can be realised from tourism.

INTRODUCTION

At 30 June 2009 Australia's estimated resident population reached 21.96 million of which the major cities of Australia were home to more than two-thirds (69%) of the population (ABS 2010). In contrast, just 2% of the total population, lived in remote or very remote areas of Australia and 29% lived in regional areas (ABS 2010). In addition to housing the majority of its population, Australia's capital cities are also key gateways for international tourism and significant destinations for domestic tourism. Sydney, Melbourne and Brisbane respectively rated as the top three regions for expenditure by domestic and international visitors (Tourism Research Australia 2009).

The combination of a large resident population and a substantial level of tourist activity raises the possibility that conflicts may emerge between resident and tourist interests. Tourists often compete with the local population for access to leisure and entertainment resources, or invade residential quarters with consequent effects on the amenity of those neighbourhoods. These effects then require intervention and management by relevant government authorities. Such interventions may focus on maintaining the qualities of the destination for tourists, or preventing tourism from causing unacceptable changes in the living environment of residents, or both.

Tourists constitute a 'transient population' using cities either as gateways to other destinations or as an ephemeral home, resulting in a rise and fall of urban populations as each new wave of visitors replaces the last (Edwards, Griffin & Hayllar 2008). During their stay tourists interact with the host destination and from this interaction impacts arise. The consideration of impacts on the urban precinct is a relatively contemporary phenomenon. Recently Hayllar, Griffin and Edwards (2008, p. 5) posed the questions:

- How well do we understand the interactions of tourists and locals in urban settings?
- What aspects of these interactions might be positive or negative?
- What role do public authorities, planning agencies, commercial investors and attraction managers play in creating, overseeing and monitoring the ongoing management and development of urban tourism spaces?; and
- What benefit might accrue as a result of these spaces being developed?

Maintaining the attractiveness of destinations for the communities who live there and the people who visit needs to be informed by an understanding of fundamental processes and relationships between the structural elements and the interests of the various stakeholders. For tourism destination management to be effective a comprehensive understanding of these interrelationships is required. Although social science perspectives on resident-visitor relationships are extensive, little of this work has been conducted in urban environments. The purpose of this project is to assess the perceptions of urban host communities towards tourists and tourism and the impact issues that are of most concern to those communities. The key objectives of this study were, therefore:

1. To understand the perceptions and attitudes of urban host communities towards tourists and tourism in their local area;
2. To identify the impact issues that are of most concern to host communities;
3. To understand the impact of tourism on local government and the implications of this for the development of tourism within and across local government areas; and
4. Develop a destination auditing 'tool' that can be used by managers in urban destinations.

This study pursued these objectives using Australia's three major urban destinations - Sydney, Melbourne and Brisbane. The following section articulates the current state of research on resident attitudes to tourism and determines the extent of this research in, and applicability to, urban areas.

Definitions
Listed below are basic definitions upon which this report is based:

- **Tourism intensive**
  Refers to areas which have high tourism activity and represents a greater exposure to tourism by residents
- **Stakeholders**
  People and organisations that are, or will be, affected by tourism development either in the present or in subsequent years (Morra-Imas & Rist 2009).
- **Gateway/s**

In a general sense gateways are seen as major entry/exit points for tourists into or out of a national or regional system (Pearce 2001, p. 936).

- **Urban tourism**
Tourism is 'one among many social and economic forces in the urban environment. It encompasses an industry that manages and markets a variety of products and experiences to people who have a wide range of motivations, preferences and cultural perspectives and are involved in a dialectic engagement with the host community. The outcome of this engagement is a set of consequences for the tourist, the host community and the industry' (Edwards et al. 2008, p. 1038).

LITERATURE

The literature in this review, is drawn from diverse areas of scholarship including: urban tourism impact research; rural tourism studies; seminal works on the theory of community impacts from tourism; social impact assessment (SIA) tools; the attitudes and values literature; and literature on governance as it relates to the role of local government in destination management.

Impacts

The consideration of impacts on urban precincts is a relatively contemporary phenomenon (Edwards, Griffin & Hayllar 2008). This may be because tourism operates alongside other business, commercial and social activities of the city and amongst this milieu its impacts are less obvious. Ritchie (2008) argues that in urban destinations the development of tourism is closely related to other urban processes in which urban destinations become "multiple purpose landscapes: tourist attractions, heritage sites, residential areas and retail/entertainment precincts" (p. 153) which are, state Ashworth & Page (2010 p. 13), consumed by user groups, sometimes blurring the distinction between tourist, day tripper and resident. Because of the multiuse aspect of urban destinations Ritchie (2008) argues it can be difficult to separate tourism with its entertainment and cultural components from local components. Simultaneously urban precincts receive heightened attention from government as key components in urban revitalization and place marketing strategies. The outcome is a spiral of urban development within urban precincts stimulated by flagship projects and regeneration strategies (Ritchie 2008) which must then be marketed to attract visitation. The result is urban populations rising and falling as each new wave of visitors replaces the last.

Yet research shows that visitation effects changes in both the visitor and the host community by influencing visitor perceptions, behaviour and patterns; a community's collective and individual value systems; and the community's structure, lifestyle, and quality of life (Edwards, Griffin & Hayllar 2007). Despite the importance of cities and tourism flows to cities, the literature which explores the affect of tourism on host communities tends to focus on non-urban locations. As different types of tourists place different demands upon the resources of a destination, so the impacts and effects will vary in type, location and significance. The same impact can be perceived in different ways by different people and host communities in different locations (Edwards et al. 2007). There are a number of factors that determine the nature and extent of tourism-related impacts on any destination. Four major factors discussed by Dwyer and Edwards (2010): factors relating to the characteristics of the destination; factors relating to the characteristics of tourists; factors relating to the type of tourism development; and factors relating to destination management. They argue that it is the interrelationships between the elements of these characteristics which will determine the types of impact, their scale and whether, on balance, they are positive or negative in their effect (Dwyer & Edwards 2010).

This project proceeds from the position that studies which are to measure the impact of tourism on a particular host population must be mindful of the host populations heterogeneous nature and the ways in which a resident's response to tourism may be underpinned by individual attitudes regarding the industry (see Fishbein & Ajzen 1975; Mansfield & Ginosar, 1994; Paskaleva-Shapira 2001, 2004; Gursoy & Rutherford, 2004; Choi & Sirakaya 2005; Gu & Ryan 2008; McGehee & Andereck, 2004). There is a recognised lack of cohesiveness with respect to the study of the psychological underpinnings of a resident's attitude to tourism development. A number of similar, but separate attitudinal theories have been employed including: the Theory of Social Exchange (McGehee & Andereck 2004), Personal Construct Theory (Lawton, 2005) and the Theory of Planned Behaviour (Ajzen, 1985). Similarly a range of programs have been developed to map resident attitudes to tourism including the Geographic Information system for Participation (Forrester & Snell 2007), the spatial attribute method (Raymond & Brown, 2007) and the Scale Assessing Residents' Attitudes towards Sustainable Tourism (SUS-TAS) (Choi & Sirakaya 2005).

There is no consensus on the scale at which tourism impacts local communities. Ross (1992) noted that the impacts of tourism are perceived more on a community level than an individual level. Debate over the precise parameters of community has led researchers to employ a variety of different theories and criteria to measure the

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impacts of tourism on urban communities. Authors such as Ross (1992) employed a list of 33 community facilities to investigate the relationships between specific impacts on community facilities, global judgments of tourism's impacts on a community, and overall satisfaction with community life. These aspects of community life were meant to reflect some aspect of community functioning: public services, economic factors, environment, medical services, citizen involvement, formal education, and recreational services along with tourist development (see Allen, Long, Perdue & Kieselbach 1988). Other authors including Tatoglu, Erdal, Ozgur & Azakli (ND) used a 33 item impact scale to measure belief and affect of a community towards impact attributes. Their scale was an adaptation of a 35 item scale developed by Ap and Crompton (1998). Impact items employed by Tatoglu et al. (ND) were grouped under the factors of: social and cultural, economic development, quality of environment, state and local services, cost of living, community attitude, and crowding and congestion. Indicative impacts identified from urban tourism studies are represented in Appendix 1.

A central underpinning of a number of these theoretical and methodological approaches is the way that researchers have considered how the subjective/ non-expert and experience based data from a community may be given equal weight with other forms of knowledge during tourism development decisions. Personal construct theory achieves this aim by giving local community members the power to construct their own interpretations of the ways in which different tourism attractions and other parts of the tourism destination region relate (Lawton, 2005). In the context of this study a person's perception of the impacts of tourism may relate to whether they work in the industry or not, the level of contact they have with tourists and how tourism in their area affects them.

The integration of local social analysis into broader scales of assessment is becoming particularly significant in the area of social impact assessment (see McGregor, Gibson, Miller, and Sharma 1998; EBC 2003 for Australian examples). Traditionally social impact assessment has been portrayed in terms of an ex-ante prediction of negative social impacts resulting from development, a prediction that was usually formulated in the context of precise regulatory frameworks (Vanclay 2005). Such an approach however frequently denied individuals a proactive role in impact assessment methods. Accordingly there has been a move ion recent research towards a more participatory understanding of social impact assessment, one that acknowledges the need for community development and empowerment (Burdge & Vanclay 1996; M. Lane, 1997; Vanclay 2003; Pope, Annandale, & Morrison-Saunders 2004).

For many years the tourism planning literature has acknowledged that success for local communities is more likely if they are encouraged to participate in the tourism decision-making process (Simmons 1994; Bates 1989; Dredge 2001). The rationale for this assumption is the idea that residents 'should be given the opportunity to participate in the planning of its future development and express their views on the type of future community they want to live in' (Inskeep 1991, p. 27). To successfully involve local communities in tourism planning initiatives requires that the goals for a particular tourism development be located within a broader community framework. However, ensuring that a particular tourism development is commensurate with the cultural, social and economic philosophy of the host area is complicated by the fact that within an urban area there will be a plethora of different values and identities amongst community members.

Empowering local communities requires the formulation of appropriate indicators, which can then be incorporated in destination auditing tools (Fredline, Deery & Jago 2006). A perceived weakness of the current impact literature relates to the diverse range of scales and measures that are employed (Nancy, 2006). However this is not unexpected and the natural progression would be for this diversity to coalesce as knowledge continues to grow. On this understanding a number of impact scales have contributed towards the development of the community survey questions used in this project (see Fredline, Deery & Jago 2006; Small 2007).

Finally a longitudinal study undertaken by the Institute for Tourism and Recreation Research (ITRR) on behalf of the Montana Tourism and Recreation Industry has methodological implications for the current project. The ITRR has polled Montana residents about their attitudes to tourism since 1991. Residents are asked their level of agreement or disagreement with three statements using a five-point Likert scale ranging from -2 (strongly disagree) to 0 (unsure) to +2 (strongly agree) where a score of -1 or -2 was interpreted as negative impact, and a score of +1 or +2 is interpreted as a positive impact. During a 19 year period this program has found that residents attitudes to tourism appear to be influenced by a range of indicators including the September 2001 attacks, promotions that present tourism as a positive and beneficial economic driver for the state, marketing campaigns that encourage Montanans to be a tourist in their own state, continuous positive messages about the link between tourism and economic well-being and new residents who possibly bring with them a more positive attitude toward tourism as they were likely to have been a tourist to Montana before moving there.

Allowing respondents to rate impacts on a negative or positive scale recognises that residents can perceive an impact to have a positive or negative effect regardless of whether they consider that impact to have occurred or not (Small & Edwards 2003; Small 2007). This latter consideration in particular informed aspects of the resident survey design within this project.

Local Government

Ashworth and Page argue that "there is such a multiplicity of tourisms and tourists, embedded in so many aspects of the functioning of cities, which are themselves so diverse that urban tourism management merges imperceptibly with a wider urban management. Although tourism plays a major role in the management of cities as both instrument and outcome of policy, it is thus doubtful if an urban tourism planning exists in the same discrete sense as other sectoral planning, such as for transport or housing" (Ashworth & Page 2010, p 11). Nevertheless many local governments in Australian cities are aware of the impacts that tourism may have and are taking steps to engage with the governance of tourism. Governance refers to that 'mode of decision making that allows governments, states or policy actors to lead their society and economy in a goal-oriented way' (Pulzl & Rametsteiner, 2002, p. 260).

Paskaleva-Shapira (2004 p. 6) defines the city level of governance "as the sum of the many ways individuals and institutions, public and private, plan and manage the common affairs of the city". Over recent years there has been a shift away from seeing governance simply in terms of a centralised government (Goodwin, 1998; Painter, 2000; Paskaleva-Shapira 2001; 2004). Through discussions of decentralization of management responsibility, governance is now often seen to entail active participation of different levels of stakeholders, and a departure from hierarchical forms of land management (Paskaleva-Shapira 2001; 2004; Glück, Rayner, Cashore, Agrawal, Bernstein & Capistrano 2005; Dredge, Macbeth, Carson, Beaumont, Northcote & Richards 2006; Wray, Dredge, Cox, Buultjens, Hollick, Lee, Pearlman & Lacroix 2010).

The management and development of tourism by local government should involve a "living strategy, one which is capable of adapting to changing conditions, local needs and events" (Dredge, Macbeth, Carson, Beaumont, Northcote & Richards 2006, p. 3). Various state governments throughout Australia have developed policy positions and strategies to enhance the role of local government in sustainable tourism development (Queensland Tourism Industry Council, ND; Tourism Western Australia, ND). Governance should be aimed at achieving positive outcomes with respect to: improved experiences for the visitors; reduction of negative impacts and greater net benefits for the host community; and improved functioning of the total, interdependent industry within the urban environment. While many local governments are developing sustainable tourism plans, and have the interests of their residents at the heart of such plans, incorporating the diversity of stakeholders and residents values, expectations and aspirations make this a complex task (Edwards, Griffin & Hayllar 2008).

RESEARCH METHODS

The data collection methods included in this study were a focus group held in each city of Sydney, Melbourne and Brisbane and a resident survey conducted in the LGAs of the City of Sydney, the City of Melbourne, Brisbane City, and a amalgam of (Sydney's) Manly, Waverley and Randwick LGA's.

The term "tourism" was defined for both the focus groups and the survey respondents as "all activities involving visitors who enter your area for recreational and/or leisure purposes. A visitor is anyone from outside your local government area.".

Focus groups

A focus group was held in each city of Sydney, Melbourne and Brisbane. The aims of the focus groups were to elicit opinions regarding the impacts of tourism in urban destinations and how these impacts are managed.

Focus group participants for each location of the City of Sydney, the City of Melbourne, Brisbane City, and Manly, Waverley and Randwick were recruited and organised with the help of a key contact from the respective councils. There were a total of 22 participants across the three focus groups. They included personnel who are responsible for planning and managing tourism for their local councils. There were four participants in the Sydney[1] focus group, 11 in the Melbourne focus group and seven in the Brisbane focus group. A list of participating institutions can be found in Appendix 2.

An analysis of secondary sources provided a basis of a 'thinking piece' which was sent to participants prior to each focus group. The thinking piece outlined the aims of the study, the aims of the focus group and the issues to be discussed. Questions in the thinking piece were used to guide the focus group discussion. During the focus group participants were also presented with a list of impacts and were asked individually to indicate which of those impacts they perceive to occur in their respective LGAs. Following individual participants identification of impacts they were then placed into small groups and were asked as a group to identify those impacts they consider to be the most important. The outcomes of the focus groups and the comprehensive literature review were incorporated into the community survey.

Survey

The survey was conducted in the LGAs of Brisbane City, City of Sydney, City of Melbourne, and the Sydney LGA's of Manly, Waverley and Randwick to determine the perceptions that local residents have of tourism and its impacts in their areas.

Instrument

Questionnaire design was informed by utilising previous impact research and the findings from the local government focus groups. Respondents were requested to answer the questions in relation to the area in which they were living. A copy of the questionnaire is provided in Appendix 3. Jetty Research[2] was commissioned to conduct the fieldwork.

Administration

The survey was conducted via a random online and mail questionnaire. An invitation to participate in the survey was sent to 9,000 households in Sydney, Melbourne and Brisbane. This was divided into a pilot mail-out of 1,000, and a main mail-out of 8,000. Four thousand reminder postcards were then sent to non-respondents of the main mail-out.

The sampling frame consisted of a commercially available database of residential names, addresses and telephone numbers. Postcodes selected and the size of the sampling frame for each region is shown below. It must be noted that suburbs shown are indicative, and do not necessarily represent all suburbs in that postcode. The postcodes to be surveyed were selected in conjunction with recommendations from the contact at the

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[1] Attendance at the Sydney focus group was smaller than the other destinations due to a massive dust storm that hit the city the day of the focus groups forcing many people to stay at home. The research team was extremely grateful to those who did brave the elements to attend the Sydney focus group. However the poor weather conditions resulted in no representation from Manly, Waverly or Randwick Councils.

[2] Jetty Research is a market research company specialising in telephone, mail out and online surveys.

respective local governments and based on those places in which tourism was present and considered significant (see Appendix 4).

Using a random number generator, 2,250 records were selected from each of four regions: Sydney[3], Melbourne, Brisbane, and a combination of Manly, Waverley and Randwick (at 750 each). From this sub-set 2,000 records per region were randomly selected for the main survey and 250 per region for the pilot[4]. It is important to note that the survey invited the resident of each designated address to participate in the survey, whether or not that corresponded to the name on the record.

Invitees could complete the survey in one of two ways:

- Online, using a web address linked to the Jetty Research site; or

- On paper, by phoning Jetty Research and requesting a survey form be sent to them (along with a reply-paid envelope for its return).

Respondents were offered the opportunity to win one of six $500 Woolworths/Safeway gift cards as an incentive to complete the survey. This was prominently noted on both the envelope and the invitation.

The conduct of the survey can be divided into three mail-outs: pilot, main and reminder. A Melbourne-based company, Valiant Press, was contracted to print and mail surveys for each of the three phases, based on databases supplied by Jetty Research. A summary of statistics arising from the three stages follows:

Pilot mail-out

One thousand and two test surveys were sent out on January 25th 2010 of which, 256 were returned to sender and 67 surveys were completed. Response rate was 9.0 per cent excluding return-to-senders. Following the pilot phase, it was noted by Valiant Press that +/- 20 per cent of records supplied did not match addresses contained within an Australia Post address database, through which all records were "washed" for barcoding purposes. Of returns-to-sender, 46 per cent were not barcoded.

To address these issues some minor changes were made. It was decided to increase the size of each of the four regional databases by approximately 25 per cent for the main mailing, with only the first 2000 barcodable (i.e. Australia Post-recognised) records per region being printed and posted by Valiant Press. The prominence of the **"Or resident"** was increased in the main mailing, in an effort to reduce returns-to-sender (i.e. where address was valid but original addressee had moved.).

Two weeks after the pilot mail-out was distributed approximately twenty calls were made to respondents asking for feedback on survey content, with a further twenty calls made to non-respondents asking why they had not commenced a survey. Minor changes were made to the survey invitation and questions in response to these calls. However changes to survey content (in particular elimination of two questions) did not affect the validity of responses during the pilot phase. These responses were hence included in the final sample.

Main mail-out:

- The main survey was posted on February 15th 2010

- 8000 surveys were sent out (evenly divided between the 4 areas), with the mailing list cross checked against Australia Post software to ensure all addresses are registered with them and hence barcodable

- Of the 8000, there were 1557 returns-to-sender (representing a 19.5 % of invitations mailed)

Reminder mail-out:

- A final reminder was sent out in postcard form, on 5th March 2010.

- 4000 postcards were sent,(1250 to Sydney,1000 to Melbourne, 1000 to Brisbane, and the final 750 to the Manly/Randwick/Waverley area) to a random sample of the 8000 respondents in the main mailing who had either (a) not yet completed a survey; or (b) not been returned to sender. The slight bias towards Sydney addresses was to counter a lower-than-average response rate

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[3] Including selected Marrickville LGA postcodes

[4] 252 for the combined Manly/Waverley/Randwick region, or 84 per sub-region.

from this area, against a higher-than-average response rate from the Waverley/Randwick/Manly region.

- 71 residents commenced the survey in the reminder phase. Of the 4000 reminder postcards, 269 were returns-to-sender.

Total surveys commenced online or in paper versions were 638, of which 538 responses were deemed by Jetty Research to be complete and valid. Final response rate, based on completed surveys, was 7.7 per cent (or 538/6918). This was below an anticipated response rate of +/-15 per cent. Table 1 presents the response rates for each LGA.

Table 1: Response rate by LGA

LGA	Invitations Sent	Valid Responses	Response rate
Randwick	750	58	7.7%
Waverley	750	54	7.2%
Manly	750	57	7.6%
Sydney/Marrickville	2250	117	5.2%
Brisbane City Council	2250	124	5.5%
City of Melbourne	2250	128	5.7%
TOTAL	9000	538	6.0%

Reasons for non-response

Based on calls to (twenty) non-respondents following the pilot phase and the relatively high value incentive, it appears the main reason for the lower-than-anticipated response was a general lack of interest in the subject matter, combined with an unwillingness by most recipients to commit 15 minutes completing the survey. This may reflect the fact that the vast majority of the population in these areas was not concerned about the impacts of tourism. Errors in the accuracy of the supplied database (estimated at 20-25 per cent, which is not atypical for a commercial residential database) also had an adverse affect on response rates.

Not all respondents answered every question. The number of respondents answering each question is marked as "n = XXX" in the graph or table accompanying that question. Caution should be taken in analysing some questions due to the small sample size. Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. Significant differences are unlikely to have been caused by chance alone.

Sampling error

A random sample of 538 implies a margin for error of +/- 4.17 per cent at the 95 per cent confidence level (this means in effect that if a similar poll was conducted twenty times, the results should reflect with 95 per cent confidence the views and behaviour of the overall survey population to within a +/- 4.17 per cent margin in 19 of those 20 surveys). As Appendix 5 shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example using the above population sizes, a sample size of 100 exhibits a margin for error of +/- 9.8 per cent (again at the 95 per cent confidence level).

In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. In this instance non-random sampling error may have included low response rate, an incomplete residential database, and/or other errors in the sampling frame (see Appendix 5).

Data analysis

Data were entered into the Statistical Package for the Social Sciences, version 17 (SPSS) for data analysis. Methods included descriptive statistics, T-Tests and Anova's. The late commissioning of the study and a short deadline for the report meant that some data analysis could not be undertaken. Further data analysis the study lends itself to is Cluster analysis, Factor analysis and Repertory Grid Analysis.

Responses to open ended questions, as well as responses to scaled questions were analysed to identify whether open ended responses provided further information about the patterns across responses. Qualitative data from the survey were analysed using ethnographic content analyses, with NVivo 8 (QSR, 2008) software. The

content analyses approach provided a focus on the language used by residents to describe their best and worst experiences with tourism in their local area.

Background to the LGAs

City of Melbourne

The City of Melbourne is located within the state of Victoria and includes the residential and commercial suburbs of the Melbourne Central Business District, Docklands, Southbank, Carlton and the Port of Melbourne (see Figure 1). The total land area of the City of Melbourne was 37.6 square kilometers (City of Melbourne, ND-a). The resident population of the City of Melbourne as at the 2006 Census was 89,759. Of the population 58 per cent were Australian born and the median age of residents was 28 years (ABS, 2006).

Tourism sites include: Federation Square, Melbourne Park, Melbourne Cricket Ground, China Town, Southbank, Docklands and the Bourke Street Mall. In 2006 the 10.8 million visitors to the City of Melbourne spent $5.1 billion dollars (City of Melbourne, ND-b). The ongoing development of tourism by the City of Melbourne is a core component of planning legislation. Through the Council of Capital Lord Mayors, the City of Melbourne has maintained an active involvement with the Commonwealth 'on Melbourne's … tourism and global positioning' (City of Melbourne, 2008).

Figure 1: City of Melbourne Local Government Area
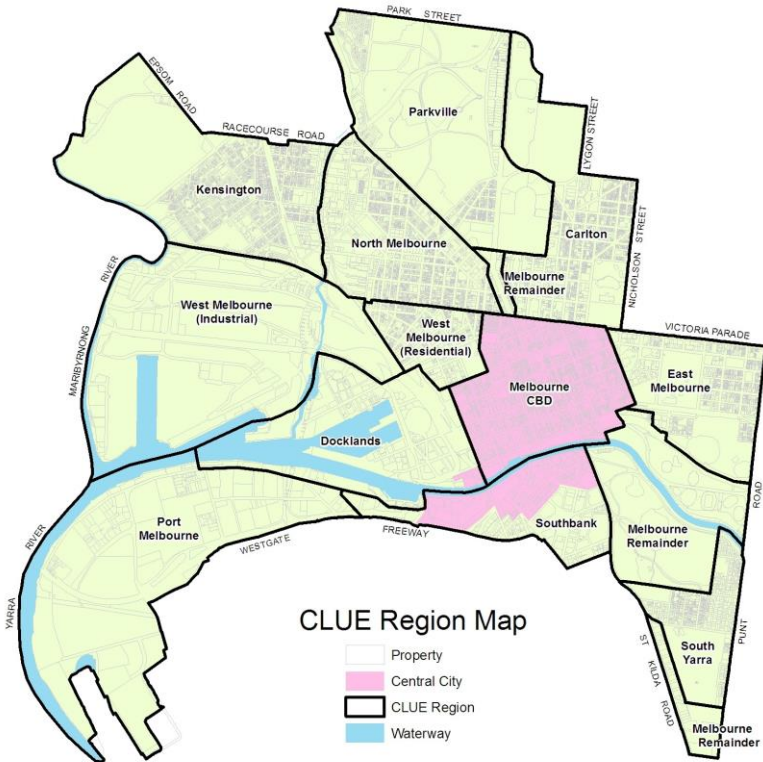
Snapshot of issues

The issues of concern to the City of Melbourne are primarily focused on product development and community engagement with and the service delivery of tourism. With an aim to promote the inner Melbourne Region as a tourism destination encouraging local populations to visit the City of Melbourne is seen as important. Tourism growth and optimizing the environment for both visitors and residents are seen as key challenges (University of Melbourne and City of Melbourne, ND). Other issues include:

- Establishing the best approach for managing tourism development on Crown or public authority land in Melbourne's metropolitan area (Hywood, 2009). This has implications for local residents who may

otherwise have used these areas as a site for recreation or business, but are now affected by changing land tenures.

- More than a third of the resident population of the City of Melbourne are students of which approximately ½ are international students (Future Melbourne, 2008). Recent race oriented attacks on Indian students have created new challenges for managing their tourism image (Pollard, 2010).

- There is a perception that crime and alcohol fuelled violence on the streets of the Melbourne CBD, can be connected to a general rise in the resident population of the City of Melbourne, as well as changes to venue licenses and issues with public transport (Krauskopf, 2008)

City of Sydney

The City of Sydney LGA covers an area of approximately 26 square kilometers around the city's Central Business District (see Figure 2). Suburbs located within the City of Sydney include: Alexandria, Beaconsfield, Camperdown (part), Centennial Park (part), Chippendale, Darlinghurst, Darlington, Dawes Point, Elizabeth Bay, Erskineville, Eveleigh, Forest Lodge, Glebe, Haymarket, Millers Point, Moore Park, Newtown (part), Paddington (part), Potts Point, Pyrmont, Redfern, Rosebery (part), Rushcutters Bay, St Peters (part), Surry Hills, Sydney, The Rocks, Ultimo, Waterloo, Woolloomooloo and Zetland (City of Sydney, 2008). The resident population of the City of Sydney LGA as at the 2006 Census was 180,484 of which 54 per cent were males and 46 per cent were females. Of the resident population 41 per cent are Australian born and only 8 per cent of the population is aged 65 or over. There were 8,476 owned dwellings in the Waverley LGA in 2006 versus 37,491 rental properties (all figures from City of Sydney, 2008).

Figure 2: City of Sydney Local Government Area
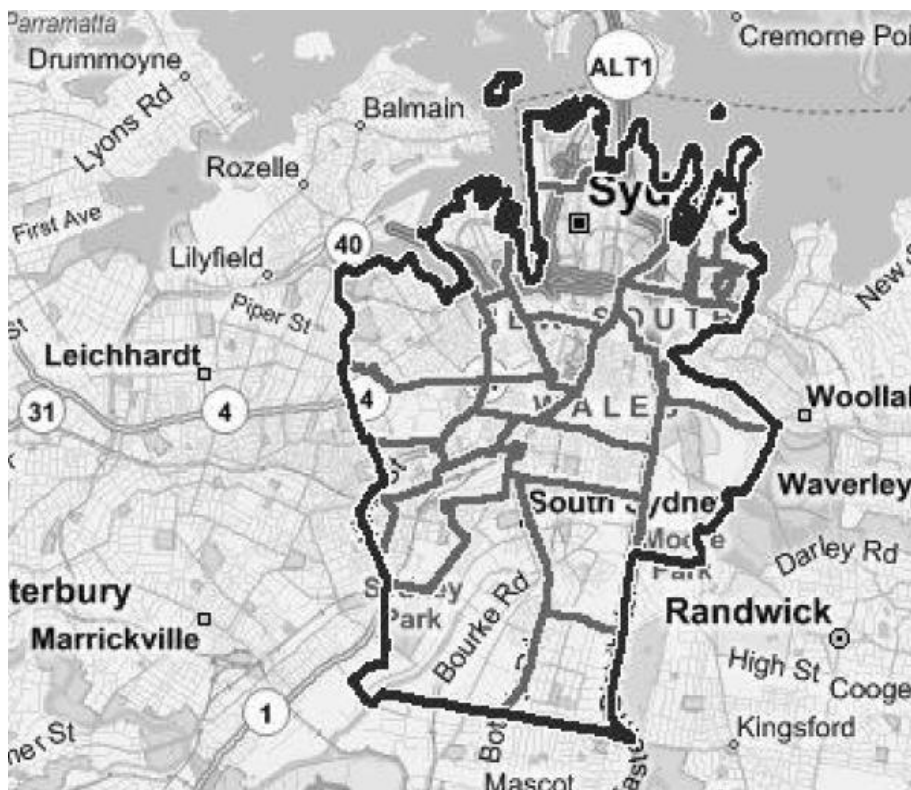
Source: (City of Sydney, 2008)

Reflective of its proximity to Sydney Harbour, the City of Sydney is home to some of Australia's most identifiable tourism landmarks including Darling Harbour, Circular Quay, Sydney Harbour Bridge, the Domain, Hyde Park and Sydney Tower. In 2006 over 2.6 million people visited the Sydney metropolitan area (Allon et al. 2008). The management of these landmarks is an important component of recent council plans for the future of Sydney's metropolitan area (City of Sydney, 2009, p. 71).

Snapshot of issues

The issues and concerns in the City of Sydney LGA are focused primarily on the delivery and service of tourism. These are:

13

- Concerns over the ability of the LGAs accommodation infrastructure to meet the demands of an expanding tourism market (TTF Australia, 2008).
- A need to enhance the tourism experience within the Sydney Harbour area.
- Ageing convention centre facilities within the Darling Harbour Precinct.
- Continued development of an integrated transport strategy and ticketing system (TTF Australia, 2008)
- A call for expansion of Sydney's light rail network to encompass Hickson road (linking China town and Circular Quay) and George street (TTF Australia, 2008)
- An over reliance on vehicle use in the CBD. (Besser, 2008b)
- Underdeveloped cruise terminal (TTF Australia, 2008) as none of the 42 cruise ships currently being built throughout the world will be able to use existing facilities as these ships are too tall. (Spuri, 2009)
- Overcrowding of residential units by backpackers and other short term budget tourists (Norrie, 2006) resulting in overcrowding, noise complaints, security breaches and littering (Allon et al. 2008)
- Growing demand for the development of recreational cycle routes around Sydney Harbour (City of Sydney, 2007).

City of Brisbane

The City of Brisbane is located within the state of Queensland and includes a number of residential, recreational and commercial suburbs (see Figure 3). Suburbs of note around the CBD include: South Bank, Fortitude Valley and Kangaroo Point. The total land area of the LGA is 1367 square kilometers and the resident population at the time of the 2006 Census was 978,250 (Brisbane City Council, ND). Of the population 69 per cent are Australian born. There were 107,545 owned dwellings in the City of Brisbane LGA in 2006 as opposed to 122,381 rental properties (all figures from Brisbane City Council ND).

Figure 3: City of Brisbane Local Government Area
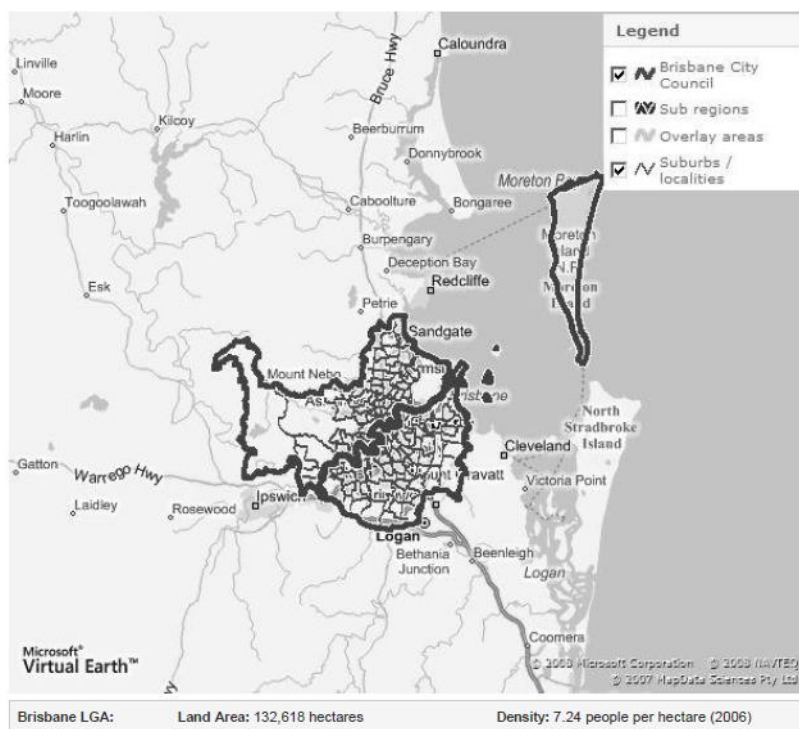
Source: Brisbane City Council

Over the last 10 years there has been a 22 per cent increase in domestic visitation to Brisbane, along with a 28 per cent increase in international tourism rates (Sandy, 2008). Prominent tourism features of the Brisbane area include: Moreton Bay, the Bondall Wetlands, City Botanic Gardens, the Gabba (Brisbane Cricket Ground) and Moreton Island National Park. Tourism development has become an important component of recent planning documents including the *Brisbane Economic Development Plan*. Brisbane Marketing a subsidiary of Brisbane City Council is responsible for the marketing of the Brisbane region (Brisbane Marketing, ND).

The marketing strategy employed by Brisbane Marketing has a strong focus on selling the region as a whole rather than focusing on iconic tourism attractions. Areas such as South Bank, Fortitude Valley and the West End are said to each provide differentiated "unique lifestyles" (Brisbane Marketing, 2009, p. 5).

Snapshot of issues

The issues and concerns to the City of Brisbane are focused on the development of Brisbane as tourism destination. Brisbane is embarking on an aggressive tourism revitalization plan. This plan will see the development of new tourism product including an internationally significant national Indigenous centre for South Bank, an aquarium and marine discovery centre at Moreton Bay, a high-tech interpretation centre and a viewing platform of Greater Brisbane and the Scenic Rim at Mt Coot-tha, a second shipping terminal up river to support existing facilities and address the needs of the new, larger cruise ships visiting Brisbane, increased accommodation stock, a Moreton Bay ferry terminus at or near the mouth of the Brisbane River and an eco-lodge on Moreton Island (Brisbane City Council, 2009). However these plans have experienced opposition from the community and the conservation sector (Deehney, 2009).

Manly Council Local Government Area

Manly Council is located on Sydney's northern beaches approximately eight to 17 kilometres north east of the Sydney Central Business District (Manly Council, 2009). The Manly Council area comprises the suburbs of Balgowlah, Balgowlah Heights, Contarf, Fairlight, Manly and Seaforth (see Figure 5). At the 2006 Census the population of Manly LGA was 37,380 of which 49 per cent were male and 52 per cent were female. Of the resident population 62 per cent per cent were Australian born and 14 per cent were 65 or over, which is higher than the Sydney average. There were 5,029 owned dwellings in the Manly LGA in 2006 as opposed to 5,090 rental properties (all figures from Manly Council, 2009)[5].

Since the 1880s Manly has been a popular seaside resort, catering for an expanding domestic and international client base. Currently nearly 6 million people visit the area annually to take advantage of the natural and cultural features of the site including: Manly Beach, North Head, the Quarantine Station, the International College of Management Sydney, Manly Wharf, the Manly Ocean World, the Corso and an extensive variety of cafes and restaurants.

Figure 4: Manly Local Government Area
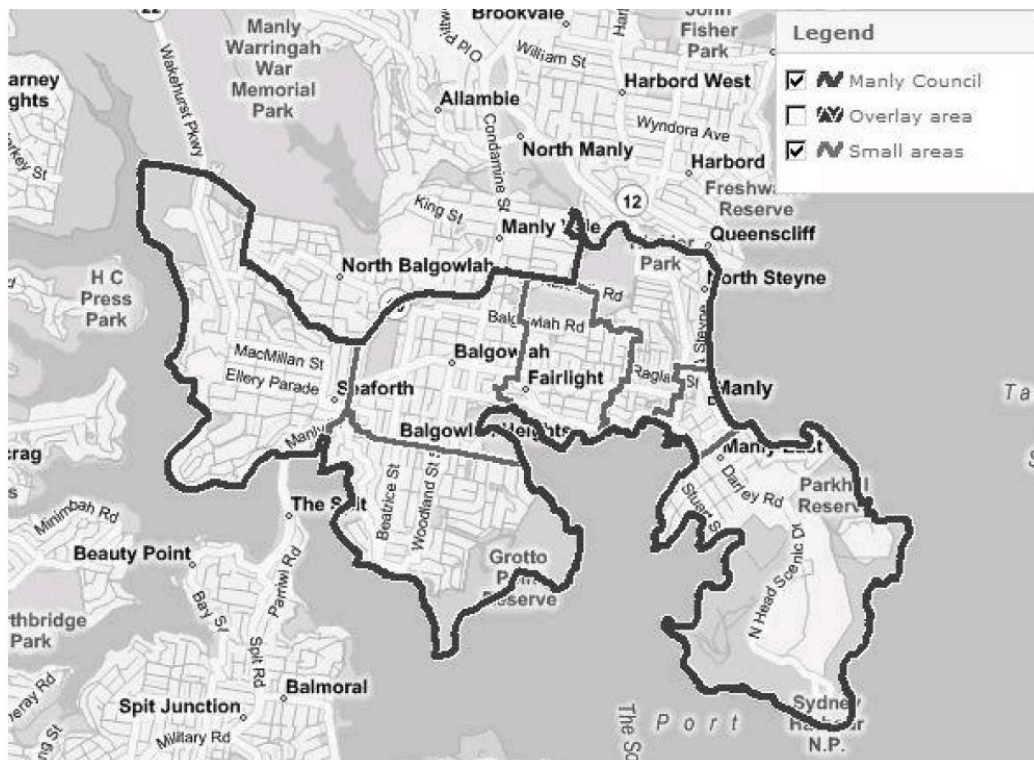
Source: Manly Council (2009)

Snapshot of issues

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[5] The higher number of rental properties was standard in all the council areas used in this project.

Issues of concern in the Manly LGA are focused on the long-term sustainability of the area and the careful management of a long term resident community and increasing visitation. Within the local area there is recognition that social and environmental pressures 'are intensifying in line with visitor numbers' (Manly Council, ND-d). Costs to the resident population to maintain sites of tourist interest include funding for: beach cleaning, patrol of beaches, street and gutter cleaning, parks and reserves maintenance and development, ordinance inspection and garbage/ sanitary expenditure. Costs such as these are considerable when one takes into account that the Manly LGA comprises just over 37,380 residents and approximately 16,000 rateable properties.

A number of management strategies have been introduced to control the spread of tourism and avoid instances of environmental degradation and community discontent from overdevelopment. Manly Council is a member of the Sydney Coastal Councils Group (along with Waverley and Randwick) which has as its core charter the ecologically sustainable development of Sydney's coastal zone (Sydney Coastal Councils, 2005). In July 2009 Manly Council approved the creation of the Sustainable Economic Development and Tourism Committee (Manly Council, ND-b).

Waverley Council Government Area

The Waverley council area is located on Sydney's southern beaches approximately seven kilometres east of the Sydney Central Business District (Waverley Council, 2008) (see Figure 6). Suburbs within the LGA include: Bondi, Bondi Beach, Bondi Junction, Dover Heights, North Bondi, Queens Park, Rose Bay (part), Tamarama, Vaucluse (part) and Waverley. The resident population as at the 2006 Census was 61,689 of which 49 per cent were males and 51 per cent were females. Of the resident population 48 per cent were Australian born and 13 per cent were 65 or over. There were 6,634 owned dwellings in the Waverley LGA in 2006 versus 10,434 rental properties (all figures from Waverley Council, 2008).

Figure 5: Waverley Local Government Area

Source: (Waverley Council, 2008)

Throughout the LGA there are a number of significant natural and cultural sites. The iconic Bondi Beach has been a draw card for tourists since the 1920s and regularly attracts between 430,000 and 645,000 international visitors, in addition to up to 1.5 million domestic visitors per annum (Waverley Council, 2001-2009). Other prominent sites within the region include: Tamarama Beach, Bronte Beach, Eastern beaches Coastal walk, Queens Park and Waverley Park. The relatively wide dispersal of these sites means that there is a need for

coordinated transport planning, perhaps involving other local governments in the eastern Sydney area. Waverley Council formally adopted a revised tourism policy statement for the area in 2008. The objectives of this strategy were to ensure the environmentally sustainable management of the area.

There are a number of ongoing and unresolved issues related to tourism in the area. There is a strong feeling that there is too much tourist accommodation in the Bondi Basin (both legal and illegal) complicated by too many visitors, particularly backpackers, staying in the Bondi basin area, in rented flats which operate as alleged illegal backpacker establishments (Waverley Council, 2002). The concerns result from amenity impacts, especially noise, rather than any objection per se to visitors. A greater mix of accommodation types is desired (Waverley Council, 2002).

Managing tourism expectations of their heterogeneous resident population is also problematic. Views on current and future development are mixed. Some residents perceive a loss of Waverley's traditional character as a result of the conversion of shops to uniform fast food outlets to be an impact of the backpacker market conversely other residents are actively encouraging the development of new tourism infrastructure around Bondi including artificial reefs (Brisbane Times, 2008) and visitor information centres.

Randwick Council Government Area

The Randwick LGA area is located in Sydney's south eastern suburbs, between four and fourteen kilometers from the Sydney Central Business District (Randwick Council, ND). The Randwick LGA includes the suburbs of Centennial Park (part) Chifley, Clovelly, Coogee, Kensington, Kingsford, La Perouse, Little Bay, Malabar, Maroubra, Matraville, Port Botany, Phillip Bay, Randwick and South Coogee (see Figure 7). The 2006 Census information lists the resident population of the Randwick LGA as 122,173 of which 49 per cent were males and 51 per cent were females. Of the resident population 55 per cent were Australian born and 13 per cent were aged 65 or over. There were 13,308 owned dwellings in the Randwick LGA in 2006 versus 20,686 rental properties (all figures from Randwick Council, 2009a).

Figure 6: Randwick LGA
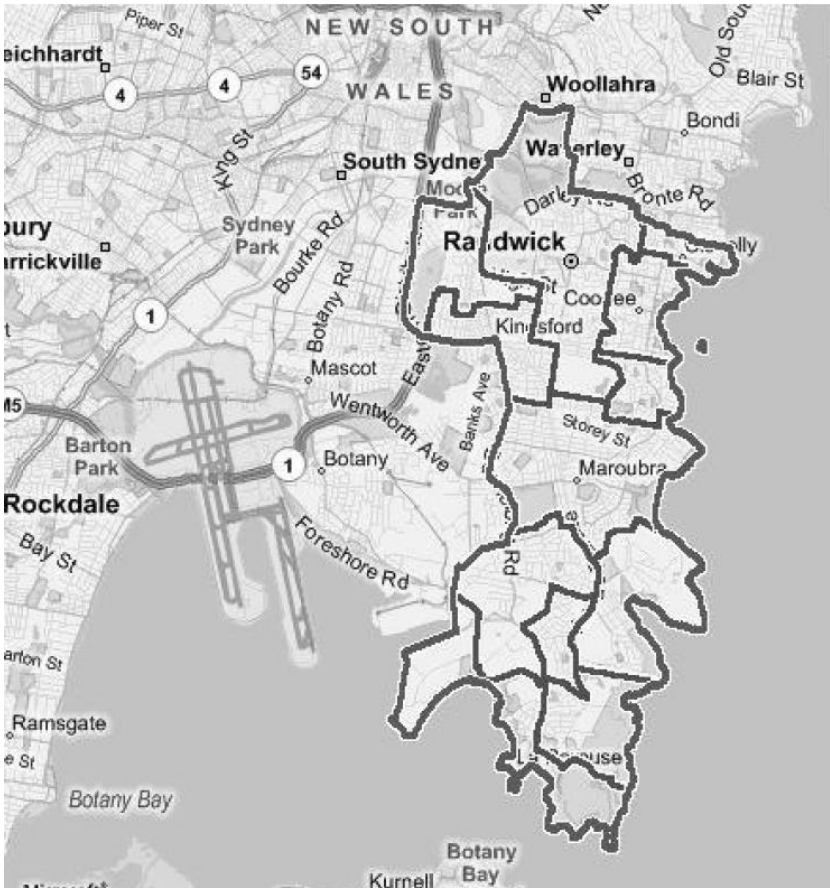
Source: (Randwick Council, 2009a)

The Randwick LGA is a key tourism precinct within Sydney, which attracts approximately 13 million visitors each year (City of Sydney, 2008; Randwick City Tourism, ND). Tourism activities and attractions in the area include: the Coastal walkway, surf beaches, coastal pools, historical buildings and forts, boating, fishing, sailing, scuba diving, horse racing, university, Botany Bay, La Perouse, kite festival, dramatic arts, golf courses, night clubs, snake show, shipwrecks, Aboriginal arts and settlement, antique shops, Centennial Park, Randwick Race Course, festivals and weekend markets. Randwick City Tourism was established in 1990 as a nonprofit tourism organization for the purpose of promoting tourism in the area.

Issues that Randwick Council are focused on predominantly include increasing visitation through promotion of attractions, upgrading of current attractions such as the Coastal walkway and improving the dissemination of online information. However there are other issues that have been identified for the area including resident concerns over noise, anti social behaviour and rubbish associated with illegal backpacker accommodation (Allon et al. 2008).

FINDINGS

Focus groups

The focus groups aimed to explore the impacts of tourism and their ensuing implications for the development and management of tourism within and across the LGAs that were a part of this study. Participants were asked for keywords they would use to describe tourism in their area; outcomes they would like to see from tourism taking place in their area; to identify the impacts tourism has on their LGA; to identify the issues and challenges in managing tourism; and strategies used to manage these issues and challenges. Set out below are the outcomes arising from the focus groups.

Key words to describe tourism

Keywords used to describe tourism predominantly reflected elements that reflect certain characteristics of tourism including:
- Authentic
- Events
- Diverse
- Stylish
- Low-key
- Reputation
- Informal
- Iconless
- Elegant
- Layered
- Fine-grain
- Recognizing value in tourism precincts

The words employment, shopping and multiplier benefits were used to reflect the positive impact of tourism. A common feeling across all focus groups was that tourism should be developed with local communities in mind. Key words used to describe this sentiment were valuing culture and Indigenous culture with one participant stating that "Great places to live are great places to visit".

Desired outcomes from tourism

As would be expected, desired outcomes from tourism differed across the LGAs of Melbourne, Sydney and Brisbane (Table 2).

Brisbane, perceived by focus group participants to be in the early stages of its engagement with tourism as compared to Sydney and Melbourne, was seeking to achieve economic growth, increased visitation and length of stay and product development. City of Melbourne referred to itself as an iconless city that was seeking outcomes focused on developing its 'fine grain' and places that were as much for residents as they would be for international and domestic visitors. Sydney a highly visited iconic city was seeking outcomes that balanced the needs of different stakeholders including residents, the business community and the environment.

Table 2: Desired outcomes from tourism

Melbourne	Sydney	Brisbane
• Recognition of the City and its roles • Understanding the layered/fine grained experience • Working for Locals • Balancing tourist/resident interface • Integrating tourism in city council thinking and debates. • Create authentic experiences • Welcoming environment. • Community as ambassadors • Recognition of diversity on offer • International reputation • Increased federal and state funding for urban centres - reduced bias towards regional areas. • Increased recognition of the importance of tourism in cities within the overall national tourism system. • Recognition of Melbourne's important function as a gateway • Recognition that Melbourne's success is reliant on Sydney's function as the most important national gateway. • Maintenance of positive local attitudes to tourism. • Development for residents first, with services, facilities, quality of life • Integration of tourism into a general framework for socio/economic development • Maintenance of the local experience so tourists share the local experience.	• Balancing local/ business and tourist needs • Urban regeneration • Protection of and engagement with the natural environment of the city • Providing a source of local employment • Increased leisure opportunities for residents • Increased vitality for local areas	• Increased visitation and length of stay • Economic growth • Product development • Quality • Understand the impacts on the community • Flow on effect for migration • Business opportunities – • Broader place marketing • Excellent customer service outcomes • Local appreciation/ knowledge of tourism

Perceptions of Impacts

Participants were asked to review a list of impacts – social, cultural, economic, fiscal and physical/environmental – that were identified from the literature, reflect on whether these impacts occurred in their LGA or not (yes/no) and to rate those they believe to be the most important. A full list of impacts and those considered to be most important can be found in Appendix 6. Table 3 presents the impacts that were identified as the most important.

Table 3: Most important impacts identified by focus group participants

Social Impacts	Yes	No	Most Important
Tourism increases recreational and leisure opportunities for residents	16	0	7
Tourism encourages resident involvement in local government	7	9	2

	Yes	No	Most Important
Tourists don't respect residents' privacy	3	11	2
Tourism impacts the social life of residents	12	6	1
Tourism increases the pride of local residents in their area	13	3	1
Tourism affects the quality of recreational opportunities for residents	13	2	1
Tourism leads to overcrowding in the local area	6	8	1
Tourism creates tension in the local community	6	8	1
Tourism influences residents' sense of community	8	5	1
Tourism businesses are not welcoming to residents	3	10	1
Tourism increases educational opportunities for residents	9	6	1
Cultural Impacts	**Yes**	**No**	**Most Important**
Tourism improves the services of shops, restaurants, entertainment, emergency services and other commerce	11	4	7
Tourism adds vitality to the local area	17	0	1
Tourism encourages a greater variety of cultural activities for residents	15	0	1
Tourists enrich the culture of the local area	15	0	1
Tourism provides residents with the opportunity to meet visitors from different cultures	15	0	1
Tourism encourages awareness in residents of their own cultural heritage	14	2	1
Tourism adds character to the local area	14	1	1
Tourism improves the image of the local area	11	4	1
Economic Impacts	**Yes**	**No**	**Most Important**
Tourism generates increased spending in our region	16	0	6
Tourism creates business opportunities for residents	16	0	2
Tourism benefits accrue to the whole community	14	2	2
Tourism increases local employment opportunities	16	0	1
Tourism lowers residents' standard of living	1	14	1
Fiscal Impacts	**Yes**	**No**	**Most Important**
Investing in tourism is an appropriate use of resident tax dollars because of the benefits it brings to the area	15	0	4
Tourism imposes additional maintenance and waste management costs on local government	15	1	1
Tourism imposes additional infrastructure costs on local government	14	2	1
Investing in tourism diverts money from essential community projects	1	13	1
Physical/Environmental Impacts	**Yes**	**No**	**Most Important**
Tourism development provides incentive for preserving historic buildings and other cultural sites	16	0	1
Tourism helps to preserve local wildlife habitats	12	4	1
Tourism encourages higher standards in city planning	8	8	1
Overall Impacts	**Yes**	**No**	**Most Important**
Overall, the benefits of tourism are greater than the costs of tourism	15	0	3
Tourism encourages local government to be more mindful of the living requirements of residents who share the tourism space	12	3	3

Social and cultural impacts were both of most concern to participants in terms of the number of impacts and their level of importance. Consensus on the social and cultural impacts participants believed to occur in their LGAs were tourism increases the recreational and leisure opportunities for residents, adds vitality to the local

area, encourages a greater variety of cultural activities for residents, enriches the culture of the local area and provides residents with the opportunity to meet visitors from different cultures.

The most important social impact was perceived to be the ability of tourism to increase the recreational and leisure opportunities for residents. The remaining social impacts perceived as the most important received mixed responses. That is perceptions differed as to whether these impacts occurred or not. Not everyone agreed that tourism encourages resident involvement in local government, increases the pride of local residents, influences residents' sense of community or increases the educational opportunities for residents. Similarly there were different perceptions of tourisms negative impacts – tourists not respecting residents' privacy, overcrowding, businesses not welcoming to residents, creates tension in the local community – that is there were some who perceived these impacts not to occur while others felt they did.

There were mixed feelings in relation to the cultural impacts of tourism. While the most important cultural impact was felt to be tourism's ability to improve the services of shops, restaurants, entertainment, emergency services and other commerce there were some who felt that tourism was also having a negative effect - such as a loss of independently owned mixed businesses (butchers shops etc.) and an increase in fast food and chain outlets. This impact was perceived to diminish the services for local communities. Other impacts which received mixed responses were tourism encourages awareness in residents of their own cultural heritage, tourism adds character to the local area and tourism improves the image of the local area.

All participants felt that the most important economic impact was tourisms ability to generate increased spending and there was consensus that tourism creates business and employment opportunities for residents. However there were mixed views as to whether the benefits of tourism accrued to the whole community while only one person felt that tourism lowered residents' standard of living.

Fiscally there was consensus that investing in tourism was an appropriate use of resident tax dollars because of the additional costs associated with infrastructure, maintenance and waste management. The majority of participants did not feel that investing in tourism diverted money from essential community projects.

There was common agreement that tourism was an incentive for preserving historic buildings and cultural sites however perceptions were mixed in relation to tourism's ability to preserve local wildlife habitats and to encourage higher standards in city planning.

Overall, there was overwhelming consensus that the benefits of tourism are greater than the costs. Hoe However, a surprising response was that not everyone agreed that tourism encouraged local government to be more mindful of the needs of residents.

Issues and challenges in managing tourism

Comments on the issues and challenges for managing tourism were varied and extensive. Participants in Brisbane would like Brisbane to develop a distinctive identity one that could be differentiated from Sydney and Melbourne. Transport and signage were seen by Sydney as major drawbacks to the accessibility of the LGA. Melbourne was concerned about the pressures tourism places on authenticity, increased rents squeezing out interesting but low income commercial operations such as artist studios and managing the diverse expectations of visitors, business, residents and government.

A significant issue raised by a number of participants was managing impacts that occurred by what they termed as 'creep'. These are impacts which are subtle at first and then "one day 'one' notices that the 'mojo' has gone". The argument was that impacts can be slow and occurring over long periods of time.

Other key issues and challenges are:
- Appropriate mix and level of accommodation stock
- Maintenance of open space
- Lack of product knowledge by locals and industry operator
- Leadership from the Commonwealth and State Governments on the best ways to develop tourism in lesser developed cities as the level of investment risk may be too great for the private sector
- Balancing community needs and tourist aspirations
- Maintaining and preserving iconic attractions

- Industrialisation of tourism precincts that results in a loss of character and authenticity (Lygon street, Bondi, Kings Cross)
- Managing expectations at the political level that tourism will fix everything
- Maintaining individuality in the face of formulaic approaches to tourism
- Ensuring accessibility for diverse visitor groups
- Signage and wayfinding
- Educating residents to understand tourism and its benefits
- Precincts should not cannibalize each other
- Adequate funding to implement action plans and manage impacts
- Coordination between local government and other agencies to pursue a tourism agenda for the area
- Notion that the impacts of tourism occur in cycles and change over time
- Developing supportive communities

Strategies for managing tourism

A number of key management strategies were identified for the successful management of tourism. These included collaborating within and across various management roles, agencies and organizations that are responsible both directly and indirectly for tourism. A clear action plan that articulates a vision, goals and objectives representing an overall agreement about what an LGA needs in terms of the development of tourism was seen as important to meeting the development of tourism. In recognition of "Great places to live are great places to visit" each focus groups felt that managing the needs of local communities would lead to positive experiences for tourists. Finally it was noted that each focus group believed it was important for the major cities to maximize their attractiveness in order for Australia to be a desirable destination internationally. In this sense intercity rivalry was irrelevant.

In summary focus group participants perceive the benefits of tourism to outweigh the costs. They were mindful of managing the diversity of needs within their communities but felt constrained by a lack of funds, research and information in this area. One participant made the comment – "tourism is interrelated to so many other areas, where do you start?". It was pleasing to note that apart from a friendly rivalry each of Sydney, Melbourne and Brisbane agreed that differentiation and the development of attractive destinations were critical to the overall attractiveness of Australia as a tourist destination.

Survey

The survey was conducted in the LGAs of Brisbane City, City of Sydney, City of Melbourne, and the LGA's in Sydney of Manly, Waverley and Randwick to determine the perceptions that local residents have of tourism and its impacts in their areas. The following section details the findings.

Sample characteristics (Section 4 of the survey)

Collectively the LGAs of Randwick, Waverley and Manly produced the highest response rate, providing approximately 10 per cent each of the survey sample (Graph 1). This was followed by the City of Melbourne and City of Brisbane at 24 and 23 per cent respectively. The City of Sydney provided 18 per cent of respondents, with a further 3 per cent coming from Marrickville Council.

The higher-than-average response from Randwick, Waverley and Manly respondents almost certainly derives from their greater interaction with tourists on a day-to-day basis, and hence a greater interest in the survey's subject matter.

Graph 1: In which of the following local government areas do you live?

Respondent locations, by LGA
(n = 538)
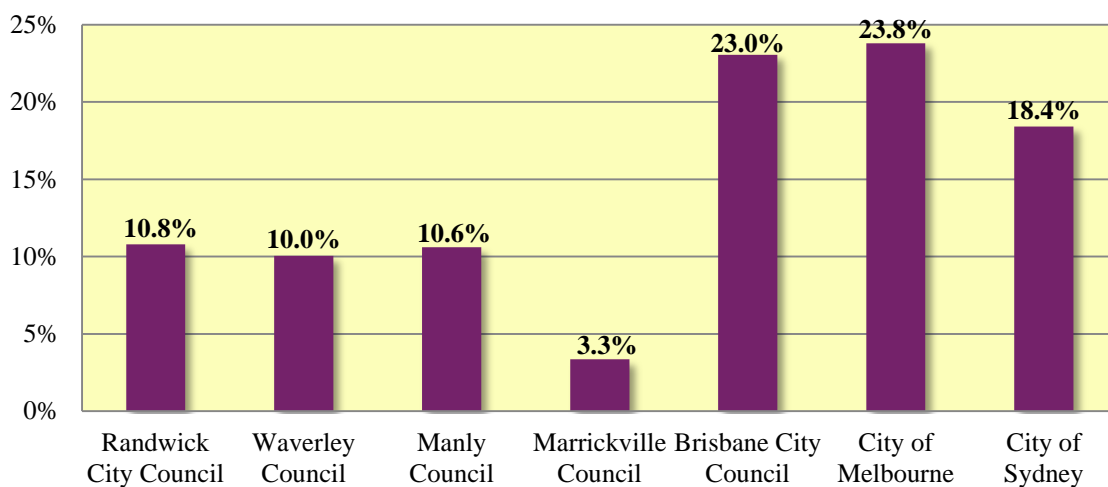
Note: Eleven respondents declined to provide age and/or gender

The survey sample provided an appropriate mix of age, gender, region and lifestyle situations. Among respondent characteristics:

- Gender split was 45 per cent male, 55 per cent female. (ABS 2006 Census[6] split for the total survey area was 50 per cent male, 51 per cent female, see Table 4).
- There was a relatively even split of ages, with 21per cent aged 18-35, 29 per cent aged 36-50, 33 per cent aged 51-65, and the remaining 18 per cent were in the 65+ category.
- 31 per cent of respondents lived in Manly, Waverley or Randwick LGA's (approximately ten per cent in each of the three LGAs).
- A further 24 per cent lived in the City of Melbourne, with 23 per cent living in the Brisbane City Council area. Eighteen per cent resided in the City of Sydney, while 3 per cent lived in the Marrickville LGA.
- Three-quarters of respondents owned or partially-owned their residences, with the remaining one-quarter renting; and
- 14 per cent either worked in the tourism industry, or had another member of their immediate family who did so.
- 36 per cent were couples with no dependents, with a further 29 per cent being families with dependents. Twenty four per cent live as singles, with the balance of 11 percent in shared households. This finding was relatively consistent between regions (Table 5), although City of Sydney respondents were most likely to live as singles and least likely to be families with dependents.

Table 4: Demographic characteristics

Gender (n = 527)	
Male	45.4%
Female	54.6%
Age (n = 527)	
18-35	20.5%
36-50	28.5%
51-65	33.4%
>65	17.6%
Own or rent (n = 525)	

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[6] Usual Resident profile

Own	75.0%
Rent	25.0%
Does respondent or member of immediate family work in tourism? (n = 527)	
Yes	14.0%
No	86.0%
Lifestyle situation (n = 527)	
Single living alone	20.3%
Single living with family	4.0%
Single living with others	8.9%
Couple living with others (ie. unrelated)	1.7%
Couple no children	17.8%
Couple - children left home	17.8%
Two parent family with children at home	27.3%
One parent family with children at home	2.1%

Table 5: Household status, by region (n = 527)

Household status	Manly/ Randwick/ Waverley	City of Sydney	City of Brisbane	City of Melbourne	Total
Single, Alone or with family	18.3%	33.6%	22.8%	25.2%	**24.3%**
Shared household	8.5%	13.3%	4.9%	16.5%	**10.6%**
Couple, no dependents	35.4%	35.4%	37.4%	34.6%	**35.7%**
Family with dependents	37.8%	17.7%	35.0%	23.6%	**29.4%**
TOTAL	100.0%	100.0%	100.0%	100.0%	**100.0%**

There is a range of residential periods (Table 6). The City of Sydney respondents (42 per cent) were significantly more likely to have been short-term residents: this may be a reflection of the city's high student population and relatively recent residential surge.

Table 6: Length of residence, by LGA grouping (n = 535)

		Region				Total
		Manly/ Randwick/ Waverley	City of Sydney	Brisbane	Melbourne	
Time lived in the area	<5 years	17.2%	41.7%	15.3%	27.6%	24.5%
	5-10 years	16.6%	14.8%	20.2%	15.7%	16.8%
	11-30 years	39.1%	35.7%	37.9%	34.6%	37.0%
	>30 years	27.2%	7.8%	26.6%	22.0%	21.7%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

Table 7 compares the survey result with 2006 ABS Census data. The table shows that the survey result is slightly skewed towards the Sydney beachside LGAs, which provided more respondents than any of the three city regions in both absolute terms, and relative to their populations. The sample was also skewed (vis a vis 2006 ABS Census data) to older residents, and particularly those aged 51-65. The degree of this bias varied sharply according to LGA. Such bias may be due to them being more concerned with the negative impacts of tourism, or

perhaps just more willing to participate in surveys generally. It may also indicate a level of apathy by younger age groups who are unconcerned with tourism or take greater enjoyment from the the types of benefits tourism brings.

Table 7: Age and gender against 2006 Census data (by region and total sample)

	Age			
LGA	**Age**	**Census (1)**	**Sample**	**Index (2)**
Manly	18-35	33.8%	20.0%	59.1
	36-50	29.2%	25.5%	87.3
	51-65	20.0%	29.1%	145.3
	66+	17.0%	25.5%	150.4
Randwick	18-35	41.1%	10.5%	25.6
	36-50	25.9%	31.6%	122.2
	51-65	17.9%	40.4%	225.1
	66+	15.1%	17.5%	115.8
Waverley	18-35	41.4%	15.4%	37.2
	36-50	26.6%	30.8%	115.7
	51-65	17.1%	32.7%	191.5
	66+	14.9%	21.2%	142.5
City of Sydney (3)	18-35	54.0%	26.3%	48.7
	36-50	23.7%	36.8%	155.1
	51-65	14.0%	29.5%	211.3
	66+	8.3%	7.4%	88.9
City of Melbourne	18-35	65.9%	22.8%	34.6
	36-50	16.2%	19.7%	121.3
	51-65	11.7%	38.6%	330.1
	66+	6.2%	18.9%	307.3
City of Brisbane	18-35	38.2%	20.3%	53.1
	36-50	27.6%	30.1%	109.0
	51-65	20.0%	28.5%	142.5
	66+	14.2%	21.1%	148.9
Total	**18-35**	**42.1%**	**20.5%**	**48.7**
	36-50	**26.3%**	**28.5%**	**108.3**
	51-65	**18.5%**	**33.4%**	**181.0**
	66+	**13.2%**	**17.6%**	**133.7**

Note:(1) 2006 ABS Census, Usual Resident Profile, % of people 18+; (2) Sample % divided by ABS Census %, x 100; (3) Excludes Marrickville

How tourism affects their area (Section 2 of the survey)

Respondents were asked how they feel tourism affects their area on each of 27 impact statements. They were instructed to answer by giving their opinion either 'yes', 'no' or 'unsure' as to whether or not the impact occurred. Those who answered don't know were instructed to move on to the next question. Those who answered yes or no were asked to indicate how they felt about that impact. They were instructed to rate how they felt about each impact statement on a Likert scale where -3 means the effect is very negative, 0 is neutral, and +3 the effect is very positive. Cronbach's alpha was calculated for the 27 item scale, with a value of 0.752.

Level of agreement on impact occurrence

Appendix 7 presents from highest to lowest the levels of agreement with the existence of specific tourism effects. They range from a high of 92 per cent agreement for "generates increased spending in our area" and 86 per cent for "adds vitality to our area" down to just 7 per cent agreement each for "encourages sexual behaviour

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that offends me" and "encourages prostitution in our local area". Half or more of respondents believe that tourism:

- Generates increased spending
- Adds vitality to the area
- Attracts investment
- Creates business opportunities for residents
- Increases employment opportunities
- Increases recreational and leisure opportunities for residents
- Increases the range of shops and services
- Provides opportunities to meet new people
- Increases litter
- Leads to crowding of public spaces and facilities
- Improves the quality of public spaces
- Provides incentives for cultural preservation
- Increases the quality of shops
- Increase in resident pride
- Increases the cost of real estate
- Provides incentives for conserving the natural environment
- Leads to increase in rowdy and anti-social behaviour
- Leads to increased noise
- Encourages excessive drinking/drug use
- Increases the cost of goods and services

More than 60 per cent of respondents disagreed that tourism:
- Encourages sexual behaviour that offends them
- Diverts money from essential community projects
- Makes the area less safe for residents
- Encourages prostitution

Using Independent sample T-Tests the data were analysed for any significant differences. Yes and no responses were significantly different at the $p < .05$ level for all items except "tourism increases the cost of real estate" (Appendix 8). Interestingly there were almost no significant differences in agreement between ages or genders. The exception is that youngest respondents (18-35) were the most likely to agree that tourism led to an increase in the cost of goods and services in their area. Appendix 8 also demonstrates that residents feel differently about impacts. For example the only items in which a majority of respondents were in agreement were tourism generates increased spending, attracts investment, adds vitality to the area, and doesn't encourage sexual behaviour that offends them.

Table 8 presents results of where resident's perceptions of impacts differed greater than 10 per cent above or below the average by region. The data indicates that residents of Manly, Waverley and Randwick LGA's were generally more likely to agree on the existence of negative impacts - increases litter; leads to crowding of public spaces; increases anti-social behaviour; increases noise; encourages excessive drinking/drug use; increases the cost of goods and services; leads to conflict over land use zoning; and makes the area less safe for residents - than those of central Sydney, Melbourne and Brisbane. Additionally they were less likely to agree that tourism would provide incentives for cultural preservation or encouraged prostitution.

Residents of Sydney were less likely to agree that tourism attracts investment; leads to conflict over land use zoning; or makes the area less safe for residents. However they were more likely to agree that tourism encourages prostitution.

Residents of Brisbane were most likely to downplay the existence of negative impacts while being keen to agree with positive impacts. Fewer respondents agreed that tourism would increase litter; increase the cost of goods and services; increase the cost of real estate; increase anti-social behaviour; increase noise; make the area less safe for residents; or encourage excessive drinking/drug use.

Overall residents of Melbourne were more likely to downplay the existence of negative impacts in particular increases litter; encourages excessive drinking/drug use; leads to conflict over land use zoning; makes the area less safe for residents; and encourages prostitution.

The findings indicate that residents of Sydney, Melbourne and Brisbane are likely to be more positive about

the impacts of tourism on their local community than are those of the Manly, Randwick and Waverley LGAs. This finding, which is re-enforced by other results later in this survey, is likely to arise from any or all of the following factors:

- A greater concentration of tourists in their local area;
- A greater reliance on tourism and related businesses (accommodation, restaurants and bars etc.) than the three city areas;
- A longer history of tourism, eroding some of the pride of sharing their area with visitors;
- A greater concentration of younger, independent travellers in these areas (which include the backpacker tourist "magnets" of Bondi, Manly and Coogee beaches.)

Table 8: Agreement with presence of specific tourism impacts, by region where (10per cent above or below the mean percentage) (n = various)

Key

%	>10 per cent above the average
%	>10 per cent below the average

Effect	Randwick/ Manly/ Waverley	City of Sydney	City of Brisbane	City of Melbourne	Total
Attracts investment to your area	85.5%	70.5%	83.1%	89.8%	**84.8%**
Provides incentives for cultural preservation in your area	54.4%	67.5%	74.2%	72.7%	**66.2%**
Increases litter in your area	88.8%	74.3%	54.8%	63.3%	**71.7%**
Leads to crowding of public spaces in your area	83.4%	64.1%	61.3%	70.3%	**71.0%**
Increases the cost of real estate in your area	71.0%	53.0%	45.2%	58.6%	**58.2%**
Leads to increase in anti-social behaviour in your area	72.8%	53.8%	31.5%	52.3%	**54.3%**
Leads to increased noise in your area	65.7%	60.7%	33.1%	53.1%	**54.1%**
Encourages excessive drinking/drug use in your area	74.6%	54.7%	25.0%	45.3%	**51.9%**
Increases the cost of goods and services in your area	62.1%	44.7%	41.9%	48.4%	**50.5%**
Leads to conflict over land use zoning in your area	50.0%	31.0%	33.1%	28.9%	**37.0%**
Makes the area less safe for residents in your area	44.6%	17.5%	12.3%	18.8%	**25.2%**
Encourages prostitution in your area	8.3%	24.3%	10.5%	9.4%	**12.5%**

Respondents rating of impacts perceived *to have* occurred

Respondents who agreed that a particular impact had occurred were asked to rate how positive or negative they perceived that impact to be. The results are presented in Table 9, from highest to lowest positive mean score. Key highlights are:

- Fifteen impacts (listed 1-15) that could be perceived as positive in nature were rated as occurring and were rated as positive. Impacts perceived as most positive include:
  - Increases recreational and leisure activities for residents
  - Increases the quality of shops
  - Improves the quality of public spaces
  - Provides incentives for conserving the natural environment
  - Provides incentives for cultural preservation
  - Increases the range of shops and services
  - Increase in resident pride
  - Encourages higher standards of local planning
  - Adds vitality to the area
  - Increases employment
- Eleven impacts (listed 17-27) that could be perceived as negative in nature were rated as occurring and were rated as negative. Impacts perceived as most negative include:
  - Encourages excessive drinking/drug use
  - Makes the area less safe for residents
  - Increases litter
  - Leads to increase in anti-social behaviour
  - Diverts money from community projects
  - Leads to conflict over land use zoning
  - Encourages offensive sexual behaviour
  - Increases the cost of goods and services
- One impact "increases the cost of real estate" that could be perceived as negative in nature was rated to have occurred and was rated as positive. That is, respondents who perceive tourism to increase the cost of real estate believe this to be a positive outcome.

Table 9: Mean impact scores for items that respondents perceived to have occurred in their area (from highest to lowest mean for "Yes")

	Impact	Mean for "yes" [ab]	% of total
1	**Increases recreational and leisure activities for residents**	1.90	79%
2	**Increases the quality of shops**	1.88	65%
3	**Improves the quality of public spaces**	1.88	69%
4	**Provides incentives for conserving the natural environment**	1.85	57%
5	**Provides incentives for cultural preservation**	1.82	68%
6	**Increases the range of shops and services**	1.81	79%
7	**Increase in resident pride**	1.73	63%
8	**Encourages higher standards of local planning**	1.73	45%
9	**Adds vitality to the area**	1.69	88%
10	**Increases employment**	1.69	82%
11	**Generates increased spending**	1.62	93%
12	**Creates business opportunities**	1.60	85%
13	**Enhances residents' sense of community**	1.57	46%
14	**Attracts investment**	1.57	86%
15	**Provides opportunities to meet new people**	1.35	78%
16	**Increases the cost of real estate**	0.09	61%
17	**Encourages prostitution**	-0.58	14%
18	**Leads to increased noise**	-0.74	56%
19	**Leads to crowding of public spaces**	-0.76	73%
20	**Increases the cost of goods and services**	-1.00	53%

	Impact	Mean for "yes" [a][b]	% of total
21	**Encourages sexual behaviour that offends me**	-1.08	8%
22	**Leads to conflict over land use zoning**	-1.20	42%
23	**Diverts money from community projects**	-1.53	17%
24	**Leads to increase in anti-social behaviour**	-1.54	57%
25	**Increases litter**	-1.56	74%
26	**Makes the area less safe for residents**	-1.62	27%
27	**Encourages excessive drinking/drug use**	-1.76	54%

a Higher scores indicate large levels of impact (either positive or negative) for each impact statement.

b Scale range -3 to +3 for each impact statement.

Qualitative responses on best effects of tourism

Respondents were asked to describe the best and worst effects of tourism in their area. Residents held very clear perceptions about the best effects. The first was an acknowledgement of the economic boost accruing to local businesses as a result of an influx of tourists. Residents saw the flow on benefits to themselves and their local area by way of improvement in quality and increase in numbers of local cafes, bars and restaurants. The second perception related to an increase in the number and quality of cultural activities in the area. People enjoyed living in an area with access to the arts in particular, and to outdoor activity type venues. The following were the four best effects:

Best effects – amenity of the area

Comments on this effect overwhelmingly came from property owners in Waverly and Manly, with more than twice as many females as males voicing this issue. One idea running through the qualitative responses to "the best effects of tourism" was that at times the local area was given extra services and was better cleaned because of the tourist population. Residents pointed to cultural diversity from overseas visitors that they loved and said that crowding was a positive outcome of tourism as it made the area seem more vibrant and alive.

Some residents saw the gentrification of their suburb arising from tourism and liked that heritage status was given to some of their local buildings which in turn promoted more tourism. Residents commented on the way tourism had a positive effect on real estate market prices; the "up-marketness" of the suburb with small cafes and boutique restaurants springing up to cater for tourists; and the tourist market being important to the economy.

Best effects - business

There was an average of 25 business issues from across each LGA with the exception of Melbourne (10 comments and Randwick (18 comments). Restaurants were cited overwhelmingly as a best effect of tourism and the reasons given included the fact that tourism created the establishment of new restaurants and led to the improvement of existing restaurants. Further, the diversity created by the increasing numbers of boutique restaurants and bars had exciting appeal for some residents. Residents said the variety was attractive to them and also attracted tourists, and consequently provided a boost for local business.

Services were said to have improved and increased in number, and also to have brought business into the local areas. The types of services, when specified, included community, cultural, employment, restaurants, council services (rubbish), and other unspecified amenities. An increase in the numbers and types of shops and longer trading hours was repeatedly mentioned. The majority of respondents in this category pointed to the potential economic gain for shop owners and the consequential benefit flowing to the local area. One resident's unusual response related to having:

"Pleasant young people from OS serving you in shops".

Best effects – financial

Income and revenue, for the most part used inter-changeably, were the most frequently used descriptors in this category. Comments were evenly distributed from Waverly, Manly and Melbourne with a sharp decline for all other LGAs. Comments were spread evenly across gender.

No residents indicated that revenue/income was impacted unfavourably by tourism. This effect of tourism was without exception about generating increased revenue for the local community and business. Money was about tourists bringing in and spending in the local area and thus increasing income and revenue.

Best effects – people and culture

Waverly, Manly and Marrickville dominated comments for these effects. The people category refers to a number of different elements. First, it was a term used by residents to indicate that they would like tourism to result in more family-friendly areas and increase the number of activities and events available to people. Second they felt that tourism brings in new people (i.e. tourists) and good people (i.e. tourists) which leads to cultural diversity for the area. It was said to be enjoyable to "see others enjoying my neighbourhood" while meeting people from other countries was said to be fun and a good form of cultural exchange. A final aspect to people was about attracting more people to the area which was seen to be good for business.

Culture was literally about the increase in comedy, music and wine festivals as well as sports and art etc. that were labeled with the word "international". Residents perceived that such a label brought international recognition to their area. The term overseas was used alongside international to indicate that an international flavour drew overseas tourists to their area. The greatest frequency of use for these terms occurred in Manly, Marrickville and Sydney.

Ratings of impacts perceived *not* to have occurred

Respondents were also able to rate the impacts they did not agree to have occurred. The results are presented in Table 10, from highest to lowest negative mean score. Key highlights:

- Fourteen impacts (listed 1-15) that could be perceived as positive in nature, but had not occurred were rated as negative. That is, respondents felt that tourism could result in potential positive impacts but didn't feel that these impacts occurred. Non-occurring impacts that were perceived as most negative were:
  - Provides incentives for conserving the natural environment
  - Improves the quality of public spaces
  - Encourages higher standards of local planning
  - Provides incentives for cultural preservation
  - Increases the range of shops and services
- Twelve impacts (16-27) that could be perceived as negative in nature but had not occurred were rated as positive. Impacts that respondents felt most positive about not occurring were:
  - Increases noise
  - Increases litter
  - Increase in anti-social behaviour
  - Crowding of public spaces
  - Makes the area less safe for residents
- One impact "increases the cost of real estate" that could be perceived as negative in nature was rated not to have occurred and was rated as positive. That is respondents who perceive tourism not to increase the cost of real estate believe this to be a positive outcome. This indicates that there are people in the community who feel differently about the increase in the cost of real estate.

Table 10: Mean impact scores for items that respondents perceived not to have occurred in their area (from highest to lowest mean for "No")

	Impact	Mean for "no" [ab]	% of total
1	**Leads to increased noise**	0.78	39%
2	**Increases litter**	0.73	20%
3	**Leads to increase in anti-social behaviour**	0.68	39%
4	**Leads to crowding of public spaces**	0.65	26%
5	**Makes the area less safe for residents**	0.64	68%
6	**Encourages excessive drinking/drug use**	0.57	37%
7	**Encourages prostitution**	0.56	64%
8	**Diverts money from community projects**	0.52	71%
9	**Enhances residents' sense of community**	0.50	43%
10	**Increases the cost of goods and services**	0.50	40%
11	**Encourages sexual behaviour that offends me**	0.38	82%
12	**Leads to conflict over land use zoning**	0.32	30%
13	**Increases the cost of real estate**	0.12	29%

	Impact	Mean for "no" [a][b]	% of total
14	**Provides opportunities to meet new people**	-0.16	17%
15	**Generates increased spending**	-0.38	5%
16	**Increase in resident pride**	-0.45	27%
17	**Increases recreational and leisure activities**	-0.47	18%
18	**Creates business opportunities**	-0.48	10%
19	**Increases employment**	-0.49	13%
20	**Attracts investment**	-0.53	9%
21	**Increases the quality of shops**	-0.59	32%
22	**Adds vitality to the area**	-0.63	9%
23	**Increases the range of shops and services**	-0.75	20%
24	**Provides incentives for cultural preservation**	-0.96	23%
25	**Encourages higher standards of local planning**	-1.04	39%
26	**Improves the quality of public spaces**	-1.11	24%
27	**Provides incentives for conserving the natural environment**	-1.29	32%

a Higher scores indicate large levels of impact (either positive or negative) for each impact statement.
b Scale range -3 to +3 for each impact statement.

Worst effects of tourism

Statements about the worst effects of tourism were centred on traffic congestion and noise. They were issues residents raised throughout the survey, regardless of the question being answered. The problems occurring from insufficient parking and traffic congestion were passionately described, although it was difficult to know if residents separated local and pre-existing traffic problems from those exacerbated by tourists. The language used to describe these effects was colourful and intense with much feeling and at times annoyance apparent in their turn of phrase. It is in these respects that tourism is viewed as impacting negatively on residents' quality of life. The following were the three worst effects:

Worst Effects – litter/rubbish

Litter is a problem that rated 123 comments as a worst effect of tourism in the local area. Litter/rubbish left over from events was viewed as problematic. It was seen to be spilling out of rubbish bins thus increasing the cost of cleaning up the local area. Litter was a particularly sensitive issue on beaches and around picnic areas, and was described as appalling and consistent. Vomit and cigarette butts were cited as a problem, mostly in the context of backpackers, pubs and fast food outlets. The following is a selection of quotes demonstrating resident feelings about tourists and litter:

"…tourists tend to ruin the ambience they are seeking."

"Crowds loiter outside some of these pubs and they can become litter hot spots, e.g. cigarette butts, glasses, bottles, cans, etc."

"Spring Carnival results in vast amounts of litter on the streets and rail reserves…rail reserve litter is almost NEVER removed."

Worst Effects – noise

Noise was an emotive issue and was used to describe traffic, as in "noisy traffic". Noise interferes with sleeping and relaxing, and enjoyment of their own local area. Eighty people mentioned noise as one of the worst effects of tourism, making reference to the time of the noise, the duration and the volume. Noise also featured prominently throughout the three subsequent questions on other effects, future directions and other comments. A main area of concern for residents was late night noise that deprived them of sleep. Typical comments were:

"Visitors make a lot of noise at night, often at a very late hour."

"intolerable noise levels at night, often due to revellers and backpackers…"

Worst Effects – traffic, transport and parking

There were over 400 comments about the difficulty that transportation, exacerbated by tourists, posed for residents. These comments were made by owners. Females showed a 30 per cent higher response rate than

males. Distribution of comments was in line with the sampling frequency.

Overwhelmingly, residents referred with great frustration to a lack of parking. The inconvenience suffered by residents on their own streets and in their community facilities (i.e. shopping centres) is wide spread across the survey. Again it is difficult to decipher how much of this is non-tourist related, however many residents refer to the pressure on parking as a result of particular events and festivals.

Public transport figured strongly in responses, suggesting that it was inadequate for tourists (and residents), especially late at night, after pub closures and events ending. Across this category, there was a consistency with which people simply stated that there wasn't enough public transport to cater for special events and as a consequence the issue with parking arises and causes havoc for local residents on an ongoing basis.

The issues of transportation overlap substantially with noise, in that increased traffic congestion creates longer travel times and particularly more traffic noise – along with all the associated problems of crowding and congestion. The vast majority of comments about traffic transport and parking came from Manly, Waverley, Marrickville and Melbourne with a sizeable drop in frequency to Sydney, Brisbane and Randwick.

The following quotes typify the responses given by residents:

"The State Govt's focus should be on the infrastructure i.e. public transport. It is not enough to put on extra services - more needs to be done."

"Would like the area accessed by tourists using public transport."

"…in area but unfortunately insufficient police/security patrols which leads to unruly behaviour, increased crime, parking offences etc…"

"More congestion in the city, whether it be manifested in the form of busier traffic, longer wait times in commercial transactions or excessively crowded public transport."

"…when they come because of events in the local area, traffic and infrastructure congestion is the biggest issue."

"Increased cars in the local area. (due to lack of efficient public transport links to other parts of Sydney)."

"…traffic congestion - imbalance of residential and commercial accommodation arrangements…"

A positive and novel comment made by one resident about transport suggested:

"I am a public transport user. Improvements in this area for tourists have meant an improvement for me…"

Three descriptors that occurred in the best effects question, were of a negative nature. In beach areas residents were concerned about people sleeping in vans on the nature strip and about the safety of tourists and residents alike. The issue of violence was for the most part discussed in relation to tourists being drunk.

Significant differences

Using Independent sample T-Test and ANOVA the data were analysed for any significant differences. Table 11 summarises the significant differences between impact mean scores in terms of age, gender, region, home ownership, and whether or not the respondent or an immediate family member worked in tourism. Findings indicate that:

- Residents of the tourist-intensive LGAs of Randwick, Waverley and Manly Councils which have perhaps the greatest relative exposure to tourists were generally more negative than all other LGAs. City of Sydney residents, who in turn were more negative than residents of Melbourne and Brisbane. Reasons for this may include Brisbane and Melbourne respondents are less impacted by, or exposed to, any negative impacts of tourism either in an absolute sense or relative to the role tourism plays in their overall economies.
- Women were more negative than men about the anti-social consequences of tourism, for example excessive drinking/drug use, crowding of public spaces, and increases in anti-social behaviour.
- There were differences about whether increases in property prices were a positive or negative by-product of tourism. However as one would expect, renters viewed rising property prices more unfavourably than

owners.

- Apart from two impacts - "increases the cost of goods and services in our area" and "increases litter in our area" - there were no significant differences between different age groups.

Table 11: Significant differences for gender, region, age and worked in tourism for each tourism effect

Effect	Significant Difference/s[a]
Leads to increased noise	Over 65's most positive. Amalgam of Manly, Waverly, Randwick more negative than Melbourne and Brisbane. Owners more negative than renters. Longer-term residents more negative than newer arrivals.
Increases recreational and leisure activities for residents	Amalgam of amalgam of Manly, Waverly, Randwick more negative than Melbourne/Brisbane
Increase in resident pride	No differences
Encourages excessive drinking and drug use	Females more negative than males. Amalgam of Manly, Waverly, Randwick more negative than Sydney, Melbourne and Brisbane. Owners more negative than renters.
Enhances residents' sense of community	No differences
Leads to crowding of public spaces	Females more negative. Amalgam of Manly, Waverly, Randwick more negative than Sydney and Melbourne. Those who work in tourism are more positive.
Attracts investment	Longest term residents (>30years) more negative than newest arrivals (< 5 years). Males more positive than females.
Leads to increase in in rowdy and anti-social behaviour	Females more negative. Amalgam of Manly, Waverly, Randwick more negative than Sydney, Melbourne and Brisbane. Owners more negative than renters
Adds vitality to the area	Amalgam of Manly, Waverly, Randwick less positive than Melbourne.
Encourages sexual behaviour that offends me	No differences
Increases the range of shops and services	Amalgam of Manly, Waverly, Randwick less positive than Melbourne.
Increases the quality of shops	Melbourne more positive than dense amalgam of Manly, Waverly, Randwick and Sydney. Sydney is less positive than Melbourne. Those living in area < 5 years more negative than those in area 5-10 years. Males more positive than females.
Makes the area less safe for residents	Dense amalgam of Manly, Waverly, Randwick more negative than Sydney, Melbourne and Brisbane.
Provides opportunities to meet new people	Owners more negative than renters
Encourages prostitution	Sydney more negative than Melbourne.
Generates increased spending	No differences
Increases the cost of real estate	Renters more negative than owners
Creates business opportunities	No differences
Increases the cost of goods and services	Females more negative. 18-35s more negative than those >65. Dense amalgam of Manly, Waverly, Randwick more negative than Melbourne.
Increases employment	Those in tourism more positive than others.
Diverts money from community projects	Females more negative than males.
Provides incentives for cultural preservation	Dense amalgam Manly, Waverly, Randwick more negative than Sydney/Melbourne/Brisbane.
Increases litter	Younger more negative than older residents. Dense amalgam of Manly, Waverly, Randwick more negative than Brisbane and Melbourne.
Provides incentives for conserving the natural environment	No differences
Improves the quality of public spaces	Brisbane more positive than Melbourne and dense amalgam of Manly, Waverly, Randwick.
Encourages higher standards of local planning	Dense amalgam of Manly, Waverly, Randwick more negative than Melbourne and Brisbane. Those in tourism more positive. Owners more negative than renters.
Leads to conflict over land use zoning	Females more negative than males

[a] Significant at the p<.05 level

Overall attitudes towards tourists (Section 3 of the survey)

Respondents were asked to choose the attitude that most closely aligned with their own in relation to the level of contact they had with tourists and how tourism in their area affected them. The results are presented, by region, in Tables 12, 13 below.

These findings indicate:
- The majority of respondents (61per cent) "see tourists but don't normally speak to them unless they ask for directions".
- Only 22 per cent "often meet tourists and talk to them". This suggests a relatively low level of engagement between most residents and visitors to their area.
- Over 80 per cent of respondents either "enjoy participating in the activities tourism brings to (their) area" or "accept tourism and its minor inconveniences because it is good for the area".
- Only 2 per cent of respondents go out of their way to avoid tourists.

Table 12: Level of contact you have with tourists, by region (n = 538)

Statement	region				Total
	Manly/ Randwick/ Waverley	City of Sydney	City of Brisbane	City of Melbourne	
I never come into contact with tourists as far as I'm aware	2.4%	1.7%	11.3%	5.5%	5.0%
I see tourists but don't normally speak to them unless they ask for directions	56.2%	70.9%	54.0%	65.6%	61.2%
I often meet tourists and talk to them	28.4%	14.5%	20.2%	21.1%	21.7%
I have made friends with tourists during their stay but not kept in contact with them	5.3%	6.0%	7.3%	2.3%	5.2%
I have made friends with tourists during their stay and have kept in contact after they have left	7.7%	6.8%	7.3%	5.5%	6.9%

Table 13: How tourism in your area affects you, by region (n = 538)

Statement	region				Total
	Manly/ Randwick/ Waverley	City of Sydney	City of Brisbane	City of Melbourne	
I enjoy participating in the activities tourism brings to the area	28.4%	45.3%	31.5%	44.5%	36.6%
I accept tourism and its minor inconveniences because it is good for the area	49.1%	34.2%	58.1%	41.4%	46.1%
I adjust my lifestyle to avoid the inconveniences associated with tourism	19.5%	17.9%	8.9%	13.3%	15.2%
I stay away from places where tourists go because I don't want anything to do with them	3.0%	2.6%	1.6%	.8%	2.0%

Future directions of tourism

Residents were asked how they felt about future tourism growth in their area. Just under half of the overall sample is "happy with the way tourism is developing in (their) area and would like to see it continue", while 27 per cent would prefer it not to grow further, and 21 per cent would like to see it grow differently. Residents of Manly, Waverley and Randwick were most negative about the desirability of further tourism development, at 36 per cent against Brisbane's 21 per cent, Sydney's 27 and Melbourne's 23 per cent.

Table 14: Attitudes to future tourism growth in your area, by region (n = 532)

Statement	region				Total
	Manly/ Randwick/ Waverley	City of Sydney	City of Brisbane	City of Melbourne	
I am happy with the way tourism is developing in my area and would like it to continue	34.1%	45.1%	60.5%	54.7%	47.6%
I am happy to see tourism grow in my area but would like it to develop in a different way	24.6%	23.0%	15.3%	19.5%	20.9%
I am happy with the way tourism has developed in my area but would not like it to grow anymore	35.9%	26.5%	21.0%	23.4%	27.4%
I dislike tourism and would like to see less tourism development in my area	5.4%	5.3%	3.2%	2.3%	4.1%

Qualitative responses relating to future directions in tourism achieved a poor response rate of just over 50 per cent. Improvements in issues relating to traffic, parking noise and rubbish featured heavily in hoped for 'directions for the future'. However, some inspiring and progressive ideas were put forward about better protection and management of outdoor activity areas, and about ecotourism. Despite the worst effects, residents still called for new and improved family friendly activities, artistic and cultural events. A content analysis of respondents comments on future tourism growth in their area found that respondents:

- Would like more focus on family friendly and artistic and cultural events, particularly those that may highlight or enhance the local area, including indigenous culture.
- Would like more emphasis on events, outdoor activities and exploration of the local area.
- Required more emphasis on conservation, renewable/green tourism and eco friendly tourism to ensure tourism is responsible in the future and the spaces used for tourism are well controlled and managed.
- Wanted more resources devoted to litter reduction/removal;
- Would like better and more inclusive planning of public spaces; along with better facilities and design of facilities with respect to meeting the needs of locals, for example in relation to public parking.
- Would like improved public transport links in tourist areas;

- Less emphasis and/or greater control of backpackers;
- More "upmarket" accommodation and/or greater emphasis on attracting older tourists;
- Less focus on drinking, including restrictions on hotels and hotel hours;
- Requested greater co-operation between different levels of government.

With respect to backpackers some respondents called for less backpacker accommodation and others called for more but better quality backpacker accommodation. A majority of comments requested a lesser emphasis on drinking, gambling and noise.

Summary of key findings

Outlined below is a summary of key findings from the community survey.

Urban community perceptions of impacts

The majority of survey respondents believed tourism provides economic benefits to their local area including tourism generates spending, attracts investment, and creates business and employment opportunities. Residents would like to see tourism contributing to improvements in their area, especially the provision of services and cultural activities. The largest socio-demographic differences were due to gender, where women had stronger opinions than men regarding the impact of anti-social consequences of tourism more. For example they were more concerned about tourism encouraging excessive drinking/drug use, crowding of public spaces, and leading to increases in anti-social behaviour.

Survey respondents were asked to indicate the occurrence of a range of impacts and to rate the positive or negative effect the impact may have on their community.

Impacts perceived to have occurred

The most positive impacts that respondents agreed to have occurred from tourism are:
- Tourism increases recreational and leisure activities for residents
- Tourism increases the quality of shops
- Tourism improves the quality of public spaces
- Tourism provides incentives for conserving the natural environment
- Tourism provides incentives for cultural preservation
- Tourism increases the range of shops and services

The most negative impacts that respondents agreed to have occurred from tourism are:
- Tourism encourages excessive drinking/drug use
- Tourism makes the area less safe for residents
- Tourism increases litter
- Tourism leads to increase in anti-social behaviour
- Tourism diverts money from community projects
- Tourism leads to conflict over land use zoning
- Tourism increases the cost of goods and services
- Tourism encourages sexual behaviour

Impacts perceived not to have occurred

Some respondents agreed that tourism could result in positive impacts but didn't feel that these impacts occurred. Non-occurring impacts that were perceived as most negative were:
- Tourism provides incentives for conserving the natural environment
- Tourism improves the quality of public spaces
- Tourism encourages higher standards of local planning
- Tourism provides incentives for cultural preservation
- Tourism increases the range of shops and services

Finally there were impacts that could be perceived as negative but respondents did not agree that they occurred and were pleased that they had not occurred. Non-occurring impacts perceived as most positive were:
- Tourism increases noise
- Tourism increases litter
- Tourism increase in anti-social behaviour

- Tourism crowding of public spaces
- Tourism makes the area less safe for residents

How local government areas differed.

Sydney
- Manly, Waverly, Randwick were more negative than Melbourne and Brisbane that tourism increases recreational and leisure activities for residents
- Respondents from these locations were more likely to stay away or adjust their lifestyle to avoid tourism, and were the least happy with the way tourism is developing in their local area.
- Residents of Manly, Waverly and Randwick - which have perhaps the greatest relative exposure to tourists - were generally more negative than City of Sydney residents, who in turn were more negative than residents of Melbourne and Brisbane.

Brisbane
- Brisbane is the most satisfied LGA with the way tourism is developing in their local area. The majority of respondents accept tourism and its minor inconveniencies.
- Brisbane residents were more likely to believe that tourism contributes to improving the quality of public spaces.
- Brisbane is perceived by focus group participants to be in the early stages of its engagement with tourism. It was felt that desired economic growth, increased visitation and length of stay and product development. Few responses from the survey perceived tourism negatively.

Melbourne
- Melbourne residents were more positive than Manly, Waverley and Randwick LGA's.
- Melbourne was similar to Brisbane and symptomatic to the way tourism is being managed.

Overall
- Melbourne and Brisbane residents were more likely to downplay the existence of negative impacts while being keen to agree with positive impacts.
- Focus group participants identified the benefits of tourism to be greater than the costs of tourism.
- Residents of Manly, Waverley and Randwick LGA's were generally more likely to agree on the existence of negative impacts than those of central Sydney, Melbourne and Brisbane.

Urban community attitudes towards tourists and tourism
The majority of respondents see tourists but don't normally speak to them unless tourists ask for directions, suggesting there is a relatively low level of engagement between most residents and visitors to their area. Only a very few respondents go out of their way to avoid tourists with the majority either enjoying participating in the activities tourism brings to their area or accepting tourism and its minor inconveniences because they feel it is good for their area.

CONCLUSION

Australia's major cities are home to more than two-thirds (69%) of the population in 2009 (ABS, 2010), and play an important role as gateways and tourist destinations in their own right. During their stay tourists interact with the host destination and from this interaction potential positive and negative impacts may arise, or be perceived to arise, from the host community. Despite the importance of cities and tourism flows to cities, the literature which explores the impact perceptions of host communities tends to focus on non-urban locations. The purpose of this project was to assess the urban residents' perception of tourism, the impact of tourism on urban municipalities and in particular how tourism affects the social qualities of cities.

The study set out to better understand the perceptions and attitudes of urban host communities toward tourists and tourism and attempt to understand the impacts that were of most concern to these communities in major cities. Importantly, this research also set out to understand the impact of tourism on local government and the implications and challenges facing the development of tourism within municipalities. The study was conducted in three major cities – Sydney, Melbourne and Brisbane that attract significant numbers of tourists.

Focus groups were conducted to elicit local government opinions regarding the impacts of tourism on local government and their constituent communities and how these impacts are currently addressed. questionnaire involved residents assessing whether 27 specific tourism impacts occurred in their area, and the level of impact they perceived each of these impacts to have on their area. Respondents were recruited through a random mail out to 9,000 residential addresses located throughout the four study regions, using a resident impact survey. At the conclusion of the fieldwork phase 538 valid responses had been received: a response rate of 7.7 per cent. This implies a random sampling error of 4.25 per cent at the 95 per cent confidence level. Statistical analyses were carried out from the closed questions in the survey, while open ended questions were categorized using content analysis into themes.

The most positive impacts of tourism identified by survey respondents were an increase in leisure and recreational facilities, an increase in the quality of shops and public spaces, conservation of the natural environment, cultural preservation, increased range of shops and services and an increase in resident pride. Impacts identified as the most negative by survey respondents included tourism encouraging excessive drinking/drug use, making the area less safe for residents, increasing litter, increasing anti-social behaviour, diverting money from community projects, leading to conflict over land use zoning, increasing the cost of goods and services and encouraging sexual behaviour.

LGAs are not homogenous

The six case study locations were examined to see if any macro level differences impacted upon residents perceptions of tourism impacts. Locational differences were found to influence respondents' perceptions. Residents of Manly, Waverley and Randwick LGA's were more likely to agree on the existence of negative impacts than those of central Sydney, Melbourne and Brisbane. Additionally Manly, Waverley and Randwick LGA's were less likely to agree that tourism would provide incentives for cultural preservation or encouraged prostitution. Respondents from these locations were also more likely to stay away or adjust their lifestyle to avoid tourism, and were the least happy with the way tourism is developing in their local area. Qualitative comments also indicated a need for more conservation and protection of the negative environmental impacts of tourism in these locations.

Brisbane residents were the most happy with the way that tourism is developing in their area with the majority accepting tourism and its minor inconveniencies. They were also more likely to believe tourism contributes to improving the quality of public spaces. Melbourne was similar to Brisbane with Melbourne residents more positive than Manly, Waverley and Randwick LGA's. Both Melbourne and Sydney focus groups expressed a concern that the "creep" of tourism impacts were starting to be felt. As an example they cited the gradual takeover of independent businesses, by chain outlets (food and services), as leading to a change in the character of the LGAs.

Differences in survey respondents were also considered by examining socio-demographics and resident perceptions of the impacts of tourism in their local area. Significant differences were found on gender, age, home ownership and length of residence. Findings suggest that concern about the impacts of tourism is more evident in LGAs that have intense tourism activity. Residents would like local governments to be mindful of their needs. This includes maintaining the local character and feel of a destination, minimising noise, managing

litter, minimising excessive drinking/drug use and anti-social behaviour, ensuring places are safe for residents and maintaining funds for community projects. A clear action plan that articulates a vision, goals and objectives representing an overall agreement between stakeholders, who have an interest in tourism at the LGA level in terms of the LGAs tourism development, is seen as important to the sustainable development of tourism in urban destinations. It is desirable that such a plan is complementary to and integrated with tourism plans, where applicable, at the state and federal levels.

Importantly, the study confirms findings from previous studies (see Small and Edwards 2006; Small 2007) that the same impact can be perceived differently by residents. While one resident may agree that tourism leads to the conservation of the natural environment, enhances residents' sense of community or encourages higher standards of local planning another resident may disagree. Indeed the only items in which a majority of respondents were in general agreement were that tourism generates increased spending, attracts investment, adds vitality to the area, and doesn't encourage inappropriate sexual behaviour that offends them. Differences in residents' perceptions of the impacts of tourism present significant challenges for local governments in their endeavors to foster local involvement, maximise benefits and minimise negative impacts. It will be necessary for each LGA to heighten their understanding of their residents' particular set of concerns. Taking a homogenous approach to resident impacts is unlikely to meet the challenges that need to be addressed by LGAs.

Future Actions

The main goal of social impact analysis is to provide local authorities, developers and other stakeholders with information on host community attitudes towards tourism, so that perceived positive impacts could be reinforced and perceived negative impacts can be minimised through more effective tourism planning and development strategies. The study resulted in a rich amount of data but the short timeframe limited the analysis that could be conducted. Future analysis can segment (through cluster analysis) groups of residents based on their perceptions and outline their membership details including socio-demographics and location. This would help identify and target key groups through strategies and communication materials to address the negative impacts and highlight the positive impacts. A Factor analysis would identify the underlying dimensions to this range of impacts which further aids understanding by reducing the large number of variables to a smaller, more manageable, and interpretable number of factors. Future research could be conducted to examine the "predictors" of overall support for tourism development in cities.

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APPENDIX

Appendix 1: Indicative Impacts Identified from the Literature

Tourism impacts	Ross (1992)	Madrigal (1993)	Long (1994)	Haralamopoulos & Pizam (1996)	Gilbert & Clark (1997)	Faulkner & Tideswell (1997)	Bramwell (1998)	Snaith & Haley (1999)	Richins & Pearce (2001)	Lawton (2001)	Teye et al. (2002)	Andriotis & Vaughn (2003)	Haley et al. (2005)	Anderek et al. (2005)	Choir & Sirakaya (2005)	Fredline et al. (2006)	Quinn (2007)	Allon et al. (2007)	Sharma et al. (2008)	Tourism Alliance Victoria (2008)	Tatoglu et al. (ND)
Social impacts																					
Better infrastructure for local communities			X			X			X		X	X		X		X	X			X	X
Encourages a variety of cultural activities by local communities												X									
Creates business opportunities	X																		X		
Impacts on the social/ cultural life of residents					X							X		X							
Impacts on the family life of residents												X									
Led to a higher/ lower standard in the local community				X	X							X									X
Only benefits a small proportion of the local community											X	X				X					X
The local community should control tourism												X									
Provides opportunities for locals to meet visitors					X	X											X		X		
Tourists enrich the culture of the local area			X		X	X															X
Improves the image of the local area							X														
Increases pride of local residents						X										X			X		
Leads to a better range of services for local community	X		X		X	X								X		X					X
Alienates local residents from recreational activities											X										
Leads to increase in crime					X								X								
Decreases opportunities for locals to shop																	X				

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Tourism impacts	Authors																				
	Ross (1992)	Madrigal (1993)	Long (1994)	Haralamopoulos & Pizam (1996)	Gilbert & Clark (1997)	Faulkner & Tideswell (1997)	Bramwell (1998)	Snaith & Haley (1999)	Richins & Pearce (2001)	Lawton (2001)	Teye et al. (2002)	Andriotis & Vaughn (2003)	Haley et al. (2005)	Anderek et al. (2005)	Choir & Sirakaya (2005)	Fredline et al. (2006)	Quinn (2007)	Allon et al. (2007)	Sharma et al. (2008)	Tourism Alliance Victoria (2008)	Tatoglu et al. (ND)
Overcrowding in the local areas					X						X			X	X						
Affects local communities quality of life		X			X			X						X	X	X	X		X		
Leads to increased traffic		X			X			X					X			X					
Increases recreational opportunities for locals		X						X					X	X		X	X				
Negatively affects the quality of outdoor recreation								X							X						
Affects local community work attitudes				X																	
Encourages courtesy and hospitality towards strangers				X							X								X		X
Encourages poor morality through sexual permissiveness/ prostitution/ gambling				X					X		X			X				X			
Increases crime/ brawls/ vandalism	X	X	X	X				X						X					X		
Encourages employment of women and improves their general socio economic position				X																	
Leads to changes in the way local people view the institution of marriage - encourages young locals to get married earlier				X																	
Creates tension in the local community																	X				
Discourages people bringing children into the area																					
Influences the local population's sense of community									X												
Local government more mindful of residents living requirements																					X
Promotes cultural exchange											X										
Improves education opportunities and specialised adult education training																				X	

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Tourism impacts	Authors																				
	Ross (1992)	Madrigal (1993)	Long (1994)	Haralamopoulos & Pizam (1996)	Gilbert & Clark (1997)	Faulkner & Tideswell (1997)	Bramwell (1998)	Snaith & Haley (1999)	Richins & Pearce (2001)	Lawton (2001)	Teye et al. (2002)	Andriotis & Vaughn (2003)	Haley et al. (2005)	Anderek et al. (2005)	Choir & Sirakaya (2005)	Fredline et al. (2006)	Quinn (2007)	Allon et al. (2007)	Sharma et al. (2008)	Tourism Alliance Victoria (2008)	Tatoglu et al. (ND)
Encourages resident involvement in local government														X							
Encourages community awareness of natural and cultural heritage														X							
Businesses are not welcoming to local people															X						
Adds character to local areas																		X			
Economic impacts																					
Positively benefits the whole population												X									
Positively impacts the communities economy					X	X	X	X	X		X	X	X	X	X	X		X		X	
Improves governments income			X	X								X									
Positively impacts local employment		X	X	X		X		X				X	X	X	X		X	X		X	X
Attracts spending											X	X									
Attracts investment												X									
Leads to increased prices of goods	X											X					X				X
Increases the cost of living for local people	X			X																	
Tourism income does not stay in the community												X									
Diverts money from essential community projects						X										X					
Creates more employment for people outside local areas than for local people												X									
There should be a specific tax on tourists		X										X	X								
Due to the benefits it is an appropriate use of residents tax dollars						X															
Increases property prices					X			X					X	X				X			X

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Tourism impacts	Ross (1992)	Madrigal (1993)	Long (1994)	Haralamopoulos & Pizam (1996)	Gilbert & Clark (1997)	Faulkner & Tideswell (1997)	Bramwell (1998)	Snaith & Haley (1999)	Richins & Pearce (2001)	Lawton (2001)	Teye et al. (2002)	Andriotis & Vaughn (2003)	Haley et al. (2005)	Anderek et al. (2005)	Choir & Sirakaya (2005)	Fredline et al. (2006)	Quinn (2007)	Allon et al. (2007)	Sharma et al. (2008)	Tourism Alliance Victoria (2008)	Tatoglu et al. (ND)
Tourists cover the costs of their own activities													X								
Promotes industry diversification																				X	
Development increases property taxes		X							X					X		X					
Development increases real estate costs		X														X	X				
Increases leads to unsustainable local growth															X						
Environmental impacts																					
Provides incentives for preserving historic buildings and cultural sites					X						X	X		X	X				X	X	X
Provides incentives for preservation of natural resources		X	X								X	X	X	X	X				X	X	
Tourism infrastructure destroys the local environment				X				X	X					X	X	X					
Results in increased litter		X			X			X						X	X		X				
Creates waste																X					
Encourages noise and pollution														X		X			X		
Improves the aesthetics of the local area								X													
Encourages higher standards in city planning																					X
Helps to preserve wildlife habitats														X							
Leads to conflict over landuse zoning														X							
Leads to urban sprawl														X				X			
Overall impacts																					
Benefits of tourism are greater than the costs to local communities												X									

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Appendix 2: Focus Group Participants

Brisbane
Brisbane Marketing
Southbank Corporation
Brisbane City Council
Tourism Queensland
Local Government and Planning – Queensland

Sydney
City of Sydney
New South Wales Department of Planning
Planning Department Waverley Council
Department of Social Planning, Access and Community Development City of Sydney

Melbourne
Tourism Melbourne – City of Melbourne
Destination Management – City of Melbourne
Events Melbourne
Docklands Project
Waterways Program Manager – City of Melbourne
Landscape Architecture – City of Melbourne
Integrated Urban Policy – City of Melbourne
Tourism Project Coordinator (Development) – City of Melbourne
Tourism Project Coordinator (Sustainability) – City of Melbourne
City and Corporate Research – City of Melbourne
Planning and Building – City of Melbourne

Appendix 3: Resident survey

Understanding the Impacts of Tourism on Local Communities

Thank you very much for agreeing to participate in this important study concerning the impact of tourism on local communities. Just to re-iterate the key points from the letter you have received:

1. The survey should take around 10-15 minutes to complete;
2. Responses are completely confidential*; and
3. All completed surveys go into the draw to win one of six $500 Woolworths/Safeway gift cards**.

The major section of the survey involves determining your opinion regarding specific tourism effects - e.g. "Do you believe tourism makes the area less safe for residents?". Most questions in this survey simply require you to tick a box or circle the relevant number. However, you will also have the opportunity to note any comments about the impact of tourism on your local community.

Once you have completed the survey, please place it in the enclosed reply paid envelope, and return it to Jetty Research (Reply Paid 1555, Coffs Harbour NSW 2450). Deadline for receipt of completed surveys is March 5th 2010.

Thanks again for your time - and we hope you find the questions of interest.
Dr Deborah Edwards
Chief Investigator
University of Technology, Sydney

* This study has been approved by the University of Technology, Sydney Human Research Ethics Committee. If you have any complaints or reservations about any aspect of your participation in this research which you cannot resolve with the researcher, you may contact the Ethics Committee through the Research Ethics Officer (ph: 02 – 9514 9615, Research.Ethics@uts.edu.au), and quote reference number UTS HREC REF NO. 2009-242P. Any complaint you make will be treated in confidence and investigated fully and you will be informed of the outcome.

** This competition is open to all participants aged 18 and above who complete and return the Tourism Impacts survey by 11.59pm on March 12th 2010. This competition is being promoted by Jetty Research (ABN 54 020 433 732). The competition begins on Monday January 25th and ends on March 12th 2010. The competition will be drawn at the offices of Jetty Research on March 19th using a random number generator.

Only one entry is permitted per ID number. Multiple entries per ID number, or entries from an invalid ID number will be disqualified from the prize draw.

Winners will be notified by Jetty Research within two weeks of the draw, and results placed on the Jetty Research website. For full terms and conditions, see "Competitions" link on the Jetty Research website.

 NSW Lottery Permit LTPM/10/00044, Victoria and Queensland permit exempt.

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To kick things off…

1. Which local government area do you live in? (Please tick one ONE only)	**2. How long have you lived in this area? (please tick ONE only)**
☐ 1 Brisbane City Council	☐ 1 less than 12 months
☐ 2 City of Melbourne	☐ 2 1-5 years
☐ 3 City of Sydney	☐ 3 6-10 years
☐ 4 Randwick City Council	☐ 4 11-20 years
☐ 5 Waverley Council	☐ 5 21-30 years
☐ 6 Manly Council	☐ 6 31-40 years
☐ 7 Marrickville Council	☐ 7 more than 40 years

Tourism is very diverse, and it may take a number of different forms in your area. For the purposes of this study tourism is defined as all activities involving visitors who enter your area for recreational and/or leisure purposes. A visitor is anyone from outside your local council area.

Section 1:

This section contains two questions about your general impressions of tourism in your area.

1. From your experience, what are some of the best effects that tourism has had on your area?
_____
_____
_____
_____
_____

2. From your experience, what are some of the worst effects that tourism has had on your area?
_____
_____
_____
_____

Section 2:

This section seeks your opinions on how you feel tourism affects your area. Please read each of the brief questions on the following pages and indicate, in your opinion, if these apply in your area and how you feel about these effects. Each statement asks for your opinion, and as such, it is important to note that there is no right or wrong answers.

The effect section uses a scale, where -3 means the effect being discussed is very negative, 0 is neutral, and +3 is very positive.

If you don't know whether a particular impact occurred, circle "don't know" and skip the "How do you feel about this?" part of that question.

Tourism Effect				How do you feel about this?						
				Very Negative						Very Positive
a) Do you think tourism leads to increased noise in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
b) Do you think tourism increases the recreational and leisure opportunities for residents in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
c) Do you think tourism increases the pride of residents in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
d) Do you think tourism encourages excessive drinking and/or drug use in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
e) Do you think tourism enhances residents' sense of community in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
f) Do you think tourism leads to crowding of public spaces and facilities in your area?	Yes	No	Don't know	-3	-2	-1	0	+1	+2	+3
g) Do you think tourism attracts investment to your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
h) Do you think tourism increases rowdy and/or anti-social behaviour in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
i) Do you think tourism adds vitality to your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
j) Do you think tourism encourages sexual behaviour that offends you?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
k) Do you think tourism increases the range of shops and services for residents in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
l) Do you think tourism increases the quality of shops and	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3

Tourism Effect				How do you feel about this?						
				Very Negative						**Very Positive**
services for residents in your area?										
m) Do you think tourism makes the area less safe for residents in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
n) Do you think tourism provides opportunities to meet new people from outside your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
o) Do you think tourism encourages prostitution in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
p) Do you think tourism generates increased spending in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
q) o you think tourism increases the cost of real estate for residents in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
r) Do you think tourism creates business opportunities for residents in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
s) Do you think tourism increases the cost of goods and services for residents in tour area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
t) Do you think tourism increases employment opportunities for residents in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
u) Do you think tourism diverts money away from essential community projects in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
v) Do you think tourism development provides incentives for conserving historic buildings and other cultural sites in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
w) Do you think tourism increases litter in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
x) Do you think tourism provides incentives for conserving the natural environment in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3
y) Do you think tourism improves the quality of public spaces in your area?	Yes	No	Don't Know	-3	-2	-1	0	+1	+2	+3

Tourism Effect			How do you feel about this?						
			Very Negative						Very Positive
z) Do you think tourism encourages higher standards on local planning in your area?	Yes No Don't Know		-3	-2	-1	0	+1	+2	+3
aa) Do you think tourism leads to conflict over land use zoning in your area?	Yes No Don't Know		-3	-2	-1	0	+1	+2	+3

Are there any other effects not already mentioned that you associate with tourism in your area?

_____
_____
_____
_____

Section 3

1. Which of the following statements best describes the level of contact you have with tourists to your area? (Circle ONE only)

1	I never come into contact with tourists as far as I'm aware.
2	I see tourists but don't normally speak to them unless they ask for directions.
3	I often meet tourists and talk to them.
4	I have made friends with tourists during their stay, but not kept in contact with them.
5	I have made friends with tourists during their stay and have kept in contact with them after they left.

2. Which of the following statements best describes how tourism in your area affects you? (circle ONE only)

1	I enjoy participating in the activities tourism brings to the area
2	I accept tourism and its minor inconveniences because it is good for the area
3	I adjust my lifestyle to avoid the inconveniences associated with tourism
4	I stay away from places where tourists go because I don't want anything to do with them

3. Which of the following statements best describes how you feel about future tourism growth in your area? (Circle ONE only)

1	I am happy with the way tourism is developing in my area and would like to see it continue to grow.
2	I am happy to see tourism grow in my area but would like it to develop in a different way (see supplementary question below)
3	I am happy with the way tourism has developed in my area but would not like to see it grow any more
4	I dislike tourism and would like to see less tourism development in my area

(If you circled "2" in question 3, above))
Can you briefly explain the direction you would like tourism to take in your area?
_____
_____
_____
_____

Section 4

4. What is your gender? (circle ONE only)

1	Male
2	Female

5. Into which of the following groups does your age fall? (circle ONE only)

1	18-25		7	50-55
2	26-30		8	56-60
3	31-35		9	60-65
4	36-40		10	66-70
5	41-45		11	71-75
6	46-50		12	76+

6. Do you work in tourism or a tourism related industry? (circle ONE only)

1	Yes
2	No

7. Does anyone else in your immediate family work in tourism or a tourism related industry? (circle ONE only)

1	Yes
2	No

8. Which of the following best describes your current lifestyle situation? (circle ONE only)

1	Single living alone
2	Single living with family
3	Single living with others
4	Couple living with others (i.e. unrelated)
5	Couple no children
6	Couple – children left home
7	Two parent family with children at home
8	One parent family with children at home
9	Other:………………………………………

9.   Do you rent or own your current residence? (circle 1 only)

1	Rented
2	Own or part own

10. May we have your postcode? _____

Section 5

Do you have any further comments that you would like to make about tourism in your area and its impacts on the local community?

_____
_____
_____

✂ -
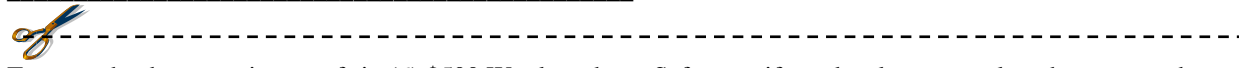
To enter the draw to win one of six (6) $500 Woolworths or Safeway gift cards, please complete the name and contact details below. This information will be detached prior to data being analysed, and all responses will remain confidential.

Name	
ID Number*	
Daytime telephone	
Mail or email address	

* The ID number is located directly above your name in the introductory letter. Note that name and ID number do NOT need to match to constitute a valid entry. However only one entry is permitted per ID number.

THANK YOU AGAIN FOR YOUR PARTICIPATION IN THIS SURVEY – IT IS GREATLY APPRECIATED!

Appendix 4: Selected postcodes

City of Sydney/Marrickville	Brisbane	Melbourne
2000 City	4000 City	3000 Melbourne
2009 Pyrmont	4005 New Farm	3002 East Melbourne
2007 Haymarket	4006 Fortitude Valley	3003 West Melbourne
2010 Darlinghurst	4007 Ascot / Hamilton	3004 Melbourne
2011 Kings Cross	4101 West End/South Bank	3005 World Trade Centre
2021 Moore Park	4064 Milton/ Paddington	3006 Southbank
2037 Glebe	4101 South Bank	3008 Docklands
2042 Newtown	4169 Kangaroo Point	3010 University Of Melbourne
Total = 42,329 records	4179 Manly	3031 Flemington
	4178 Wynnum	3050 Royal Melbourne Hospital
Randwick	4066 Mt Cootha	3051 North Melbourne
2031 Clovelly, Randwick	4069 Fig Tree Pocket	3052 Parkville
2034 Coogee	4102 Woolloongabba	3053 Carlton
2036 La Peruse	*Total = 57,405 records*	3054 Carlton North
Total = 22,010 records		3141 South Yarra
		Total = 42,005 records
Manly	**Waverley**	
2093 Fairlight	2022 Bondi Junction	
2094 Balgowlah	2024 Bronte	
2095 Manly	2026 Bondi	
Total = 12,651 records	*Total = 15,109 records*	

[61]

Appendix 5: How sampling error varies with sample and population size
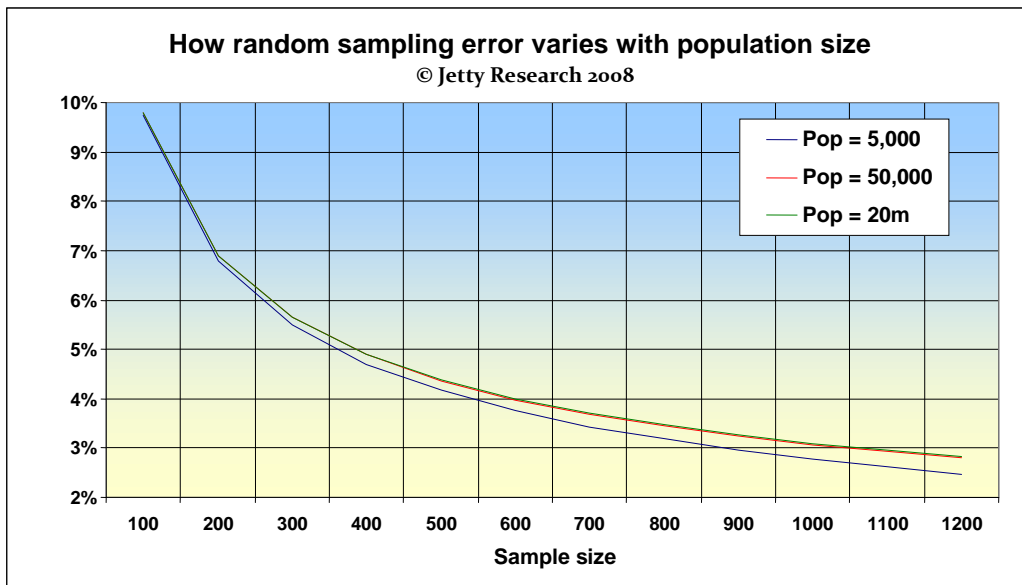
How random sampling error varies with population size
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In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. In this instance non-random sampling error may have included low response rate, an incomplete residential database, and/or other errors in the sampling frame.

Appendix 6: Impacts rated by focus group participants

Social Impacts	Yes	No	Most Important
Tourism increases recreational and leisure opportunities for residents	16	0	7
Tourism encourages resident involvement in local government	7	9	2
Tourists don't respect residents' privacy	3	11	2
Tourism impacts the social life of residents	12	6	1
Tourism increases the pride of local residents in their area	13	3	1
Tourism affects the quality of recreational opportunities for residents	13	2	1
Tourism leads to overcrowding in the local area	6	8	1
Tourism creates tension in the local community	6	8	1
Tourism influences residents' sense of community	8	5	1
Tourism businesses are not welcoming to residents	3	10	1
Tourism increases educational opportunities for residents	9	6	1
Tourism impacts residents' family life	5	10	
Tourism affects the residents' quality of life	9	6	
Tourism increases crime in the local community	2	15	
Tourism affects the range and quality of shops for residents	10	6	
Tourism encourages courtesy and hospitality by residents towards strangers	10	4	
Tourism encourages sexual permissiveness, prostitution and gambling	3	13	
Tourists participate in anti-social behaviour	3	10	
Tourism discourages people bringing children into the area	0	15	
Tourism makes the area less safe for residents	0	15	

Cultural Impacts	Yes	No	Most Important

Tourism improves the services of shops, restaurants, entertainment, emergency services and other commerce	11	4	7
Tourism adds vitality to the local area	17	0	1
Tourism encourages a greater variety of cultural activities for residents	15	0	1
Tourists enrich the culture of the local area	15	0	1
Tourism provides residents with the opportunity to meet visitors from different cultures	15	0	1
Tourism encourages awareness in residents of their own cultural heritage	14	2	1
Tourism adds character to the local area	14	1	1
Tourism improves the image of the local area	11	4	1

Economic Impacts	Yes	No	Most Important
Tourism generates increased spending in our region	16	0	6
Tourism creates business opportunities for residents	16	0	2
Tourism benefits accrue to the whole community	14	2	2
Tourism increases local employment opportunities	16	0	1
Tourism lowers residents' standard of living	1	14	1
Tourism attracts investment to the region	16	0	
Tourism increases local employment opportunities for particular groups in the community, e.g. youth/women/un- or semi-skilled	14	0	
Tourism adds to a diversified economy	14	2	
Tourism improves residents' standard of living	9	7	
Tourism increases the cost of goods and services for residents	6	10	
Tourism increases the cost of real estate for residents	5	11	
Tourism marginalises lower socio-economic groups by forcing up rents or displacing low income tenants	5	11	
Tourism decreases property values	0	14	

Fiscal Impacts	Yes	No	Most Important

Investing in tourism is an appropriate use of resident tax dollars because of the benefits it brings to the area	15	0	4
Tourism imposes additional maintenance and waste management costs on local government	15	1	1
Tourism imposes additional infrastructure costs on local government	14	2	1
Investing in tourism diverts money from essential community projects	1	13	1
Tourism generates income for governments	15	0	
Tourism development increases property taxes	7	7	
Tourism does not pay for the additional costs it imposes on local government	4	8	

Physical/Environmental Impacts	Yes	No	Most Important
Tourism development provides incentive for preserving historic buildings and other cultural sites	16	0	1
Tourism helps to preserve local wildlife habitats	12	4	1
Tourism encourages higher standards in city planning	8	8	1
Tourism provides incentive for preserving natural resources	16	0	
Due to tourism local infrastructure is improved	12	4	
Tourism improves the quality of public spaces	12	4	
Tourism improves the aesthetics of the local area	9	6	
Tourism affects the amenity of residential neighbourhoods	8	6	
Tourism results in increased litter	7	10	
Tourism leads to increased traffic in the local area	7	7	
Tourism contributes to parking and congestion problems in the local area	7	7	
Tourism leads to conflict over land use zoning	6	8	
Tourism encourages noise pollution	3	11	
Tourism infrastructure destroys the local environment	1	14	
Tourism leads to urban sprawl	1	13	

Overall Impacts	Yes	No	Most Important
Overall, the benefits of tourism are greater than the costs of tourism	15	0	3
Tourism encourages local government to be more mindful of the living requirements of residents who share the tourism space	12	3	3

Appendix 7: Agreement with presence of specific tourism impacts

Agreement with presence of specific tourism impacts (n = various)

■ % yes　　■ % unsure　　■ % no

Impact	% yes	% no
Generates increased spending	92%	5%
Adds vitality to the area	86%	10%
Attracts investment	85%	10%
Creates business opportunities for residents	83%	11%
Increases employment opportunities for residents	80%	14%
Increases the range of shops and services	79%	20%
Increases recreational and leisure activities	78%	18%
Provides opportunities to meet new people	77%	18%
Increases litter	72%	21%
Leads to crowding of public spaces	71%	27%
Improves the quality of public spaces	68%	25%
Provides incentives for cultural preservation	66%	22%
Increases the quality of shops	63%	32%
Increase in resident pride	60%	26%
Increases the cost of real estate	58%	28%
Provides incentives for conserving environment	57%	31%
Leads to increase in anti-social behaviour	54%	39%
Leads to increased noise	54%	39%
Encourages excessive drinking/drug use	52%	37%
Increases the cost of goods and services	51%	40%
Enhances residents' sense of community	44%	42%
Encourages higher standards of local planning	42%	39%
Leads to conflict over land use zoning	37%	28%
Makes the area less safe for residents	25%	68%
Diverts money from community projects	16%	69%
Encourages prostitution	13%	61%
Encourages sexual behaviour	7%	80%

0%　　　　　50%　　　　　100%

Appendix 8: Independent T-Tests for agreeance on each tourism effect

Effect	Agreeance	% of Responses	Mean [ab]
Leads to increased noise*	yes	56%	-.74
	no	39%	.78
Increases recreational and leisure activities*	yes	79%	1.90
	no	18%	-.47
Increase in resident pride*	yes	63%	1.73
	no	27%	-.45
Encourages excessive drinking/drug use*	yes	54%	-1.76
	no	37%	.57
Enhances residents' sense of community*	yes	46%	1.57
	no	43%	-.50
Leads to crowding of public spaces*	yes	73%	-.76
	no	26%	.65
Attracts investment*	yes	86%	1.57
	no	9%	-.53
Leads to increase in anti-social behaviour*	yes	57%	-1.54
	no	39%	.68
Adds vitality to the area*	yes	88%	1.69
	no	9%	-.63
Encourages sexual behaviour*	yes	8%	-1.08
	no	82%	.38
Increases the range of shops and services*	yes	79%	1.81
	no	20%	-.75
Increases the quality of shops	yes	65%	1.88
	no	32%	-.59
Makes the area less safe for residents*	yes	27%	-1.62
	no	68%	.64
Provides opportunities to meet new people*	yes	78%	1.35
	no	17%	-.16
Encourages prostitution*	yes	14%	-.58
	no	64%	.56
Generates increased spending*	yes	93%	1.62
	no	5%	-.38
Increases the cost of real estate	yes	61%	.09
	no	29%	.12
Creates business opportunities*	yes	85%	1.60
	no	10%	-.48
Increases the cost of goods and services*	yes	53%	-1.00
	no	40%	.50
Increases employment*	yes	82%	1.69
	yes	13%	-.49
Diverts money from community projects*	no	17%	-1.53
	yes	71%	.52

Effect	Agreeance	% of Responses	Mean [ab]
Provides incentives for cultural preservation*	no	68%	1.82
	yes	23%	-.96
Increases litter*	no	74%	-1.56
	yes	20%	.73
Provides incentives for conserving the natural environment*	no	58%	1.85
	yes	32%	-1.29
Improves the quality of public spaces*	no	69%	1.88
	yes	24%	-1.11
Encourages higher standards of local planning*	no	45%	1.73
	yes	39%	-1.04
Leads to conflict over land use zoning*	no	42%	-1.20
	yes	30%	.32

*Significant at the $p<.05$ level [a]Higher scores indicate large levels of impact (either positive or negative) for each impact statement. [b]Scale range -3 to +3 for each impact statement.

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