

**Host-Guest Interaction on Bruny and Magnetic Islands,  
Australia**

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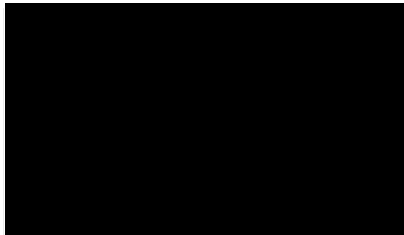
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Brent Don Moyle

December, 2009

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## Reports

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## List of Acronyms

BIAG – Bruny Island Advisory Group

BITA – Bruny Island Tourism Association

DEC – Department of Environment and Conservation (WA)

DEH – Department of Environment and Heritage

MICDA – Magnetic Island Community Development Association

MITA – Magnetic Island Tourism Association

NSWPWS – New South Wales Parks and Wildlife Service

PAN – Parks Australia North

PV – Parks Victoria

QPWS – Queensland Parks and Wildlife Service

TAPAF – Tourism and Protected Areas Forum

TPWS – Tasmania Parks and Wildlife Service

TIAS – Tourism Impact Attitude Scale

TRU – Tourism Research Unit

SCERH – Standing Committee on Ethical Research involving Humans

SET – Social Exchange Theory

STCRC – Sustainable Tourism Cooperative Research Centre



## Abstract

Islands are integral to the earth's biodiversity, with their distinct environments offering a haven for a variety of threatened species of plants, wildlife and unique human cultures. Worldwide, tourism activity profoundly impacts upon destinations, but the impacts on islands are noticeably more acute due to their fragile environments and isolated communities. Research has found that tourism can impact island communities in a variety of ways, including economically, socially and environmentally. Importantly, social interaction is often central to the visitor experience on islands, yet local resentment of tourism development can dilute the tourism experience and inhibit the use of host-guest interaction as a point of market differentiation. Thus this research explores the process and outcomes of host-guest interactions within the context of island tourism.

Previous studies on host-guest interaction have assessed the consequences or impacts tourism has on local communities. Social Exchange Theory (SET) has commonly been used as a tool to frame residents' perceptions of the economic, environmental and socio-cultural impacts of tourism. SET consists of four key stages: initiation of exchange; exchange formation; transaction evaluation; and, consequences of exchange. Building on SET as a conceptual framework for host-guest interaction, this research sought to: explore locals' perceptions of host-guest interaction; explore visitors' perceptions of host-guest interaction; and, evaluate visitors' perceptions of the impacts of host-guest interactions on local communities.

A mixed methods research design is used to explore host-guest interactions on Bruny and Magnetic Islands, two islands located off the east coast of Australia. This included three sequential phases of data collection: Phase One assessed residents' perceptions of host-guest interactions; Phase Two appraised visitors' perceptions of host-guest interactions; and, Phase Three measured visitors' belief and evaluation of the impact of tourism on the local island communities.

This research revealed that locals were motivated to interact with visitors for a variety of reasons, ranging from economic needs through to a desire to deliver meaningful experiences. Similarly, visitors' identified three sets of needs they required from interacting with the local island communities: basic or superficial; meaningful; and, latent needs. Host-guest interactions were facilitated by festivals, events and markets; community clubs and groups; and, business exchanges via employees of local business and government agencies. Barriers to host-guest interaction were perceived to include: social resistance by the community; a lack of support infrastructure and resources; and, deficiencies in opportunities, communication and promotion. Often host-guest interactions consisted of a transaction of money for goods and services, or the exchange of knowledge for status.

The island communities viewed tourism development as having positive economic impacts, but negative environmental and socio-cultural impacts which detracted from its benefits. This is in contrast to visitors who perceived tourism activity to positively increase the economic and social impacts for island communities, while having negative environmental impacts. Although visitors acknowledged host-guest



interaction can cause negative impacts, generally they considered tourism to positively impact island communities. Notably, visitors' considered the impact of their own visit to be more positive and less negative than the overall impact of tourism on each of the islands. Finally, visitors' recognised that host-guest interaction can influence their behaviour on the islands, citing both positive and negative incidences of behavioural change.

This research has important implications for island tourism planning and development. It unearths the intricate and important process of host-guest interactions and also highlights the need to understand the perceptions of both visitors and locals in the sustainable tourism development process.

**Key Words:** Host-Guest Interaction, Sustainable Tourism Development, Tourism Impacts, Social Exchange Theory.



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## Chapter One - Introduction

### 1.1 Introduction

Globally there are more than 100,000 islands, with over 400 million inhabitants (Lilley, 2006). Islands are integral to the earth's biodiversity, with their distinct environmental conditions offering a haven for a variety of threatened species of plants and wildlife (Mueller-Dombois & Fosberg, 1998). In recognition of the importance of conserving this diversity, a huge proportion of the islands have been designated natural and protected areas, placing many at the forefront of environmental conservation (Mortimer, Sharp, & Craig, 1996). Tourism offers a vehicle for economic development and job creation for the locals who inhabit many islands (Croes, 2006; Keane, Brophy, & Cuddy, 1992; Scheyvens & Momsen, 2008). However, because of the ecological vulnerability and limited resource base of the islands, tourism is often a leading cause of adverse environmental impacts on these inherently fragile destinations (Carlsen, 2003).

In addition to environmental impacts, previous studies have recognised that tourism creates a variety of social and cultural impacts on island communities (Bastin, 1984; Hall, 1994; Padilla & McElroy, 2005). As a result, tourism development is often a highly contentious issue, particularly on islands (Sharpley, 2003). Inappropriate development can lead to adverse environmental and social consequences, such as exposure of local or indigenous inhabitants to behaviour that conflicts with an island's cultural and traditional community values (MacDonald & Jolliffe, 2003), or creating resentment of the tourists within the local community (Bunce, 2008).

As social and cultural interaction is often central to the visitor experience on islands, resentment of tourism by locals can dilute the tourism experience and form an obstacle to harnessing host-guest interaction as a point of market differentiation (Moyle, Croy, & Weiler, 2008, 2009). Integrating tourism into communities can be especially problematic for islands, as visitors and locals are temporally and spatially confined and must find a way to coexist harmoniously (Albuquerque & McElroy, 1992). As a result, understanding the process and outcomes, particularly how the process informs the outcomes, of host-guest interaction is crucial for the sustainable management of tourism to small islands.

The sustainable management of island tourism is further complicated by the need to be responsive to the heterogeneous opinions of locals (Lilka, 2001). The range of economic, environmental and socio-cultural impacts has led to a diversity of opinions on how to sustainably develop and manage tourism on islands (Douglas, 2006; Tsaur & Wang, 2007). Clearly, tourism has the opportunity to either enhance or destroy, with the effective integration of community perspectives one indispensable element that can optimise results for the visitor, the local community and the island environment (Lipscombe, Howard, & Porter, 2001). Nonetheless islands where tourism intersects with a natural and protected area find increasingly that tourism planners and policy makers are being faced with a range of complex challenges to ensure tourism is developed and integrated into communities in a sustainable manner (Aguilo, Alegre & Sard, 2005; Andriotis, 2004; Bianchi, 2004; Bramwell & Lane, 2003; Briguglio & Briguglio, 1996; Buckley, 2002; Connell, 2007; Cooper, 1995;

Fortuny, Soler, Canovas & Sanchez, 2007; Henderson, 2000; Honey, 1999; Ilika, 2001; Padilla & McElroy, 2005).

Derived from the contextual background presented above the overarching aim of this research is to explore the process and outcomes of host-guest interactions in an island tourism context. This will be achieved by addressing the three essential research objectives deduced from the review of the relevant literature. Based on the research process, these research objectives will be presented at the close of the literature review, compiled in Chapter Two.

Therefore, Chapter One began by providing the above contextual background and presenting the aim of this research in the introductory overview. The remainder of Chapter One introduces the philosophical approach of the research; establish its theoretical orientation; overview the structure and aim of this thesis, and, present the theoretical and practical contributions this research delivers. Finally, a summary of the chapter's outcomes are presented.

## 1.2 Philosophical Approach

The philosophical approach, or research paradigm adopted for this research is introduced in this section. Generally, research paradigms are comprised of three components: the ontological component relates to the nature of reality; the epistemological component focuses on the nature of the relationship between the inquirer and what is known; and the methodological component informs the inquirer on how to go about gaining the required knowledge (Greene, 1990; Guba, 1981; Lincoln & Guba, 1985). Based on ontological, epistemological and methodological

assumptions, a research paradigm is a basic system of beliefs that represents how an individual views the nature of the world, and their place within it (Guba & Lincoln, 1994). Paradigms are often a controversial issue amongst researchers (Tribe, 1997). However, articulating the epistemological and ontological assumptions integral to paradigms increases the commonalities researchers share, creating a dialogue between them, and building communities of practitioners (Marzano, 2007).

In tourism, the philosophical approaches selected by researchers tend to align with either constructivism or positivism (Punch, 1998). Early tourism research tended to follow the positivist paradigm, in which the belief is held that the social world is governed by a series of scientific rules, wherein a concept existing in reality can be measured and understood (Jennings, 2001). As a general rule, the positivist approach tends to quantify variables for statistical and comparative analysis (Neuman, 1994). On the other hand the constructivist interpretive orientation assumes that beliefs and meaning fundamentally shape an individual's concept of social reality (Denzin & Lincoln, 1994). The constructivist or interpretive philosophy is generally aligned with qualitative methods of data collection, including participant observation, interviews and field research to inductively identify and explore the phenomenon (Sekaran, 2000).

This research is grounded within the constructivist paradigm as multiple realities are explored with reference to one phenomenon, host-guest interactions in an island tourism context. The choice of constructivism enhances the ability of this research to reveal how locals and visitors derive meaning from, and how this in turn shapes the

behaviour of, individuals involved in host-guest interaction. Information pertaining to the Design and Methodology applied in this research is presented in Chapter Four.

### 1.3 Theoretical Orientation

This section discusses the theoretical orientation of the current research. There is a considerable amount of debate in the literature as to whether tourism is a discipline (Leiper, 2000; Tribe, 2000), with many researchers arguing that tourism benefits by drawing on theories developed in other contexts, such as sociology, anthropology, economics, psychology and geography (Jafari & Ritchie, 1981). Using this rationale to maintain a consistency with the epistemology of tourism proposed by Jafari and Ritchie (1981), sociology provides the theoretical orientation of this research.

Sociology is characterised as a multi-paradigmatic science where numerous and competing approaches inform how researchers make sense of, and study their topics (Keat & Urry, 1975). Sociology has been selected as an appropriate discipline to inform this research as it provides the theoretical discussion of the concept of social interaction thereby achieving the aim of this research. Although micro-sociology forms the conceptual platform, this research also draws on the multi-disciplinary construction of knowledge on social interaction to explore host-guest interactions in an island tourism context.

Social interaction stands at the heart of micro-sociological tradition as researchers attempt to understand ways that individuals act and react to one another (Cerulo, 2009). Consequently, social interaction is a key area of research for sociologists, social psychologists, and economists, with a vast body of multidisciplinary literature

relating to the concept (Tribe, 1997). Within these disciplines, various forms of resource exchange theories, including Social Exchange Theory (SET), commonly explore this dynamic process of interaction in the social world (Yamagishi & Cook, 1992). Based on key concepts found within transactional theory, SET is deeply embedded in sociological, social psychological and economic literature (Alexander, 1990). Emerson (1976), Homans (1961) and Blau (1964) were largely responsible for developing SET within the discipline of sociology. More recently, SET has also been applied in fields conceptually related to sociology, such as psychology, anthropology, and tourism (Kayat, 2002; Zafirovski, 2005).

In the tourism field, SET has been employed primarily in research on host-guest interaction, focusing extensively on communities' perceptions of the consequences of the host-guest exchange (Ap, 1992). The consequences of this exchange referred to in previous research using SET are hosts' perceptions of tourism impacts, with studies primarily undertaken to determine residents' attitudes towards tourism and their support for further development (Andereck, Valentine, Knopf & Vogt, 2005). This focus using SET has also contributed to forming an understanding of how hosts' attitudes towards tourism vary, depending on the different characteristics of residents of destination communities (Jurowski, Uysal, & Williams, 1997). The established body of research on the deployment of SET has contributed significantly to the embryonic knowledge on host-guest interaction in a tourism context; however several key gaps in this nascent knowledge will be deduced from the literature review in Chapter Two. It is the identification of these gaps, together with extant research outcomes of the host-guest relationships, that provides an opportunity for the use of



SET as the broad framework for a more in-depth exploration of the interactions between hosts and guests.

## 1.4 Contributions of this Research

The expected theoretical and practical contributions of this research are to develop an understanding of the dynamic and complex process of host-guest interactions in an island tourism context. Primarily this research proposes to make important, basic contributions deduced from the literature review, which enhance the understanding of host-guest social interaction. SET will be deployed to ensure this research contributes to the broader debates in the tourism literature by building an in-depth, micro-sociological understanding of hosts' perceptions of their relationships with tourists; and additionally to record the outcomes of these tourism-related social interactions.

Furthermore, this research will add to the body of knowledge on these complex social interactions. Investigations will be taken into other actors' perceptions of the process and outcomes of host-guest interaction, particularly focusing on the initiating actors', or the guests, perspective. Finally, this research will contribute to theory development by advancing the understanding of guests' perceptions of tourism's consequences in relevant communities, perceptions which have been largely unexplored, thus are conceptually underdeveloped in tourism literature.

In addition to key contributions to the tourism literature, this research will also add to the ongoing sociological debate about the process and outcomes of the relevant social interactions that take place within destination communities. A micro-sociological focus will be applied to the individual actors to explain the collective consequences

across both the micro- and macro-sociological debates. Adopting Homan's (1958) micro-sociological approach, whilst still viewing interaction through the conceptual framework of SET, delivers a more holistic understanding of host-guest interaction by determining multiple actors' perspectives on the process and its outcomes.

The practical contribution of this research is in the use of existing organisations and structures of island communities to explore host-guest interactions and how they produce mutually beneficial outcomes for actors' at both the individual and collective levels. From a management perspective, developing a better understanding of how hosts and guests interact on islands will identify whether social interaction can be better harnessed to foster sustainable tourism and community development outcomes. This includes, though is not limited to, uncovering the points of intersection that maximise rewards for locals, enrich the visitor experience, contribute to community sense of well-being, and ensure tourism is operationalised in a sustainable manner.

## 1.5 Outline of Thesis

In Chapter One, the background, the research aim and the philosophical approach of constructivism, have been introduced. The theoretical orientation of sociology was also identified as stemming from the discipline of sociology, and the prospective contributions of this research to both theory and practice were highlighted. The proposed structure of the study to be undertaken, the definitions of some key terms, and an overall summary will finalise this introductory chapter.

Chapter Two reviews the literature on social interaction, particularly focusing on the approaches used in sociology as a background to the theoretical framework used to

guide this research. The literature review critiques previous studies on social interaction undertaken in the tourism field, primarily concentrating on the interaction between host and guest. It identifies the major theoretical framework applied in previous studies on host-guest interaction to be SET. It connects the host community with the guests' experiences and overall tourism sustainability; and, in the process, identifies the seminal contributions to be formulated for investigation as research objectives, thereby adding to the depth of extant knowledge on host-guest interaction. Finally, the objectives of this research, made explicit by the review of the relevant literature, are introduced.

Chapter Three describes the four stages used to select two Australian islands as case studies for this project. It commences by explaining the rationale for using two islands as case studies to achieve the overarching aim and key objectives of this research. The first stage in the site selection process consists of an internet search which derives two islands as potential case studies. As many Australian coastal islands contain marine or terrestrial national parks, the second stage in the site selection process tapped into the expertise of protected area management agencies to help identify potential islands where communities, tourism, and natural and protected areas intersect. The third stage narrowed the case study options by comparing the proposed destinations with further site selection criterion derived from the tourism literature. The fourth stage was a process of consultation with island tourism authorities to select the final two islands utilised as case studies in this research. Finally, Chapter Three presents a background to the final two islands selected for this research, Bruny and Magnetic Islands, and concludes with a summary of the chapter.

Chapter Four presents the first two phases of the three phase sequential research process implemented in this research. Based on the research aim and objectives, the chapter canvasses previous studies on host-guest interaction in the tourism literature to identify, justify and describe the mixed methods research design implemented in this research. Following a description of the mixed methods design, Phase One and Two are described in detail, including participant recruitment and the interview process for obtaining data and its analysis. Lastly, the chapter outlines the ethical considerations associated with implementing this research on Bruny and Magnetic Islands, and closes with a chapter summary.

Chapter Five presents the results of Phase One of this research. It begins by identifying the sample of key local informants participating in Phase One interviews, and presents a background to the Bruny and Magnetic Island communities from their perspectives. The chapter then details the results of Phase One interviews using the four stages of SET to conceptualise the process of interaction between hosts and guests. The results of Phase One are compared and discussed with findings from the tourism literature, thus achieving Objective One of this research. The chapter concludes with a summary of the key outcomes.

Chapter Six imparts the results of Phase Two of this research. Paralleling the structure of Chapter Five, it begins by describing the sample of respondents from Bruny and Magnetic Islands that participated in this phase of research. The background motivations of visitors to Bruny and Magnetic Islands are then elicited to help further contextualise the types of hosts and guests who interact on each of the islands. The four stages of social exchange theory are used to conceptually frame the

discussion of the process and outcomes of host-guest interaction from the perspective of visitors to each of the islands. Additionally, the results of research Phase Two are compared with existing tourism literature, thereby achieving Research Objective Two. The key outcomes conclude the chapter.

Chapter Seven commences by introducing the structured, scaled survey instrument used to solicit data from participants in Phase Three of this research. This includes outlining three components of the research instrument, including: how the trip and demographic characteristics were collected from respondents; how visitors' perceptions of tourism impacts were measured; and how the attributes included in the survey were collected. The chapter also discusses issues of research reliability and validity, participants and their recruitment, and the process used to analyse the data collected from these Phase Three respondents. Finally, a conclusion presents the key outcomes of this chapter.

Chapter Eight first profiles the respondents participating in Phase Three of this research, using the trip and demographic characteristics outlined in Chapter Seven. Next, the results of visitors' perceptions of tourism impacts on Bruny and Magnetic Islands are provided. The impacts of tourism are segmented according to the research of Ap and Crompton (1998), who used three commonly used impact dimensions: economic, environmental and socio-cultural impacts, with an additional classification of "other" where variables not fitting into one specific category are allocated, thus achieving the third research objective. Finally, the chapter provides a summary of the key outcomes.

Chapter Nine presents a discussion of the results from each of the three key research objectives and connects the findings with the wider tourism literature. To achieve this, the three key objectives are synthesised with the results of previous studies, before connecting all three phases with the overarching aim of this research. For each research objective, the key sections of SET guide the discussion. The first and second objectives use the holistic process of SET to frame the discussion, while the third objective focuses on the consequences of the exchange (studies on residents' perceptions of tourism impacts). As such, Chapter Nine provides a comparison and discussion of the results in the context of the wider tourism literature, thereby fulfilling each of the three objectives and overarching aim of this research.

Chapter Ten details the conclusions and implications for future research on host-guest interaction in an island tourism context. Chapter Ten commences by providing a chapter by chapter summary of the contents included in this research on host-guest interactions. The chapter then outlines the contributions to the theoretical understanding of host-guest interaction and discusses the usefulness of applying social exchange theory at the micro-level. This is followed by a discussion of the practical implications of this research, which include recommendations for planning and policy measures that can be implemented to achieve relevant, sustainable host-guest relations. Finally, this thesis concludes with a discussion of the limitations of this research and suggests possible avenues for future research designed to build sustainable host-guest interactions, particularly for island communities.

## 1.7 Key Definitions

To avoid issues of ambiguity this section presents definitions of the terms Host and Guest. For the purpose of this research, the terms Host and Guest are used interchangeably with other key terms throughout this thesis. Thus understanding how the researcher defines these key terms is crucial to the interpretation of the information included in this thesis.

For the purpose of this thesis the term host is used to reflect all residents and locals that inhabit destination communities. As such the term host is used interchangeably with locals, residents and community members in the forthcoming manuscript. This is a broad and inclusive definition of the term host, encapsulating many stakeholder groups from the tourism industry, communities and the environment (Aramberri, 2001; Din, 1993; Domenico & Lynch, 2007; Hemmington, 2007; Smith, 1977).

For the purpose of this thesis the term guest is used to reflect all visitors and tourists who travel to destination communities. As such the term guest is used interchangeably with visitors and tourists within the text. This is also a broad and inclusive definition of the term guest, including all the different types of markets that travel to tourism destinations (Erb, 2000; Fennell & Przeclawski, 2003; Heuman, 2005; Ingles, 2002).

In summary this thesis uses the terms host, local and resident interchangeably, and views the terms guest, visitor and tourist in the same manner.

## 1.8 Chapter Summary

Chapter One commenced by providing a contextual background to this research, illustrating the importance of understanding the complex process of social interaction between hosts and guests for the visitor experience and destination communities. It highlighted that the economic, environmental and socio-cultural impacts are important variables for island tourism development. Chapter One then introduced the overarching aim of this research: “to explore the process and outcomes of host-guest interactions in an island tourism context”, and identified this aim as being achieved through the investigation of three basic objectives to be deduced from the literature review, and presented as Research Objectives in the conclusion to Chapter 2.

Next, the philosophical approach underpinning this research, namely constructivism, was explicated, wherein interpretation of the interaction between hosts and guests comprise multiple realities. Furthermore, this chapter introduced the theoretical orientation of this research, revealing the researcher’s belief that tourism is an intellectual field, rather than a discipline, in which sociology can be used as a platform for the exploration of the dynamic and complex interactions occurring between hosts and guests.

The key theoretical and practical contributions, including the basic contributions deduced and the body of knowledge on host-guest interaction in the tourism literature, were presented. Practical contributions which can be implemented to ensure tourism operates sustainably in destination communities, while simultaneously contributing to the visitor experience were noted. Finally, the overall structure of this thesis, consisting of the nine chapters, was outlined: Introduction, Literature Review,



Site Selection, Part One Method, Phase One Results, Phase Two Results, Part Two Method, Phase Three Results, a Discussion, which will be followed by the Conclusions, Implications and Future Research. Finally Chapter One presented this summary of the key outcomes of this chapter.



## Chapter Two - Literature Review

### 2.1 Introduction

The purpose of Chapter Two is to review the bodies of literature that inform the aim and objectives of this research. This review focuses on the study of social interaction, particularly the interaction between hosts and guests in a tourism context. Since the body of knowledge on interaction is informed from multiple disciplines, a broader approach is needed to understand the theoretical orientation which underpins this research. Consequently, before discussing previous studies on social interaction in the tourism literature, perhaps the most appropriate way to introduce the literature that informs this project is to begin by providing a multi-disciplinary background to research on social interaction. As a result, Chapter Two is divided into four sections, the first, 2.1, comprising an introduction to the Chapter.

Providing a background to the emergence of research on social interaction, Section 2.2 introduces the different disciplines that drive research on social interaction, and presents a broad definition of the concept. This section also highlights the key theoretical orientation of research on social interaction, concentrating on the similarities between various theoretical approaches and the evolution of resource exchange theories in sociology and economics. Section 2.3 introduces tourism studies which examine social interaction, focusing on previous studies on host-guest interaction. Section 2.3 also identifies the primary theoretical framework used in research on the interaction between hosts and guests, before connecting the

community and the visitor experience. Finally, Section 2.4 introduces the aim and objectives of this research, with Section 2.5 presenting a summary of Chapter Two.

## 2.2 Social Interaction

This section presents an overview of the literature on the history of research on human interaction in the social world. Social interaction has been at the forefront of philosophical inquiry since the late nineteenth century (Abercrombie, Hill & Turner, 1983). Sociological research originated in Western Europe and America where research into social interaction can be traced back to the work of many influential philosophers, including Marx (1865), Weber (1947) and Simmel (1949). Building on this foundation, countless studies on social interaction emerged across numerous disciplines, employing a variety of contextual applications (Alexander, 1990). The multidisciplinary nature makes the social interaction literature challenging to review. Nonetheless, this section aims to highlight the evolution of social interaction research as the conceptual foundations of this study which investigates the process of social interaction between hosts-guests in a tourism context.

The remainder of this section introduces firstly the disciplines from which have developed a wealth of extensive knowledge on social interaction; and secondly present a broad multi-disciplinary definition of the concept. This section then pays homage to the key theories developed to understand the process of social interaction, highlighting the commonalities and differences between the various approaches. Finally it concludes with a discussion of the evolution of resource exchange theories in sociology, economics and social psychology.

### 2.2.1 Definitions and Disciplines

This subsection introduces the disciplines that have driven research into social interaction, presenting a broad definition of the concept. As mentioned in Chapter One, social interaction stands at the heart of micro-sociological tradition as researchers attempt to understand ways that individuals act and react to one another (Cerulo, 2009). Micro social theory is commonly associated with social psychological approaches to the understanding of social life, with particular attention to the analysis of social interaction and social processes (Roberts, 2006). Micro-sociological approaches concentrate on the more personal and immediate aspects of social interaction in everyday life, more simply the actual face-to-face encounters between people (Layder, 1994). Macro-sociology, on the other hand, focuses more on broader features within society including organisations, institutions and culture (O'Brien, 1993). As identified in Chapter One, this research adopts a micro-sociological approach to understand tourism host-guest interactions.

Micro-sociology is commonly associated with interpretive approaches, viewing the social world as constructed through a vast, complex system of interactions having an almost exclusive focus on the exchange between humans (Douglas, 1984). Recently, sociologists have begun to question the human only restrictions, arguing interaction with animals, objects, images and even the environment permeates so deeply into the social dimension of interaction that more holistic approaches need to be developed. Nonetheless, research has been dominated by the focus on human or interpersonal interaction, with disciplines such as economics, sociology, anthropology and social psychology the key drivers of research into social interaction (Gubrium & Silverman,

1989). Although social interaction has been defined in a number of ways, the general consensus among theorists across the different disciplines agree it can be broadly defined as a sequence of actions between individuals or groups which has the capacity to influence each other's behaviour (Shalin, 1986). Indeed theorists argue that intention, resource exchange and reciprocal consequences are central to social interaction, with actors attempting to target one's actions to alter situations to achieve their own personal goals (Markovsky, Willer & Patton, 1988).

The definition of social interaction was informed by a number of different disciplines, and uses an inclusive approach to canvas both micro and macro sociological perspectives. For this research a micro-sociological approach is adopted.

### 2.2.2 Theories of Social Interaction

This subsection identifies the key theories applied in research to the social interaction between individuals and groups, commonly referred to as actors. Its purpose is to identify commonalities and differences between the various approaches used across different disciplines. Nonetheless, this subsection will focus on the two key theories that have been applied in sociology in particular: Symbolic Interactionism and Social Exchange Theory. A range of different theories has been developed to help understand the complex process of social interaction between actors. To illustrate the diversity of approaches used to understand this social interaction, six key theories found within disciplines of sociology, social psychology, economics, anthropology, mathematics, biology and political science are displayed in Table 2.1.

Table 2.1 Six Key Theories of Social Interaction

NAME	ORIGINS	INFLUENTIAL THEORISTS	PURPOSE	KEY ASSUMPTIONS	APPLICATIONS
Equity Theory	Social Psychology	Adams (1962, 1965) Carrell & Dittrich (1978) Messick & Cook (1983)	To explain satisfaction with interpersonal interactions based on fair or unfair distributions of resources	Individuals seek to maximise their outcomes, groups maximise collective rewards by equitably distributing benefits among members, fairness creates motivation and attachment to organisations	Business, organisations, employee relations
Game Theory	Economics, Mathematics, Biology, Social Psychology and Political Science	Aumann (1974, 1987) Gibbons (1992)	Develops models to study interactions within formalised structures	Individuals choices depend on the choices of others	Public decision making, enterprise bargaining, social networks, voting systems, human interaction with nature
Rational Choice Theory	Economics, sociology, political science, sociology	Becker (1976) Arrow (1989) Coleman (1990)	To model interaction in social and economic behaviour	Social situations or collective behaviours are the result of individual actions	Interest groups, elections, behaviour in legislatures, coalitions, and economic transactions
Social Exchange Theory	Anthropology, Sociology, Social Psychology, economics	(Emerson, 1976) (Homans, 1958) (Blau, 1964)	To identify the process and consequences of interaction between actors	Social interaction involves the exchange of material, social and psychological resources between actors	Social and cultural interaction, economic transactions
Symbolic Interactionism	Sociology, Social psychology	Mead (1934, 1936) Blumer (1962, 1969)	To study how people derive meaning from social interaction	People interact based on the meanings they ascribe from interacting with other people and society	Collective behaviour, social movements, criminology, emotions, doctor-patient
Systems Theory	Sociology	Parsons (1951)	To provide a systemic approach to the analysis of interaction within social systems	Individuals from collectives through a consensus of values within society	Political Processes, industrialisation, development, religion, modernization and organisations

Sources: (Abercrombie, Hill & Turner, 1983; Abrams, 1982; Chenery & Clark, 1959; Doyle & Strauss, 1982; Goldberg, 1980; Mansfield, 1992; O'Brien, 1993; Williamson, 2000; Zafirovski, 2005).

As portrayed in Table 2.1, a variety of different theories have been developed and applied to understand social interaction. The six key approaches to social interaction displayed in Table 2.1 include Equity Theory, Game Theory, Rational Choice Theory, Social Exchange Theory, Systems Theory and Symbolic Interactionism.

Equity Theory which stems from social psychology is a way of understanding human behaviour based on an individual's satisfaction with interpersonal interaction being determined by an equitable exchange of resources (Sztompka, 1994). This theory has been applied extensively in an organisational context, and is often used to understand employee satisfaction with the interactions within their workplace environments (Anderson, 1994). Game Theory is prominent in a variety of different disciplines, including economics, mathematics, biology, social psychology and political science (Bimonte & Punzo, 2007). Game Theory develops models for studying human interaction in which individuals' choices depend upon the choices of others, with applications ranging from enterprise bargaining through to human interaction with wildlife (Layder, 1994). Rational Choice Theory has been explored extensively in the discipline of economics, wherein social situations or individual actions are the result of collective behaviours (Madsen & Jensen-Butler, 2004). This theory models social behaviour and has been applied largely to understand behaviour during economic transactions of products or services (Becker, 1978).

In sociology, Systems Theory was the dominant approach in the 1950's and 1960's (Abraham, 1991), viewing social systems as entities that evolve by greater differentiation in their structures thereby achieving higher integration between



individual actors that comprise these larger entities (Gui & Sugden, 2005). Although Systems Theory has been applied extensively in the understanding of political processes, industrialisation, development, religion and organisational studies, it has been heavily criticised for not being able to deal with conflict and change in social life. It is a conservative ideology and its assumptions about value consensus are not empirically supported (Abercrombie *et al.*, 1983; Abraham, 1991).

In response to these criticisms of Systems Theory, two key approaches to the analysis of social interaction have come to dominate the field of sociology: Symbolic Interactionism and Social Exchange Theory (Shalin, 1986). Symbolic Interactionism gained momentum during the 1970s and has been a popular approach used to understand interaction in sociology and social psychology. The historical foundations of Symbolic Interactionism can be traced back to the concept of the self, where our interaction with others is governed by the capacity for an internal conversation with ourselves (Mead, 1934 as cited in Abercrombie *et al.*, 1983). It views the relationship between the self and society as a process of symbolic communications between social actors thereby creating meaning (Burrell & Morgan, 1979). Symbolic Interactionism has been particularly useful for the study of social deviance and criminology.

Although a number of different theories permeate the social sciences, a reasonably coherent perspective exists on social interaction across most disciplines. The conceptualisation of social interaction in terms of exchange relations has a long history in anthropology (Amit & Rapport, 2002). However, it has only been since the 1950s that sociology and economics have widely acknowledged that, during our interactions in the social world, some form of resource exchange takes place (Molm,

2001). One of the most common forms of interaction analysed includes the exchange of services and materials for economic benefits (Blau, 1964). An interchange of necessities can only be gained through contact with others, making interaction a necessary part of life in the social world (Abercrombie, *et al.*, 1983). Consequently, as seen in Table 2.1 different forms of resource exchange theories have been developed to understand social interactions, the most prominent of which is commonly labelled Social Exchange Theory (SET).

SET is a broad term, designating a family of related conceptual models (Cropanzano, Rupp, Mohler & Schminke, 2001). Given the extensive history of SET, beginning with the work of Mauss (1954) and Gouldner (1960), models have considerably evolved and continually progressed (Markovsky, Willer & Patton, 1988). The basic premise behind SET is that social structures and processes impinge on, and emerge from, resource transfers between individuals and/or collectives (Goldberg, 1980).

As identified in Chapter One, based on concepts arising from transactional theory, SET is deeply embedded in sociology, social psychological and economic literature (Alexander, 1990). Psychological researchers, Emerson (1976) and Homans (1961), together with an economist Blau (1964), were largely responsible for developing SET in sociology. SET has also been applied in fields related to sociology, such as psychology and anthropology (Zafirovski, 2005). Emerson's (1962, 1976) form of SET is described as building from a micro to a macro social level of conception and analysis (Stolte, 1988). Homans (1958) viewed individual behaviour and interactions as the heart of sociological inquiry. Blau (1964) adopted this perspective, moving forward from the elementary aspects of human behaviour towards the inclusion of

structural and cultural dimensions in the study of interaction (Ritzer & Goodman, 2003).

Early research using SET focused on the role of material self-interest in the formation of fairness perceptions (Berscheid & Walster, 1978). However, more contemporary research using SET emphasises the formation of interpersonal relationships (Rupp & Cropanzano, 2002). Currently the applications of modern forms of SET are diverse and numerous. Building from the work of Blau (1964), many scholars have argued that employees form relationships at work, and these relationships can be categorised into two broad classes: economic and social (Brinberg & Castell, 1982).

Economic exchange relationships are generally short-term and usually involve the exchange of material resources (Goldberg, 1980). On the other hand, social exchange relationships tend to be longer-term and involve less tangible and more symbolic socio-emotional resources, such as recognition or esteem. Compared to economic exchange relationships, individuals in social exchange relationships tend to more strongly identify with the person or entity with which they are engaged and are more likely to make sacrifices for the benefit of their partner (Gaechter & Fehr, 1999).

Clearly, many different approaches are used to explore the process of social interaction between actors, founded on knowledge built from a variety of different disciplines including anthropology, economics, sociology, social psychology and political science. Even with this diversity of approaches commonalities can be found, including a general consensus that actors exchange resources during social

interaction. Of the many different theories applied in sociology, SET is one of the most popular frameworks used to conceptualise social interaction between actors.

## 2.3 Social Interaction in a Tourism Context

As discussed in Section 2.2, the sociological analysis of social interaction has been primarily focused on human-to-human exchange, with tourism described by Singh, Timothy and Dowling (2003, p3) as “one of the most ingeniously crafted, deliberately propagated and expedient opportunities for social exchange.” In the tourism literature a dearth of studies assess social interaction, particularly the interactions between local communities (hosts) and visitors (guests) (Frakowski-Braganza, 1983; Santos & Proffitt, 2004). In tourism, there has been an extremely broad body of literature relating to human and personal interaction (Auld, 1997; Chan, 2006; Duval, 2003; Faulkenberry, Coggeshall, Backman, & Backman, 2000; Halvaksz, 2006; Kelly, 1994; Nash, 1989; Pearce, 1995; Smith, 1977; Woodside, Caldwell & Spurr, 2006).

This section reviews the tourism literature on social interaction. It particularly focuses on host-guest interactions and the application of SET within the tourism field. Finally, this section considers the importance of harnessing host-guest interaction for the visitor experience, and for the demand side management of tourism’s economic, environmental, socio-cultural and other impacts on locals residing in destination communities.

### 2.3.1 Host-Guest Interaction

This section discusses the literature on host-guest interaction in a tourism context, a key distinguishing feature of tourism and hospitality (Lashley & Morrison, 2000). Table 2.2 presents forty previous studies published in peer reviewed journals in the tourism field which relate to host-guest interaction across a range of continents.

Table 2.2 Previous Studies on Host-Guest Interaction

AUTHOR	LOCATION	FOCUS	KEY FINDINGS
(Butler, 1974)	N/A	To examine the impact of tourism developments upon hosts, with specific reference to implications for the social environment of these areas	Tourism and recreation is much more complex than previously considered, with impacts from visitors influencing the quality of life for hosts. Highlighted the need to research the impacts of tourists on host communities and to develop techniques to identify and measure both the impacts and the causes.
(Liu & Var, 1986)	Hawaii (USA)	To determine residents' attitudes to the economic, socio-cultural and ecological impacts of tourism development	Residents held a strong belief of the positive economic benefits of tourism, see cultural benefits and are ambivalent towards environmental benefits. Residents did not attribute social and environmental costs to tourism. Length of residency and ethnicity were the most significant socio-demographic characteristics that influenced perceptions of tourism impacts.
(Liu, Sheldon, & Var, 1987)	Hawaii, North Wales and Istanbul	To assess residents' perceptions of the environmental impacts of tourism	Environmental protection as being of paramount concern in Hawaii and Wales, compared with trade-offs with other social and economic effects. Residents do not blame tourism only for environmental changes; they also perceive many of the benefits brought by the industry, such as preservation of historic sites.
(Perdue, Long, & Allen, 1987)	Colorado (USA)	To examine the influence of participation in outdoor recreation on residents' perceptions of tourism	Tourism development should, thus, be particularly careful not to damage the integrity of local outdoor recreation opportunities.
(Milman & Pizam, 1988)	Central Florida (USA)	To investigate Central Florida residents' perceptions of the social consequences and impacts of tourism	Residents in Florida support the tourism industry and favour its expansion. Negative impacts were perceived by residents including traffic conditions, crime, drug addiction, and alcoholism. Positive impacts were perceived by residents including employment opportunities; income and standard of living; town's overall tax revenue; and quality of life. Residents who supported tourism believed it helped the economy and the community and that tourism was not the cause of other problems in the region.
(Long, Perdue & Allen, 1990)	Colorado (USA)	To test a model of tourism impacts, support for tourism development, and the use of additional tourism taxes	When controlling for personal benefits from tourism development, tourism impact perceptions were unrelated to resident characteristics. Support for additional tourism development would be negatively related to the perceived future of the community.
(Mok, Slater, & Cheong, 1991)	Hong Kong	To examine residents' attitudes towards tourism	Residents of Hong Kong generally favoured the growth of tourism, and show positive attitudes towards tourists. Residents thought tourism brought

AUTHOR	LOCATION	FOCUS	KEY FINDINGS
		impacts	economic benefits, improved of the image of Hong Kong, fostered cultural exchange, increased of employment opportunities, stability and prosperity, and improved the standard of living.
(Ap, 1992)	N/A	To develop a conceptual model that explains why residents develop positive or negative perceptions towards tourism and its associated impacts	Presented social exchange theory as a theoretical basis for some understanding of why residents perceive tourism impacts positively or negatively, and justified why social exchange theory is a useful theoretical framework for analysing the relationship between tourism and communities and provides valuable insights into each of the components within social exchange theory.
(Getz, 1993)	Spey Valley, Scotland	To reveal the perceptions and attitudes of residents towards tourism and its impacts	Residents were found to be largely supportive of tourism and the changes of development. Owners and managers of businesses were the most positive about tourism, growth and change. The overall positive attitude towards tourism and growth reflects the belief that the industry's benefits outweigh the costs to residents
(King, Pizam, & Milman, 1993)	Nadi, Fiji	To investigate the perceptions of residents towards the impacts of tourism	Residents of Nadi regarded tourists as being very different, but expressed no negative feelings towards them. Residents experienced some negative impacts including alcoholism, drug addictions, individual crimes, organized crimes, openness to sex, and traffic conditions. The positive impacts were employment opportunities, town's overall tax revenue, income, and standard of living, work attitudes, quality of life, hospitality to strangers, and confidence among people.
(Johnson, Snepenger, & Akis, 1994)	Rocky Mountains (USA)	To examine residents' perceptions of the impacts of tourism development in a rural area experiencing an economic transition	Residents' perceptions of tourism impacts were related to the level of economic activity of the community. Issues of water quality, congestion of scenic areas, and protection of wildlife are more difficult to preserve because nature does not have a direct voice in the tourism market place. Findings advocate a more longitudinal analysis of residents' perceptions of the impacts of tourism
(Lankford & Howard, 1994)	Oregon and Washington (USA)	To develop a multiple item tourism impact attitude scale in response to the need for standardised measurement of residents' attitudes towards tourism development	This study developed a 27-item, two-dimensional scale to measure resident attitudes toward tourism impacts. Residents who were economically dependent on tourism had a benign view of tourism impacts. Residents who felt they had to compete with tourists for access recreation resources were antagonistic. The extent to which local residents accept or reject changes attributable to tourism depends in large measure on residents' perceptions of how it affects their own personal welfare and lifestyle

AUTHOR	LOCATION	FOCUS	KEY FINDINGS
(Lankford, Chen, & Chen, 1994)	Penghu National Scenic Area, (Taiwan)	To examine the impacts of tourism in the Penghu Area and the attitudes of residents towards tourism development	Residents generally support tourism development. Residents recognise the employment and economic benefits of tourism and development. Policy formation requires some degree of consensus between all involved with tourism development.
(Teo, 1994)	Singapore	To assess the socio-cultural impacts of tourism	Socio-cultural impacts of tourism do not progress to antagonism as posited by Doxey (1975).
(Akis, Peristianis, & Warner, 1996)	Cyprus	To examine the perceptions residents of the impacts of coastal tourism development	Residents were sceptical about the distribution of the benefits of tourism, particularly of new development.
(Haralambopoulos & Pizam, 1996)	Pythagorion, Samos, (Greek Islands)	To investigate the social impacts of tourism as perceived by local island residents	Tourism created positive perceptions of the role of women and young adults in the community's economic and social life. Residents had negative perceptions of social impacts such as crimes, brawls, vandalism, sexual harassment and drug abuse. Although residents were aware of the negative tourism impacts they did not oppose further expansion. Direct economic dependency on the industry is the most significant determinant of residents' attitudes towards tourism.
(Hernandez, Cohen, & Garcia, 1996)	Isabela, Puerto Rico	To determine residents' attitudes to the impacts of a resort enclave	The results of this study do not support the tourism development cycle models (Doxey, 1975 & Butler, 1980). Tourists were not perceived as a direct threat to their way of life. Social exchange theory helps explain the ambivalence found in the responses. This research indicates that, with the exception of education and urban/rural location, demographic variables were not extremely useful for segmentation purposes.
(Jurowski, Uysal, & Williams, 1997)	Mt Rogers National Recreation Area, Virginia, (USA)	To use the principles of social exchange theory to organise residents' reactions to tourism impacts into the context of a theoretical paradigm	Developed a model based on the principles on social exchange theory to explain how residents balance seven factors which influence perceptions of tourism impacts. Analysis revealed that potential for economic gain, use of the tourism resource, eco-centric attitude, and attachment to the community affect residents' perceptions of the impacts and modify, both directly and indirectly, resident support for tourism.
(Lindberg & Johnson, 1997)	Oregon, (USA)	To introduce a broad, synthetic conceptual model of residents'	Using structural equation models this study provides a strong indication that residents' attitudes are associated with the level of perceived economic and congestion impacts. Also argued for more research into the use of persuasive



AUTHOR	LOCATION	FOCUS	KEY FINDINGS
		attitudes towards tourism	communication to help change residents attitudes towards tourism
(Faulkner & Tideswell, 1997)	East Coast of Australia	To describe a framework designed to study the impacts of tourism on communities	Planning and management should not only sensitive to the social and community impacts of tourism, but also incorporates effective strategies for accentuating the benefits derived from tourism, and avoiding negative impacts. The need exists to monitor residents' reactions to tourism, at different points in time and across different destinations.
(Ap & Crompton, 1998)	N/A	To develop a tourism impact scale that demonstrates dimensional distinctiveness and stability, internal consistency, and validity	Developed and tested a tourism perceived impacts scale that verified each of the three domains of economic, environmental and socio-cultural impacts found in the tourism literature. In addition four other dimensions of tourism impacts emerged including crowding and congestion, services, taxes, and community attitude, although these may able to be regrouped into the above dimensions.
(Brunt & Courtney, 1999)	UK	To examine host community perceptions of the socio-cultural impacts of tourism	Tourism has altered the structure of the town's community, with consequential effects on the attitudes of the residents. The perceived socio-cultural impacts of tourism identified by the informants who took part in the study coincided with many of the key impacts which were identified at the outset from the existing literature
(Carmichael, 1999)	USA	To examine community perceptions of the impacts of tourism as a result of a mega attraction	Analysis has showed that perception of the impacts of the casino on natural environment is an important predictor of attitude towards future development. Developers prefer to capture their guests within resort complexes so that they have little contact with the surrounding host communities so avoiding negative impacts
(Lindberg, Dellaert, & Rassing, 1999)	Allinge-Gudhjem, (Denmark)	To use choice modelling to identify the tradeoffs residents are willing to make with respect to tourism impacts	Results indicated that residents are willing to accept the negative impacts of tourism development provided that they also receive positive impacts. The rate at which they are willing to trade the negative for the positive can be used to evaluate whether potential projects or development paths in these communities will be beneficial in terms of either being supported by the majority of residents or making a net positive contribution to their economic welfare
(Fredline & Faulkner, 2000)	Australia	To examine host community reactions to the impacts of tourism to events	Cluster analysis can provide the basis for a more targeted approach to the planning and management of tourism impacts for residents as a result of events.

AUTHOR	LOCATION	FOCUS	KEY FINDINGS
(Saveriades, 2000)	Cyprus	To identify residents' perceptions impacts and carrying capacity of tourism	There was no evidence from the study of negative feelings towards tourists or in fact that local residents wish to see a reduction in the level of tourism.
(Williams & Lawson, 2001)	10 New Zealand Towns	To examine residents' perceptions of the impacts of tourism, and the relationship between residents and tourism	Residents who are most cynical about tourism rate community issues more highly than others, whereas residents who are most positive toward tourism rate community issues lower. Locations with the most tourism activity also have above average proportions of residents who are least positive about the industry.
Lindberg, Andersson & Dellaert, 2001)	Are, Sweden	To assess residents' perceptions of the social impacts of tourism development	The net resident welfare change from an increase in tourism would be negative, and the losses to residents are not outweighed by the gains to tourists.
(Sultan, 2001)	Turkey	To investigate residents' perceptions of the environmental impacts of tourism	There were relatively few significant relationships between the educational levels and occupations of the respondents and an array of environmental issues and social characteristics. Nationality seemed to be a more powerful influence on environmental perceptions and behaviour than either education or employment
(Deccio & Baloglu, 2002)	Utah, USA	To examine residents' perceptions of the impacts of tourism to the winter Olympics	Most residents were indifferent to the Olympics but very supportive of the promotion of Garfield County as a tourist destination during the games and community activities in conjunction with the event.
(Deichmann, 2002)	Prague	To report the perceptions of residents towards the impacts of tourism and visitors in general	Understanding the three key dimensions of tourism impacts (economic, environmental and socio-cultural) can help form a better understanding of how residents perceive tourists.
(Gursoy, Jurowski, & Uysal, 2002)	Five Counties of Virginia, (USA)	To model host community support for tourism development based on the factors found to influence reactions towards it	Findings revealed that the host community support for tourism development is affected by these factors, and this support can be modelled by using six factors: the level of community concern of local residents; the utilization of the tourism resource base by local residents; the level of eco-centric values of local residents; the state of the local economy; the perceived cost; and the perceived benefits of the tourism development.
(Goodwin, 2002)	Indonesia,	To explore the potential	To maximise the economic benefits of tourism for communities this study

AUTHOR	LOCATION	FOCUS	KEY FINDINGS
	India, Zimbabwe, Philippines	role of tourism for creating positive economic impacts on communities adjacent to protected areas	found that planners and policy makers must ensure an equitable distribution of the resources attained from tourism. Including the community in more tourism initiatives such as encouraging local craft industry, wildlife tours could help residents attain economic benefits.
(Bramwell, 2003)	Maltese Islands	To demonstrate the merits of adopting a contextual approach to the study of community responses to tourism	Residents' reactions were assessed in relation to the industry's development, but also to their experiences, beliefs, and practices that substantially mediated how they responded. Advocates researchers ask new questions and to help reinterpret previous findings and demonstrates the importance of tailoring research instruments to the specific context.
(Lee & Back, 2003)	Korea	To explore residents' perceptions of tourism impacts pre and post tourism development	Respondents perceived fewer negative impacts and were less favourable about positive impacts. Respondents' support level was directly influenced by benefits attained. The significant economic and social impacts on benefit and support level confirm social exchange theory.
(Gursoy & Rutherford, 2004)	Washington & Idaho, USA	To develop and test a model based on social exchange theory that examines both perceived impacts and the factors that are likely to influence those perceptions	The findings confirm the usefulness of social exchange theory principles in explaining the host community's attitudes toward tourism. The model presented here also advances the understanding of the community's reactions and attitudes by segregating positive and negative impacts into five cost and benefit factors: economic benefits, social benefits, social costs, cultural benefits, and cultural costs
(Andereck, Valentine, Knopf, & Vogt, 2005)	Arizona (USA)	To investigate residents' perceptions of the community impacts of tourism	Findings were consistent with social exchange theory in that those who view this industry as a development priority also perceive greater benefits from it in their communities than do others, and so are more likely to have positive attitudes regarding tourism. Adds to the growing collection of studies that suggest, while social exchange theory may be a potentially useful framework, alternatively it may be an incomplete structure for understanding response to tourism phenomena by community residents.
(Gu & Wong, 2006)	China	To investigate residents' perceptions of the impacts of tourism caused by the emergence of	Young home stay operators were concerned with general improvement in quality of life; the middle-aged home stay operators without education pay attention to economic benefits brought by tourism; and the senior home stay operators have strong feelings, about the deterioration of the physical

AUTHOR	LOCATION	FOCUS	KEY FINDINGS
		'home stay'	environment in which they grew up.
(Ohmann, Jones, & Wilkes 2006)	Munich, Germany	To investigate residents' perceptions of the impacts of tourism to the Soccer World Cup	Residents' perceptions of tourism to the world cup were largely positive. The negative impacts included fan behaviour crime and prostitution was not identified as key issues. Studies on tourism impacts should consider multiple method approaches to allow triangulation of results.
Lu, Wu & Xiao (2007)	China	To assess residents' perceptions of tourism impacts	The findings indicated that the fuzzy synthetic evaluation may successfully harmonise inherent complex conditions in residents' perception of tourism impacts.

As displayed in Table 2.2, tourism research on host-guest interaction has been dominated by studies on residents' perceptions of tourism impacts. The impacts of tourism on host communities have been researched from a range of perspectives in a variety of contexts (Beeton, 2006). Dogan (1989) argues that historically, the tourism literature has been dominated by the study of tourism impacts. Initially these studies tended to focus on the positive effects of tourism on host communities, such as the economic benefits (Mathieson & Wall, 1982). However, as the negative implications of tourism became increasingly evident, an alternative and more critical view of tourism impacts was taken (Cohen, 1979; Husbands, 1989). Avcikurt and Soyballi (2001) believe this was driven by the visibility of the impacts of tourism on host communities. Recent studies have portrayed a much more inclusive perspective on the impacts of tourism on host communities (Andereck, Valentine, Knopf, & Vogt, 2005; Deichmann, 2002; Faulkner & Russell, 1997).

Although the impacts of tourism on host communities tend to be multifaceted, conventional practice is to divide these impacts into three broad categories: economic, environmental and socio-cultural (Sherwood, 2007). Nevertheless, it is important to realise that the impacts of tourism on host communities are interrelated and consequently cannot always be easily categorised as belonging to one specific category. Manning and Valliere (2001) illustrate the interrelated impacts of tourism using the issue of crowding in outdoor recreation. Their research found that while crowding in national parks can cause physical impacts on the environment, it also has the potential to cause perceptual impacts for residents. These impacts may cause residents to adopt coping mechanisms to avoid unwanted encounters with tourists at

their favourite recreation sites (Manning & Valliere, 2001). Thus, in this instance, crowding in outdoor recreation caused interrelated environmental and socio-cultural impacts for the local community.

The interrelated impacts of tourism on host communities can also be presented as positive or negative. Previous studies on tourism's impacts suggest that negative impacts often outweigh the positive (Bramwell, 2003). All the same, large numbers of residents in host communities continue to support tourism to their regions (Long, Perdue, & Allen, 1990; Sirakaya, Teye, & Sonmez, 2002). Haralambopoulos and Pizam (1996) believe this is because many residents are prepared to put up with some negative impacts for what they regard as desirable or positive impacts, especially when economic dependence on the tourism industry is high. Lindberg, Dellaert and Rassing (1999) agree, finding that residents were prepared to put up with negative individual impacts for the collective community benefits of tourism.

Studies on perceptions of tourism impacts also show that residents' perceptions and attitudes change over time (Gursoy, Jurowski, & Uysal, 2002). A number of studies have found that communities are not fixed in their perceptions and attitudes towards tourism impacts, nor are individuals within these communities likely to share identical attitudes towards tourism (Andriotis & Vaughan, 2003). Residents' perceptions of the impacts of tourism have been shown to vary, depending upon demographic characteristics, level of attachment to the community, utilisation of the tourism resource base, employment or involvement in the industry and personal benefits derived from tourism (Butler, 1974, 1980; McGhee & Andereck, 2004). Additionally, a number of other factors have been identified as potential influences

on residents' perceptions of tourism's impacts, including the scale of the tourism industry in the region, the types of tourists the region attracts, the types of activities offered to tourists, tourism infrastructure, characteristics of the host community and the nature of the interactions between tourists and residents (Mason & Cheyne, 2000). Indeed evidence suggests that the perceptions and attitudes of residents towards tourism are also likely to evolve and change over time as the destination region progresses through various stages of tourism development (Butler, 1980).

The focus on the three dimensions of tourism impacts is arguably due to an emerging importance on the concept of sustainable development, which placed an emphasis on three key elements: the economy, society and the environment (Carlsen, 1999; Martens & Rotmans, 2005). These three elements have been collectively termed the 'Triple Bottom Line'; a concept which has been postulated widely as the standard view towards development and has extended into sustainable tourism development (Butler, 1980; Carlsen, 1999; Carter, 2004; Coccossis, 2002; Faulkner & Russell, 2001; Gezici, 2006; Hall, 2004a; Mbaiwa, 2004; McDonald, 2006; Parrilla & Font, 2007; Prideaux, 2000; Russell & Faulkner, 2004; Sebastian & Rajagopalan, 2009). Similarly, resident perception studies have often adopted a triple bottom line approach to the impacts of tourism (Belisle & Hoy, 1980; Byrd & Gustke, 2006; Diedrich & Garcia-Buades, 2009).

### 2.3.2 The Impacts of Host-Guest Interaction

This subsection reviews the specific attributes used in 26 previous studies on host-guest interaction, specifically focusing on the attributes used to assess the consequences of host-guest interaction conceptualised in the literature as residents'

perceptions of tourism impacts. The attributes of tourism impacts inventoried in this section uses the different economic, environmental and socio-cultural dimensions of tourism impacts conceptualised in the literature, with an additional category titled 'other' to highlight specific attributes included that cross more than one of the three dimensions in the previous studies consulted. Additionally the advantage of including another category titled 'other' makes it easier to include attributes that are perceived by previous studies to be political or technical impacts of tourism, and thus do not adequately fit into any of the three above categories.

To search and select previous studies for inclusion in the analysis of perceptions of tourism impacts a systematic and analytical approach was used. This involved five parts, which included a Leisure Tourism database search, importing possible articles into Endnote reference manager, assessing the articles for accessibility, developing inclusion and exclusion criteria, and a final quality audit to ensure consistency of the articles collected. The five part selection process was designed to ensure that the articles collected captured a broad and representative pool of previous studies on perceptions of tourism impacts. This rigorous selection process aimed to ensure the face validity of the articles included in this evaluation of research on perceptions of tourism impacts. However, it was important to maintain a balance to ensure important publications were not omitted from the analysis. A detailed description of the approach used to source previous studies is included in Appendix A.

Prior to the discussion of the attributes used in previous studies it is important to emphasise that the process of collecting and inventorying impact attributes included in previous studies presented a number of challenges. First, it is acknowledged that



some of the previous studies included in the analysis did not provide a complete list of attributes and so a complete list of attributes from the 26 previous studies could not be compiled. Second, many studies did not segment the attributes into economic, environmental and socio-cultural dimensions of tourism impacts, preferring to simply include a complete list of attributes (Liu, Sheldon, & Var, 1987).

At this point it is also important to emphasise that many of the impact attributes assessed in previous studies are categorised differently by different authors. For instance, some studies include overcrowding of recreation areas a social impact (Brunt & Courtney, 1999), whereas other studies consider overcrowding an environmental impact (Akis, Peristianis, & Warner, 1996). All the same, for the purpose of this analysis, impact attributes are included in the category most used by previous studies, or if considerable debate exists in previous studies the specific attributes have been included in the category of ‘other’. Table 2.3 builds and extends the work of Ap (1990) through inventorying the economic, environmental, socio-cultural and ‘other’ attributes of tourism impacts used in previous studies. Table 2.3 displays the attributes used to measure perceptions of tourism impacts in the 26 previous studies used to canvass the subject.

Table 2.3 Attributes of Tourism Impacts on Host Communities

<b>Economic Impact Attributes</b>	<b>Environmental Impact Attributes</b>	<b>Socio-Cultural Impact Attributes</b>	<b>Other Impacts Attributes</b>
Amount of Income to local business	Air pollution	Awareness of culture and heritage	Amount of local property tax
Better service by local business	Awareness of environmental issues	Change in social customs of locals	Amount of local sales tax
Contributes to income and standard of living	Change behaviour of wildlife	Community belonging	Amount of local taxes collected
Cost of living	Clean air and water	Community pride	Attitudes of locals towards tourists
Diverts public funds from more important projects	Contributes to deforestation	Congestion of local shops	Availability of local services
Economic development	Construction of hotels and facilities destroy the natural environment	Courtesy and hospitality toward strangers	Bankruptcy
Funding for environmental protection	Damage to environmental landscape	Crime	Better emergency health services/medical care
Funding for infrastructure and facilities	Destroying wildlife	Demand for cultural activities and programs	Burden on Govt. Services
Funding for other public projects	Deterioration of natural assets	Demand for historical activities and programs	Community spirit among locals
Improves investment, spending, development and infrastructure	Does not cause ecological decline	Destruction of family unit	Conflicts over zoning/land use
Improves local economy	Ecological impacts to flora and fauna	Disrupts lives of local residents	Crowding of facilities/services/infrastructure
Increased cost of living	Enhances physical conditions	Disrupts peace and tranquillity	Economic gains damage cultural identity
Increased menial employment	Erosion in national parks	Disrupts shopping/congests shops	Enhances sectors conflicts
Increases the price of land and housing/real estate	Impact on natural environment	Drug and alcohol consumption	Fashion
Improves transport/roads	Improvement of the area's appearance	Encourages a variety of cultural activities by locals	Financial resources for local services

<b>Economic Impact Attributes</b>	<b>Environmental Impact Attributes</b>	<b>Socio-Cultural Impact Attributes</b>	<b>Other Impacts Attributes</b>
Improves agriculture	Improves sanitation	Exciting night life	Gambling
Improves attitude towards working	Increases environmental awareness	Exploitation of local natives	Hard to get tickets for community events
Increases businesses owned by local residents	Level of urbanisation	Facilitates meeting visitors	Helps other sectors
Increases business opportunities	Litter	Friendliness	illegal games
Increases employment	More attention paid to environment because of tourists	Heightened tension/friction between local residents and tourists	Improves public utilities, services and infrastructure, local services
Increases labour supply	Negatively impacts the environment	Hoon behaviour (e.g. driving recklessly in cars)	Improves education services
Increases job opportunities	Overdevelopment	Human relationships	Improved social services
Increases strength and diversity of local economy	Sea/Beach Pollution	Improves quality of fire protection	Improving tourist facilities wastes tax payers money
Increases tax revenues	Soil	Improves quality of life	Increases the cost of rent
Indirect financial benefits for locals	Solid waste disposal problems	Improves quality of police protection	Increased traffic
Investment development and spending	Peace and quiet	Improves understanding/image of different cultures	increased taxes
Leakage of money to developers	Pollution	Inconsiderate visitors	Increased urban sprawl/population growth
Local business closures	Preserves environment	Increase in cultural tolerance	Increases the price and shortage of goods and services
Lower taxes	Preservation of natural areas	Increased prostitution, sexual permissiveness, alcoholism, drug abuse, smuggling, brawls	Increases stores/restaurants/hotels
Major economic benefits	Preservation of parks and gardens	Increases availability/quality of recreation facilities/opportunities	Infrastructure overload
More jobs for foreigners than for local people	Preservation of wildlife habitats	Increases demand/restoration of historical and cultural exhibits	Lake overload
Number of jobs in local community	Pressure on environmental resources	Increases availability of entertainment	Level of traffic and congestion

Economic Impact Attributes	Environmental Impact Attributes	Socio-Cultural Impact Attributes	Other Impacts Attributes
Personal income local residents	Promotes the use of alternative energies	Increased noise	More pressure on local services
Revenue generated in economy	Quality of natural environment	Increase in crime/vandalism/theft/burglary	Noise level within community
Variety of restaurants	Removal of scarce resources	Increase in safety	Number of driving hazards
Variety of shopping facilities	Supports conservation	Increasingly hectic community and personal life	Overcrowding/congestion (lakes, beaches, parks, streets, recreation, hiking, outdoors, cultural/historic exhibits)
	Use of sustainable energy	Life and vitality of community	Overcrowding of natural areas
	Vegetation	Limits availability/quality of recreation opportunities/activities	Pavement and Road Development
	Waste disposal on island	Lower quality of life	Personal appearance
	Water pollution/quality	Loss of traditional cultural values/Creation of phoney folk culture/intrusion of culture	Political Corruption
	Wildlife in local area	Morality	Population growth
	Wildlife population decreased	Mutual confidence among people	Preservation of historic buildings/Cultural sites
		Number and quality of restaurants	Preservation of natural/cultural sites
		Openness to sexual behaviour	Pressure on camping facilities/services
		Opportunities to learn people and cultures	Pressure on infrastructure/facilities/services
		Opportunities to meet interesting people	Pressure on key services
		Opportunities to restore and protect historical structures	Pride local residents
		Parking issues for locals	Quality of local services
		Politeness and good manners	Quality of life
		Preservation of way of life	Quality of physical appearance

Economic Impact Attributes	Environmental Impact Attributes	Socio-Cultural Impact Attributes	Other Impacts Attributes
		Preserves cultural identity of the host population	Size of crowds affects enjoyment
		Promotes cultural exchange and education	Size of crowds restricts activities
		Quality of night life	Tourists are a burden on community services
		Recreation opportunities locals	Tourism only benefits a small group of residents
		Sexual behaviour locals	Sexual harassment
		Shopping opportunities	
		Standard of living for locals	
		Tension within local community	
		Tourists respect my way of life	
		Understanding of different people and cultures by residents	
		Variety of cultural facilities and activities	
		Variety of entertainment	

(Akis *et al.*, 1996; Andereck *et al.*, 2005; Ap & Crompton, 1998; Belisle & Hoy, 1980; Bruny & Courtney, 1999; Deccio & Baloglu, 2002; Deng, Qiang, walker, & Zhang, 2003; Dyer, Gursoy, Bishnu, & Carter, 2007; Fredline & Faulkner, 2000; Gu & Wong, 2006; Haley, Snaith, & Miller, 2005; Haralambopoulos & Pizam, 1996; Johnson, Snepenger, & Akis, 1994; King, Pizam, & Milman, 1993; Lankford, Chen, & Chen, 1994; Lee & Back, 2003; Lui, Sheldon, & Var, 1987; Milman & Pizam, 1998; Nyaupane & Thapa, 2006; Perdue, Long, & Allen, 1987; Puczko & Ratz, 2000; Ross, 1992; Sultan, 2001; Tosun, 2002; Upchurch & Teivane, 2000; Williams & Lawson, 2001).

Table 2.3 displays the economic, environmental, socio-cultural and other dimensions of tourism impacts, with a diverse range of tourism impact attributes emerging from the 25 represented in the table. The degree tourism contributes to income and standard of living, improves the local economy, increases employment, job opportunities and labour supply, improves investment, spending, development and infrastructure and contributes to different forms of tax revenue were common economic impact attributes included. The degree tourism contributes to the cost of living (inflation) is a common negative economic attribute and includes increases in the price and shortage of goods and services, increases in the price of land, housing and real estate and other general increases in the cost of living.

Conversely to the economic impact attributes, more negative than positive environmental impact attributes were determined. The most common environmental impact attributes assessed in previous studies included the ability of tourism to preserve the environment, enhance physical conditions, support conservation, preserve historic buildings and cultural sites and improve the appearance of a particular area. The most frequent negative environmental attributes included increased traffic, overcrowding of outdoor recreation sites in general and increased noise pollution and litter.

A similar number of positive and negative socio-cultural attributes of tourism impacts was found in the previous studies displayed in Table 2.3. The most common positive socio-cultural impact attributes included the ability of tourism to improve quality of life, availability and quality of recreation facilities and opportunities, improvement of

understanding, image and education of different cultures, and courtesy and hospitality towards strangers. The most common negative socio-cultural attributes used included the contribution of the tourism industry to increased prostitution, sexual permissiveness, alcoholism, drug abuse, brawls, crime, vandalism, theft, burglary and loss of traditional cultural values. When combined, it is clear that a greater range and diversity of socio-cultural and other attributes have been assessed over economic and environmental impacts. All the same, across all three impact dimensions a great diversity of impact attributes were uncovered, reflecting not only the multi-faceted nature of tourism impacts but also the importance of a preceding phase of research involving a process of consultation at the actual location to develop a pool of tourism impacts tailored to the specific research context.

### 2.3.3 The Application of Theory to Host-Guest Interaction

This subsection discusses the theories of social interaction that have been applied in order to understand tourism host-guest interaction, which are largely derived conceptually from previous studies on residents' perceptions of tourism's impacts. Ap (1992) argues that most of the research on tourism impacts has been undertaken from the residents' perspective due to the importance of understanding their perceptions and attitudes when planning policy related to management of tourism. This view is supported by Simmons (1994) who claims this focus is due to the role of the resident in the visitor experience and therefore a key resource for sustaining the tourism product. Conceptually, this emphasis is justified, as the impacts as perceived by residents, are regarded as the actual impacts on host communities, as it is the local community members who must live with the impacts of tourism (Jafari, 1987).

Early research on hosts' perceptions of the impacts of tourism was exploratory and descriptive (Murphy, 1985). Longitudinal models, such as Butler's (1980) Tourist Area Life Cycle and Doxey's (1975) Irritation Index, have emerged, but these models have focused on the resident as a collective entity, or as the community (Beeton, 2006). Therefore these models did not account for individual residents' differing perceptions. However, the current foundation of knowledge has succeeded in identifying the major impacts and variables, and in developing sound methodological approaches for assessing the impacts of tourism on host communities (Brougham & Butler, 1981). Nevertheless, Husbands (1989) argues that one constant problem in this body of work has been the lack of theoretical justification for the reason individual residents viewed the impacts of tourism differently. A range of theories have been applied in an attempt to understand residents' perceptions towards these impacts, including play theory, compensation theory, conflict theory, attribution theory and dependency theory. However, these theories only offer a partial explanation of residents' perceptions toward tourism impacts (Ap, 1992).

SET was first introduced into tourism by Perdue, Long and Allen (1987) as having the potential to explain residents' differing perceptions towards tourism impacts. Ap (1992) later adapted a model of SET, and applied it to the guest-host interaction in tourism. Since its inception, SET has become one of the most well-known interaction-based theories in the tourism field (Ap, 1992; Deccio & Baloglu, 2002; Jurovski, Uysal, & Williams, 1997; McGhee & Andereck, 2004).

As explained in Section 2.2.2 of this chapter, SET conceptualises the exchange of resources between individuals and groups in an interaction situation, thus providing a



useful framework for understanding tourism relationships, interactions and transactions. The basic premise of SET in tourism is that in order to sustain interaction there must be at least a two-way flow of material, and social or psychological resources between individual actors or groups of individuals (Ap, 1992). Figure 2.1 displays a SET model designed by (Ap, 1992), derived from the rational choice models of human behaviour located within the disciplines of economics and sociology.

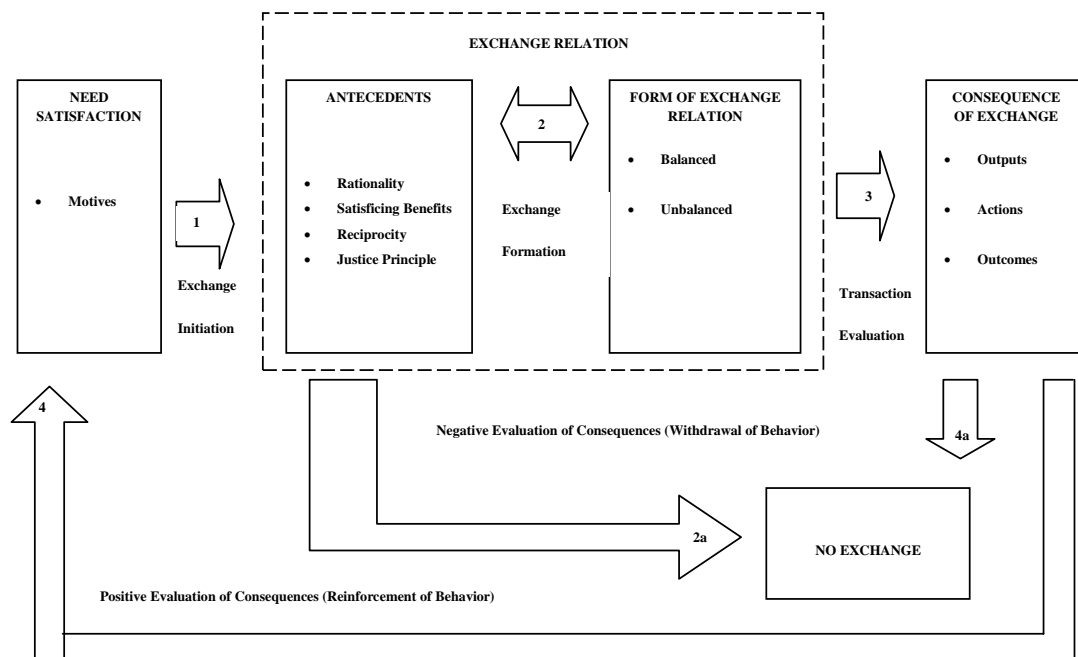


Figure 2.1 Model of Social Exchange Theory

The four stages of the SET model applied in tourism are highlighted in Figure 2.1: the initiation of an exchange, the exchange formation, the exchange transaction evaluation, and the evaluation of exchange consequences as positive or negative (Ap, 1992). The first stage of the exchange process, initiation, occurs during the pre-exchange period (Gaechter & Fehr, 1999). SET posits that during this period the satisfaction of an actor's needs motivates an exchange relationship; without a need to

satisfy there is no reason to seek interaction (Ap, 1992). Thus an exchange is initiated by an actor so beginning the process of interaction.

The second stage is the exchange formation which includes three interconnected components: antecedents, the exchange relation and the form of the exchange relation (Figure 2.1). The antecedents are the preceding conditions of interaction and represent opportunities or situations perceived by at least one actor before the exchange relation forms. At this stage, an actor predicts whether an exchange with another will result in rewards or benefits and attempts to maximise the possible rewards and benefits or, at least, ensure that the resources to be exchanged are roughly equivalent (Gui, 2000). If the antecedents are perceived as inequitable, either actor involved in the exchange has the option to withdraw prior to the exchange of resources. If the antecedents are viewed favourably, the exchange relation is formed.

Within the exchange relation component, a series of temporally inter-dispersed exchanges of material, social and/or psychological resources transpires, which determines the nature of the exchange (Ap, 1992). It is important to note that exchanges, though often financial in nature, do not necessarily involve economic or physical resources. Finally, the form of the exchange relation component refers to the power and dependency relationship between actors, which manifests because of either a balanced or unbalanced exchange of resources during the exchange relation (Yamagishi & Cook, 1992).

The final two stages of the exchange process, the exchange transaction evaluation and the evaluation of exchange consequences, occur post-exchange (Ap, 1992).

During post-exchange, based on the form of exchange relation, each actor evaluates the transactions of resources and identifies the consequences of the exchange (Cook, 1977). The evaluation also includes the ability of an actor to identify whether the exchange was positive or negative for the other actor involved in the process (Goldberg, 1980). If an actor perceives the consequences of the exchange as negative, meaning the exchange relation is unbalanced and the transactions of resources are not gratifying, this actor has the option to withdraw from future exchanges (Emerson, 1976). A negative evaluation does not mean the actor will necessarily withdraw from the social exchange, as an actor may perceive the exchange as negative, but continue the exchange because of necessity (Lindberg, Andersson, & Dellaert, 2001). Rather, a negative evaluation provides the prompt to withdraw; this is the point at which power or dependence on the other actor may influence the decision to continue exchanging. Nevertheless, if both actors perceive the consequences of the exchange as positive and further exchanges to be in both actors' best interests, continuation of the exchange behaviour will generally transpire (Goldberg, 1980).

The advantages of using SET for studies on residents' perceptions of tourism are diverse and numerous. SET conceptually frames an exchange between a resident and a tourist, a resident and tourists, the community and a tourist or the community and tourists. In addition, SET has the capacity for examining these individual and collective levels to the exchange from the perspective of the different actors in the exchange. SET also provides the opportunity to solicit data on tourism impacts longitudinally (Akis *et al.*, 1996; Kayat, 2002). A number of the studies presented in Table 2.2 have utilised SET to understand host-guest interactions (Andereck *et al.*,

2005; Deccio & Baloglu, 2002; Gursoy, Jurowski, & Uysal, 2002; Gursoy & Rutherford, 2004; Hernandez, Cohen & Garcia, 1996; Jurowski & Gursoy, 2004; Jurowski *et al.*, 1997; Kayat, 2002; Sirakaya, Teye & Sonmez, 2002).

The process of interaction conceptualised as an exchange, and explained by studies applying SET, have a number of defining and important characteristics. Previous studies often limit the exchange in two ways. First, spatial limits are placed on the exchange, confining the social exchange to a specific location (Jurowski, *et al.*, 1997). Second, temporal limits are placed on the exchange confining the exchange to a specific period of time (Kayat, 2002). These approaches have resulted in varying definitions of the host-guest exchange, including studies on small and large communities, with varying geographic boundaries, over different time spans of the exchange process. All the same, studies on the exchange generally place temporal and spatial limits to the process, confining the exchange to a specific location, within a specific period of time (Deccio & Baloglu, 2002).

Studies using SET have illustrated a broad range of contextual applications, with research undertaken on residents' perceptions of mass tourism (Andereck, *et al.*, 2005) through to residents' perceptions of specialised tourism markets, including events such as the Olympics (Deccio & Baloglu, 2002). Nonetheless, all of these studies have focused on the residents' perceptions of social exchange, as manifested in the form of tourism impacts on host communities. This again reflects Mason and Cheyne's (2000) view that the focus on the resident can largely be attributed to the visibility and accessibility of the impacts of tourism in host communities.

Previous studies using SET in a tourism context have addressed two stages within Ap's (1992) model. Foremost, studies using SET have focused on community perceptions of the consequences of the exchange, the final stage of the exchange process. The consequences of the exchange refer to the range of economic, environmental and socio-cultural impacts tourism has on communities (Hernandez *et al.*, 1996). Previous studies have also explored the second stage of SET, specifically the antecedent conditions that facilitate or inhibit community support for further tourism development (Kayat, 2002; Sirakaya *et al.*, 2002). Previous studies attempting to uncover the antecedent conditions have had mixed results, finding factors including community concern, community attachment, eco-centric attitudes, length of residence and various demographic characteristics to be important variables for residents' support of tourism as a collective entity in the region (Gursoy & Rutherford, 2004). This conceptual focus, although extensively applied in tourism, has been predominantly operationalised at the collective rather than individual level.

As a result, the tourism literature using SET has focused on macro-level applications to tourism and communities (Chhabra, 2008), and the interactions between collective entities, tourism and communities (Hernandez *et al.*, 1996; Lee & Back, 2003). Such macro-level applications may be limiting, given the notion of tourism exchange to be ultimately grounded in the complex involvement of people as individuals. The focus on collective actors suggests an opportunity to undertake a more in-depth, micro-level application of social exchange to the interactions that occur between the subgroups and even the individuals who comprise these larger entities. This suggests the opportunity to follow the lead of these previous studies in employing SET as its

theoretical lens to explore the in-depth and dynamic process, rather than just the consequences of interaction between locals and visitors in a tourism context.

Essentially, this involves adopting Homans (1958) micro level approach to understanding the interaction between host and guest. A micro-level application could potentially illuminate a range of local community members' perspectives of their tourism exchanges, and enhance the conceptual understanding of the complex process, as well as the consequences, of host-guest interaction in the tourism field. Furthermore, using a more in-depth micro level approach will help gain a better understanding of the individual differences among locals (hosts) and visitors (guests) who comprise the collectives of tourism and communities. The opportunity also exists for exploration of a micro-level application of the entire SET process, rather than focusing on the consequences. An in-depth understanding of the process of interaction between hosts and guests at the individual level would be gained from the perspective a multitude of different key actors' involved in the exchange relationship.

This section has identified SET as conceptually framing host-guest interaction through its ability to capture both positive and negative perceptions of hosts' (locals) perceptions of tourism's impacts. In addition, SET can examine the different actors' perspectives from both individual and collective levels; it has a variety of possible contextual applications. Yet, at this stage, SET has only been applied to hosts' perceptions of the tourism exchange relation. This theory has not been utilised to explore other actors' perceptions of the host-guest exchange, most notably visitors.

#### 2.3.4 Host-Guest Interaction and the Visitor Experience

This subsection discusses the intricate connection between host-guest interaction and the visitor experience. The focus of the literature on host-guest interaction has been on the residents, leaving visitors' perceptions of the process and outcomes of interaction with local communities largely unexplored. This means visitors' perceptions of tourism's impacts are conceptually underdeveloped, with only a very few studies addressing visitors' perceptions across the triple bottom line, or different stakeholders' perceptions of tourism (Byrd & Gustke, 2006; Hardy & Beeton, 2001; Sherwood, 2007).

The intricate link between local communities and the visitor experience is best exemplified by Jafari (1987), who contended for the inclusion of an additional component in the recreation experience model - the impact on the community's way of life after the departure of the tourist. First defined by Clawson and Knetsch (1966), and empirically tested by Hammitt (1980), a visitor's recreation experience was proposed to consist of the five phases: anticipation, travel to, on-site, travel back and recollection. His discussion of the five phases of a recreation experience was focused on recreation in an uninhabited, protected area - an experience in nature. Jafari (1987) expanded the five phase recreation experience model to include the local communities that surround these destinations. Figure 2.2 has been adapted from Jafari (1987) and displays the visitor experience model and the point of intersection between the guest and the host community.

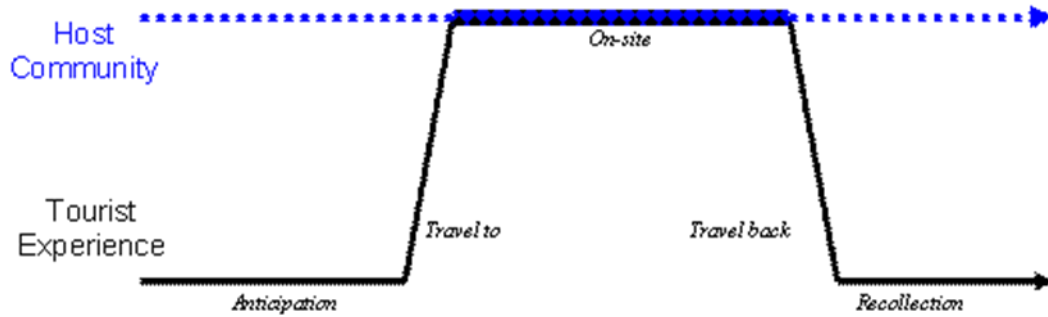


Figure 2.2 Point of Intersection between Host and Guest

Figure 2.2 displays the progression of the visitor experience temporally and spatially, and highlights the exchange, or series of interactions with locals from the host community as the important part of this experience. As shown in Figure 2.2, the on-site phase is where a visitor interacts, and participates in a series of exchanges with locals, largely economic and social in nature. The sum of these exchanges arguably shapes the visitors' overall perceptions of the people that inhabit places. As previously noted, this is the phase which has generally been defined as the exchange, the place within which a series of face-to-face, interpersonal interactions between actors occurs as part of daily social life (Jafari, 1987).

Jafari (1987) also argues this series of interactions or exchanges creates consequences for locals, which manifest themselves in tourism impacts for the local community after the departure of the visitor. Collectively, previous studies have emphasised these continual exchanges with visitors accumulate for local hosts to varying degrees having: short term positive and negative, and long-term individual and cumulative impacts (Brown, 1998). As emphasised above, current studies on tourism impacts, especially studies that use SET, have focused on residents' perceptions of the



exchange (Andereck *et al.*, 2005; Deccio & Baloglu, 2002; Gursoy & Rutherford, 2004; Hernandez *et al.*, 1996; Jurowski & Gursoy, 2004; Jurowski *et al.*, 1997; Leon, Hernandez, & Gonzalez, 2007; Sirakaya *et al.*, 2002).

By explicitly including the host community in the visitor experience model, Jafari (1987) aimed to highlight the importance of the consequences of the exchange with visitors for residents of local communities. This highlights the importance of managing the interaction between actors, shifting the focus off the experience and onto the exchange between locals and visitors. All the same, the process of interaction between host-guest, conceptualised as an exchange, remains largely unexplored at the micro social level. In addition, as displayed in Figure 2.1, visitors' perceptions of the outcomes of host-guest interaction on local communities have received minimal attention in the tourism literature. Understanding visitors' perceptions of the impact of tourism could help inform demand side management.

Although providing a useful framework for understanding community perceptions of the tourism impacts and consequent support for further development, this focus has limited the conceptual understanding of SET to residents' (hosts') perceptions of tourism. Consequently, the exchange and subsequent community impacts are managed by using reactive approaches which involves measuring the impacts after they have occurred and managing the exchange accordingly. By understanding the holistic exchange, the initiating actors' perceptions of the exchange will build a stronger foundation from which to manage the series of exchange relations that develop between groups; for example, it will present an opportunity to use different

forms of media as a tool to shape visitors perceptions and expectations (Moyle & Croy, 2009).

The tourist as the proactive impact management focus has been demonstrated by the recent use of education campaigns such as Leave No Trace, Codes of Conduct and Environmental Guidelines for tourists, developed and implemented by protected area management agencies and local tourism authorities (Mason & Mowforth, 1996). Although the importance of these programs has been recognised by impact management groups and global tourism watchdogs such as Tourism Concern, only recently have these programs begun to receive mounting attention in academic literature (Moscardo, 1996). The focus of these programs is on tourist education of the impacts on natural and cultural resources, social conditions and neighbouring communities. However, visitor education on environmental impacts tends to dominate the focus of the programs (Garrod & Fyall, 1998).

Understanding visitors' perceptions of the host community exchange is the key to attaining further information which could be integrated into existing education programs such as Leave No Trace, Codes of Conduct; or to further inform the development and implementation of new visitor education or community interaction based programs. It is also important to understand visitors' perceptions as a basis for identifying management interventions on the supply side, including communication aimed at influencing residents' behaviour, which potentially influences visitors' perceptions and experiences. This can be done through combining current management of the exchange using the perceptions of locals, with techniques designed to enhance demand side management. As established currently, locals'

perceptions of the consequences and antecedent conditions to the exchange are well understood, yet understanding of the process needs further refinement. In contrast, visitors' perceptions of host-guest interactions have received substantially less research focus. Understanding visitors' perceptions may uncover the degree to which perceptions vary, consequently informing communication strategies. The information obtained on visitors' perceptions of exchanges with the host community could be further integrated into established communication theories, such as the theory of planned behaviour, and ultimately used to predict and modify behaviour of both guests and hosts.

It is important to acknowledge that there is a growing body of literature on tourists' perceptions of their impacts. However, much of this research has been undertaken in the context of protected areas, and although advanced and rigorous, is primarily concerned with environmental impacts (Deng, Qiang, Walker, & Zhang, 2003; Dietz, Stern, & Guagnono, 1998; Gooch, 1995). This environmental focus has also understandably limited the ability to advance the conceptual understanding of visitors' perceptions of host-guest interaction, and the subsequent consequences for locals' from host communities. Especially due to this environmental focus, the potential exists to expand the parameters of this evolving body of research to capture visitors' perceptions of host community impacts, adjacent to natural and protected areas. While the knowledge accumulated in these previous studies further informs this research, a more holistic approach is needed to understand and manage host-guest interaction. Aramberri & Xie (2003) concur, stating that;

“...the manner in which host guest interaction is characterised does not fit in with the global pace of change, and models used for our understanding need to be reshuffled.” (p87)

## 2.4 Research Aim and Objectives

This section restates the aim and identifies the objectives of this research. The aim of this research is to explore the process and outcomes of host-guest interactions in an island tourism context. As foreshadowed, this research uses SET to conceptually frame the process of interaction between locals (hosts) and visitors (guests). To achieve the aim, this research sets out to address the following three key objectives. Each research objective is designed to address a gap in the knowledge of host-guest interactions in an island tourism context, identified in Section 2.3 of this Chapter.

1. To explore locals’ perceptions the process and outcomes of host-guest interactions;
2. To explore visitors’ perceptions of the process and outcomes of host-guest interactions; and,
3. To evaluate visitors’ perceptions of the impacts of tourism related host-guest interactions on locals.

## 2.5 Chapter Summary

Chapter Two presented the conceptual foundations for this research on host-guest interaction in an island tourism context. Section 2.1 introduced the focus and structure of the chapter, while Section 2.2 identified and discussed six key approaches developed and implemented across a range of different disciplines, with a focus on sociology and economics in particular. By illustrating the breadth of

knowledge already extant the chapter was able to confidently define social interaction as being the conceptualisation of a two way process of resource exchange between actors, both at the individual and collective level.

Section 2.3 reviewed the tourism literature on host-guest interactions, identifying that residents' perceptions of tourism impacts have dominated the focus of previous studies. Residents' perceptions of tourism impacts have received considerable attention within tourism research, with SET being the popular approach applied to understand locals' perceptions of the impacts of tourism and consequent support for further development. Based on the importance of micro-social analysis as evidenced in the social psychology literature, Section 2.3 identified the opportunity to apply SET to understand locals' perceptions of the process and outcomes of interaction with individual visitors, additional to tourism as a collective entity. Furthermore, this section found that studies of host-guest interaction, particularly those using SET, have been based primarily on studies of the residents' perspective. This presents the opportunity to explore visitors' perceptions of the process and outcomes of their interactions with locals from host communities. Chapter Two identified an opportunity to build on the existing foundation of knowledge on the consequences of host-guest interaction for residents and to evaluate visitors' perceptions of tourism impacts. Section 2.4 presented the overarching aim and three key objectives of this research, with Section 2.5 summarising the key outcomes of Chapter Two.



## Chapter Three - Site Selection

### 3.1 Introduction

The aim of this research is to explore the process and outcomes of host-guest interaction in an island tourism context. A key part of successfully achieving this research aim was to select and implement the research at two islands selected as the case study sites for this research. Chapter Three focuses on describing the four stages used to identify and select the two destinations and provides a background to the selected islands.

### 3.2 The Site Selection Process

A variety of articles on site selection have been published in tourism literature. However, these publications tend to focus on developing useful tools to help tourism planners select an appropriate site for conventions and meetings (Bonn, Brand, & Ohlin, 1994; Chen, 2006; Crouch & Louviere, 2003, 2004; Hailin, Lan Gilder, 2000), or sites for further tourism development, such as hotels, resorts and restaurants (Park & Khan, 2005; Reichel, Mehrez, & Altman, 1998). Publications on site selection also include studies on the spatial recreation choices of visitors (Douglas & Johnson, 1992; Romano, Scarpa, Spalatro, & Vigano, 2000).

Nonetheless, publications on selecting an appropriate site to achieve the aim and objectives of a research project exist. These publications demonstrate the importance of developing a set of criteria when selecting a site, especially when conducting research that involves human interaction with nature (Apostolakis & Jaffry, 2006).

Consequently, research on site selection has focused more towards studies on ecological impacts, especially on wildlife habitats (Pascale, 2006).

Giving careful consideration to the selection of an appropriate site can help overcome practical difficulties and alleviate potential problems with the application of the research design and method (de Vaus, 2001). Selecting a suitable site also ensures the research aim and objectives are able to be achieved by following a set of predetermined procedures in a particular location or context (Yin, 2003). Finally, giving careful consideration to site selection also gives researchers the opportunity to solicit the level of support and interest in the project by industry stakeholders. An overview of the process used to select two islands as case studies for this research is presented in Figure 3.1.

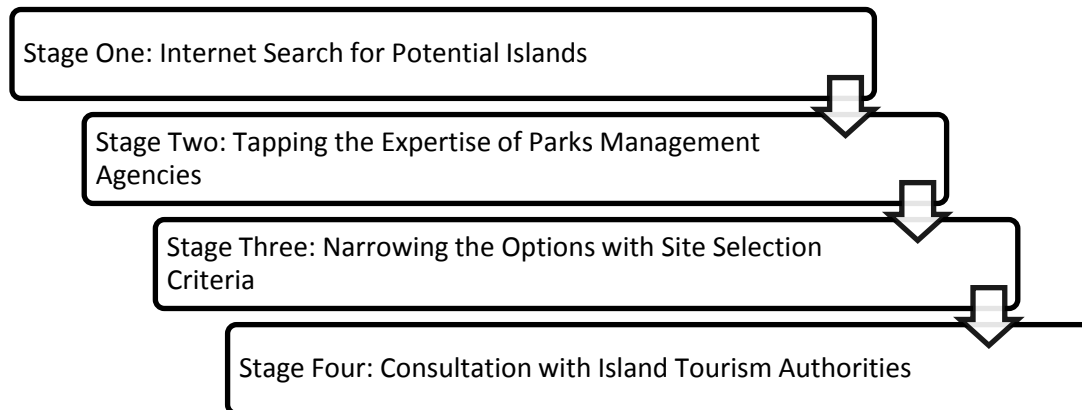


Figure 3.1 Site Selection Process

As presented in Figure 3.1, the process used to select two islands for a comparative case study consisted of four distinct stages. This section is divided into four subsections, reflecting each of the different stages in the islands selection process.



### 3.2.1 Internet Search for Potential Islands

To assist with the selection of two island case studies an internet search commenced in April 2007. The primary purpose of performing a web based search was to identify a range of similar characteristics of Australian islands that would help, not only to uncover two island destinations suitable for case studies, but to enhance the generalisation of the results to a range of other islands.

The internet search began with a systematic search of the Federal and State Tourism Authorities websites across Australia. The search revealed that there are 8,222 islands scattered across the coastline of Australia (Tourism Australia, 2008). Table 3.1 displays the number of islands in each of the six states and two territories that form Australia.

Table 3.1 Islands of Australia

State/Territory	Number of Islands
Australian Capital Territory	0
New South Wales	102
Northern Territory	887
Queensland	1955
South Australia	346
Tasmania	1000
Victoria	184
Western Australia	3747
<b>Total</b>	<b>8222</b>

Source: Islands of Australia, 2008.

As depicted in Table 3.1, Western Australia has 3,747 islands, although only a small number of islands are accessible to visitors. Queensland is also densely populated with 1,955 islands, 600 of which are scattered across the world renowned Great Barrier Reef (Islands of Australia, 2008). Tasmania is Australia's largest island,

though is also a state of Australia, and has 1,000 smaller islands around its coast. The Northern Territory, South Australia, Victoria and New South Wales also have many islands, although as seen in Table 3.1 the biggest concentration of islands can be found along the Western Australia, Queensland and Tasmania.

The figure of 8,222 islands seems rather large, even for a continent with a coastline as vast as Australia's. However, the list compiled includes all coastal and inland islands, isles, islets, named island groups, archipelagos and island clumps, which may slightly overemphasise the number of islands along the Australian coastline. All the same, as a continent completely surrounded by ocean, with a coastline of 36,737 km, it is not surprising that Australia has so many islands (Tourism Australia, 2008).

Overall, the islands along Australia's coastline range from small islands with no permanent inhabitants, right through to islands over 1,000km<sup>2</sup> in size with active and vibrant host communities (Tourism Australia, 2008). The islands along Australia's coastline are often rich in natural beauty and of cultural and environmental significance (Dutton, 1986). In Australia, many islands feature both marine and terrestrial species of flora and fauna that are unique due to their isolation from threats (Hall, 1993). As a result, and for the purpose of this research, three overarching characteristics were identified during the internet search as essential attributes for the final two islands selected to possess. The three essential characteristics islands must possess to be eligible to be considered to be the case studies are presented below.

- A small and identifiable local community
- Domestic and international visitors
- A national park, which is accessible and used by visitors

The selection of the three overarching characteristics listed above, especially the necessity to have both domestic and international visitors and a national park, was to help minimise spatial differences between the regions, to ensure better comparability due to commonalities, and because it was a specification of the research funding. These three overarching characteristics are essential for the final two islands selected as case studies, and are also designed to enhance the generalisation of the research to a range of similar islands across the Australian coastline. To help sift through the range of Australian islands with international and domestic visitors, a host community, and a national park, and help develop a short list of possibilities, industry stakeholders in the research were consulted.

### 3.2.2 Tapping the Expertise of Parks Management Agencies

The second stage of the site selection process commenced in May 2007 and involved a process of consultation with parks management agencies from across Australia. The purpose of consulting and engaging parks management agencies during the site selection process was to use experienced industry representatives to identify island sites suited for this type of study as well as to gauge the level of interest and support for the project. Additionally, contacting the seven parks management agencies from across Australia provided an equal opportunity for all parks agencies to participate in the site selection process, whilst ensuring a variety of islands would be listed as

potential sites, and therefore systematically compared and considered. Consequently, a list of parks representatives from each of the seven conservancies across Australia was accessed via the Tourism and Protected Areas Forum (TAPAF). TAPAF consists of managers from different parks agencies that meet and discuss issues relating to the environmental and visitor management of Australia's diverse range of natural and protected areas (Buckley, 2002).

The representative from each of the seven conservancies was contacted with a letter containing two attachments (Appendix B). The letter introduced the research project and the expected benefits for islands and parks management agencies. Based on the information in the letter and the two attachments, the parks managers were asked to suggest islands within their conservancies that have visitors, a local community and a natural and protected area. The purpose of the exercise was to derive an informed list of possible sites which could be later compared and considered using further selection criteria to determine a final site.

The first attachment accompanying the letter was an outline of the research including background information, the proposed method, the significance of the research to stakeholders, and the next phases of the project. The second attachment contained a one-page mail back questionnaire including a table with four columns and instructions to note down the name of any islands (column one), with a protected area (column two), and a host community (column three) that they felt would be suitable for this research. Parks managers were then asked to provide a brief justification for why each island suggested was suitable for the research (column four). Parks managers were encouraged to list as many islands as they felt appropriate and were

given the option of responding via mail, email or phone. Three parks managers responded by mailing back the one page questionnaire, two used the email option, one contacted the researcher by phone, and one agency did not respond. The islands suggested by parks managers can be seen in Table 3.3 below.

Table 3.2 Responses from Parks Agencies

<b>Parks Agency</b>	<b>State</b>	<b>Islands</b>
Department of Environment and Conservation (DEC)	Western Australia	Woody Island
Department of Environment and Heritage (DEH)	South Australia	No Response
New South Wales Parks and Wildlife Service (NSWPWS)	New South Wales	Lord Howe Island
Parks Australia North (PAN)	Australian Capital Territory, Northern Territory	Christmas Island Norfolk Island
Parks Victoria (PV)	Victoria	Phillip Island French Island Snake Island Swan Island
Tasmania Parks and Wildlife Service (TPWS)	Tasmania	Bruny Island Flinders Island
Queensland Parks and Wildlife Service (QPWS)	Queensland	Fraser Island Moreton Island Bribie Island Magnetic Island
<b>Total</b>		<b>14 Islands</b>

As presented in Table 3.2, fourteen possible island destinations were recommended from the six parks agencies that responded to the exercise. The representative from Parks Victoria and Queensland Parks and Wildlife Service each suggested four islands. Tasmania Parks and Wildlife Service and Parks Australia North each suggested two, with Western Australia's Department of Environment and Conservation and New South Wales Parks and Wildlife Service each suggesting one island. Although contacted, South Australia's Department of Environment and

Heritage did not participate in the site selection process. Table 3.2 reveals the fourteen islands suggested by parks representatives: Phillip, Snake, French and Swan Islands (PV), Fraser, Moreton, Bribie and Magnetic Islands (QPWS), Flinders and Bruny Islands (TPWS), Christmas and Norfolk Islands (PAN), Woody Island (WA) and Lord Howe Island (NSWPWS).

The justification provided by the parks agency representatives regarding their choice of islands as case studies ranged immensely. Reasons provided by parks representatives for research into islands where tourism, communities and natural and protected areas intersect included:

- To help visitors and locals appreciate the economic importance and development potential of tourism for island communities;
- To uncover strategies to manage and monitor tourism impacts on island communities and the environment;
- To gain insights into the impacts and benefits of tourism for island communities adjacent to natural and protected areas; and,
- To understand how the unique community lifestyle and environments on islands contribute to the visitor experience.

Consultation with parks agency representatives revealed a broad range of possible island destinations around Australia which may be suitable for this research. While there seemed to be a differing level of enthusiasm for the research from the parks agencies, the consultation process showed that they were interested and would be supportive of the project if the research was conducted on a number of islands.

Nevertheless, determining which islands are best suited to use as case studies required a deeper assessment of the individual attributes of each of the islands suggested by parks representatives.

### 3.2.3 Narrowing the Options with Site Selection Criteria

The third stage in the site selection process was to reduce the number of islands to be considered for case studies to a manageable list of possibilities. This was achieved through two key mechanisms. The first step was to ensure each of the islands recommended addressed the three overarching and essential characteristics given to parks agency representatives to guide their responses, identified earlier in this chapter. The second step was to further differentiate the islands suggested by parks representatives through developing and adding a set of desirable characteristics that the final two islands should possess to the initial list of three essential characteristics developed earlier in this chapter. To determine if each island possessed both the essential and desirable characteristics a search of each of the fourteen possible islands tourism, protected area and community based websites commenced in June 2007.

Both the list of essential and desirable characteristics of islands was devised during the systematic search of the federal and state tourism websites (see Section 3.2.1). Initially, a pool of ten key characteristics for the final two islands to possess was identified from the search of the federal and state tourism websites. However, using a process of expert review to eliminate redundancy the initial ten characteristics were reduced to a final list of six. Additionally, during the process of expert review each characteristic was also listed as essential or desirable, providing an indication of the importance of each criterion. The essential and desirable characteristics of islands to

be considered for a comparative case study are presented together in Table 3.3. When combined, the essential and desirable characteristics form the six site selection criteria that were used as the basis for selecting two islands as comparative case studies for this research project.

Table 3.3 Site Selection Criteria

Island Characteristics	Class
A small and identifiable local community	Essential
Domestic and international visitors	Essential
A national park, which is accessible and used by visitors	Essential
Tourism should be important for the local economy	Desirable
Accessible ONLY by ferry or by air	Desirable
Accessibility to and around the island for the researcher	Desirable

The first five site selection criteria displayed in Table 3.3 were designed to ensure the final two islands selected for case studies would both have a small and identifiable host community, domestic and international visitors, a natural and protected area, tourism is immensely important for the local economy and only be accessible by ferry or by air. The final site selection criterion was implemented for practical purposes as multiple site visits to each of the selected islands would be required to implement the research design. By searching the federal and state tourism websites and undertaking the expert review, it was determined that the first five site selection criteria would capture the overarching characteristics of a range of islands, not only along the Australian coastline, but from across the world, enhancing the generalisation and potential impact of the research.

To develop a shortlist of potential islands an internet search of the tourism, protected area and community based websites for each of the fourteen islands suggested by parks representatives commenced. During the internet search each island was



individually assessed against the site selection criteria presented in Table 3.3. A list of the essential and desirable selection criteria was used to drive the Internet search, with islands either deemed as suitable (yes) or not suitable (no). The results and comparison of each of the fourteen islands against the six essential and desirable selection criteria is presented in Table 3.4.

Table 3.4 Islands and Site Selection Criteria

Islands	1	2	3	4	5	6	RESULT
Bribie Island	YES	YES	YES	YES	NO	YES	NO
<b>Bruny Island</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Christmas Island	YES	YES	YES	YES	YES	NO	NO
<b>Flinders Island</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Fraser Island	YES	YES	YES	YES	YES	NO	NO
French Island	YES	NO	YES	YES	YES	YES	NO
<b>Lord Howe Island</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Magnetic Island</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Moreton Island</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Norfolk Island</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Phillip Island	YES	YES	YES	YES	NO	YES	NO
Swan Island	NO	NO	YES	NO	NO	NO	NO
Snake Island	NO	NO	NO	NO	NO	YES	NO
Woody Island	NO	YES	YES	YES	YES	YES	NO

KEY: 1) A small and identifiable local community; 2) Domestic and international visitors; 3) A national park, which is accessible and used by visitors; 4) Tourism should be important for the local economy; 5) Accessible ONLY by ferry or by air; 6) Accessibility to and around the island for the researcher.

As depicted in Table 3.4, six of the fourteen islands scored perfectly against the five site selection criteria. Consequently, the six island destinations of Bruny, Flinders, Lord Howe, Magnetic, Moreton and Norfolk progressed through to the final stage of the site selection process. These islands are widely dispersed across Australia's eastern coastline, from southern Tasmania to northern Queensland.

The reasons eight of the fourteen islands did not progress through to the fourth stage of the site selection process were diverse. Some islands suggested by parks representatives narrowly missed progressing by failing to meet one key criterion, whilst others were not suitable at all, missing a number of criteria. To illustrate, Phillip and Bribie Islands narrowly missed out on being included as they are connected to the mainland with a bridge thus making the definition of what constitutes a host community and a visitor much harder to distinguish. At the other end of the spectrum Snake Island only met one of the six selection criteria, containing no permanent community, a protected area which is described as inaccessible, and the island being described as a ‘haunt for local fishermen’ rather than tourists (Parks Victoria, 2007).

In summary, the six islands which fulfilled the site selection requirements progressed to the final stage in the site selection process where the opportunity existed to consult further and solicit the interest, support and willingness of the island tourism authorities to participate in the research.

#### 3.2.4 Consultation with Island Tourism Authorities

The process used to consult the tourism authorities from each of the six island destinations mirrored the process used to contact the parks agencies, with some minor modifications. As opposed to a letter, the consultation process with island tourism authorities involved sending an email to each of the generic visitor enquiry boxes on each of the six islands (info@island.com). The email directed the recipient to forward the email and attachments to the tourism manager or appropriate management authority on each of the islands.

The email also included two accompanying attachments (Appendix C). The first attachment was an electronic letter summarising the purpose and results of the consultation process with parks agencies across Australia. The first attachment also explained to recipients that the island which employed them was included in the final six possible locations for this research. The second attachment provided a background to the project and the potential significance of the research to industry stakeholders. Representatives from the island tourism authorities were asked to provide an indication of the level of local support, interest and willingness to participate in the research. To do this, representatives from island tourism authorities were asked to place an 'X' next to one of five statements that best represented the position of the island with regard to hosting the research. Representatives from the island tourism authorities were also invited to ask any additional questions about the research in a return email and were advised that, if there was no response, they would be contacted by telephone for a discussion. The five options provided to, and responses from, each of the six island tourism authorities are listed below in Table 3.5.

Table 3.5 Responses from Island Tourism Authorities

Options Given to Island Tourism Authorities	Bruny	Flinders	Lord Howe	Magnetic	Moreton	Norfolk
Interested and able to provide access to community stakeholder groups for interviews	X			X		
Interested but unable to provide access to community stakeholder groups for interviews		X			X	
Interested but need more time to decide/contact/meet with community stakeholders			X			X
Need more information about the research, please ring me for a discussion on ph. (            )						
Unwilling/unable to support this research project						

As shown in Table 3.5 the responses from the island tourism authorities varied across the six islands. Four islands responded directly to the letter (Bruny, Lord Howe, Magnetic and Norfolk), with the other two islands needing a follow up phone call to ascertain a response. Nonetheless all six islands responded to the electronic letter, with three out of the five response options used by the island tourism authorities.

Lord Howe Island and Norfolk Islands both chose the option which indicated they were interested in the project but needed more time to discuss the project with community stakeholders. Norfolk Island had a new tourism manager starting and the marketing officer wanted to discuss the project further before a final response was given. Lord Howe Island wanted to wait until the first meeting of the board of directors in 2008 before a final decision could be made. In both instances, several attempts were made via phone and email communication to try to hasten the decision making process on each of these islands, with limited success.

Moreton and Flinders Islands selected response option two, with representatives claiming they were able to provide direction towards, rather than access to community stakeholder groups for interviews. Moreton Island also requested more information about the project and noted that there would be issues in relation to transportation around the island (the island is mainly sand), the provision of affordable accommodation, and the time available, due to recent flooding and landslides, to be given to the project from representatives involved with tourism on the island.

The representatives from Bruny Island and Magnetic Island selected response option one. Bruny Island offered access to community stakeholders for interviews, plus accommodation and access to the island ferries and tours in order to approach and sample visitors. Magnetic Island also offered access to community stakeholders for interviews, plus potential desk space in their office. Both Bruny and Magnetic Island gave very generous responses to the request for input, support and the willingness to participate in the project. It was based on this enthusiasm and support that Bruny and Magnetic Islands were selected in August 2007 as the two locations to be used as case studies in this research.

### 3.3 Research Setting

Although Bruny and Magnetic Island are almost at opposite ends of Australia, both islands have tourism, driven by a demand for natural experiences, with tourism intersecting with an established local community. This section provides a background to Bruny and Magnetic Islands, helping to begin the process of contextualising the

islands which will be used as case studies to explore the interactions between hosts and guests in an island tourism context. While this would ideally include a profile of the tourism industry and tourist visitation trends, small area data for Bruny Island, such as accommodation and visitor statistics, are not available from ABS, Tourism Research Australia or Tourism Tasmania. Some data for Magnetic Island are available but have not been included due to the lack of comparable data for Bruny Island.

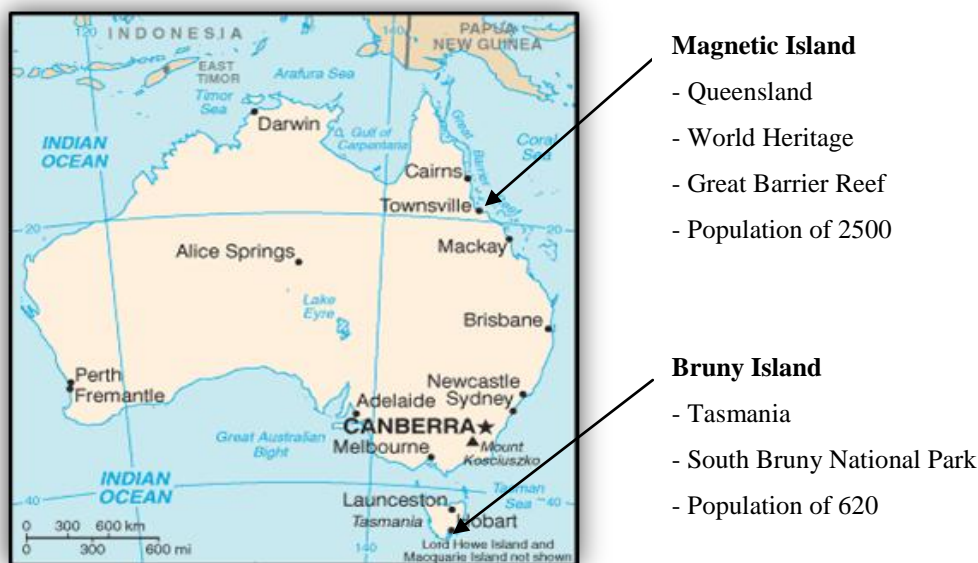


Figure 3.2 Bruny and Magnetic Islands, Australia

### 3.3.1 Bruny Island

Bruny Island is located off the south-eastern tip of Tasmania, Australia. It comprises a north and a south island separated by a narrow isthmus known as ‘the neck’ (Davis, 2004). Bruny Island has a permanent population of around 620 residents, although being around an hour from Hobart it has a large number of holiday home owners who frequently visit the island. At over 100 kilometres in length Bruny Island is also

deceptively large with access via a car ferry which departs from Kettering, a seaside town about half an hour south from Hobart (Island Graphic and Digital, 2008).

North Bruny Island is much drier than the south, consisting mainly of open pastures and bushland, and being the location for retention of most of the primary industry on the island. South Bruny Island is hilly and heavily timbered with large areas of rainforest, and as such is home to a national park and large areas of state forest reserve. The two main townships of Adventure Bay, Alonnah and Lunnawanna are located on South Bruny Island. Adventure Bay (east) and Lunnawanna (west) are located at the foot of the two possible entrances to South Bruny National Park, making access to the park impossible without passing through either of these towns. The access to the national parks from both Adventure Bay and Lunnawanna has made both towns the central focus of much tourism activity on Bruny Island. Many early explorers, such as Furneaux (1773), Cook (1777), and Bligh (1777, 1788, 1792), used Adventure Bay as a docking point to collect supplies and to survey the flora and fauna on the island (Rowlands, 1914). Therefore, Bruny Island is not only renowned for its natural attributes, but is rich in early Australian culture and heritage (Island Graphic and Digital, 2008).

### 3.3.2 Magnetic Island

Magnetic Island is located on the north-east coast of Queensland in northern Australia. Magnetic Island is the only island on the North Queensland Coast with a blend of a World Heritage listed National Park, and a resident population of about 2,500. More than half of Magnetic Island is National Park, with Mt. Cook in the centre rising to 497 metres above sea level. The National Park is a haven for

wildlife, such as rock wallabies, possums, koalas and a wide variety of bird-life (Magnetic Informer, 2008).

Magnetic Island can be accessed via car and passenger ferry, there being four main settlements scattered across the Island, Nelly Bay (ferry terminal), Picnic Bay, Horseshoe Bay and Arcadia. Each of these settlements is surrounded by national park, and is connected by public transport, meaning often tourists can be passing through the national park without even realising it (Magnetic Island Holidays, 2008).

### 3.4 Chapter Summary

The objective of Chapter Three was twofold; to present the process used to identify two islands suitable for case studies; and to provide a brief background of the final two islands selected. In order to select and implement a comparative case study of two island destinations, a site selection process consisting of four distinct stages was implemented. Figure 3.3 summarises the purpose and outcomes of each of the four stages used in the site selection process.

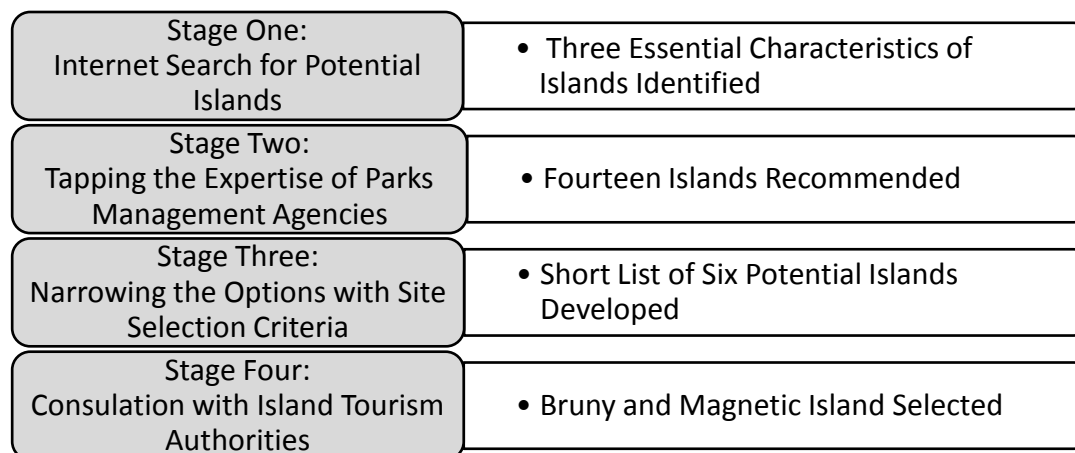


Figure 3.3 Outcomes from Site Selection Process



As illustrated in Figure 3.3, the first stage of the site selection process involved a search of Federal and State Tourism Websites to determine three overarching characteristics of Australian Islands suitable for this research. The second stage described the process of consultation with parks agency representatives from each of the seven conservancies in Australia, leading to fourteen islands being selected. The third stage focussed on connecting each of these fourteen islands with the essential and desirable criteria developed during the initial search of websites during the first stage of the site selection process; it resulted in a short list of six potential islands. The fourth stage utilised a course of consultation with the tourism authorities in each of the six remaining islands, leading to the decision to select and implement this research on Bruny and Magnetic Islands.

Bruny and Magnetic Island are different in many ways including the obvious tropical climate of Magnetic Island and the more temperate cool weather on Bruny Island. Both islands are accessible only by ferry and have tourism driven by natural and protected areas that intersects with an established local community. As a result of the four stage process utilised in Chapter Three, Bruny and Magnetic Island will be used as the case studies to explore host-guest interaction in an island tourism context.



## Chapter Four – Part One Method

### 4.1 Introduction

Chapter Four describes, explains and justifies the research methods selected in this study. As identified in Chapter Two, the aim of the research is to explore the process and outcomes of host-guest interactions in an island tourism context. The aim will be achieved by investigating the following research objectives:

1. To explore locals' perceptions of the process and outcomes of host-guest interactions;
2. To explore visitors' perceptions of the process and outcomes of host-guest interactions; and,
3. To evaluate visitors' perceptions of the impacts of tourism related host-guest interactions on locals.

As discussed in Chapter One, constructivism is the philosophical approach used in this research. Using a constructivist interpretive approach, a mixed methods strategy consisting of three sequential phases of research was designed to meet the research aims and objectives. First, this chapter presents the research strategy, including an analysis of previous studies conducted on host-guest interaction in the tourism field, and to illustrate how a mixed methods design was selected to achieve the aims and objectives of this research. Second, it describes the first two phases of research in greater detail (Phases One and Two); and finally, it presents the ethical

considerations used to ensure the anonymity of participants, before concluding with a summary of the key findings.

## 4.2 Research Strategy

This section begins by investigating previous studies on host-guest interaction as the basis for selecting the methods to be implemented to achieve the overarching aim and three key objectives of this research. Second, this section uses the implications of previous studies to select and identify the overall mixed methods design of this of research; and finally, it presents an explanation of mixed methods research, discussing its application in the tourism literature.

### 4.2.1 Previous Studies on Host-Guest Interaction

Chapter Two revealed there has been an extensive research focus on host-guest interaction in tourism, with studies primarily focusing on residents' perceptions of tourism's impacts. Accordingly, this subsection begins by illustrating the process used to collect then analyse previous studies, presenting a background to them, and identifying the commonalities and differences in methods applied in them. It concludes with a discussion of the implications of previous studies for the mixed method research selected to achieve the aim and objectives of this study.

#### 4.2.1.1 Collection of Previous Studies

A systematic and analytical approach was used to collect and assess previous studies on host-guest interaction from the tourism literature. It comprises of five stages designed to acquire a manageable cross-section of studies, and was the same approach referred to in Section 2.3.2 of Chapter Two, and documented in detail in

Appendix A. This process resulted in 26 publications being obtained for the analysis of research methods used in previous studies on host-guest interaction.

#### 4.2.1.2 Background to Previous Studies

This section provides a background to the previous studies, including the year of publication and the location of the research. The previous studies obtained spanned slightly less than thirty years, ranging from 1980 through to 2008. Early studies on the interaction between hosts and guests were dominated by prolific authors (Haralambopoulos & Pizam, 1996; Kavallinis & Pizam, 1995; King, Pizam & Milman, 1993; Milman & Pizam, 1988; Pizam, 1978). However, with the conceptual grounding and methodological approaches already established, the sample of publications contained 58 different authors.

Early studies on host-guest interaction were primarily based in the United States of America. However, in parallel with the rapid, global expansion of tourism, studies have continued to be conducted in other locations. America is the most intensively studied destination, with Australia, the United Kingdom and Turkey also featuring prominently. China, Greece, Fiji, Hungary, New Zealand, Taiwan, South Korea, Nepal, Latvia and Columbia have also been previously studied, thereby illustrating that research on host-guest interaction is becoming increasingly international, with numerous different contextual applications emerging across the globe.

#### 4.5.1.3 Commonalities and Differences in Methods of Assessment

The commonalities and differences in methods of assessment in previous host-guest interactions were analysed according to the type of research method and

instrumentation applied, the number of attributes, the population sampled, the sample size and the type of analysis used in previous studies.

The categories employed to assess previous studies on host-guest interaction were sourced and expanded from Pizam (1978) and Ap (1990). The type of research method refers to the implementation of qualitative or quantitative research methods. The research instrument section identified the technique used to gather data from participants, such as a survey, interview or focus groups. The type of scale category assesses the measurement tool used by researchers, with the attributes reflecting the number of items measured along the scale. The population sampled in previous studies lists the different groups that make up the sample population, with the sample size identifying the number of responses attained in previous studies. The analysis uncovers the techniques used to analyse the data collected from participants. Table 4.1 displays the 26 studies collected on perceptions of tourism impacts against the criteria listed above.

Table 4.1 Previous Methods on Host-Guest Interaction

Author	Method	Instrument	Attributes/Scale	Sample Population	Sample Size	Type of Analysis
(Belisle & Hoy, 1980)	Quantitative	Interviews Survey	7 Point Likert scale Scale from -3 to +3 38 Attributes	Residents from Santa Marta Columbia	108	Common Factor Analysis Analysis of variance Stepwise regression Chi Squared Analysis
(Perdue, Long, & Aleen, 1987)	Quantitative	Survey	4 Point Likert Scale Yes/No Responses	Residents of 30 small, rural	264	Descriptive Statistics Significance testing Hypothesis testing Correlations
(Liu, Sheldon & Var, 1987)	Quantitative	Survey (Hawaii/Wales)  Interviews (Turkey)	5 point Likert scale  6 point Likert scale	Residents of Hawaii, Wales,  Turkey	Hawaii- 450  Wales-	Descriptive Statistics Factor Analysis
(Milman & Pizam, 1988)	Mixed Methods	Interviews (telephone)	N/A	Residents from	203	Exploratory Descriptive Statistics
(Ross, 1992)	Quantitative	Survey	5 Point Likert Scale	Residents	508	Descriptive Statistics Chi Squared, Cross Tabulations
(Johnson, Snepenger, Akis, 1994)	Quantitative	Survey	15 Attributes 5 Point Likert Scale	Residents of Shoshone County, Idaho, USA	349	Descriptive Statistics Longitudinal Assessment
(Lankford, Chen & Chen, 1994)	Quantitative	Survey	5 point Likert Scale (TIAS) 27 Attributes	Residents of Makung, Taiwan	499	ANOVA Correlations Factor Analysis Significance Testing Descriptive Statistics
(King <i>et al.</i> , 1993)	Mixed	Interviews	5 Point scales	Residents of	199	Descriptive Statistics

Author	Method	Instrument	Attributes/Scale	Sample Population	Sample Size	Type of Analysis
	Methods	Survey	16 Attributes	community		t-tests Pearson's Correlation Step-wise multiple regression
(Haralambopoulos & Pizam, 1996)	Mixed Methods	Interviews Survey	48 Attributes, grouped into 7 categories 5 Point Likert Scales	Residents of Pythagorion (Households)- 20% of the island population	85	Descriptive Statistics Significance Testing Hypothesis Testing Multiple Range Testing T Tests Correlations
(Akis, Peristianis, & Warner, 1996)	Quantitative	Survey	15 Attributes 5 point Likert scale	Greek Cypriotes (south of island) Turkish Cypriotes (north of island)	521	Descriptive Statistics t-tests
(Ap & Crompton 1998)	Quantitative	Survey	147 5 point Likert scales	*Residents in three Texas Communities *Tourism related businesses	958	Factor Analysis Varimax rotation
(Brunt & Courtney, 1999)	Qualitative	Non-schedule-structured in-depth personal interviews	N/A	Residents (3 from 4 categories of subgroups of residents)	12	N/A
(Fredline & Faulkner, 2000)	Quantitative	Survey	Five point Likert Scale 36 attributes	Residents of the Gold Coast	337	Descriptive Statistics Factor Analysis
(Upchurch & Teivane, 2000)	Quantitative	Survey	Ordinal scale of 1-5 20 Attributes	Residents in Latvia Random Sampling	250	Descriptive Statistics



Author	Method	Instrument	Attributes/Scale	Sample Population	Sample Size	Type of Analysis
(Puczko & Ratz, 2000)	Mixed Methods	Structured Interviews Unstructured Interviews Survey Tourism Impact Matrix	INTERVIEWS 30 Impact Attributes 15 for built environment and 15 for natural environment DELPHI STUDY 66 Impact attributes	Tourists and Residents in the region  Delphi Study included experts from the region	204 Residents 209 Tourists 23 Experts in DELPHI study	Descriptive Statistics Chi Squared
(Williams & Lawson, 2001)	Mixed Methods	Focus Groups Survey	48 Attributes 5 point Likert-type scale	Residents of ten New Zealand towns	1062	Descriptive Statistics Factor Analysis Cluster Analysis Importance Ratings
(Sultan, 2001)	Quantitative	Survey	3 Likert type scales, 1 dichotomous, 2 open-ended, 19 multiple choice questions	Tourists from three nationalities (German, Russian and Turkish)	460	Descriptive Statistics Chi Squared Significance Tests
(Deccio & Baloglu, 2002)	Quantitative	Survey	Five point Likert Scale 12 attributes	Non-host residents	189	Descriptive Statistics Factor Analysis ANOVA
(Tosun, 2002)	Mixed Methods	Survey using personal interviews	Five point Likert-type scale 16 Attributes	Residents	241	Descriptive Stats, t-test, ANOVA, Factor analysis Step-wise multiple regression
(Deng, Qiang,	Mixed	Interviews	Visitors	Visitors at the	683	Logistical Regression between

Author	Method	Instrument	Attributes/Scale	Sample Population	Sample Size	Type of Analysis
Walker, & Zhang, 2003)	Methods		perceptions of impacts were assessed by asking if the Impacts were acceptable or unacceptable for satisfaction	National Park	210 153 320	acceptability and unacceptable perceptions of impacts with sex, age, gender
(Lee & Back, 2003)	Quantitative	Pre and Post Survey	Five Point Likert-type scale 37 Attributes	Residents	517- Pre 404- Post	Structural Equation Modelling Factor Analysis LISREL
(Haley, Snaith, & Miller, 2005)	Quantitative	Survey	Five point Likert Scale 24 Items	Residents	368	Descriptive Statistics Factor Analysis Regression Analysis
(Andereck, Valenitine, Knopf, & Vogt (2005)	Quantitative	Survey	Four point scale 38 Attributes	Residents in Arizona	695	Descriptive Statistics Factor Analysis MANOVA
(Nyaupane & Thapa, 2006)	Quantitative	Survey Interviews	Five point Likert Scale 13 Attributes	Residents and managers	180	Descriptive Statistics t-tests
(Gu & Wong, 2006)	Mixed Methods	Interviews Survey	Five Point Likert Scale 21 Impact Indicators	Home stay operators	70	Descriptive Statistics Factor Analysis Cluster Analysis
(Dyer, Gursoy, Bishnu & Carter, 2007)	Quantitative	Survey	Five Point Likert Scale 28 Attributes	Residents	732	Descriptive Statistics Chi Squared Factor Analysis

Table 4.1 illustrates a variety of commonalities and differences in previous studies on host-guest interaction. Research on host-guest interaction is primarily quantitative. As identified in Chapter Two, the most common studies on host-guest interaction are on perceptions of tourism impacts. Of the 26 articles collected, 18 assessed perceptions of tourism impacts exclusively using quantitative methods, with a further eight combining both qualitative and quantitative approaches in a mixed methods design. Only one study of the 26 obtained used qualitative methods exclusively to assess perceptions of tourism impacts. Although the preferred research method used in previous studies on host-guest interaction employed quantitative surveys, interviews were another prominent way of soliciting data from participants.

Often the sample of articles did not explicitly state the exact type of scales utilised, or in some cases the number of impact attributes included in the analysis. Nonetheless, from the articles analysed an emerging trend was evident: the five-point Likert scale is the most frequently utilised to assess perceptions of tourism impacts (15). Four-point and Seven-point Likert scales, coupled with four, five and six point ordinal scales were also used in previous studies. The number of impact attributes measured by these scales varied considerably, depending on the author, year of publication, journal, and the needs of the location. The range of impact attributes assessed spanned from 12 through to 147; however, most studies represented in Table 4.1 used between 20 and 50 items to assess perceptions of tourism impacts. A number of the attributes derived from the previous studies included in Table 4.1 are included in the Phase Three Instrument, outlined in Chapter Seven.

Previously, this thesis has argued that research on perceptions of tourism impacts has been dominated by studies focusing on residents. Table 4.1 confirms this trend, with 22 articles focusing explicitly on the resident, two on the tourist, one on both tourists and residents, and one on perceptions of impacts from a tour operator's perspective. The sample size of previous studies varies; however, 19 of the 26 articles collected sampled more than 200 respondents. Finally, among the sample of articles, descriptive statistics and factor analysis are the most popular forms of data analysis used to assess perceptions of tourism impacts. Analysis of variance, significance testing, correlations and factor analysis are also popular techniques employed to analyse the data collected from respondents.

#### 4.2.1.4 Implications of Previous Studies for Research Design

This subsection discusses the implications of previous studies on host-guest interaction for the selection and implementation of the methods employed to achieve the aim and objectives of this research. The review of previous studies on host-guest interactions revealed that a quantitative research methodology was the most common technique used to collect data from participants. This was notable in relation to studies on the consequences of the host-guest exchange, and residents' perceptions of tourism impacts. Most of the studies included in Table 4.1 used surveys, with interviews being another popular mechanism used to solicit data from respondents.

Objectives One and Two of this research focus on exploring the process of host-guest interaction. Objective Three focuses specifically on visitors' perceptions of the consequences of host-guest interaction for local communities. Consequently, this

analysis of previous studies has revealed that a mixed methods approach is suitable for the overarching aim of this research.

Since Objectives One and Two of this research were to be achieved by exploring the process and outcomes of host-guest interaction, a more qualitative, inductive approach was selected. Semi-structured interviews were preferred over structured or unstructured interviews. The semi-structured approach was selected to ensure the interview could purposefully take both hosts and guests on an in-depth journey through the process of interaction conceptualised by social exchange theory, while providing participants with the opportunity and freedom to supply additional information during the interview (Ruane, 2004). Additionally, in-depth interviews provide the opportunity to enhance the theoretical understanding and application of SET in the tourism field.

Since Objective Three focuses specifically on visitors' perceptions of the consequences of host-guest interaction for local communities, based on the previous studies on host-guest interaction, a quantitative method was selected. Quantitative methods are regarded as valuable for measuring perceptions of tourism impact attributes in a region, and thus a survey instrument for measuring visitors' perceptions of impacts was determined to be implemented for achieving Objective Three. The analysis of previous studies also revealed that five-point Likert scales were the most common technique used to solicit data from respondents.

In summary, the review of previous studies on host-guest interaction has led to the decision to select and implement a mixed methods design to achieve the aim and

objectives of this research. Phases One and Two uses qualitative interviews with hosts and guests to explore the process and outcomes of tourism interaction; and Phase Three uses a quantitative survey to measure visitors' perceptions of the consequences of the impacts of tourism on locals from Bruny and Magnetic Islands.

#### 4.2.2 Research Design

This section explicates the overall design of this research, including the three phases constructed to achieve the overarching aim and three key objectives of the study. Additionally, an introduction to mixed methods research is provided, thereby highlighting the importance of using multiple methods to solicit data from participants in this investigation. Each of the objectives of this study drives the research methods selected and applied. The overall mixed methods design, consisting of three sequential phases of research, is displayed in Figure 4.1.

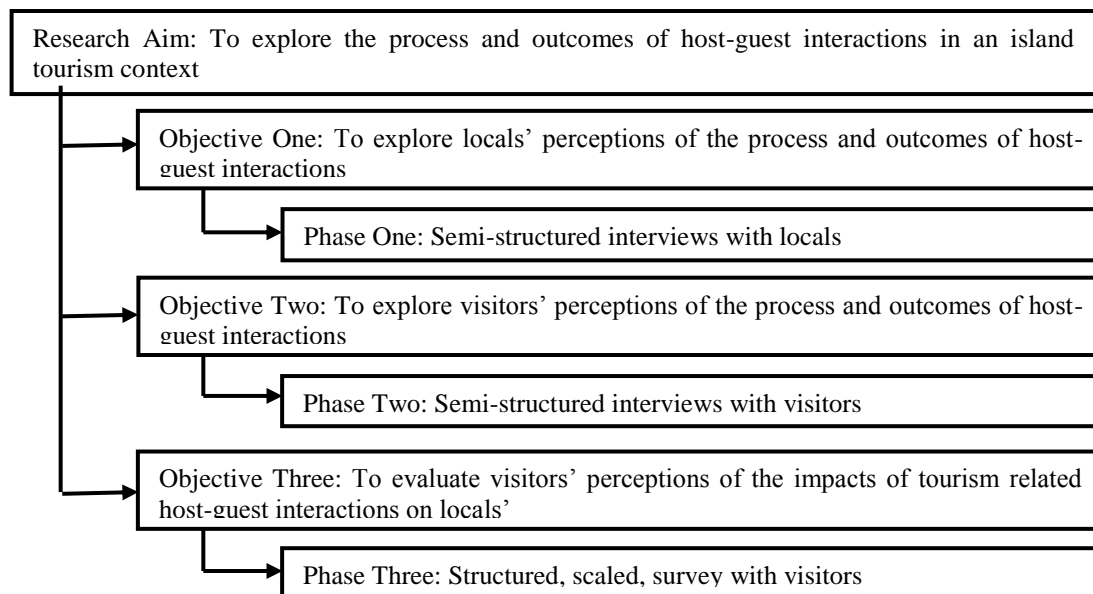


Figure 4.1 Research Design and Methods

The three sequential phases of this research illustrated in Figure 4.1, are subsumed by the overarching aim of the study. Phase One uses semi-structured interviews with key informants from each local community to explore the process and outcomes of host-guest interaction on Bruny and Magnetic Island. Phase Two uses the same research technique for applying the key principles from SET to frame each question in a way that captures the visitors' perspectives of their interactions with the local communities. Phase Three uses a structured, scaled survey to understand how visitors evaluate the impacts of tourism on the hosting local communities, after the visitors' departure. The remainder of this chapter will elaborate on Phases One and Two of this research in greater detail, with the implementation of the Phase Three component being outlined in detail during Chapter Seven.

Beginning in the 1960s the traditional dominance of quantitative research as a way of approaching empirical research was challenged (Rank, 1992). The challenge was inspired by a massive growth and interest in qualitative methods, which initially produced a split in the field of social science, with researchers joining either the quantitative or qualitative camps. When the debate was in its infancy, both camps were in opposition, with researchers arguing the merits of each approach (Stauss & Corbin, 1998). More recently, there has been a move towards, and an increased interest in combining the two approaches (Tashakkori & Teddlie, 1998). A consequence of this, qualitative research methods have moved into the mainstream of social science research, away from the marginalised position of the mid 20<sup>th</sup> century. More recently, the dynamic nature of research in many fields has recognised the need to combine both qualitative and quantitative approaches to data collection (Hartmann,

1988; Mackay & Campbell, 2004). This trend is especially evident in tourism research, where a substantial growth in mixed method approaches is continually emerging (Buijs, 2009). Using mixed methods approaches, these studies use a combination of both qualitative and quantitative data collection techniques to achieve research aims and objectives. This research uses a mixed methods design to achieve the aim and three key objectives.

In summary, based on the aim and objectives of this research, a mixed methods design has been selected for research, with each objective driving the selection of a method, thereby leading to the implementation of different phases of research. A mixed methods design was selected because of the need to explore the process of interaction in Objectives One and Two, then moving towards an examination of visitors' perceptions of impacts on the local communities in Phase Three. A mixed methods design will enable a more holistic understanding of the phenomenon in question, the interaction between hosts and guests in an island tourism context. By using a mixed methods approach this research breaks through the qualitative/quantitative divide and encourages each component of the research to be assessed on its individual merits (Elliot, 2005).

### 4.3 Phase One and Two Method

This section discusses the implementation of the selected research method in Phases One and Two of this research. These phases plan to achieve similar objectives by exploring the process and outcomes of host-guest interaction. Phase One assesses the perspectives of the hosts; and Phase Two the perspectives of the guests. Given the



similarity in objectives, the same method, a qualitative approach was implemented across both phases on Bruny and Magnetic Islands. As constructs in the field often appear in different forms to those conceptualised in the literature, Phases One and Two transpose the key components of social exchange theory into two dynamic and operational island tourism systems (Huberman & Miles, 2002). This enables a more in-depth analysis of the complexity of host-guest interaction in a tourism context.

This section commences by outlining the recruitment of the participant sample, before describing the interview process implemented in each of the two phases. Finally, the process of data analysis for the information given by participants on Bruny and Magnetic Islands is described.

#### 4.3.1 Participant Recruitment

The procedure used to recruit and select participants for Phases One and Two is outlined, highlighting the differences in the manner of participant recruitment for each phase. To this end, this subsection is divided into two further subsections titled: Phase One Recruitment and Phase Two Recruitment.

##### 4.3.1.1 Phase One Recruitment

To identify a representative pool of key local informants in Phase One of the study, a search of the internet and existing literature on each of the islands commenced in September 2007. Using an approach adapted from Simmons and Fairweather (2005) on Phase One and Two of this research, websites linked to Bruny and Magnetic Islands were consulted. The search led to the identification of a variety of different tourism industry, community and environmental stakeholders. The internet search

mapped the diversity of each island community by identifying clusters of individual stakeholder groups on Bruny and Magnetic Islands including community groups, associations and clubs, tourism associations, accommodation providers, tour operators, local business owners, local council and government, the parks and wildlife service and coast-care groups. These stakeholders were identified as fundamentally important groups to tourism and the community on each island, and thus considered as the most vital groups to consult in Phase One of this research.

The community groups or associations on each island comprised individuals that represent the interests of residents and ratepayers, who liaise with local council, and lobby governments about a range of issues facing the community. The community clubs on each island comprised people with similar interests, including musical theatre, art, history and bush walking groups. Members of tourism associations on both islands were representatives of the tourism industry, which meant many of the accommodation providers and tour operators consulted were also members of the tourism association on each island. Other local businesses, parks and wildlife personnel, and coast-care groups were also among prominent community and tourism stakeholders found on both islands.

The selection of individuals for interviews prior to visiting the island was based on their perceived ability to capture a broad representation of possible views of one, or a number of the stakeholder groups listed above. A limitation of using the key informant technique is that the ordinary inhabitants' views are not directly reflected, but rather their views are heard through the filter of a few key players. However, this method provides a broad understanding of the communities issues while allowing for

time and cost implications of interviewing to be managed. Furthermore, the stakeholder groups identified have been used only as a framework for capturing a broad range of perspectives from the local communities, henceforth referred to as 'key informants', regarding the process and outcomes of host-guest interaction on the two islands.

Potential key informants were approached in November 2007 with a consent form, an explanatory statement, and an invitation to participate (Appendix D). In Phase One snowball sampling was also employed until the point of saturation was reached to ensure the interviews to be held captured a diversity of possible local community perspectives on host-guest interaction (Stake, 2008). During snowball sampling participants contacted the researcher after being made aware of the project by another person being interviewed. Participants recruited using snowball sampling in Phase One were provided with a description of the project, an explanatory statement and a consent form at the time of the interview. These interviews were undertaken with participants on Magnetic Island in March and on Bruny Island in April, 2008.

In summary, Phase One participants were recruited via the internet, with snowball sampling being used to gather additional participants during site visits to Bruny and Magnetic Islands. The participants targeted for interviews on each island included those from the tourism industry, the community and environmental stakeholder groups.

#### 4.3.1.2 Phase Two Recruitment

Recruitment of respondents for Phase Two of this study required them to have an understanding of the process and outcomes of host-guest interaction on islands. To ensure a diverse range of visitors was consulted, the procedure used to recruit interview participants in Phase Two was based on the key market segments identified by the locals during Phase One. They identified a range of key international, interstate and intrastate markets, and described the common types of island visitors.

These segments were then used to recruit the Phase Two sample (discussed in more detail in Chapter 6) by approaching a set number (or quota) of visitors that fell within the particular segments while they waited to board the ferry at the end of their on-site experience on Bruny and Magnetic Islands. With the exception of private boats all traffic arriving and exiting Bruny Island must use the car barge, which operates between Point Kettering and Hobart, about half hour journey (Davis, 2004).

On Bruny Island, visitors were approached in their cars as they waited in the queue for the ferry. During peak periods of these interceptions, the ferry shuttles back and forth to keep up with demand. Even so, the ferry takes more than an hour for the return journey. During the winter months the ferry runs around ten times per day to service locals and visitors, with the final service around 6.00pm. Therefore, visitors were enticed from their transportation with the offer of a chair, some refreshments, vouchers for local produce that could be purchased upon arrival at Kettering, and the chance to have an intelligent conversation.

Similarly, on Magnetic Island, a passenger ferry and a car barge offer multiple day and night services from Nelly Bay to Townsville on the mainland. Again with the exception of private boats and tour groups, visitors use the passenger or car ferry service, exclusively making the ferry terminal an appropriate place to select and recruit participants for Phase Two implementation on Magnetic Island.

On Magnetic Island, participants were recruited between ferry services, where visitors could be waiting for approximately an hour and could be approached with minimal disturbance. Again visitors were enticed by inviting them to sit down at a table and chairs set up outside the ferry terminal, and be rewarded with ice cream vouchers from a shop operating at the terminal.

During Phase Two the selection of interviewees was based on convenience sampling, whereby visitors were targeted and enticed to participate until the point of saturation was reached. A point of consideration was to ensure that key visitor market segments identified by locals during Phase One were adequately represented. Phase Two interviews took place on Bruny and Magnetic Island during a series of site visits between March 2008 and April 2009.

In summary, to gather a diverse and representative range of opinions, a variety of visitors were recruited and approached to participate in Phase Two. Visitors were systematically recruited based on the different intrastate, interstate and international markets as identified by locals in Phase One interviews.

#### 4.3.2 The Interview Process

This subsection outlines the interview process in Phases One and Two. Semi-structured interviews were undertaken with hosts (Phase One) and guests (Phase Two) on Bruny and Magnetic Islands during a series of site visits to each island, spanning March 2008 to April 2009. Interviews ranged from twenty minutes to an hour in length. All interviews were conducted face-to-face with participants with the exception of two interviews, one in Townsville (Magnetic Island), and one in Hobart (Bruny Island) relating to Phase One. All interviews were recorded, participants being supplied with a consent form which emphasised the voluntary nature of their participation, and how the data collected would be managed confidentially. Participants were instructed to take as much time as they needed for answering, and encouraged to interrupt if they felt they had more to add to a particular question.

The interview process comprised of five key components, reflecting the four key stages in the process of interaction conceptualised by SET. Additionally a fifth component was added at the beginning of each interview to provide an appropriate background to, and introduction for, Phases One and Two participants. At the beginning of the interviews, participants were asked to reflect on their own personal experiences in host-guest interactions. Before each interview the key words including host and guest were defined to ensure participants had a full understanding of the terminology used during the interview. Additional probing questions were designed to guide participants carefully through each of the remaining four key stages: the initiation of an exchange, exchange formation, exchange transaction evaluation, and

the evaluation of exchange consequences, all of which connect to frame the process of interaction conceptualised by SET.

As already mentioned the introductory component of Phase One and Two interviews was designed to gain an appropriate background of the participants. In the host interviews (Phase One), participants were asked to provide their interpretation of the community background, the type of locals on each island, and the types of people who visit each island. This was to establish a clear prototypic picture of the hosts and guests interacting on each island from people with an extensive knowledge of tourism, the local community and the environment. In the tourist interviews (Phase Two), participants were invited to outline the motivations for their travel and some basic trip and demographic characteristics that could be used to inform the analysis. Phases One and Two of the interview process then proceeded to take participants through the four further stages, mirroring the process of interaction framed by the process of social exchange previously applied in the tourism field (Ap, 1992).

The second stage of the interviews focused on the initiation of any exchange, specifically probing into the needs of locals and visitors; and how the desire to satisfy these needs leads to the initiation of host-guest exchanges (Auld, 1997). In Phase One, during the initiation of an exchange stage, the interviews had asked participants to reflect on their personal motivations to interact with a visitor, followed by probing questions into the diverse range of potential motivations of the wider island community. Participants were also asked to relate different examples of reasons that they, or other segments of the community, took to initiate an interaction with a visitor. Conversely in Phase Two, visitors were asked about the different needs they

had for interacting with locals during their time on the island; and reasons probed for their seeking or initiating an interaction with a local during their visit.

The third stage of the interviews focused on exchange formation between hosts and guests. During the exchange formation stage, the interview focused on identifying the antecedent conditions, the key actors and resources active in the exchange relation, and gaining an insight into the power dependency relationship between locals and visitors on each island. This stage of the interview was essentially the same for both locals and visitors. The antecedents represent opportunities or situations perceived by at least one actor before an exchange relation forms (Ap, 1992). First, participants were asked to identify the conditions which they considered were favourable, and thus could potentially facilitate local and visitor interaction on each island. Participants were then asked to list any reasons that may inhibit and prevent locals from interacting with visitors. Together the antecedent conditions form facilitating and inhibiting conditions to social interaction. The interview asked participants to reflect on their own experiences, and to identify the different forms and multiple layers of host-guest interaction. Thirdly, further probing was designed to investigate the resources transacted between locals and visitors during the different forms of interaction unearthed on Bruny and Magnetic Islands. Fourthly, participants were asked about the general nature of the interactions between locals and visitors, and to provide an indication of the balance of power between the community and tourism on each island.

The fourth stage of the interview focused on exchange transaction evaluation. Phase One interviews, during the transaction evaluation stage, directed participants to draw



from their own experiences to uncover more detail about the process the local community uses to evaluate an interaction with an individual visitor compared with tourism as a collective. Similarly in Phase Two, participants were asked to draw from their own experiences to provide insights into the process visitors use to evaluate an interaction with an individual or a small group of locals when compared to the community as a collective. To achieve this objective participants in each phase, were encouraged to provide an example of how an interaction with an individual or group had personally impacted on them in the past, compared with how they felt about tourism (locals) or the community (visitors). Their comments facilitated the interview's direct flow into the fifth stage.

The fifth and final stage of the interviews focused on the evaluation of exchange consequences. In Phase One, during the evaluation of exchange consequences the interview asked participants about the different ways tourism impacts on their island community. Initially, during this stage, the interview gathered hosts salient responses to the impacts of tourism, followed by probing to uncover the economic, environmental and social impacts of tourism as documented in the tourism literature (see Chapter Two). During Phase Two, to identify the consequences of the exchange for visitors, participants were initially asked about how the manner of their interactions with locals impacted the quality of their island experience. Further probing was used to determine the various outputs, actions and outcomes that were manifested from interaction with the local community. Finally, at the conclusion of each interview participants were given the opportunity to make further comments,

and then thanked for their time and patience. After each interview, a summary of the emergent themes was recorded as a form of preliminary data analysis.

In summary, the interviews were used to elicit responses from locals and visitors to take participants on an in-depth journey through the four key stages of social exchange theory as conceptualised in the tourism literature. Interviews with locals and visitors in Phases One and Two provided a platform for an in-depth exploration of the dynamic and complex nature of host-guest interaction on the two islands.

#### 4.3.3 Data Analysis

In the data analysis of the Phases One and Two interviews, five stages were used (Figure 4.2). First, initial themes and thoughts were collated after each interview in a research journal; then the interviews were transcribed and themes identified; data was reduced and displayed; an expert review conducted; and an inter-coder reliability test administered.

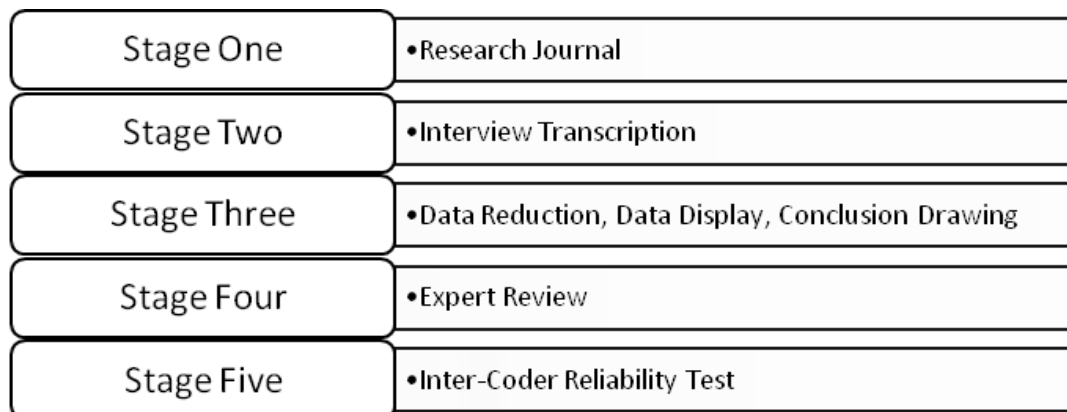


Figure 4.2 Data Analysis Process

Deriving thoughts and inferences from the qualitative data commenced immediately following the conclusion of each interview (Huberman & Miles, 2002). Consequently, the process used to analyse the data collected from locals and visitors in Phases One and Two was comprised of the five key stages displayed in Figure 4.2. The first stage was the research journal, which was used to collect thoughts and identify emergent themes, with all entries in the journal made on the islands during the evening, following each interview. The second stage of data analysis was to transcribe the interviews, which began immediately upon returning from each site visit. Transcribing the interviews provided an opportunity for the researcher to become further immersed in the data and to check and refine emergent themes identified in the research journal.

The third stage of data analysis (see Figure 4.2) consisted of data reduction, data display and conclusion drawing/verification. During the third stage the interviews were analysed according to Huberman and Miles' (2002) three step verification process, in order to enhance the reliability and validity of the results. Data reduction involved coding the interview transcripts using the Nvivo7 program. The codes reflected emergent patterns and expected theoretical themes from the data (van Dijk & Kirk, 2008). The codes were then displayed and placed into a series of tabulated, computer generated formats, derived from the process of interaction conceptualised SET. This made it more accessible and easier to interpret links between the case studies and theory. The reliability of the conclusion drawing/verification stage was enhanced by administering an internal consistency check, which involved re-coding the entire data set collected from Phase One participants.

During the fourth stage, an expert review was completed by the researcher's supervisors. The two additional independent coders re-coded the data and were asked to refine and provide a list of recommendations on the list of codes, themes and explanations derived from the data. The expert review resulted in some minor modifications to the codes, themes and explanations of Phases One and Two.

In the fifth and final stage of data analysis an inter-coder reliability test was performed to determine the level of agreement between multiple coders. The inter-coder reliability test performed two functions, measuring both the level of agreement between the recruited coders and the primary coder (researcher), and the level of agreement between all three coders. Moisander and Valtonen (2006) argue the most effective way to complete an inter-coder reliability test is by instructing the participants to re-code all the quotes in the data set. The inter-coder reliability tests were administered on two participants, with the responses being compared with the codes derived from the data by the researcher. Consequently, for each of the different stages of the interview, participants in the inter-coder reliability test were provided with a table containing a list of codes, themes and explanations, and a list of respondent quotations. Participants were instructed to place a code from the table next to all of the quotes listed underneath. The level of agreement between coders in the Phase One inter-coder reliability test is displayed in Table 4.2.

Table 4.2 Phase One Inter-Coder Reliability Test

Interview Stage	Number of Quotes	Agreement between all three coders	Disagreement by one coder	Disagreement among all three coders
Background	181	160	21	0
Initiation of and Exchange	91	76	15	0
Exchange Formation	139	114	22	3
Transaction Evaluation	55	40	13	2
Exchange Consequences	184	121	45	8
<b>TOTAL</b>	<b>650</b>	<b>521</b>	<b>116</b>	<b>13</b>
<b>PERCENTAGE OF AGREEMENT</b>	<b>100%</b>	<b>80.2%</b>	<b>17.8%</b>	<b>2%</b>

The inter-coder reliability test revealed that during Phase One all three coders were in agreement in 80.2% of cases, with one coder disagreeing in 17.8% of the codes, and all three coders disagreeing in 2% of cases (see Table 4.2). This result is above the initial target specified by Huberman and Miles (1994), yet falls below the desired final target of 90%.

As a consequence of the inter-coder reliability test, the researcher reviewed the quotes in which the coders were not in 100% agreement. This resulted in some further modification to the codes, themes and explanations derived from the data. Finally a second inter-coder reliability test was administered on two participants with a select sample of 65 quotes from the data (10%). To select a sample of 65 quotes, every tenth quote was selected from the data set. The second inter-coder reliability test had a 92% level of agreement between all three coders, which is above the 90% level recommended by Huberman and Miles (1994).

For Phase Two the same process was employed to perform an inter-coder reliability test on visitors to Bruny and Magnetic Islands. The level of agreement between coders in the Phase Two inter-coder reliability test is displayed in Table 4.3.

Table 4.3 Phase Two Inter-Coder Reliability Test

Interview Stage	Number of Quotes	Agreement between all three coders	Disagreement by one coder	Disagreement among all three coders
Background	93	81	11	1
Initiation of and Exchange	107	96	9	2
Exchange Formation	184	163	21	0
Transaction Evaluation	37	29	5	3
Exchange Consequences	102	91	10	1
<b>TOTAL</b>	<b>523</b>	<b>460</b>	<b>56</b>	<b>7</b>
<b>PERCENTAGE OF AGREEMENT</b>	<b>100%</b>	<b>88.0%</b>	<b>10.7%</b>	<b>1.3%</b>

The inter-coder reliability test revealed that during Phase Two all three coders were in agreement in 88.0% of cases, with two coders agreeing on 10.7% of the codes, and all three coders disagreeing in 1.3% of cases. This result was close to the desired final target of 90% agreement between all three coders (Huberman & Miles, 2002). A higher level of agreement in the Phase Two inter-coder reliability test was expected due to the work refining the codes and themes in Phase One, and more minor modifications being made to the codes, themes and explanations for Phase Two, based on the results of the inter-coder reliability process.

In summary, five stages were used to analyse the data collected in Phases One and Two: a research journal, transcription of interviews, data reduction, data display and conclusion drawing/verification, an expert review, and an inter-coder reliability test.

#### 4.4 Ethical Considerations

This section outlines the issues considered to ensure the ethical completion of research on the process and outcomes of host-guest interaction on Bruny and Magnetic Islands. Ethical considerations are important to ensure the implementation

of the actual instrument occurs in a social moral and legal way (Fallon, 2001). Researchers at Monash University comply with very strict ethical standards and procedures set and assessed by the Standing Committee of Ethics on Research Involving Humans (SCERH). SCERH ensures researchers consider the ethical issues associated with conducting research about humans. To ensure the guidelines involving participation in a funded project were explicitly considered, a letter of permission from the industry partners, the Sustainable Tourism Cooperative Research Centre (STCRC) was obtained and submitted to SCERH. Ethical issues involving the participants in the data collection process were also adhered to, including privacy, confidentiality and consent.

To protect participants' privacy the completed interview transcriptions, audio files and surveys are stored securely at Monash University for a period of no less than five years. In addition to this, participant details such as name or address are not included in the data collection, with pseudonyms used to conceal participants' identity in the interviews. To gain each participant's consent a detailed explanation of the project and intended use of the results was provided to each potential respondent. This explanation in the form of an explanatory statement also provided details of the SCERH. Combined, these factors indicate a variety of ethical concerns were identified during the research process. The recognition and consideration of these ethical issues meant they could be minimised and mitigated to ensure the ethical completion of the interviews with visitors and key informants from the local communities on Bruny and Magnetic Islands, as well as the visitor survey in Phase Three of this research. Consideration of the above issues resulted in ethics clearance

for research into host-guest interaction on Bruny and Magnetic Islands in August 2007 (see Appendix E). The limitations of the method are discussed in Chapter Ten.

## 4.5 Chapter Summary

Chapter Four justified, selected and described the research method used to achieve the overarching aim and three key objectives of this research, which were re-introduced prior to outlining the chapter contents. The research strategy was then presented using the aim and objectives to drive the selection and implementation of a method. This included an analysis of previous studies on host-guest interaction and an introduction to the mixed methods research design, which consisted of three sequential phases of research conducted on Bruny and Magnetic Islands.

This chapter also described the implementation of the Phases One and Two Method which was designed to achieve Objectives One and Two of this research. The latter included the recruitment of participants, the interview process and data analysis techniques used in Phases One and Two. In Phase One, participants were recruited based on their link to each island's tourism industry, community or environmental stakeholder groups. In Phase Two, participants were recruited based on their perceived ability to account for one of the key intrastate, interstate or international visitor markets identified by key informants in Phase One of this research. The interview process consisted of five key stages. First, interviews obtained a background for participants in Phases One and Two. Second, the interviews took participants through the four stages of interaction conceptualised by SET. Phases One and Two data analysis consisted of five stages designed to enhance the reliability and



validity of the data collected from participants. The five stages of data analysis were: a research journal, transcription, conclusion drawing and verification, expert review and an inter-coder reliability check. Finally, this chapter presented the ethical considerations associated with the conduct of this research on Bruny and Magnetic Islands; it concluded with this summary of the key outcomes of the chapter.



## Chapter Five - Phase One Results

### 5.1 Introduction

Chapter Five presents the results from Phase One of this research. As identified in Chapter Four, the purpose of Phase One was to explore locals' perceptions of host-guest interactions on Bruny and Magnetic Islands. Since constructs in the field often appear in different forms to those conceptualised in the literature, Phase One transfers the key components of SET into two complex and operational island tourism systems (Huberman & Miles, 2002). Using the perceptions of local informants from each island community forms a strong foundation to explore how visitors perceive host-guest interactions in Phases Two and Three of this research. Figure 5.1 highlights the progression of Phase One in the overall design as outlined in Chapter Four.

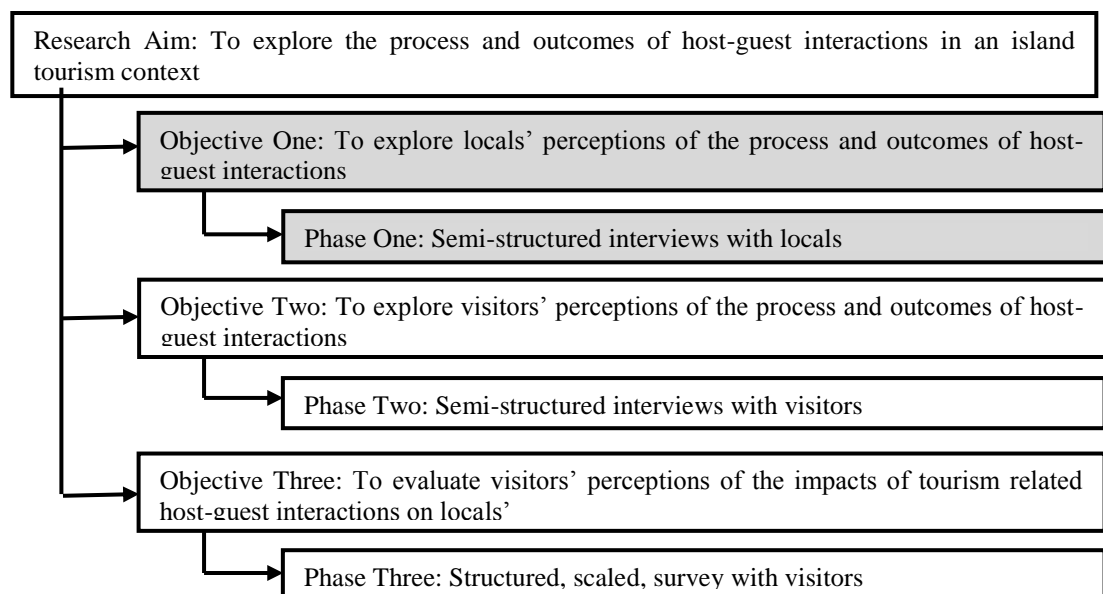


Figure 5.1 Phase One and the Research Design

Chapter Five presents the results from Phase One of this research which consisted of a series of semi-structured interviews with key informants from the local community on Bruny and Magnetic Islands. Primarily, Phase One aimed to inform Phases Two and Three of the outcomes of this phase of the research. This Chapter provides an overview of the sample of respondents recruited for Phase One interviews on Bruny and Magnetic Islands, presenting a background to tourism activity and the local communities on the islands and their interactions. Using the four key stages of the process of interaction conceptualised by SET, this Chapter then summarises the results of Phase One interviews, discussing them within the context of the tourism literature in order to achieve Research Objective One. Lastly, this Chapter concludes with a summary of the outcomes of Phase One of this study.

## 5.2 Phase One Sample

This subsection overviews the sample of 30 key informants who participated in Phase One. For each island community 15 key informants from among environmental, community and tourism stakeholders were identified. Although contacted and invited to participate in this investigation based on an existing link to particular stakeholder group on Bruny and Magnetic Islands, it became evident that the key informants participating in Phase One did not fit exclusively into a particular group. On the contrary, most respondents were connected to a number of different stakeholder groups, evidence of the interconnected nature of island communities. Across both islands, nearly all respondents were found to have multiple connections to the different stakeholder groups identified *a priori* as important to each island community. This highlights the potentially diverse range of viewpoints on host-guest

interactions which would be obtained from locals well versed in the tourism issues, and the communities and environments of each island. The overlap apparent between the categories of stakeholders is illustrated in Table 5.1.

Table 5.1 Phase One Respondents from Bruny Island

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1						✓	✓								✓
2		✓	✓			✓	✓			✓	✓		✓		✓
3			✓	✓	✓			✓							
4		✓	✓	✓				✓				✓	✓		
5		✓			✓										
6		✓						✓		✓	✓				✓
7	✓		✓												
8														✓	
9						✓	✓		✓						✓
10	✓					✓									

Table 5.1 Key – 1) Community Representative Groups; 2) Community Leisure clubs; 3) Tourism Association; 4) Accommodation Providers; 5) Tour Operators; 6) Other Local Businesses; 7) Local Council/Government; 8) Parks and Wildlife; 9) Coast Care Groups; 10) Other

Fifteen key informants were selected from the Bruny Island community, fourteen of whom were permanent residents. The only non-resident consulted on Bruny Island was respondent A (see Table 5.1), who was a representative from Tourism Tasmania, located in Hobart. The prominent community group on Bruny Island that meets with local residents and liaises on a regular basis with the Kingsborough Council is the Bruny Island Advisory Group (BIAG). Although only one person was contacted to represent BIAG, two other key informants were also found to be members of this group during interviews. Eight people were members of community clubs on Bruny Island, ranging from history, musical theatre, art and quilting clubs, and the country women's association. Many of the key informants were members of multiple community clubs, particularly the retired island locals.

Four key informants were members of the Bruny Island Tourism Association (BITA); seven informants worked in organisations characteristic of tourism; six were accommodation providers and two were tour operators, with one an accommodation provider and ran a guided tour. Four respondents owned or worked in tourism related businesses, including agriculture, restaurants and retail. All respondents from the businesses consulted were involved with tourism in some manner. Two respondents were from local government and one was from Tasmania Parks and Wildlife Service. Four respondents were members of CoastCare groups; with two of these being from the Island's largest: Friends of Adventure Bay. Finally, two respondents had an attachment to Tourism Tasmania and a CSIRO Forestry scientist.

Table 5.2 presents a list of the pseudonyms provided to each of the Phase One participants on Bruny Island, linking a letter in Table 5.1 to each pseudonym. Table 5.2 also gives an indication into the primary reason participants were recruited and selected to participate in Phase One interviews.

Table 5.2 Pseudonyms for Phase One Participants on Bruny Island

LETTER	PSEUDONYM	PRIMARY REASON SELECTED FOR PHASE ONE INTERVIEWS
A	Max	Local Council/Government
B	Tanya	Tour Guide
C	Rochelle	Accommodation Provider
D	Darren	Tourism Association
E	Rupert	Tour Operator
F	Christian	CoastCare Group
G	Cindy	Community Advisory Group to Council
H	Miriam	Local Business Owner
I	Peter	Parks and Wildlife
J	Sharron	Employee in Local Business
K	Con	Local Business Owner
L	John	Accommodation Provider
M	Jasmine	Community Leisure Club
N	Scott	Parks and Wildlife
O	Bernadette	Community Group

On Magnetic Island, the breakdown of the key local informants into the community and tourism stakeholder categories is displayed in Table 5.3. Fifteen key informants were consulted from the Magnetic Island community, eleven of which were permanent residents. The four non-residents were from the Townsville City Council (local council of Magnetic Island), Townsville Enterprise (tourism management authority), Queensland Parks and Wildlife Service and the ferry shuttle company, Sunferries. It was necessary to consult these non-resident respondents as they are highly involved in the local community and the tourism industry on each island.

Table 5.3 Phase One Respondents from Magnetic Island

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1		✓					✓								
2		✓		✓					✓			✓		✓	
3								✓				✓			
4		✓										✓			
5				✓				✓	✓		✓		✓		
6	✓							✓		✓		✓			✓
7					✓	✓									
8			✓				✓								
9		✓		✓						✓	✓				
10		✓		✓											

Table 5.2 Key – 1) Community Representative Groups; 2) Community Leisure clubs; 3) Tourism Association; 4) Accommodation Providers; 5) Tour Operators; 6) Other Local Businesses; 7) Local Council/Government; 8) Parks and Wildlife; 9) Coast Care Groups; 10) Other

As depicted in Table 5.3, two key informants were members of community groups which represented the interests of residents on the island. One of these was from the Magnetic Island Community Development Association (MICDA), which liaises with council on behalf of the community, and implements initiatives that help promote a healthy sustainable lifestyle for locals on the island. The other respondent from a community group was from the traditional landowners group on Magnetic Island. Five respondents were from community clubs on Magnetic Island, such as art and craft studios, musical theatres and the local Retired Services League (RSL) club.

Two key informants were from the Magnetic Island Tourism Association (MITA), with two accommodation providers and five tour operators participating in the research. This included respondent eleven, who owned an accommodation venture, operated a tour and was a member of MITA and a CoastCare group on the island. Five key informants were from other businesses on the island, including a representative from retail enterprises, landscaping, restaurants and the only bus



company, the latter providing a regular public transport service for residents and locals across the island. Two key informants were from local government, two were employees of the Queensland Parks and Wildlife Service, and four were members of CoastCare groups. The two remaining roles included an academic, specialising in marine biology, and a musical and performance theatre operator who commuted to Townsville for work every day from Magnetic Island.

Table 5.4 presents a list of the pseudonyms provided to each of the Phase One participants on Bruny Island, linking a letter in Table 5.3 to each pseudonym. Table 5.4 also gives a brief further description of their key roles undertaken in relation to tourism on the island.

Table 5.4 Pseudonyms for Phase One Participants on Magnetic Island

LETTER	PSEUDONYM	PRIMARY REASON SELECTED FOR PHASE ONE INTERVIEWS
A	Callum	Employee of Local Business
B	Lisa	Community Group
C	Pieter	Parks and Wildlife Service
D	Anthony	Marine Biologist
E	Andrew	Local Council/Government
F	Gary	Local Council/Government
G	Bernard	Community Group
H	Jane	Local business owner
I	Tony	Tour Operator
J	Chuck	CoastCare Group
K	Bary	Accommodation Provider
L	Ted	Local Business Owner
M	Tim	Local Business Owner
N	Bob	Community Leisure Club
O	Gus	Local Business Owner

This section has presented the sample of respondents in Phase One of this research on Bruny and Magnetic Islands indicating that thirty respondents were selected from the local communities, fifteen from each island. All respondents were connected to a

community group, association or club, a tourism association, an accommodation provider, a tour operator, a local business owner, local government; the parks and wildlife service, or, the CoastCare group associated with each island. The sample of locals in Phase One represents people who are active members of their communities, who have an adequate knowledge base to comment from personal experience and who can reflect on the many differing viewpoints of the wider island community.

### 5.3 Background to Bruny and Magnetic Islands

This section uses the respondents' perceptions to provide a background to the interaction between hosts and guests on Bruny and Magnetic Islands. It comprises four subsections: the Bruny Island Community; Visitors to Bruny Island; the Magnetic Island Community; and Visitors to Magnetic Island.

#### 5.3.1 The Bruny Island Community

This subsection presents a background to the Bruny Island community. Despite being dispersed over a large geographic area the interviews portrayed the Bruny Island residents to be a tight-knit community, especially during times of crisis. As a local business owner commented:

“Seeing as we are a remote island, that is larger than Singapore with a population of just under 700 people, when something goes wrong we are always there for each other... there are always fights and arguments but if people need help the community really comes together in a special way ...” - Con

While described by many respondents as a close and tight-knit community, Bruny Island has an immensely diverse resident population. This diversity is reflected by the

vast assortment of community groups which comprise a large cross-section of people having a wide range of personal backgrounds.

“There is an A4 page of community groups, about 40 different groups for 600 odd people; Bruny Island has everything, theatre group, art group, quilting group, bushwalking group, CoastCare groups, and despite all the diversity the groups all seem to be interconnected in some way, especially during events.” - Rochelle

While the community's diversity was reported to be embraced by the majority of locals, the differing viewpoints and lifestyle choices of Bruny Island residents does occasionally cause conflict or contention within the island community. Contention between different segments of the Bruny Island community included differences of opinion between the farming and the tourism sectors; the working and retired communities; the North Bruny and South Bruny communities; the Adventure Bay (East) and Lunawanna (West) communities on South Bruny Island; and the pro-environment and pro-forestry communities. Nonetheless, the most contentious issue to emerge from interviews was between long-term and the more recent residents on Bruny Island, particularly new residents who have moved to the island for the specific purpose of becoming involved in tourism. This broad social change is embodied in the following comment:

“There is a lot of conflict between people who have been here generations as opposed to people who have come here relatively recently. New comers believe long term residents think they can do whatever they like and feel like they own the island. On the other hand the new comers come in and try to change the world when everything has been working fine.... Because of tourism Bruny is heading in an upmarket direction, the original inhabitants don't want this to occur and want Bruny to remain quiet and isolated; they don't want anything, especially tourism, to spoil their idyllic secret lifestyle.” – Cindy

The influx of new, permanent residents has changed the Island's demography and contributed to contention amongst the community. This trend is exemplified by the following statement of a local tour operator:

"You also have your 'Greenie' vs. 'Redneck' thing here on Bruny; this is very much to do with the old residents being replaced by a new more environmentally conscious population." – Tanya

In addition to contention within Bruny Island's permanent population, the interviews revealed that tension also exists between the residents and non-resident land and holiday-home owners. These non-resident holiday-home owners were affectionately referred to by respondents as the 'transient population':

"Bruny is an interesting community as more than 70% of rate payers own land or a shack and live and work off the island... only coming down for weekends or extended breaks, usually over the school holiday period. So there are a large number of people who have a stake in Bruny and don't necessarily live there, which causes immense conflict, particularly round Adventure Bay." – Max

All the same, it was overwhelmingly acknowledged that, despite the immense diversity and obvious differences, the community on Bruny Island is accepting, with locals interacting harmoniously and connecting in a manner which optimises the quality of life on the island:

"People do not live in each others' pockets on Bruny; we are an isolated and relatively remote island with settlements spread over large areas. We are all connected by our passion for Bruny and even though there are so many differences we don't like to overcomplicate our day to day life by causing unnecessary drama on the island. We are so remote if we didn't all get on with each other, even superficially, the quality of the lifestyle on the island would plummet, it's the remoteness that makes all the people and all the settlements unify and connect." - Cindy

The above comment, transcribed from an interview with a member of a local community group, articulates how locals on Bruny Island feel connected by the sense

of remoteness typifying living on an island, but which transforms a number of isolated settlements into the wider island community. Respondents indicated the community felt connected by the island's sense of isolation and remoteness. Many respondents considered Bruny Island to have a type of bunker-down lifestyle, largely due to the weather, especially during the winter months, where locals stay indoors and 'hibernate' to avoid the cold.

The interviews revealed that the community of Bruny Island is a close and tight-knit community, comprised of a number of clustered settlements dispersed over a wide geographic area. In addition, Bruny Island's community was viewed as immensely diverse, with various points of contention apparent amongst the different stakeholder groups on the island. The locals reported that the remoteness and harmonious interactions of the community enhance the quality of life on the island.

### 5.3.2 Visitors to Bruny Island

This subsection presents a background to the types of visitors who travel to Bruny Island. Phase One interviews with local community respondents revealed that Bruny Island has a diverse range of visitors, including those originating from intrastate, interstate and international markets. Bruny Island's traditional intrastate visitors originate from mainland Tasmania, being mainly composed of holiday-home owners (commonly referred to as 'shackies') and campers who visit over long weekends and school holidays:

"Bruny is a traditional free camping zone for Tasmanians and favourite recreation site for Tasmanians on holiday breaks; we also have the 'shackies' down Adventure Bay, many of the shacks have been held by the same family for generations." – Scott

Other intrastate visitors from mainland Tasmania include day-trippers from Hobart and the surrounding regions. Whether camping, caravanning, staying in a holiday house, renting accommodation or day tripping, intrastate visitors to Bruny Island were primarily reported to be families and couples.

Interstate visitors from elsewhere in Australia were described by locals as a key market for Bruny Island. These visitors were identified as families and couples from Victoria, New South Wales, Queensland and Western Australia who frequent the island in large numbers during the warmer months of January to April:

“Typically, Bruny Island visitors are much the same as Tasmania. With Tasmania you get families travelling round in January and not much of a couples market, March is the biggest month, the industry dies down after Easter and has a spring revival. It is mainly groups of families and couples travelling around together, usually the educated affluent group, not ‘look at me’ but people who are interested in the environment, more for the thinking type of person, interested in nature and the culture and built heritage of the place.” – Max

Three main types of families and couples visiting from interstate were identified by community respondents. The first two types were visitors on a ten day trip to Tasmania who either decide to day-trip to Bruny or stay for one night or more on the island in camping or commercial accommodation. The third type of visitor was representative of the ever increasing number of retirees or ‘grey nomads’ visiting Bruny Island for extended periods of weeks, or even months, as part of a self-drive, caravan trip around Australia:

“As most of our other industries are disappearing we wouldn’t survive if it wasn’t for all the dollars that Tasmanian’s and interstate visitors pour into the island, businesses would shut down pretty quickly and people would have to leave the island.” – Peter

The previous statement, made by a former park ranger and long-term resident on the island, reveals that both the intrastate and interstate visitors are critically important for the sustainability of the island's lifestyle. These visitors were regarded by Phase One interviewees as essential for the economic survival of tourism based businesses on Bruny Island. International visitors were considered by locals to be an emerging market for the Island, particularly the German, American, Japanese and Indian visitor segments which tend to arrive in early summer. This is evidenced by the following statement:

“Every year more and more international visitors are coming to the island, we had an Indian family stay with us for a week and they thought they were at the end of the earth... Chinese visitors are also a recent addition, and we have always had Americans and Europeans, though they usually travel here as part of a bigger trip around Tasmania.” – Max

Three key international market segments were identified by respondents: day-trippers from Hobart; overnight visitors renting four wheel drive vehicles; and holiday-home owners staying for longer periods on the island. Other key niche markets identified included religious groups, school groups, history groups, bird watching groups, kayakers and willing workers on organic farms.

In summary, visitors to Bruny Island include a mixture of intrastate, interstate families and couples, some internationals. School holidays and long weekends were identified by respondents as the exceptionally busy periods, especially during the warmer months.

### 5.3.3 The Magnetic Island Community

This subsection presents a background to the Magnetic Island community. A range of similarities and differences between the Bruny and Magnetic Island communities was discovered from the Phase One interviews with key informants from each island. Similar to Bruny Island, Magnetic Island was described by locals as a tight-knit community, especially during times of crisis. The following quote from a business owner is indicative of how the local community comes together as one during the cyclone season in tropical north Queensland:

“Magnetic Island is a small community, self sufficient, remoteness attached to the island, tight knit community with support and genuine compassion for each other. During cyclones the aged community need help, everyone always comes together to help, like the SES and fire brigade ... they all really help so we are self sufficient to a degree.” - Ted

Interviews portrayed Magnetic Island as a friendly, happy community with a vibrant culture and a strong sense of identity. The vibrant culture was largely attributed to the diversity of the community, which was described by a tour operator to be made up of a number of subgroups:

“There are lots of small communities within Magnetic Island ... a tourist community, a working community, a kids at school and parent community, a feral community... there is an older retiree community, a close group of artists, environmentally conscious people, young families, schools, ‘musoes’ [musicians] fitness freaks ... despite this it’s a very social community ...” – Tony

Although the community is diverse, Magnetic Island was perceived as an interconnected and engaged community which coexists and interacts harmoniously, accepting each other’s differences. A local business owner articulated the manner by



which the community works together, ensuring locals connect over issues and work towards common goals in order to make Magnetic Island a better place:

“Everyone gets on harmoniously, very friendly place, lack of crime, laid back, no pressure, and we tend to want to come together to work towards making Maggie a better place, rather than fighting about things all the time.” – Tim

Magnetic Island’s long-term residents believed that the community had changed immensely over the past ten years, with the permanent population on the island growing from 500 to 2500. These long-term locals felt that the community had been closer in the past, with everyone knowing each other’s business. Now, largely due to more frequent ferry shuttles between the island and mainland, the long-term locals felt the Island’s population had become more extensively composed of commuters who work in the nearby city of Townsville. Combined with increasing visits and the attraction of working in Townsville but living on Magnetic Island, the island was being threatened by a decline in community involvement. It was noted that, proportionally, not as many locals were choosing to play an active role in community life and development as they had in the past. A long-term resident and business owner on Magnetic Island suggested this trend was indicative of not only the changing population on the island, but also the progressively polarised community opinions, exacerbated by increasing points of contention:

“Well it has changed in the 33 years I have been here; when I first came here there was only about 500 people population and everybody got on here very well everyone interacted with everybody, the grandparents, the parents, the kids, the babies all got on really well I noticed myself the first time the island started to conflict would have been when the population increased and we had this ‘jetty issue.’ They wanted to make a development in the Nelly Bay harbour and take public beach for private development. That was the first part which really started to divide the island. ... the community now has become far more insular and is hurt by how the development was handled and I guess this has manifested in

many people opting out of community based activities that involves anything to do with the bloody council.” – Jane

The polarised nature of the community was obvious from the numerous interviews with locals from Magnetic Island, particularly regarding the re-location of the ferry from Picnic Bay to Nelly Bay and the associated re-development of the Nelly Bay harbour area.

Conflict over Nelly Bay re-development was consistently revealed to be the key issue that contributed to the emergence of contention amongst various groups within the Magnetic Island community. Issues surrounding the development had divided the community into pro-development and anti-development elements - a divide which locals argued had not been experienced previously on the island. Contention was rife between those who favoured the development of Nelly Bay and those who supported the environmental conservation of the World Heritage listed bay. After a fifteen year battle, which included community activism, protests and countless re-submissions of proposed developments, the Bay’s developers finally had their plans approved by Council. The Nelly Bay harbour and private luxury holiday homes were developed. Interviews revealed that the development is still contentious within the community, with many residents feeling that the new harbour does not fit in with the physical and social landscape of Magnetic Island:

“There are immense points of conflict between various groups on the island over the development of Nelly Bay. A majority of people who were pro-development are now horrified to what they signed up to; it is not an attractive development and I have heard it described best by a visitor as ‘Western Sydney Housing Commission’.” – Lisa

Many respondents were angry that the views of the wider community were not fully considered and integrated into the planning process. During the time when contention amongst the community groups over the development was at its peak, a number of community-based newspapers emerged to help communicate local opinions. This was an initiative contrived to counteract the locals' feelings of being powerless against the developers.

Interviews revealed that during the winter months on Magnetic Island, locals considered that holiday-home owners and habitual holiday-home renters blend into the community so well that it creates blurred definitions between the local community and the transient population. Contrary to Bruny Island's situation, the Magnetic Island locals did not report any contention between the permanent local population and the semi-permanent residents on the island. Locals reported that the community of Magnetic Island is environmentally conscious, especially since the introduction of the solar cities project on the island which aimed to make homes and businesses on the island more environmentally sustainable.

Like Bruny Island, the Magnetic Island community was found to be a tight-knit community having a strong and proud sense of identity. Magnetic Island was identified by respondents as a friendly community, where most people interact harmoniously and are accepting of other people's differences. This was despite the large number of visitors to Magnetic Island during the winter season that blend into the community. The community on Magnetic Island was ascertained to be an environmentally conscious and socially active, where residents are concerned about

issues which may affect the natural beauty of the island, or the community's overall health and well being.

#### 5.3.4 Visitors to Magnetic Island

This subsection provides the background of the visitors to Magnetic Island. Phase One interviews revealed the visitors to Magnetic Island to be from a diverse range of places, including intrastate, interstate, and international visitor markets. Like Bruny Island, Magnetic Island's traditional market was identified as intrastate and interstate holiday-home owners or renters who visit for extended breaks, particularly during the school holiday periods. A long-term resident and business owner on the island identified this tourist market:

“Over the winter blurred definitions exist between tourists and the host community with many expats coming up and staying for extended periods from South Australia, Victoria and New South Wales. We also get inland Queenslanders around Christmas, with many visitors in this market have been coming for over thirty years. ... these people usually own or rent a holiday house and stay in some cases for a very long time.” – Ted

The traditional intrastate holiday-home owners and renters were described by locals as comprising families originating from central coast and inland Queensland regions, who visit over the Christmas holiday period. Interstate visitors to Magnetic Island were often referred to by locals as ‘Mexicans’, that is they come from south of the Queensland border, and also originate essentially from the south of the Australian continent, particularly South Australia, Victoria and New South Wales, to escape the southern winter.

Another key market, that encompasses intrastate, interstate and international visitors, are the day-trippers to Magnetic Island who stay overnight in Townsville. Interviews

revealed this to be a critical market, which has been increasing significantly over recent years:

“Now you have all sorts that just come over to Magnetic Island from Townsville for the day, whether they’re Townsville locals, or people trekking up the east coast of Australia from down south or overseas visitors coming over to check the island out as part of a much bigger trip.” – Barry

Magnetic Island is situated towards the southern end of the Great Barrier Reef (GBR), which is well documented to be an iconic attraction for international visitors, particularly backpackers. The following quote from a parks ranger identifies International visitors to consist primarily of backpackers, who seem to visit the island year round:

“The island is flooded with backpackers, just take a look round; it’s mainly groups of young people from Europe and America. Our main market used to be families and couples from all sorts of places around Australia. Now it’s mainly groups of backpackers that stay about a night as part of their Oz Experience tour and head down to Airlie, or up to Cairns.” – Pieter

Locals indicated that the backpackers to Magnetic Island originate primarily from Europe and America, acknowledging that the island had a low incidence of Asian visitors. Although families and couples were identified as key types to visit the island, groups of friends and larger travelling parties were considered to be an equally frequent type of visitor, amplified by the existence of a heavily developed backpacker market on the island. High-yield visitors attracted by the re-development of Nelly Bay were identified to be an emerging market for Magnetic Island. Other special interest groups highlighted during interviews included bushwalkers, school camps and retired servicemen from the Australian Army.

In summary, a diverse range of visitors travel to Magnetic Island including intrastate, interstate and international day, overnight and long-stay visitors commonly frequenting the destination.

## 5.4 Locals' Perceptions of Host-Guest Interaction

This section presents the results from the Phase One interviews with key informants on Bruny and Magnetic Islands. The results from the interviews are presented using the four-stage framework of social exchange theory as structure: initiation of an exchange; exchange formation; exchange transaction evaluation; and evaluation of exchange consequences.

### 5.4.1 Initiation of an Exchange

This subsection discusses key informants' responses to the initiation of an exchange on Bruny and Magnetic Islands. Interviews revealed that, during the initiation of an exchange stage, locals have a diverse range of reasons for interacting with visitors, which vary throughout the community. Across both islands, the most common motivation respondents had to interact with visitors was the desire to satisfy financial or economic needs, with a member of a community group on Bruny Island commenting:

“People who are providing services interact with tourists because they need an income, but still resent the people being here and say ‘thank god the tourist season is over’.” - Bernadette

Such evidence indicates that some locals see the tourists only in terms of the financial resources that they bring to the exchange. Whilst the desire to interact with visitors for financial reasons was strongly evident on both islands, key informants who were

not economically dependent on tourism often expressed a genuine desire to interact in order to provide quality and meaningful experiences. These respondents described these experiences as socially rewarding, seeking to fulfil their desire or need to help others. A member of a local community group on Magnetic Island described certain locals within the community who:

“... desire interaction with tourists and just want to do something good for the people who are visiting here, nothing else.” – Lisa

Evidently, a genuine desire to provide a meaningful experience motivates many locals to interact with visitors to the island. The desire to share information and knowledge with visitors was apparent on both islands, particularly amongst locals who had lived on them for long periods, describing interaction as a process of storytelling. For many island locals, the motivation to interact was the opportunity it afforded for sharing information and knowledge with visitors, either during an economic transaction, or just socially.

Bruny Island had many locals who had lived on the island for extended periods, and in some cases families had inhabited the island for generations. Consequently, a key desire commonly expressed by this island's locals was to share information about the history, its culture and the environment. This observation by a retired Bruny Island local and active member of a CoastCare group emphasises inhabitant's pride in the island's heritage:

“All of Bruny Island residents living here are proud of its attributes, proud of family contributions to the island. Some families have been here for generations. We have a wealth of knowledge on the culture and history of the island, and more recently with forestry on the island the environment has become a hot topic

of discussion. I think these stories are what the community wants to share with tourists.” – Christian

Magnetic Island also had many long-term local residents; however the information they sought to share with visitors was different. Community pride was still evident, focusing on concepts of lifestyle and community, as illustrated by this response from a retired resident who is also an active member of a CoastCare group on the island:

“I often connect with tourists about the day to day life of locals on the Island. I recall a particular encounter with a tourist from Bristol and comparing my daily routine with his daily routine back home. The conversation ended with him going to the real estate office to look for a house to buy! That’s the beauty of Magnetic Island: the community is extremely welcoming and the lifestyle is enticing. Many tourists want that deeper, authentic meaning from someone in the community who was not making any money off them.” – Chuck

Respondents often opined that, unless there was an economic incentive involved, locals would not usually interact with visitors; only tourists would give the necessary economic incentive to drive any interaction forward.

“It is not something they seek, unless they need visitors to make money. This interaction has to be driven from the tourists.” - Gus

The comment above is a clear example of the complex nature of the exchange between locals and visitors, the former attaining the financial resources central to determining how, when, where and very often, why they choose to initiate an interaction with visitors.

In summary, respondents reported that locals are primarily motivated to interact with visitors to satisfy financial or economic needs. Coincidentally, many respondents acknowledged that many locals also have meaningful needs they seek to satisfy from visitors as a consequence of these mutual interactions which enrich their social life.



### 5.4.2 Exchange Formation

This subsection presents key informants' responses to the exchange formation stage of social exchange theory on Bruny and Magnetic Islands. Interviews revealed that during the second stage of exchange formation, before the actual transaction of resources with visitors, locals have the opportunity to assess the antecedents or preceding conditions of potential interactions. They revealed a number of facilitating conditions to interaction for locals on Bruny and Magnetic Islands, specifically conditions where locals felt rewards and benefits could be attained from the roughly equivalent, fair and just exchange of resources. Facilitating conditions included: community events; markets and attractions; initiatives by tour operators; accommodation providers; community clubs and societies; and, on Magnetic Island in particular, the opportunities for socialising presented by local shops, restaurants and pubs on the island. For example, a business owner on the island described an annual jazz festival as:

“... a great opportunity where we can choose to interact with tourists, we are not forced, it is all authentic, heaps turn out from the community and we all intermingle. Plenty of new friendships and even relationships have developed during the festivals on the island.” – Jane

Festivals, events and markets were viewed as opportunities making for favourable interaction conditions, where locals could choose the degree of interaction with visitors, limited by time and without any major perceived threat to their lifestyle.

Although there was a range of favourable antecedents, there were also a number of barriers or unfavourable extant conditions that made locals view interaction with visitors as undesirable. On Magnetic Island, a particularly strong barrier emerged

because of the perceived negative impacts of tourism on the island. Respondents were upset with the recent re-development of Nelly Bay, which many considered as tourism driven and aesthetically unappealing, having apartments close to sea level, presaging an environmental disaster waiting to happen. Due to the Nelly Bay development, many locals on Magnetic Island perceived they had lost control over the island's tourism, which often translated into an unwillingness to interact with visitors' altogether.

“We're all still really annoyed about what they did to Nelly Bay; before I talk to a visitor I think of that bloody development and tend to avoid them as a form of silent protest.” – Tony

This above remark by a retired tour operator on Magnetic Island reveals how deeply a perceived loss of control over development on the island can affect the community, even those previously dependent on tourism. Interviews on the island also exposed different clusters of locals who were unwilling to interact with visitors because of their perceived negative impacts on their lifestyle, as illustrated by these words of a local artist:

“Most locals aren't involved in the tourism industry and are apathetic to tourism on the island; it's a lifestyle thing really. They don't want to be connected to tourism because it has a number of negative impacts on their lives.”  
– Bernard

The lifestyle of islanders acts as a simultaneous attractor to visitors and barrier to interactions with those who had moved to them for a more relaxed and private lifestyle. Many locals consequently regard visitors as compromising their new way of life, especially during peak season.

Bruny Island interviews disclose a number of other barriers forming unfavourable conditions for interaction with visitors. In particular, locals commented on the lack of public infrastructure and transport on the island, and consequently could not or would not interact with visitors. One local community group member and representative from the Parks and Wildlife service exemplified this, commenting:

“... community members are not used to the influx of tourists; they think tourists are tearing up our roads and using all our facilities and tend to avoid contact with visitors. In fact we had a tourist who attempted to talk to a local up one end of the island and was given the one fingered salute, so they weren't welcomed at all.” – Peter

In other words, some locals blame visitors for the deterioration of the island's infrastructure, then being unwilling to interact because of the perceived negative impacts.

If the antecedent conditions are positive during the exchange formation phase, then the exchange relation forms. Interviewees identified a variety of resources transacted between locals and visitors during exchange relations. On both islands, the resources transacted were both tangible and intangible, and could be categorised into the six resource exchange dimensions, namely money, goods, services, knowledge, status and love, with one minor modification. The interviews reflected Rettig's (1985) finding that hospitality substituted for the resource exchange dimension of love thereby being more fitting for this research context, wherein Phase One respondents described incidents of hospitality between visitors and locals, rather than love. All six resource dimensions were present on the islands, being transacted in a series of planned and unplanned, temporally and spatially dispersed exchanges, with visitors. Money was a common resource transacted in host-guest exchanges. Nonetheless, the

following observation of an accommodation provider on Magnetic Island serves as an example of a host giving information in exchange for the status associated with the recognition of their role as experience providers outside of economic transactions:

“There are many quirky island characters that love to be larger than life and end up in Facebook photos... They act like they know it all and give visitors all sorts of information” - Gus

Evidently, a diversity of exchanges occurs between locals and visitors to islands, with interactions taking place on multiple levels, from structured and purposeful interactions governed largely through economic transactions, to serendipitous and unplanned transactions around the island.

With regard to the form of exchange relation, or the balance-of-power between locals and visitors, responses differed throughout the community. Interviewees with an economic dependence on tourism felt both locals and visitors received mutual benefits:

“I think tourism is a win-win situation, residents receive economic benefits and improvements to infrastructure and key services.” - Bary

This accommodation provider and tour operator from Magnetic Island exemplifies the views of many island locals with a financial interest in tourism. However, those without a direct economic attachment to tourism, usually retired locals or those working on the mainland, generally felt visitors were in a position of power, with locals often personally disadvantaged:

“We are too often powerless in the attempt to gather funds for badly needed infrastructure to support tourism, there are just so many and it’s getting worse.”  
– Cindy

This observation by a member of a local community group on Bruny Island reflects the angst among many locals who have seen an increase in visitors to each island, yet feel the tangible benefits of tourism for them are lacking.

In summary, during exchange formation locals assess the facilitating and inhibiting antecedent conditions for host-guest interaction. The key facilitating antecedents included festivals, events and markets; whereas the inhibiting antecedents included the perceived negative impacts, such as threats to a hitherto idyllic lifestyle. In the exchange formation stage a variety of resources are exchanged between hosts and guests, with the most common form of resource transaction being the economic exchange of money for goods or services. The balance of power between hosts and guests was reported by respondents to vary, with those economically dependent on tourism often claiming both actors receive mutual benefits. Even so, those not financially dependent on tourism for income tended to report that visitors were in a position of power, with locals experiencing adverse conditions arising from tourism.

#### 5.4.3 Exchange Transaction Evaluation

This subsection discusses the exchange transaction stage on Bruny and Magnetic Islands. During transaction evaluation, locals assess the transfer of resources and identify a variety of consequences of their exchange with individual visitors and with tourism as a collective entity. On Bruny and Magnetic Islands, the exchange transaction phase varied immensely, with interviewees reporting meaningful and welcoming encounters with visitors in some instances to superficial and even hostile contact with them.

When locals reflected on personal examples of how an interaction with an individual visitor made them feel, the responses were immensely different:

“Hard to say... fair percentage who don’t want the tourist, don’t like the tourist and think the tourist is scum, especially the backpackers and wouldn’t interact with them in the first place, but I on the other hand enjoy interacting with visitors as a way of making friends and enriching my social life.” - Christian

The comment above from a business owner on Magnetic Island demonstrates that, at the individual level, locals have an immense range of feelings and emotions because of interactions with visitors. Interviewees described a variety of positive and negative interactions with visitors, revealing feelings of economic dependence through to friendships and relationships and from annoyance to euphoria.

In summary, during the exchange transaction evaluation, respondents reported that locals evaluate their interaction with visitors on an individual level, reporting a variety of welcoming and unwelcoming encounters with them. All the same, respondents often reported that, although most visitors were respectful of their island, a negative interaction with a visitor has the potential to influence the way tourism is perceived at the collective level, though this change was often reported to be temporary.

#### 5.4.4 Consequences of the Exchange

This subsection uses the salient representations of key informants to uncover the consequences of the exchange and the impacts of tourism for the local community. As the impacts reported by respondents on each island varied immensely, the following presentations of the results use key informants’ opinions of the impact of

tourism to drive the ensuing analysis of the consequences of the exchange on Bruny and Magnetic Islands. Overall, the interviews revealed many basic similarities but with some marked differences between the locals of each island. The consequences of the exchange uncovered in Phase One will discuss Magnetic and Bruny Islands individually, before merging the commonalities and differences of the case studies together. Importantly, on each island, the discussion reveals issues that underpin the perceptions locals have and demonstrates the importance of consultation during tourism decision-making and planned development.

On Magnetic Island, locals regarded the economic aspect of the host-guest exchange as overwhelmingly positive. A local tour operator asserted:

“The people here recognise that tourism employs more and more of us every year, as more visitors are coming to the island, spending is increasing, and in turn our wallets get bigger and our standard of living increases.” – Tony

The recognition of the direct economic importance of tourism for Magnetic Island was a consistent underpinning theme throughout the local community. Representatives also had an understanding of the indirect economic benefits of tourism, reflecting benefits gained from the well-defined tourism industry - improvements to infrastructure, facilities and services. Nonetheless, tourism development has become a particularly contentious issue among inhabitants of the island. At times such issues were reported as having polarised an otherwise tight-knit community. In particular, respondents asserted the main point of contention as being the relocation of the ferry terminal from Picnic to Nelly Bay, as a member of a local community leisure club explains:

“Picnic Bay used to be the hub, people would come and go from Picnic Bay, it was a very busy community, now there is no ferry service, it is just about a ghost town. There is not even a general store there anymore, many businesses down that end have really suffered, visitor’s don’t even venture down there anymore ... the people down there feel really hard done by ...” - Bob

In relation to the relocation of the ferry terminal, many representatives considered the new developments in the Nelly Bay environment as inappropriate. The two main concerns voiced by locals were the impact of the development on the landscape, and the change in the type of visitors attracted to the island. A retired island local and active member of a variety of community groups on the island opined:

“An inappropriate development of Nelly Bay harbour doesn’t fit in with physical or social landscape. The new development is potentially alienating existing visitor markets on the island, which is forcing markets, which have previously sustained us all for years, [to be] pushed out.” - Lisa

In addition to community angst over the re-development of Nelly Bay, key interviewees focused on the level of general tourism development on the island. This excerpt from a local tour operator’s opinion indicates a concern for the sustainability of the current levels of development on this listed World Heritage Island:

“Not only do the developments remain largely unsold, the development itself has been poorly planned, and given overall ripples of climate change thing on world economy, brakes are coming on now and everything is going to get worse. ... This is all in a period where we haven’t had a large fierce cyclone on this coast and we may move into a phase where one, two, three, four storms hit in a row ... What makes it worse is that more of these developments seem to continue popping up all over the island.” - Anthony

Importantly, many locals considered the process of consultation during the re-development of Nelly Bay as arbitrary, with developers ignoring the concerns of the island community. The following response from a long term local, illustrates general



disillusionment with the consultation process, rather than the development itself, which resulted in the Nelly Bay issue becoming a long-drawn out emotional saga:

“It’s just hideous, we’ve lost what made our island unique, and there are many like me out there who think what has happened to Nelly Bay is a tragedy, I’ve cried myself to sleep before ... it’s not even what has happened ... it’s how it was all done ... it really hurt the community.” Ted

For Magnetic Island representatives, perceptions of the development did not stop with feelings of disillusionment over the perceived loss of control over the island’s future, but appears to have had a domino effect on the attitudes, and in many cases the behaviours, of island locals towards tourists. This seems to have resulted in certain elements in the community not only opposing all future development, but has led to individuals, such as this retired islander, adopting coping mechanisms to avoid interaction with visitors:

“Development can cause drama if it is not handled properly, like Nelly Bay, and I know I am not alone when I say that the community is still very upset. I know what has happened is not their fault, but personally, in the past, I used to get into the social life of the island and have met many a visitor in my time. Because of what’s happened to Nelly now I avoid the events I know are going to attract heaps of tourists. To be honest on some days I find it difficult to even be nice to people [who are] here for a holiday.” - Lisa

Furthermore, as implied in the quotes above, the manner which the development was handled also affected the relationships between and within groups on the island. As illustrated by the following excerpt from a tour operator, opposition came from locals including those who had been involved with the industry for extended periods of time, and who were concerned about the economic viability of the new development for the Island:

“Not only do over half of the eyesores surrounding Nelly Bay remain unsold now, when visitors come here they don’t go out into the community and drop as

many dollars. They spend 300 bucks a night for a bed, and money to eat breakfast, lunch and dinner in the restaurant attached to the development. ... The community doesn't get much benefit from having these places on the island. It's the big investors that trap the visitors and encourage them to stay in their resort, rather than head out and support the community." - Tony

Alternately, some locals with an attachment to the tourism industry, particularly those who played a direct role in the decision-making process, cited a number of economic opportunities, such as employment emanating from the development presented the island. Overwhelmingly the major responses of locals were focused on the development, portraying a negative slant on its processes and the consequences for the island and for the host-guest exchange.

The social elements of the host-guest exchange were also raised in representatives' essential responses towards tourism on the island, variously described as seasonal and changing over time. Apart from noise disturbance and increased friction between community groups as a consequence of the development of Nelly Bay, most representatives described Magnetic Island as particularly resilient to the social impacts of tourism. Representatives did not focus on a change to the quality of life as a consequence of tourism in general; they were more centred on how the development of Nelly Bay in particular changed the island. Nonetheless, whether positive or negative, in most cases the important responses of representatives were concerned with the lack of involvement of residents in the tourism development process. Not only were community attitudes towards tourism affected by this process, but the desire for interaction with tourists was, for many, expunged by the process.

On Bruny Island, representatives perceived the economic elements of tourism positively, recognising the major role tourism plays in employment. Nonetheless, island interviewees told a fundamentally different story. Their responses displayed concern and a lack of understanding of why the increasing number of visitors to the island was not resulting in improvements to the existing infrastructure, facilities and services. The following quote from a member of a local community group illustrates concern about the impact the massive growth in visitor numbers was having on the island:

“The community is saying to council: ‘for heaven’s sake the tourists are coming here and they are swamping us, let’s provide some infrastructure, we want money to build infrastructure and improve services like the ferry’. If council won’t give it to us, and we can’t get a grant from the government, for heaven’s sake let’s get proactive and get the money by charging tourists a levy on the ferry and [let’s] take the money and do it all ourselves.” - Bernadette

The quote above is indicative of the views of the wider community on Bruny Island, with many respondents expressing the community desire for the provision of infrastructure, facilities and services that would benefit both locals and visitors on the island. A local business owner asserted that the main point of contention was concern over the ferry service that runs from Kettering (mainland Tasmania) to Robert’s Point (North Bruny):

“Over peak periods and that is Christmas, New Year, Australia Day weekend, Easter, and September school holidays, when the ferry is really busy it is running a shuttle service and it still can’t cope with demand. I don’t know if any of the others told you about the situation at Easter where people were leaving the island at 2pm in the afternoon and getting back to Hobart at 10pm at night because there was something like 1,000 cars in the queue. Now there is no discrimination between visitors and residents, you line up like a main road no priority lanes or anything. It is a particular point of contention because a lot of residents think there should be a priority lane to go and do their business rather than wait

amongst all these tourists who they would really rather not be on the island.” - Miriam

The ferry issue is seasonal, many in the local community adopting coping mechanisms to avoid the ferry altogether. In addition to the ferry, the following quote displays concern from a local farmer about the level of traffic on the island:

“There have never been as many motor-homes, caravans and 4WDs as there has been in the past three or four years. I have really noticed a huge increase in traffic congestion, and eventually they are going to have to do something about it. All of us farmers get really peeved if we miss a ferry and have to wait over an hour for another one.” - Tanya

Motivated by increased traffic, many island locals expressed the desire to see the roads upgraded in certain areas of the island, particularly, the gravel roads on the isthmus which connects North and South Bruny Island. Currently, the isthmus is a narrow stretch of dirt road, which also provides a car park for visitors who access a lookout to watch penguins return to their rookeries. A business owner contends that locals regard the isthmus as particularly busy and dangerous:

“It gets particularly bad at the neck, I have almost hit people jumping out of their cars parked on the side of the road there; the community wants the neck improved for everyone’s safety.” - Con

Although recommendations for improvements to the roads focused on the neck, suggestions for improvements to the conditions of the roads over the entire island were offered. The issue of parking at the neck, Cloudy Bay, and the Adventure Bay foreshore were also the considered responses of many island representatives. The concern over the lack of parking at Adventure Bay was expressed by an interviewee, re-telling a local’s story as told by a visitor to Adventure Bay:

“... the bloke told me he was only outside the shop for ten minutes when he returned to his car and it had a note on it that read something like you have been parked here for too long and have overstayed your welcome in Adventure Bay.”

- Sharron

Also related to pressure on infrastructure, facilities and services was community concern over waste management on the island. In particular, the lack of recycling on the island, places for campervans and caravans to dump dirty water, and the need for more public toilets were issues raised some members of the respondent cohort. A retired island local concluded the community was often more confused over the reasons given for upgrades to infrastructure, facilities and services not being addressed by the relevant authorities on the island, than the actual impacts of tourists on themselves.

“... we give them all this information and then they send someone down here in the middle of bloody winter when the place is empty and try to tell us we have nothing to worry about, their incompetence is a joke.” - Cindy

Interestingly, at the same time as expressing the desire to improve facilities, infrastructure and services for visitors and the community, many locals voiced opposition to further tourism development on the island. They contrarily desired to keep Bruny as natural and aesthetically appealing as possible. The following excerpt from a tour operator reflects the wishes of a majority of key informants who raised the importance of conserving the natural attributes that make Bruny Island appealing for people to visit and to live on.

“We don’t want resorts popping up everywhere, or tour buses on the island, we all want Bruny to stay as beautiful and unspoilt as it is now, we would rather everything was owned by locals that cared about the place rather than investors coming here to make a buck.” Rupert

The quote is indicative of the representatives' lack of understanding of how developing the infrastructure, facilities and services can potentially open the door for other 'less desirable' tourists and development to be an influence on the island. As on Magnetic Island, the need for community involvement in the planning and decision-making process is evident. Importantly, in this case, resident education about the trade-offs and consequences of various development options are especially needed.

The main responses from interviewees of Bruny Island revealed a concern for the changes to the recreation opportunities of island locals, including a feeling of being pushed out of favourite recreation sites, being unable to access boat ramps during peak periods, and being restricted from driving on the beach. These impacts were interconnected with the increased pressure on facilities, infrastructure and services on the islands. Other social impacts, such as perceived crowding on beaches and in national parks, noise disturbance, and the lack of places to fish, were also salient in the responses of a number of island representatives. The potential for such conflict to lead to antagonistic interaction with visitors, or a decreased desire to interact, as has happened on Magnetic Island, is evident.

## 5.5 Chapter Summary

Chapter Five explored the process and outcomes of host-guest interaction on Bruny and Magnetic Islands. An understanding of host-guest interaction was synthesised from the analysis of Phase One interviews. Above all, Chapter Five has shown that tourism interaction between locals and visitors to islands is dynamic and complex. Social exchange theory was the basis for an examination of this interaction in Phase

One of the research, with thirty semi-structured interviews with local community members on Bruny and Magnetic Islands providing the data.

In detail, this chapter presented a background to the communities and visitors on Bruny and Magnetic Islands. The Bruny Island community was considered by key informants to be close and tight knit, immensely diverse, and at times assertive. The community on Magnetic Island was also considered by key informants to be close and tight-knit, with a strong and proud sense of identity. The market segments of visitors were also identified and discussed in the respective backgrounds, which included the different types of intrastate, interstate and international visitors who travel to both islands.

Secondly, the chapter presented the results of Phase One interviews using the four stages that reflect the process of interaction conceptualised by social exchange theory (initiation of an exchange, exchange formation, exchange transaction evaluation and consequences of an exchange). During the initiation of an exchange key informants acknowledged the primary motivation locals had for interacting with visitors was the desire to satisfy economic or financial needs through to a genuine desire to provide meaningful experiences. Events, markets, community clubs and groups facilitate host-guest interaction on islands. Nonetheless, a number of barriers to interaction also exist including social resistance by many members of local communities, and a lack of infrastructure and resources to support interactions. The nature of interaction on islands was seen to vary immensely from welcoming and meaningful exchanges through to superficial and even hostile encounters.





## Chapter Six - Phase Two Results

### 6.1 Introduction

Chapter Six presents the results from Phase Two interviews with visitors to Bruny and Magnetic Islands. The purpose of Phase Two was to explore visitors' perceptions of the process and outcomes of host-guest interaction with locals on islands. Figure 6.1 highlights the position of Phase Two in the overall design of this research as outlined in Chapter Four.

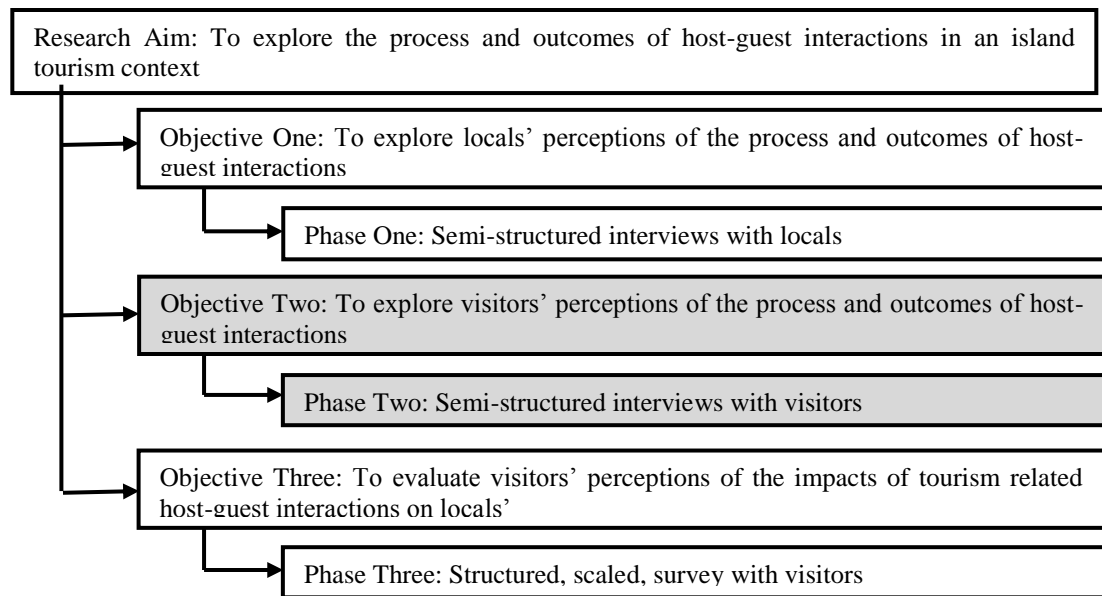


Figure 6.1 Phase Two and Research Design

Chapter Six is composed of five sections. The first section provides a background to the sample of participants recruited for interview in this phase of this research; the second section seeks insights into visitor's motivations for travelling to Bruny and Magnetic Islands; the third section presents the results from the interviews with the sample of participants; the fourth section compares the results of this phase with the

tourism literature, aiming to address Research Objective Two; and finally, this chapter concludes with a summary of the outcomes of Phase Two.

## 6.2 Phase Two Sample

The research sample comprised forty visitors who were interviewed during Phase Two; they were evenly distributed across Bruny and Magnetic Islands. Table 6.1 presents a brief, demographic of the Bruny Island sample with pseudonyms used to identify each participant.

Table 6.1 Phase Two Respondents from Bruny Island

NAME	ORIGIN	LENGTH OF STAY	ACCOMMODATION	PROFESSION
Anne	TAS	2 weeks	Holiday rental	Receptionist
Bob	TAS	8 days	Yacht	Government
Coleen	TAS	8 days	Yacht	Housewife
Christine	NSW	6 months	Campervan	School teacher
Fran	QLD	7 days	Caravan	Retired
Steve	QLD	7 days	Caravan	Retired
Gorschelski	Germany	4 days	Self Contained unit	Retired
Jane	TAS	10 days	Camping	Ship Captain
Cameron	TAS	10 days	Camping	House wife
Ross	QLD	7 days	Caravan	Retired
Carla	QLD	7 days	Caravan	Retired
Tom	NSW	5 days	Camper trailer	IT consultant
Tracey	NSW	5 days	Camper trailer	IT consultant
Warwick	VIC	1 month	Holiday Home	Photographer
Steve	VIC	Day Trip	N/A	Tradesman
Dennis	NZ	Day Trip	N/A	Unemployed
Gerard	UK	Day Trip	N/A	Retired
Sarah	USA	2 nights	Self Contained unit	Student
Jasmine	TAS	14 days	Holiday Home	Writer
Michael	WA	14 days	Holiday rental	Cook

The Bruny Island cohort comprised visitors as follows: four international (US, UK, NZ, German), ten interstate (4 QLD, 3 NSW, 2 VIC, 1 WA), and six from intrastate (TAS). The sample included a range of visitors including day trippers, long-stay

visitors, tent campers and people travelling with caravans, commercial accommodation users and yachties, among others. It also included visitors having a variety of professions, although retirees were the most common type of respondent on Bruny Island.

The relevant attributes of the twenty visitors interviewed on Magnetic Island during Phase Two are summarised in Table 6.2.

Table 6.2 Phase Two Respondents from Magnetic Island

NAME	ORIGIN	LENGTH OF STAY	ACCOMMODATION	PROFESSION
Anne	VIC	3 weeks	Self contained unit	Market Researcher
Cindy	DENMARK	2 nights	Backpackers	Student
Maria	NETHERLANDS	2 nights	Backpackers	Student
Dave	USA	Day trip	N/A	Share trader
Barb	USA	Day trip	N/A	Receptionist
Elaine	VIC	2 weeks	Self contained unit	Teacher
Frank	UK	Day trip	N/A	University Professor
Jo	QLD	Day trip	N/A	Retired
Eric	QLD	Day trip	N/A	Retired
Johanna	SWEDEN	2 nights	Backpackers	Factory worker
Kevin	QLD	Day trip	N/A	Pastor
Lee	QLD	Day trip	N/A	Retired
Paul	VIC	7 days	Holiday home	Retired
Sue	QLD	3 days	Holiday rental	Nurse
Kathy	NSW	3 days	Holiday rental	Nurse
Peter	NSW	3 days	Holiday rental	Army
Chad	QLD	3 months	Holiday rental	Barman
Sacha	GERMANY	1 night	Backpackers	Student
Jack	TAS	1 month	Holiday rental	Tradesman
Gerard	VIC	10 nights	Holiday rental	Boiler maker

The Magnetic Island cohort was composed of seven international (2 USA, 2 Denmark, 1 UK, 1 Sweden, 1 Germany), seven interstate (4 VIC, 2 NSW, 1 TAS), and six intrastate (QLD) visitors. The visitor's average length of stay varied, ranging from daytrips to three month long stints on the island. The forms of accommodation

the visitors used were also diverse, although backpacker and holiday-home accommodation were the most common choices. The visitors' professions were also disparate, ranging from a retired university professor to a pastor from northern Queensland.

The research cohort individuals were selected as being representative of the diversity in the two islands' tourism markets, these being identified by locals during the Phase One interviews. As recorded above, the respondent visitors from the two islands were globally represented.

### 6.3 Visitor Motivations

This section discusses the motivations of visitors to Bruny and Magnetic Islands, solicited for three reasons. In the first instance they were to provide a list of motivational statements for the forthcoming Phase Three survey requested by the respective local tourism authorities. Secondly, the motivational statements were included in the interviews to ease visitors into the interview, and to construct a logical flow or progression into the four key stages of SET used to frame the interview process. Finally, the motivational statements further contextualised the experiences and interactions between hosts and guests.

Phase Two interviews revealed that respondent visitors to both islands come to these destinations for a variety of reasons. Magnetic Island respondents were attracted by:

“... blue skies, peaceful, relaxing lifestyle, ambience, sense of self, health, wellness, also the natural aspects of the island such as sunsets, national parks, waterfalls, beaches, but... also a certain laid back social atmosphere the island has to offer.” - Barb

Two primary motivating factors were identified by respondents from both Islands: the unspoilt natural environments; and the escape from city life. The visitors were clearly attracted by the unspoilt natural environment of the islands:

“We keep coming to Bruny because of the natural environment. Adventure Bay has remained untouched since the early explorers and we really value the pristine wilderness ...” - Jane

The natural attributes of both islands were perceived as heavily marketed and promoted within the tourism marketing imagery. Bruny Island figured in many of the state marketing campaigns instigated by Tourism Tasmania. Various elements of the natural environment were used by respondents to illustrate the island’s appeal, including descriptions of the scenery, the wilderness, and the untouched ambience of the island. Nonetheless, overall visitors considered the wildlife, particularly the birdlife on Bruny Island, as a strong motivating factor for people to visit.

“The twelve species of birds only found in Tasmania and nowhere else in the world are all on found on Bruny...” - Jasmine

Similarly, for Magnetic Island the most popular potential motivating factor uncovered from the interviews was also the natural environment. Many visitors considered the natural values of both the marine life (Great Barrier Reef) and protected terrestrial areas as major drawcards:

“... the natural appeal, snorkelling on the reef, the laid back, easy lifestyle, relaxing on beaches, walking tracks, and the opportunity to encounter native wildlife.” - Paul

The reef, sunsets, abundance of native animals, diversity of bird life, peace, quiet and isolation were among the common motivations of visitors to Magnetic Island. In addition to the natural attraction of the marine and terrestrial protected areas, many

respondent visitors also felt that people visit the island to escape city life and to have a taste of the laid back lifestyle the island offers:

“Since most people live in cities these days I think there is a notion of going back to small communities like an island to escape the city and experience the amazing lifestyle....” - Anne

For Bruny Island visitors this was also a key theme, interviewees revealing an increasing demand to escape the perceived constraints of city life and to witness the relaxed lifestyle offered to the island’s inhabitants. Visitors wanted the opportunity to escape the stresses of everyday life, with Bruny Island providing the perfect opportunity to take a break from city life and experience a slower pace of life.

“... It’s the way people seem to enjoy a relaxed and stress free lifestyle on the island, we are thinking about retiring so we want to talk to the locals about how they live here and find out if we would fit into the community.” - Carla

Interviews also revealed that respondents considered visitors were using Bruny Island as a psychological barrier to the stresses of everyday life, a place to find some privacy and solitude. The island was often described as a place where visitors come across the water to escape the demands of city life, and experience a lifestyle change, even for a short period. Other potential motivating factors also emerged from the interviews, including the perception that tourists visit because tourism on the island is under developed.

“There is not much infrastructure or development on Bruny; the very aspects that make Bruny Island attractive to tourists are the things which are threatened by increased tourism” - Christine

This was not a feature held in common with Magnetic Island; however, Phase One respondents (locals) did acknowledge there to be a drawcard lifestyle with its

associated social atmosphere offered to visitors and locals, typified by friendly faces. Some visitors consulted also considered that, compared to a number of the other ‘resort’ style islands along the Great Barrier Reef, Magnetic Island was an affordable and accessible destination for a World Heritage Experience.

“Cheap holiday destination in relation to the experience offered Magnetic Island, and Townsville is accessible from most Australian Capital Cities.” - Gerard

Many respondents appreciated that Magnetic Island is a resident-based community, and not a resort community like many of the other island along the Queensland coastline; this is a further motivation for visiting the island. Respondents also felt Magnetic Island to be unique as it is one of the only islands along the Great Barrier Reef with an active, vibrant, host community atmosphere that visitors can enjoy. Other islands along the reef tend to be resort enclaves that confine and control visitors; Magnetic Island visitors are free to roam at their leisure, relatively cheaply around the island doing as they please.

Finally, lifestyle enhancing activities such as fishing, boating, bushwalking and surfing were also highlighted by respondents from both islands. Overall, the interviews revealed that locals believe the factors motivating visits to Bruny Island together with the associated recreational demands of the islanders are changing immensely; traditional activities such as four wheel driving on beaches are being replaced by such activities as bushwalking designed to leave nothing but footprints.

In summary, visitors to Bruny Island are motivated by a mixture of its natural environment, and its capacity for escape from city life to savour island lifestyle experiences. The short-term change and the lack of tourism development offers

privacy and solitude. Visitors to Magnetic Island were motivated by access to the natural, but protected environment of both marine and terrestrial areas, interest in the relaxed island lifestyle, and the escape from city life with the solitude it affords. In general, the island is affordable, accessible and appealing; the latter because these islands have a resident-based rather than a resort-based community.

## 6.4 Visitors' Perceptions of Host-Guest Interaction

This section presents visitors' perceptions of the process and outcomes of host-guest interaction on Bruny and Magnetic Islands. It follows the structure used to assess key informants' perceptions of host-guest interaction in Phase One by using the four stages of SET as the analytical framework: initiation of an exchange; exchange formation; exchange transaction evaluation; and, evaluation of exchange consequences.

### 6.4.1 Initiation of an Exchange

Visitors' perceptions of the initiation of exchanges with locals from Bruny and Magnetic Islands are explored in this section. Interviews on both islands indicated that visitors initiated an exchange with the local residents in order to satisfy a diverse range of needs which can be segmented into three dimensions: basic/superficial needs, meaningful needs, and latent perceived needs. Basic or superficial needs which the visitors sought to fulfil through interaction with the local community included such mundane matters as obtaining directions or purchasing basic necessities like food and shelter.

“Probably have to say it is more of a shallow sort of thing. Really all I am looking for is somewhere to rest my head, and maybe something for



dinner, some bait if the fish are biting. Or if I get lost sometimes I talk to a local, but other than that I keep mainly to myself.” - Warwick

Whilst the desire to interact to satisfy basic or superficial needs was a key motivation for visitors to seek out an exchange with locals, they also reported a range of more meaningful needs they sought to satisfy through these interactions. The meaningful needs reported by visitors usually focused on the desire to obtain specialised knowledge on the environment, history, culture, community and lifestyle on the islands.

“You never expect anything from the community; it is up to you to discover if there is something that you want to tap into. For us we tap into the richness of culture and explore the wonders of history wherever we go. Here, all the people we’ve met seem to have a wealth of knowledge about the environment, especially about aspects of nature that are unique to the island.” - Jack

Congruent with responses by locals in Phase One, many visitors sought to satisfy this set of meaningful needs either during an economic transaction, or just socially. Usually respondents reported the search for meaningful needs to be based around an existing set of interests, or their thirst for information and knowledge about the particular island. Interaction with locals was the vehicle for many visitors seeking to confirm, or disconfirm various stories about the island; or to add a more authentic meaning to their interpretation of the physical, social, cultural and historical landscapes of each island.

“If I pick up some information that ignites my interests from a sign, a visitor information centre, or in a brochure often I ask someone on the island about it. The Forts Walk needed more signage, so I decided to ask a local about some of the war history. We got talking, and through this conversation I found out about the Japanese Subs that almost made it to Townsville.” - Eric

Although many visitors to both islands expressed the desire to satisfy meaningful needs during interactions with locals, there was a marked difference in the manner in which visitors reported these needs. Some felt the meaningful needs existed before the interaction and reported seeking out locals to satisfy these perceived meaningful needs:

“When I travel I always choose a place because it interests me, same as when I talk to a local, something interests me about the island and I want to know what all the fuss is about....” Fran

On the other hand, many visitors felt that no meaningful needs existed before an interaction occurred but arose during the interaction, usually sparked by a visitor realising a common interest with a local existed:

“You never know what you are going to learn until you talk to somebody. It’s usually on those rare occasions when you both see eye to eye about something that you end up actually bonding with a local.” - Barb

Thus, the common process present involved visitors reporting the desire to satisfy a series of basic or superficial needs, and during this search either acting on a previously identified meaningful need, or developing a set of meaningful needs after an interaction has formed, thereby bonding because of a common set of interests. Although the needs that initiated the process were multifaceted, the trend that clearly emerged from the interviews was that visitors search for the meaningful was often mediated by the desire to satisfy basic or superficial needs during the economic transactions of products and services.

“It differs every time you encounter someone. On this trip I can think of some information I need about the island and [HAVE] gone up and asked, but most of the time I only talk to a local if I am in a shop and thinking about buying something.” - Michael

The preceding quotation highlights the importance of local businesses in the front line of the tourism industry, showcasing the islands' charms, and helping to satisfy meaningful needs of visitors through social interaction. Therefore, the search for the meaningful is often regulated by the search for the superficial; suggests that island structures and trails must be firmly in place, ready to deliver meaningful points of interaction for the visitor and create islands of experience.

The third and final set of needs to emerge from the interviews was a set of 'other' or latent needs, which includes respondents who reported having no particular need to satisfy from interacting with the local community. These visitors were referring to interacting with locals outside of an economic transaction, describing interacting with locals during the serendipity of everyday life. Usually this type of interaction was simple, and could be as short as a simple hello while walking along the beach:

“Whenever I see anyone on the island I usually wave or say hello if we make eye contact, especially you are the only two people on the entire beach” – Cameron

Generally these tourists visited for shorter periods and were self catering. Even though no particular need existed when they interacted with local, they reported attaining intrinsic benefits through being nice to others.

Many of such respondents reported having no need to interact with the local community, either during economic transactions or just socially. They considered themselves to be self contained. Often these visitors were adamant that interacting with others, not already friends or family members, was not their purpose when holidaying on such an island as those being studied.

“We came here for the snorkelling and nothing else, we brought all our own food and equipment and we are heading back to Townsville now... so we have no desire to interact with the locals” – Dave

This type of respondent reported no desire for interaction with the local community, and generally were short-term visitors, particularly the backpackers on Magnetic Island. Although when further probed about how they made it from Nelly Bay to Arcadia to snorkel, these visitors realised they had hired a car from a local and a stinger suit from a scuba diving store. Interestingly, they had not realised they had interacted with the local community; their concentration on motivation to travel to the island dominated the focus of their experience.

In contrast to Phase One findings, whereby locals perceived that, unless an economic undercurrent was involved, interaction should be driven by visitors. However many visitors felt that locals have an important role to play in initiating interaction opportunities for visitors. This conclusion will be further elaborated during the discussion of the facilitating and inhibiting antecedents at the exchange formation stage of SET.

In summary, this section has identified visitors have three key needs to satisfy from their interaction with locals from the Bruny and Magnetic Island communities: basic or superficial, meaningful and latent needs. The experiences visitors enjoy as tourists to the research islands is a consequence of the interactions they have with locals has been highlighted.

### 6.4.2 Exchange Formation

Visitors' perceptions of the exchange formation stage of SET are discussed herein. This exchange formation stage follows logically from the two interconnected antecedents, the exchange relation and the form of the exchange relation.

In the exchange formation stage of Ap's (1992) conceptual model, the antecedent conditions represent opportunities or situations perceived by at least one actor before interaction occurs. During the antecedent stage, an actor may try to predict whether an exchange will result in rewards or benefits, and attempt to maximise the possible rewards and benefits, while seeking to ensure the resources to be exchanged are roughly equivalent. If either actor perceives the antecedents as unfavourable for them, they have the option to withdraw before the actual exchange of resources. If an actor views the conditions as favourable, then an exchange relation usually forms, thus facilitating host-guest interaction on islands.

On Bruny and Magnetic Islands a number of conditions were viewed by visitors as favourable to social interaction. As previously noted, locals perceived that a prominent facilitator of host-guest interaction was the various festivals and events that occur on the islands. Similarly, many visitors in Phase Two considered events such as the annual International Jazz Festival on Magnetic Island to be important for the quality of life of the island inhabitants, and in creating a forum whereby the community interacts with visitors without this exchange being a major intrusion in their lifestyle. Lasting friendships often emerged during these events which had

harnessed host-guest interaction, and otherwise enhanced the preservation and awareness of the culture, heritage and lifestyles of island communities:

“... we’ve met some amazing characters over the years at functions over long weekends, especially the Easter Wood Chopping festival, the atmosphere is amazing. Every year we learn something new about the island. I’ve spoken to people about the explorers all the way through to the problems they’re facing on the island today. The people we have met here are priceless, that’s why we come over here every chance we get.” - Jane

As illustrated by this quote, festivals and events can induce repeat visits, and add another dimension to the experience of visitors who feel welcomed into the community, further enhancing the potential sustainability of the islands.

To the above local celebrations, Phase Two respondents (visitors) also regarded community markets as a key facilitator of host-guest interaction. On both islands, multiple markets are dispersed over the settlements, supporting another opportunity for interaction with visitors, as identified in Phase One. These markets deliver much needed economic benefits to the community, counteracting the seasonal variations in visitor numbers, and thus fostering sustainable island tourism. On Magnetic Island, there is a weekly market in Arcadia and a monthly market at Horseshoe Bay:

“Markets are just as much about getting out and meeting the community as they are about shopping!” - Johanna

Thus, existing community groups on the islands have a fundamental role to play organising the festivals, events, markets, and the many other associated forums that facilitate sustainable host-guest relations, and island sustainability generally. The committed individuals within these groups, clubs and societies are also one of the key facilitators beneficial to host-guest interactions. Nonetheless, unlike the key

informants in Phase One, visitors (Phase Two respondents) were largely unaware of the efforts required to facilitate the events and markets on each of the islands.

Another facilitator of sustainable interaction emerging from the interviews on both islands was the role of the local business owners and their employees. Respondents regarded employees and business owners as important for facilitating beneficial host-guest interactions. Respondents considered direct interaction with the owners and employees of local businesses, such as accommodation providers and tour guides, as central to increasing the awareness of the unique island environments:

“We went out for a day with Anthony from reef eco-tours ... he told us more about the environment than what type of coral or fish was swimming by ... he explained the delicacy of the ecology surrounding the entire island ... now I understand more about why we have to be so careful.” - Elaine

Visitors to Bruny Island emphasised the importance of employees and business owners as facilitating antecedents for host-guest relations. The owners of other businesses, especially those selling local products, including strawberries, cherries, wine, oysters and fudge, were considered by many respondents as important ambassadors for the island, leaving lasting impressions:

“ ... all the residents we met were very personable and even though we don't have much time to spend in Tasmania many of the people we have met in Bruny will stick in our minds.” - Tracey

Respondents also acknowledged the work of local councils and parks agencies in being important intermediaries in host-guest interaction. A number of visitors noted that this interaction was facilitated by community-driven signage, interpretation and other tourism literature about the islands. Information about each island, written by the community, was regarded by respondents as important for getting stories and

messages through in a more static manner. For example, a community group, 'Friends of Adventure Bay' on Bruny Island, developed a book about the early explorers using the proceeds for maintenance along the island's busiest foreshore. Respondents understood this book had been written by the community and felt that literature such as this could only improve their interaction with the community, without having a sense of disrupting the lives of locals:

"The history room has lots of literature on Bruny, we have been there several times and we feel like we are interacting with the community without intruding on the privacy on the people who live here." - Tom

Although there was evidence of a number of favourable antecedents, the interviews revealed a number of barriers or unfavourable preceding conditions to host-guest interaction. Many of the barriers to interaction identified by respondents in Phase Two were consistent with those raised by key informants in Phase One. From the formers' perspective, examples of the common barriers raised creating unfavourable conditions for interaction included deficiencies in opportunities, communication and promotion, sufficient infrastructure, and time-tabling, size and frequency of transport, particularly around Bruny Island:

"We aren't here very long and we didn't really hear about any community events or markets over Australia day weekend, if we had we probably would have gone..." - Dennis

Often the barriers identified by visitors were consistent with the conditions outlined by locals in Phase One. Specific inhibitors to interaction for visitors were highlighted by individual respondents. But the key barrier on both islands emerging from Phase Two was a perception among many respondents that, unless there is an economic



transaction, visitors perceive locals as being negative towards interaction, many adopting coping mechanisms to avoid interaction all together.

“... they don’t want to know us, it is hard to get some of them to crack a smile let alone talk to you” - Sacha

Visitors in this category felt locals were often rude and abrupt when approached, especially outside of a monetary transaction. This creates a domino effect, whereby, although visitors have meaningful needs to satisfy which can potentially enrich their island experience. Often respondents felt the unwelcoming atmosphere experienced in past encounters with locals was the cause of a negative attitude. Sometimes visitors reported being conditioned to feel comfortable only when interacting with locals during an economic transaction for products and services:

“If I really need to know something about the island usually I walk into a shop and purchase something small to start a conversation. Even if I don’t need anything it’s just easier that way.” - Sue

If the antecedent conditions are positive during the exchange formation, then an exchange relation forms. During the exchange relation a series of resources are transacted between the participants. Similar to the key informants in Phase One, a common resource transaction emerging from the interviews with visitors was the exchange of money for goods and services on the island:

“I would have to say money for souvenirs and experiences.” - Fran

However, a variety of other types of resource exchange transactions was reported by visitors, including the transfer of knowledge and information between host and guest, and the exchange of hospitality for status. Most visitors reported a variety of temporal and spatial interaction dispersions with locals across each island. Usually, the longer the stay, the deeper the level of interaction was reported by visitors:

“I’ve been here six months and I have met some really wonderful people on the island. In Sydney if you had a heart attack people would walk over you on the street. On Bruny everyone has really made me feel a part of the community, so much so I feel I am probably going to retire here.” - Christine

With regard to the form of exchange relation, or the balance-of-power between host and guest, responses differed among visitors to the islands. On Magnetic Island respondents generally felt the tourism industry and local business on the island in a position of power because of inflated prices:

“We didn’t expect the island to be so expensive, it is a real shock how much the prices have gone up since the last time we were here.” - Peter

On Bruny Island some visitors reported that locals may consider themselves disadvantaged because of pressure on infrastructure and key services like the ferry, so as visitors they were in a position of power.

“Locals must get pretty upset about this ferry queue. They must be forced to hibernate when we’re all here.” - Warwick

This trend in exchange relations may have been more evident on Bruny Island because visitors were sampled in the ferry queue during peak season; however, many visitors simply reported tourism to offer the opportunity to attain mutual benefits for both locals and visitors:

“I think properly planned tourism benefits all parties, and this island seems to have the balance right from we’re we sit.” - Ross

The balance of power reported by respondents in Phase Two usually centred around the balance between the economic benefits identified by the locals, scaled against the cost for the visitor.

In summary, the facilitating antecedents identified by visitors highlight the importance of the existing infrastructure and organisation of island communities to drive interaction; these form the conditions that both visitors and locals consider favourable, with an equitable exchange of resources and mutually beneficial outcomes. However, activities such as fishing in Adventure or Horseshoe Bay or walking in national parks can also be the basis for interactions built around the common interests of hosts and guests. Nonetheless, visitors acknowledged this was an uncommon type of interaction experienced with locals, the facilitating antecedent conditions usually mediating the economic transactions of products and services.

The inhibiting antecedent conditions to host-guest interaction identified by respondents were similar to those in Phase One, including lack of opportunities, communication and promotion, lagging infrastructure, and timetabling, size of vehicle and transport regularity. Reminiscent of Phase One, the most common forms of host-guest resources exchange was the transaction of money for goods and services, with the exchange of knowledge for status also emerging from Phase Two interviews. Finally, there were mixed responses to the balance of power between the study's actors, with perceived economic benefits for locals compared to perceived economic costs for visitors the most common way the balance of power was evaluated by Phase Two respondents.

#### 6.4.3 Exchange Transaction Evaluation

This subsection presents respondents' perceptions of the exchange transaction evaluation stage of SET. During the transaction evaluation, Phase Two respondents reported on the assessment of the transfer of resources and began the process of

weighing up the costs and benefits of interacting with individual locals and the community as a collective entity. Respondents identified a variety of consequences of their interactions with individual or groups of locals; however, many respondents reported they summed all temporal and spatial dispersed exchanges with locals around the island to shape their overall perception of the Bruny and Magnetic Island communities:

“... don’t tend to focus on one encounter unless it was unbelievably bad or extraordinarily good, but when you leave places like Maggie you leave with an understanding of the community made up from the people you meet during your stay.” – Anne

Most respondents’ evaluations of interactions with individual or groups of locals tended to polarise at the extremes. As a consequence, interviews revealed either extremely positive or negative interactions with locals, demonstrating the power and importance of host-guest interactions for the overall experience of visitors. The process respondents adopted to evaluate the transactions with individual and groups of locals seemed swift and immediate; whereas the process used to evaluate the sum of all transactions with the community was far more complex and multi-faceted:

“...really if you stumble upon a local it is easy to discern if you have had a positive encounter, but for an entire community you need to take some more time to think about the overall atmosphere you got from everyone you met... that’s how you form an impression of a place.” - Jasmine

During the transaction evaluation, a considerable difference was evident in the manner in which shorter-term compared with longer-term respondents reported evaluation of host-guest interactions. Short-term visitors’ were bound by time constraints and consequently often focused on obtaining lots of information quickly, evaluating the transactions with locals based on preconceived expectations:

“There is so much we wanted to know about this place we wish we could stay longer ... I guess we thought there would be more people to ask where to go and when we found some they were not very helpful. ... maybe if we had more time here we would have found it differently.” - Kevin

On the other hand, many respondents interviewed in Phase Two were not bound by such time constraints, often being motivated to immerse themselves and merge with the local community. Consequently, the criteria they used to evaluate their interactions with locals were far deeper, with many visitors seeking acceptance and really wanting to become a part of the islands’ communities. This suggests the process visitors’ applied to evaluate their transactions with locals was often based on a completely different set of expectations than those of short-term visitors:

“Staying so long I guess I am looking for different things than people who only have a couple of days here. When I talk to a local I am looking for more than just information, I reflect on how the interaction has enriched my life.” - Christine

Furthermore, it was also evident among respondents that one bad interaction with a local potentially spoiled the visitors’ overall perceptions of Bruny and Magnetic Island. During the transaction evaluation, visitors generally conformed to a process for assessing the resources exchange between the actors involved in an interaction at both the individual and collective levels to determine the overall consequences of the exchange.

In summary, there was a considerable difference in the manner that short-term, as compared to long-term, visitors evaluated host-guest interactions. From the visitors’ perspective, the exchange transaction evaluation component comprises an evaluation of host-guest interaction both at the individual and the collective levels. Generally,

respondents reported the extreme interactions, either highlighting particularly positive or negative encounters with locals on Bruny and Magnetic Islands.

#### 6.4.4 Consequences of the Exchange

This subsection outlines visitors' perceptions of the consequences of the exchange with locals from Bruny and Magnetic Islands. The consequences of the exchange visitors had with the local communities on both islands varied immensely. SET categorised the consequences for visitors into the three: outputs, actions and outcomes.

Outputs refer to the physical, social, or symbolic objects valued or accrued by visitors as a result of interacting with the local community (Jack & Phipps, 2004). A range of outputs was identified by visitors to both islands; but the most common for both islands included a range of products, services and experiences such as souvenirs, food, wine, accommodation and tours at various places around each of the islands:

“I was walking through the market at Horseshoe Bay with my daughter and she found the most wonderful necklaces. All hand crafted original pieces they were adorable! When I put them on at home I know they will always remind me of this trip.” - Kathy

Outcomes refer to what the actors feel and are referred to as psychological states which result from being in an exchange relationship with another actor. Outcomes are often conveyed symbolically, through objects or meanings derived from an exchange, and thus are often intricately linked to the outputs resulting from an interaction (Karlis, 1998). From the quotes provided it was evident that visitors attached meaning to the various products and experiences accrued from locals during their time on the island:

“My partner and I got free Mexican hats from a local when we bought a Margarita from a shop in Horseshoe Bay; it makes you smile when you get a small present that can remind you of the good times when you head back home.” - Anne

Attaching meaning to products and services was especially important if the product or service was part of an experience, potentially helping visitors recollect their time on the island. An exchange with the employees from a locally owned and operated tour business on Bruny Island typified the most common experience reported to instil feelings and emotions in visitors, thereby adding meaning to their interpretation of the community:

“We wouldn’t know half as much about the place if we didn’t talk to the locals around the island. ... It’s nice to feel like you got a personalised experience rather than just paid for a service” - Coleen

Finally, actions refer to behaviours or outward manifestations in which actors engage, a range of which result from different forms of social interaction. Most of the actions resulting from social interaction described by visitors were changes in on-site behaviours. The following quote from a visitor to Bruny Island shows how a positive and non-confrontational encounter with a local can help visitors make sustainable informed decisions about the behaviours they choose on islands:

“you know you hear from a local that’s where the endangered birds nest and that’s why we don’t drive our four wheel drives on the beach anymore you can relate to that. ... but if you just see a sign up there that says ‘driving on beaches is prohibited’, which offers no explanation of why then you tend to ignore it cause you can see someone else already doing it so you think it mustn’t be that big a deal ... and you think the locals probably ignore it anyway” - Tom

Although many visitors’ provided examples of how interactions with the local community can influence sustainable behaviour, numerous examples of interaction

creating a negative influence on behaviour visitors engaged in during their time on the island exist.

The most common action reported in Phase Two interviews was the influence of interaction on the on-site behaviours of visitors. However, in many instances, interaction did not only influence on-site behaviour, but was also reported potentially to influence the post-trip behaviours of visitors. Facilitation of host-guest relations, initiatives from community groups, parks agencies and local councils were also reported to be able to shape the consequences of the exchange for island visitors, and foster sustainability. Parks agencies were found to be a powerful vehicle for facilitating interaction, and also for ensuring the long-term viability of islands. One visitor to Bruny Island commented on how interacting with a ranger during a previous experience had resulted in volunteering during other stays on the island:

“We always put our kids in the summer program with the Tasmanian Parks and Wildlife Service run by a local ranger. We did it at the beginning so we could have some time alone without the kids but soon we found the program added so much to our own experience we have felt compelled to volunteer...” – Cameron

Similarly, on Magnetic Island, the local council was a key facilitator of host-guest interaction, by connecting a program to the Townsville Solar Cities project and establishing an interpretation centre on the island; the whole was designed to educate locals and visitors to the island about the use of sustainable forms of energy:

“It wasn’t until going to the market and talking to the locals that I heard all about this Solar Cities project on the Island. The council had a stall set up this morning at Horseshoe and was telling everyone to visit their information centre down the street. We went there and spent ages learning about the solar technology used on the island... we have been thinking about getting a solar panel at home and now we really think it’s the way to go.” - Jack



The Solar Cities program initiated by the Townsville City Council illustrates an unusual link between structured host-guest interaction and wider sustainability outcomes, with the Council potentially shaping the attitudes and modifying the post-visit behaviour of respondents in relation to sustainable energy use. These findings demonstrate that actions manifested as a result of some more structured forms of social interaction are not limited to on-site behaviour, but are a genuinely powerful avenue which should be further explored to evoke long-term behavioural and attitudinal changes for visitors to islands.

In summary, Phase Two respondents recalled a variety of outputs, outcomes and behaviours that were manifested by host-guest interaction. The outputs reported focused on products and services obtained, especially locally made and purchased products. Many respondents noted they attach meaning to the products and services they obtain. Finally, respondents considered that host-guest interaction on islands can influence on-site behaviour of visitors in a positive or negative manner. Connected to this, the Solar Cities project on Magnetic Island was an example of how more structured forms of host-guest interactions, facilitated by local Council, have the potential to influence visitor behaviour post-site, that is, after they return home.

## 6.5 Chapter Summary

In summary, Chapter Six presented the results of Phase Two of this research, and a discussion of Research Objective Two. The chapter commenced by providing a background to the Phase Two respondents, identifying the spread of interviewees across the intrastate, interstate and international market segments identified by key

informants in Phase One. It also further contextualised the process of host-guest interaction by giving backgrounds for the motivations of visitors. Both islands' respondents shared the same two key motivations: the natural environment and the desire to escape city life.

The results of Phase Two were presented next using the four stages of the process of interaction conceptualised by SET. During the initiation of an exchange, respondents identified three sets of perceived needs from the local communities of the two islands, the search for basic and superficial, meaningful and latent needs. Often the search for the meaningful was mediated by the search for basic or superficial needs, with visitors reporting to engage employees of local businesses in in-depth interactions about the environment, culture and history of the islands.

During the exchange formation stage a number of facilitating and inhibiting antecedent conditions to host-guest interaction were identified. The key facilitating antecedents included festivals, events, markets and employees of local business and government agencies, while the key inhibiting antecedents included deficiencies in opportunities, communication, promotion, supportive infrastructure, and time tabling, vehicle size and reliability of transport on the island. The most common form of resources exchanged between hosts and guest were identified and included the transactions of money for goods and services, with the exchange of knowledge for status also a common form identified. The balance of power between actors varied among Phase Two respondents, for example, the perceived costs for visitors compared to the financial benefits derived for locals.

During the transaction evaluation, respondents in this phase reported using a process to evaluate their interactions with an individual or a group of locals, that differed with the more complex process used to recollect their experience with the entire community on the two islands. The consequences of the exchange had respondents accruing a variety of outputs, such as products and services, to which they attached meaning which enabled them to reminisce about their experience on the island. Finally, respondents reported host-guest interaction could be an influence on their behaviour while visiting the islands, giving positive and negative examples of on-site, as well as post-visit behavioural change reported by visitors.



## Chapter Seven – Part Two Method

### 7.1 Introduction

Chapter Seven describes the method implemented to achieve Research Objective Three: to evaluate visitors' perceptions of the consequences of host-guest interaction for local communities. As displayed in Figure 4.1, this objective will be achieved by employing a quantitative instrument to analyse visitors' perceptions of tourism impacts in Phase Three of this research.

Consequent upon the review of previous studies with similar objectives a structured, scaled survey was designed to measure visitors' perceptions of tourism impacts (Byrd & Bustke, 2006; Andereck & Vogt, 2000; Lankford & Howard, 1994; Maddox, 1985; Mason & Cheyne, 2000; Vincent & Thompson, 2002; Faulkner, 2002; Williams & Lawson, 2001; Huang *et al.*, 2007; Weaver & Lawton, 2002; Ap & Crompton, 1998; Choi & Sirakaya, 2006). This survey allows for a descriptive study designed to collect information on visitors' perceptions of the impacts at a specific point in time. It can also gather and assess information from a large number of respondents, and being non-intrusive, is able to ensure the anonymity of participants (Olsen & Roper, 1998).

This chapter details the structured, scaled survey used as the Phase Three instrument specifically designed to answer Objective Three of this research. At the outset it outlines the decision making process, including the purpose, criteria, and implementation of the Phase Three survey instrument. The reliability and validity of

the data collected with respondents is then determined, followed by the pilot testing procedure and how participants were recruited on Bruny and Magnetic Islands. Finally, the outcomes of the chapter are summarised.

## 7.2 Phase Three Instrument

The Phase Three instrument was specifically designed to achieve Research Objective Three, to evaluate visitors' perceptions of the consequences of host-guest interaction for local communities. As identified in Chapter Two, the consequences of host-guest interaction for local communities result from the impacts of tourism, in the case of this research, the impacts of visitors on the Bruny and Magnetic Islands' populace.

This section therefore delineates the use of the structured, scaled survey instrument in soliciting Phase Three data from respondents of those islands. To describe the instrument designed to measure visitors' perceptions of tourism impacts, this section is divided into three further subsections. The first subsection discusses the measurement of visitors' perceptions of tourism impacts and the selection of impact attributes; the second describes how the trip and demographic characteristics were solicited from respondents; and the final subsection details the overall structure and layout of the survey.

### 7.2.1 Measuring Visitors' Perceptions of Tourism Impacts

This subsection presents the measurement of visitors' perceptions of tourism impacts by implementing the Phase Three instrument, including the selection of the impact attributes utilised in the Phase Three instrument.

To evaluate visitors' perceptions of the impacts host-guest interaction on the inhabitants of the two islands being investigated, four key information needs exist: the need to measure perceptions; the need for a comprehensive coverage of the range of potential impacts occurring as a consequence of tourism; the need to ensure the impacts selected are relevant to the island contexts; and the need to profile the islands' respondents to provide a comparison of their inter-island perceptions.

The attributes used to measure visitors' perceptions of tourism impacts were initially developed by building on and modifying a scale devised by Ap and Crompton (1998) which identified thirty-five attributes that could serve as a foundation for measuring the impacts on tourism on each of the islands. Nonetheless, Phase One interviews with key informants on both islands identified a range of other impacts that were considered important for each. Thus, it became necessary to expand the original scale developed by Ap and Crompton (1998) to include the impacts identified by key local informants interviewed in Phase One of this research.

The attributes in the Phase Three survey included those found in the original scale, and additional items uncovered from the Phase One interviews with key informants from Bruny and Magnetic Islands. The complete selection of attributes is displayed in Table 7.1 using the three common dimensions of tourism impacts conceptualised in the literature: economic, environmental and socio-cultural. An additional category, 'other', was added so as to include the further four dimensions of tourism impacts uncovered by Ap and Crompton (1998), and to capture impacts unearthed in the literature review as multi-dimensional, or not specifically fitting into one of the three common dimensions.

Table 7.1 Tourism Impact Attributes

Economic Impact Attributes	Environmental Impact Attributes	Socio-Cultural Impact Attributes	Other Impacts Attributes
Amount of Income to local business	Impact on natural environment	Awareness of culture and heritage	A local property tax
Investment development and spending	Quality of natural environment	Demand for cultural activities and programs	A local sales tax
Number of jobs in local community	Wildlife in local area	Demand for historical activities and programs	A local taxes collected
Personal income local residents	Level of urbanisation	Life and vitality of community	Attitudes local towards tourists
Revenue generated in economy	Awareness of environmental issues	Opportunities to learn people and cultures	Availability of local services
Variety of restaurants	Change behaviour of wildlife	Opportunities to meet interesting people	Community spirit among locals
Variety of shopping facilities	Deterioration of natural assets	Opportunities to restore and protect historical structures	Financial resources for local services
Cost of living	Erosion in national parks	Understanding of different people and cultures by residents	Level of traffic and congestion
Economic development	Litter	Variety of cultural facilities and activities	Noise level within community
Funding for environmental protection	Pollution	Variety of entertainment	Number of driving hazards
Funding for infrastructure and facilities	Pressure on environmental resources	Change in social customs of locals	Pride local residents
Funding for other public projects	Use of sustainable energy	Congestion of local shops	Quality of local services
Indirect financial benefits for locals	Waste disposal on island	Crime	Size of crowds affects enjoyment
Leakage of money to developers		Drug and alcohol consumption	Size of crowds restricts activities
Local business closures		Number and quality of restaurants	Crowding of facilities/services/infrastructure
		Parking issues for locals	Overcrowding of natural areas
		Quality of night life	Population growth
		Recreation opportunities locals	Preservation of natural/cultural



Economic Impact Attributes	Environmental Impact Attributes	Socio-Cultural Impact Attributes	Other Impacts Attributes
			sites
		Sexual behaviour locals	Pressure on camping facilities/services
		Shopping opportunities	Pressure on infrastructure/facilities/services
		Standard of living for locals	Pressure on key services
		Tension within local community	Quality of life
			Quality of physical appearance

White Background - Attributes included in Ap and Crompton (1998). These have been listed verbatim as they appeared in the original studies.

Grey Background - The additional attributes uncovered from Phase One interviews.

The visitors' perceptions of tourism impacts were measured according to visitors' evaluations (whether they perceived the attributes to be good or bad for the island) and beliefs (if they perceived the attributes increased or decreased as a consequence of tourism on the island) towards the 74 impact attributes listed in Table 7.1. Respondents' evaluations and beliefs to each of the attributes included in the Phase Three instrument were measured using a five-point Likert scale (Tharenou, Donohue & Cooper, 2007). The resulting measurement identified respondents' means, comparing them across samples. Respondents evaluations and beliefs were measured on a double five point Likert-type scale with a 'don't' option, as included in the scale developed by Ap and Crompton (1998). To measure the belief component, respondents were asked if they believe tourism increases or decreases each of the attributes included in the Phase Three instrument (Ajzen & Driver, 1992; Ap & Crompton, 1998; Fishbein, 1963). The evaluation component was measured by the respondents being asked whether the attributes listed in the instrument would be good or bad for the Bruny and Magnetic Island communities (Ajzen & Driver, 1992; Ap & Crompton, 1998; Fishbein, 1963). The instrument's 74 impact attributes were presented in alphabetical order and spanned just over two pages.

Furthermore, to ascertain a further indication of visitors' perceptions of tourism impacts on each island, two single-item measures utilising seven-point Likert scales were deployed. The first question was included to provide an indication of how positive or negative visitors' perceive the overall impact of tourism; and the second was included to measure visitor's perceptions of the impact of their personal visit to the islands.

In summary, this sub-section described the process used to select and implement the attributes of tourism impacts included in the Phase Three instrument, thereby achieving objective three of this research. To measure visitors' perceptions of these impacts was achieved by leveraging off a scale previously developed by Ap and Crompton (1998), specifically to measure residents' perceptions. The need to ensure the instrument covered the range of different impacts that potentially occur as a consequence of tourism, and to ensure the instrument developed was applicable to the island contexts, the attributes in the original scale were combined with additional attributes uncovered by key informants in Phase One interviews. This process resulted in a comprehensive coverage of tourism impacts, with the attributes selected relevant to Bruny and Magnetic Islands.

### 7.2.2 Soliciting the Trip and Demographic Characteristics of Respondents

Section 7.2.1 identified one of the needs of the Phase Three instrument in order to achieve Research Objective Three as being to profile the respondents from both research islands. This section describes how particular trip and demographic characteristics were selected to produce a profile of the respondents who participated in Phase Three of this research.

The trip characteristics within the tourism literature profiling and characterising tourists were found to vary widely (Ballantyne, Packer, & Beckmann, 1998; Cooper, 2001; Dorwart, Leung, & Moore, 2004; Farber & Hall, 2007; Giannoni & Maupertuis, 2007; Herstine, Hill, & Buerger, 2006; Higham, 1998; Kearsley & Croy, 2001; Sparks, 2002). Based on previous studies it was decided to measure

satisfaction, as well as to identify the number of previous visits to the island, length of stay, size and type of travel group, travel motivations, dispersal around the island and what the visitor valued about the island.

Leveraging off the studies listed above, visitors' overall satisfaction with their experience was measured using a nine point Likert-type scale (Sparks, 2002). Tick-the-box and one-word responses were used for most of the other variables for respondent ease. Statements of visitors' travel motivations were derived from Phase One interviews and the tourism literature, and were measured using five point Likert scales (Ballantyne, *et al.*, 1998; Carmichael & McClinchey, 2007; Dann, 1981).

The demographic characteristics required of respondents were also sourced from previous studies in the tourism field (Azilah, 2004; Cessford & Dingwall, 1994; Husbands 1989; Juaneda & Sastre, 1999). Questions selected for the Phase Three instrument included age, gender, country of residence and educational qualification, and were answered by tick-the-box responses. Additional tick-the-box questions were integrated into the survey to gain insights into the dispersal of visitors and their interaction with locals. These had emerged as potential points of difference between the case studies in the Phase One interviews with key informants on both islands.

In summary, a series of questions was included in the survey to profile and to provide an appropriate background of the respondents from Bruny and Magnetic Islands. The trip profiling characteristics included a satisfaction measure, the number of previous visits to the island, length of stay, size and type of travel group, travel motivations, dispersal around the island and what the visitor valued about the island. The

demographic characteristics required included the age, gender, country of residence and educational qualification of respondents.

### 7.2.3 Survey Structure

This subsection documents the final layout and structure of the survey instrument implemented to collect data from respondents in Phase Three. The Phase Three survey consisted of 20 questions, being divided into two parts. The first part aimed to capture information on the respondents' basic trip profile characteristics, as outlined above; and the second focused on identifying and measuring visitors' perceptions of tourism impacts on Bruny and Magnetic Islands, with the intention of addressing Research Objective Three. Demographic characteristics were solicited at the close of the Phase Three instrument. This structure was selected to enhance the layout of the survey of the respondents from the two islands being investigated; Bruny and Magnetic Islands.

The first question of the survey gauged visitors' satisfaction; questions two through nine elicited information on the trip profile characteristics already listed above. Question ten comprised the 74 attributes of tourism impacts both from Ap and Crompton's (1998) original scale, and the Phase One interviews with key informants; this was the section of the survey designed to achieve Research Objective Three. Questions 11 and 12 were single items aimed at measuring the visitors' perceptions of the overall impacts of tourism, and the impact of their particular visit on the local community respectively. Question 13 focused on the dispersal of visitors around each of the settlements on Bruny and Magnetic Islands. The remaining questions, fourteen

through to twenty, were used to collect the demographic characteristics of respondents including age, gender, level of education and country of residence.

A copy of the survey used to collect data from Phase Three respondents in this research is located in Appendix F.

### 7.3 Reliability and Validity

This section outlines how issues of reliability and validity were considered when developing the Phase Three instrument to ascertain visitors' perceptions of tourism impacts on Bruny and Magnetic Islands.

Reliability is an indicator of consistency in data collection, inferring that a similar result would be obtained if the concepts of interest are measured again utilising the same instrument (Weathers, Sharma, & Niedrich, 2005). A reliable indicator or measure provides the same result each time the same concept is measured, indicating dependability and consistency (Neuman, 1997). In particular, scientific tradition depicts the importance of obtaining consistent results among different samples, particularly for studies using quantitative approaches to data collection and interpretation (Wong, Hobbs, & Onof, 2005). To increase the reliability of the data collected on visitors' perceptions of tourism impacts, the instrument was carefully and clearly worded and designed and rigorously pilot tested (see section 7.4).

To ensure content validity of the Phase Three instrument a three-staged process was utilised, involving first, clearly conceptualised constructs; second, a consistent approach to measurement; and third the use of multiple indicators to measure

visitors' perceptions of tourism impacts. This process resulted in a clear understanding of the questions and variables included in the Phase Three instrument, as discussed in the previous section of this Chapter, with the Likert-type scales modelled originally by Ap and Crompton (1998), used to measure residents' perceptions of tourism impacts.

In summary, to increase the reliability of the survey instrument used in Phase Three, the instrument was carefully and clearly worded and designed and rigorously pilot tested. To ensure content validity of the data collected, the constructs included in the survey were clearly conceptualised, and a consistent level of measurement and multiple indicators were used.

## 7.4 Pilot Testing Procedure

This section discusses the pilot testing procedure administered to the survey instrument to be employed for data collection from respondents in Phase Three of this research. An extensive, informative and critical testing procedure is a crucial element of good study design (Marsh, 1984). A testing procedure such as a pilot test can be used to assess the advantages and disadvantages of the design of a particular research instrument. A pilot test highlights issues that need to be considered, minimised or mitigated in the overall survey design (Teijlingen & Hundley, 2001). With these admonitions in mind, the pilot test of the Phase Three instrument was conducted to identify potential practical problems in its implementation. Students from 'Introduction to Tourism', a first year tourism unit at Monash University (Berwick Campus) were recruited to participate in the pilot test in October 2008.

They were thought to have the potential of the final respondents in providing a critical, extensive and informative insight into the successful implementation of the Phase Three instrument.

Forty students spread across three different tutorials participated in the pilot study for Phase Three instrumentation. Students in the first two tutorials were given a ten minute presentation on the tourism industry and the local community on Magnetic Island. The third tutorial used the same approach, but gave students a background to the tourism industry and local community on Bruny Island, to ensure both islands were represented in the pilot study. A draft survey instrument was then distributed to students, a stop watch being used to time the length of the survey. Before the surveys were completed students were instructed to provide feedback on the language used, clarity of instructions in the questions, and for general comments, for the discussion to follow to complete the tutorial.

A key issue of each pilot study was the time taken to complete the survey instrument, with students taking between fifteen and twenty-eight minutes for completion, most taking around twenty minutes. Many students felt they were reflecting on something complex, thus limited time would be inappropriate for data collection, and would not do justice to the questions asked in the Phase Three instrument. As a result of the pilot test, due to the diverse and complex nature of tourism impacts, it was decided a mail-back option with a self-addressed envelope be provided for each respondent who may want to complete the survey at home.



Other minor improvements to be integrated into the survey instrument as a result of this pilot testing procedure was feedback provided by students that the list of impact attributes displayed under the subheadings of economic, environmental, socio-cultural and other could potentially lead respondents. As a consequence of this feedback the attributes of tourism impacts were changed to be presented in alphabetical order, using only one table. In addition, important parts of some questions were found to be a little ambiguous. Therefore to increase the clarity of the instrument, bold, italicised font was used in the survey design to highlight the particularly important parts of each question for visitor respondents. Other minor issues with the instrument led to the wording of a few questions being slightly modified to assist respondents; and the structure of the survey was changed to ensure the instrument content “flowed”.

In summary the pilot testing procedure resulted in some modifications to the Phase Three instrument including the presenting the attributes of tourism impacts in one table instead of four, using bold and italicised font to highlight the important words of ‘special meaning’ in certain questions and minor changes to the wording and overall structure of the survey; all of which improved the reliability of the survey.

## 7.5 Participant Recruitment and Selection

This subsection describes the recruitment and selection of visitors to Magnetic and Bruny Islands to participate in Phase Three. This sample of participants should be reflective of the wider population of visitors to these islands. Therefore, an effective sampling technique was required to recruit an unbiased sample of participants in

Phase Three of this research. The target of this survey was visitors' to Bruny and Magnetic Islands who were over 18 years of age, a requirement of the Monash University ethics committee.

Adopting a similar process to the method used to recruit participants in Phase Two, respondents were approached on exit at the ferry terminals on the two islands. After positive ascertainment they had time to complete the survey on site, visitors were given a short, concise background to the research and invited to participate. Those bound by the time constraints of the ferry shuttle were provided with a pre-paid return envelope and invited to mail back the survey when they felt they had adequate time to complete this Phase Three instrument. Respondents seemed to appreciate this approach aimed at soliciting their trust to make a positive contribution to research about the Bruny and Magnetic Islands experience without this survey being an intrusion on the final moments on the island.

To facilitate the collection of an adequate and unbiased sample of respondents on Bruny Island visitors were approached over a three week period, during the last two weeks of the January school holidays and the first week of February 2009. This included two days of surveying over the Australia Day long weekend, the island's peak period coinciding with the heritage of the early explorers who first docked in Adventure Bay. On exit from this island 838 visitors accepted the invitation to participate in the study while 162 refused. The reasons given for refusal included: the hot weather, children, time pressure at work, imminent departure from Australia and a general dislike of surveys.

Visitors were approached in their cars, campers or on tour buses as they queued for the ferry to return to Kettering. Most visitors were inside their vehicles, with the hot weather influencing people waiting in the queue to either lower their windows or run their cars' air conditioning which generally meant that the windows were shut. At peak times visitors congregating in the queue often shared stories about their experiences on the island. Local cars could be identified by the presence of a red sticker which identified them as a permanent resident on the island, and they were excluded from sampling.

On Magnetic Island visitors were approached over a three week period, one week in October 2008, and two weeks in April 2009, including the busy Easter school holiday period. On this island, 679 visitors accepted the invitation to participate in the study, while 321 declined to participate. The higher rate of refusals can be attributed to two key factors: first, on Magnetic Island a slightly different sampling approach was required to recruit participants from a car and passenger ferry, as opposed to one ferry each for passengers and cars on Bruny Island; and second, the higher rate of refusals can be attributed to the public transport system on Magnetic Island, which has a bus timetable designed specifically around the passenger ferry shuttles back to Townsville. In fact, the bus timetable is so efficient that often buses would arrive at the Nelly Bay ferry terminal leaving visitors with just enough time to collect their bags from the bus and transfer them onto the ferry, making the task of approaching visitors at the passenger terminal difficult and leading to a higher rate of refusals. The common reasons for visitors' refusal to participate were: their arms were filled with luggage, organising young children onto the ferry was their priority; not having time;

and not being interested in participating. To capture a diverse range of visitor-respondents, recruits were garnered across a number of peak and slower days.

In summary, respondents were recruited and selected to participate in Phase Three while waiting for the car and passenger barges on Bruny Island, and at the passenger and car ferry on Magnetic Island. Respondents were given an explanatory statement and asked to mail back the survey upon arrival home, or alternately when they felt they had time to engage with the material, and reflect upon their impacts on Bruny and Magnetic Islands. The limitations of the Part Three method are presented in Chapter Ten.

## 7.6 Chapter Summary

Chapter Seven justified, selected and described the method used to achieve Research Objective Three. It was divided into six sections, the first of which recapped the decision to implement a structured, scaled survey as the instrument to achieve the third objective of this research, and providing a structural outline of the forthcoming chapter. The first section commenced by introducing the purpose of the chapter and providing an outline of its forthcoming contents.

The second section of Chapter Seven commenced by delineating the survey instrument used to collect data from respondents in Phase Three of this research. This section was divided into three further subsections: the first subsection outlined the process applied to measure visitors' perceptions of tourism impacts on Bruny and Magnetic Islands, critical for the achievement of Research Objective Three. The process used to measure visitors' perceptions of tourism impacts was cognisant of the

scales developed in this field by previous researchers, but the scale developed by Ap and Crompton (1998) provided a solid foundation. This subsection also described the modification to this scale by the combination of the attributes in the scale with further attributes uncovered during Phase One interviews with key informants from the research islands' communities. In addition, this first subsection outlined the existing parameters used to measure perceptions of tourism impacts, including respondents' belief and evaluation components for each of the attributes included in the scale. In total, 74 attributes were used to measure respondents' perceptions of the impacts of tourism on each of the islands.

The second subsection of this section included a description of the approach used to solicit the trip and demographic characteristics from respondents, which involved, in the first instance, a series of tick-the-box and one word responses to gain trip profiling data. In the second subsection, Likert scales were implemented to accumulate demographic data and to measure overall satisfaction and motivation of respondents. The third subsection outlined the overall structure of the survey instrument used in Phase Three.

The third section of the chapter described the three approaches implemented to ensure the reliability and validity of the data collected from respondents in the Phase Three instrument. The approaches used included first, clearly conceptualising the constructs, second, using a consistent approach to measurement, third, using multiple indicators, and fourth, conducting a thorough pilot test.

The pilot testing procedure administered on first year tourism students was the primary focus of the fourth subsection. The pilot test resulted in some further modifications to the Phase Three instrument, including the use of one table for all the impact attributes instead of four, the use of bold and italicised font to increase clarity, and some changes to the overall structure and layout of the instrument.

The fifth subsection of this chapter outlined the process used to recruit and select the respondents in Phase Three of this research. As they exited Bruny Island, potential respondents were provided with an explanatory statement of the research project. The data collection was on-site, although the respondents were given the option of mailing back their responses. Potential respondents were approached in their cars while waiting in the queue for the car barge. Finally, the sixth section presented this summary of the key outcomes of the chapter.

## Chapter Eight – Phase Three Results

### 8.1 Introduction

Chapter Eight presents the findings from the Phase Three survey instrument implemented on Bruny and Magnetic Islands to measure the consequences of host-guest interactions, the impacts of tourism. As discussed in Chapter Four, Phase Three was implemented to address Research Objective Three, which sought to understand how visitors evaluate the impacts of tourism on local island communities: Phase Three primarily applies descriptive statistics in order to understand this phenomenon. The progression of Phase Three in the overall design of this research, outlined previously, is highlighted in Figure 8.1.

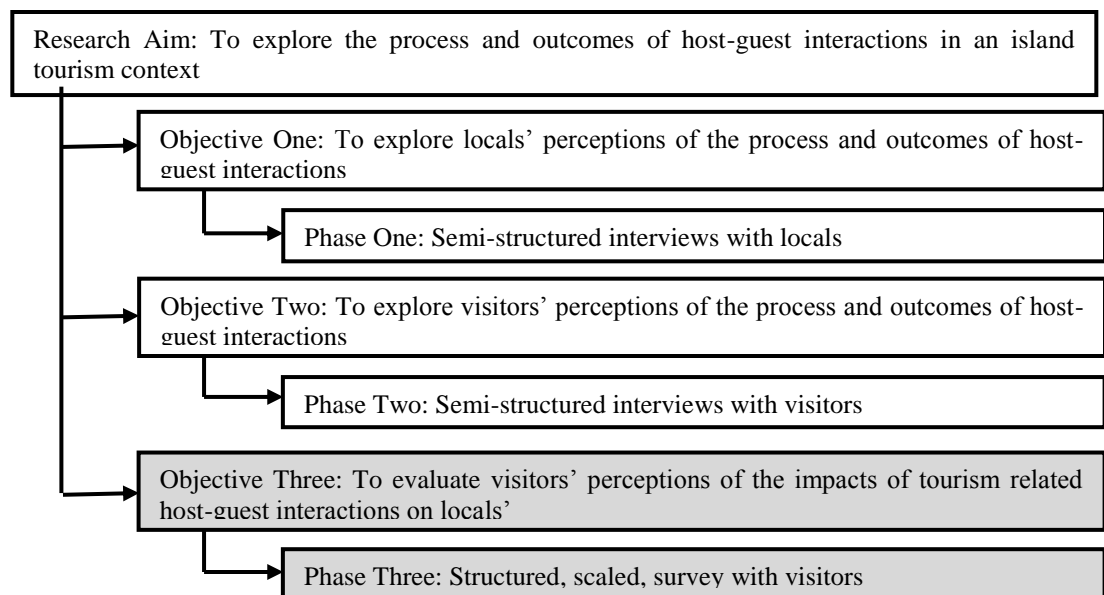


Figure 8.1 Phase Three and Research Design

Chapter Eight is presented in three sections. The first section provides a summary of the sample of visitors selected as respondents, the response rate and their trip profiles

and basic demographic characteristics. The second section uses descriptive statistics to illustrate the visitors' perceptions of tourism impacts on Bruny and Magnetic Islands. The third section focuses on the visitors' interactive behaviour with locals by building on the different levels identified in Phase One and Two results.

## 8.2 Respondent Profile

This section details the profile of the visitor-respondents who participated in Phase Three of this research. It firstly identifies the response rates achieved and then presents a detailed overview of the representative visitor sample, including demographics, trip characteristics, satisfaction and motivations.

As previously described, visitors were approached at each of the ferry terminals on Bruny and Magnetic Islands and invited to participate in the Phase Three survey. Of the 1,000 visitors approached, Bruny Island had 838 visitors accept the invitation to participate (83.8%), with 318 returning valid responses (31.8%). Similarly of the 1,000 visitors approached on Magnetic Island, 679 visitors accepted the invitation to participate (67.9%), with 201 completed questionnaires being returned via mail (20.1%). In total 518 completed questionnaires were achieved in Phase Three. Some limitations are associated with the method employed in Phase Three surveying and these are discussed in Chapter Ten.

Table 8.1 depicts an overview of the respondents' six demographic and trip characteristics as evidenced from their visit to the two islands whose populace is one subject of this research. These characteristics included age group, gender, place of origin, level of education, previous visitation and the travel party of visitors.



Table 8.1 Profile of Phase Three Respondents to Bruny and Magnetic Islands

	Bruny Island		Magnetic Island	
Age	Frequency	Percent	Frequency	Percent
18-25	22	6.9	35	17.4
25-35	39	12.3	44	21.9
35-45	63	19.8	40	19.9
45-55	83	26.2	40	19.9
55-65	75	23.7	27	13.4
65 -	34	10.7	15	7.5
TOTAL	316	100.0	201	100.0
<b>Gender</b>				
Male	176	55.5	105	52.2
Female	141	45.5	96	47.8
TOTAL	317	100.0	201	100.0
<b>Origin</b>				
Domestic	265	84.9	147	73.5
International	47	15.1	53	26.5
TOTAL	312	100.0	200	100.0
<b>Education</b>				
Post Graduate Degree	108	34.5	56	28.0
Undergraduate Degree	76	24.3	63	31.5
Tafe/Vocational	52	16.6	32	16.0
Secondary Education	57	18.2	39	19.5
Primary Education	13	4.2	2	1.0
Other	6	2.2	8	4.0
TOTAL	313	100.0	200	100.0
<b>Previous Visitation</b>				
Yes	219	69.6	113	56.2
No	96	30.4	88	43.8
TOTAL	316	100.0	201	100.0
<b>Travel Party</b>				
Family	132	41.6	100	50.0
Couple	95	30.0	44	22.0
Single	20	6.3	9	4.5
Friends	54	17.0	30	15.0
Tour	16	5.0	17	8.5
TOTAL	317	100.0	200	100.0

Visitors to Bruny Island are generally older, with 60.6% of those who participated in Phase Three being 45 years or older. In contrast, Magnetic Island was significantly (p

= 0.000) more likely to receive younger visitors with 59.2% being aged less than 45 years of age. The results indicated there to be more males than females on both Bruny and Magnetic Islands, with approximately 55.5% of respondents on Bruny Island and 52.2% of respondents on Magnetic Island being male.

Bruny Island typically attracted domestic Australian residents (84.9%), with the majority originating from mainland Tasmania (68.8%), followed by Victoria (8.4%) and NSW (7.7%). Around 15.1% of total respondents were international visitors, represented by UK (34.0%), USA (23.4%), France (10.6%), and Germany (10.6%). Approximately, 73.5% of the respondents on Magnetic Island were domestic visitors. Of these, Queensland (61.3%), NSW (18.5%) and Victoria (13.7%) were the main contributors of tourists. International visitors represented 26.5% of respondents on Magnetic Island, with the majority originating from Germany (39.6%), the UK (30.2%), and the USA (13.2%). It is interesting to note that the percentage of German visitors to Magnetic Island was almost four times that to Bruny Island.

Respondents' education level was generally high, particularly on Bruny Island where respondents' most commonly held a postgraduate qualification (34.0%), followed by an undergraduate degree (24.3%) and secondary education (18.2%). Respondents on Magnetic Island typically held an undergraduate qualification (31.5%), a postgraduate degree (28.0%), or secondary education (19.5%). Notably, while Bruny Island had more of the qualified respondents; it also had more of the least qualified with 4.2% having only obtained primary education, compared to the 1.0% on Magnetic Island. Around 69.6% of respondents had previously visited Bruny Island, with 53.5% of repeat visitors reported to have come to the island on over ten

occasions. Similarly on Magnetic Island 56.2% of respondents were repeat visitors, with 69.5% of them having reported visiting the island ten times or more. The most common travel party type for both Bruny and Magnetic Island was family groups, followed by couples and groups of friends.

Respondents to Bruny Island had an average length of stay of 3.3 nights, while those on Magnetic Island stayed 4.9 nights on average. Overall satisfaction was significantly higher on Bruny Island ( $p = 0.009$ ) than Magnetic Island. Indeed, on Bruny Island 33.6% were completely satisfied with their visit, compared to 24.0% on Magnetic Island.

The respondents were also asked a series of questions that probed their motivations for visiting the islands. These questions utilised a five-scale quantitative measure of visitor motivations for visiting the islands; this was constructed using the responses obtained in Phase One interviews and from previous studies in the tourism field. Based on the mean scores, respondents to Bruny Island were primarily motivated to rest and relax (4.36), by the natural environment (4.29), and because the island is not overdeveloped (4.21). Respondents to Magnetic Island were similarly motivated to rest and relax (4.44), by the natural environment (4.39), and because it is affordable and accessible (4.10).

In summary, respondents from Bruny Island were typically older than those travelling to Magnetic Island. Respondents visiting both islands generally had a high level of education, and had often previously visited. Respondents from Magnetic Island typically stayed for a longer period of time to those visiting Bruny Island.

There was a significant difference in the overall satisfaction of visitors: those on Bruny Island rated their satisfaction higher than those who went to Magnetic Island. Respondents on both islands were motivated to visit for rest and relaxation, and because the natural environment was appealing. In addition, respondents reported Bruny Island to be appealing because it had not been overdeveloped. Respondents from Magnetic Island were motivated because they considered the island to be an affordable and accessible holiday destination.

### 8.3 Tourism Impacts on Bruny and Magnetic Islands

This section presents the respondents' perceived tourism impacts on Bruny and Magnetic Islands especially on the local population. To assist the analysis and the achievement of Research Objective Three, this section is broken into five subsections. The first three subsections mirror the three most common dimensions of impacts conceptualised in the tourism literature: economic, environmental and socio-cultural. The fourth subsection is titled Other Tourism Impacts, which as described in Chapter Seven, is an additional category added to the three original classifications. This new category accommodates either multi-dimensional impacts of tourism, or those impacts that seem ambiguous and are unable to be classified in the traditional manner. The fifth subsection provides a discussion of the key tourism impacts perceived by visitors' on Bruny and Magnetic Island.

Data collected from respondents using a five-point belief and a five-point evaluation component can be presented in two ways (Ap & Crompton, 1998). According to Fishbein (1963) the data is able to be quantified by multiplying the mean scores from

the two dimensions together, with the scores able to range from one, indicating that tourism was perceived to result in a large decrease and bad for locals, through to a total of 25, indicating that tourism was perceived to result in a large increase and was perceived as good for the community. Alternately, the data can be presented in graphical form, using the evaluation component of good and bad on the vertical axis, with the belief about the impact on the horizontal axis. Both approaches will be used in this chapter to present the data collected from Phase Three respondents on Bruny and Magnetic Islands, and thus achieve Research Objective Three of this study.

### 8.3.1 Economic Impacts

This subsection presents the perceived economic impacts of tourism on Bruny and Magnetic Islands. The economic impacts perceived by respondents are presented using the following structure: first, a summary table and a scatter diagram are presented for each individual island, before a discussion ties together visitors' perceptions of the economic impacts of tourism on the islands. Table 8.2 and Figure 8.2 present the economic impacts of tourism on Bruny Island; Table 8.3 and Figure 8.3 present the economic impacts of tourism on Magnetic Island.

Table 8.2 Perceived Economic Impacts Bruny Island

	Perceived Economic Impacts on Bruny Island	Increase-Decrease	Good-Bad	
A	Income to local business	4.42	4.43	19.6
B	Number of jobs in local community	4.09	4.06	16.6
C	Revenue generated in economy	4.10	4.05	16.6
D	Funding for environmental protection	3.90	3.92	15.3
E	Personal income local residents	3.79	3.77	14.3
F	Investment development and spending	4.03	3.39	13.7
G	Indirect financial benefits for locals	3.74	3.65	13.6
H	Economic development	3.87	3.38	13.1
I	Variety of restaurants	3.51	3.48	12.2
J	Variety of shopping facilities	3.43	3.28	11.2
K	Funding for infrastructure/facilities	2.94	3.56	10.5
L	Funding for other public projects	3.69	2.66	9.8
M	Cost of living	3.63	2.39	8.7
N	Leakage of money to developers	3.65	2.00	7.3
O	Local business closures	2.34	2.85	6.7

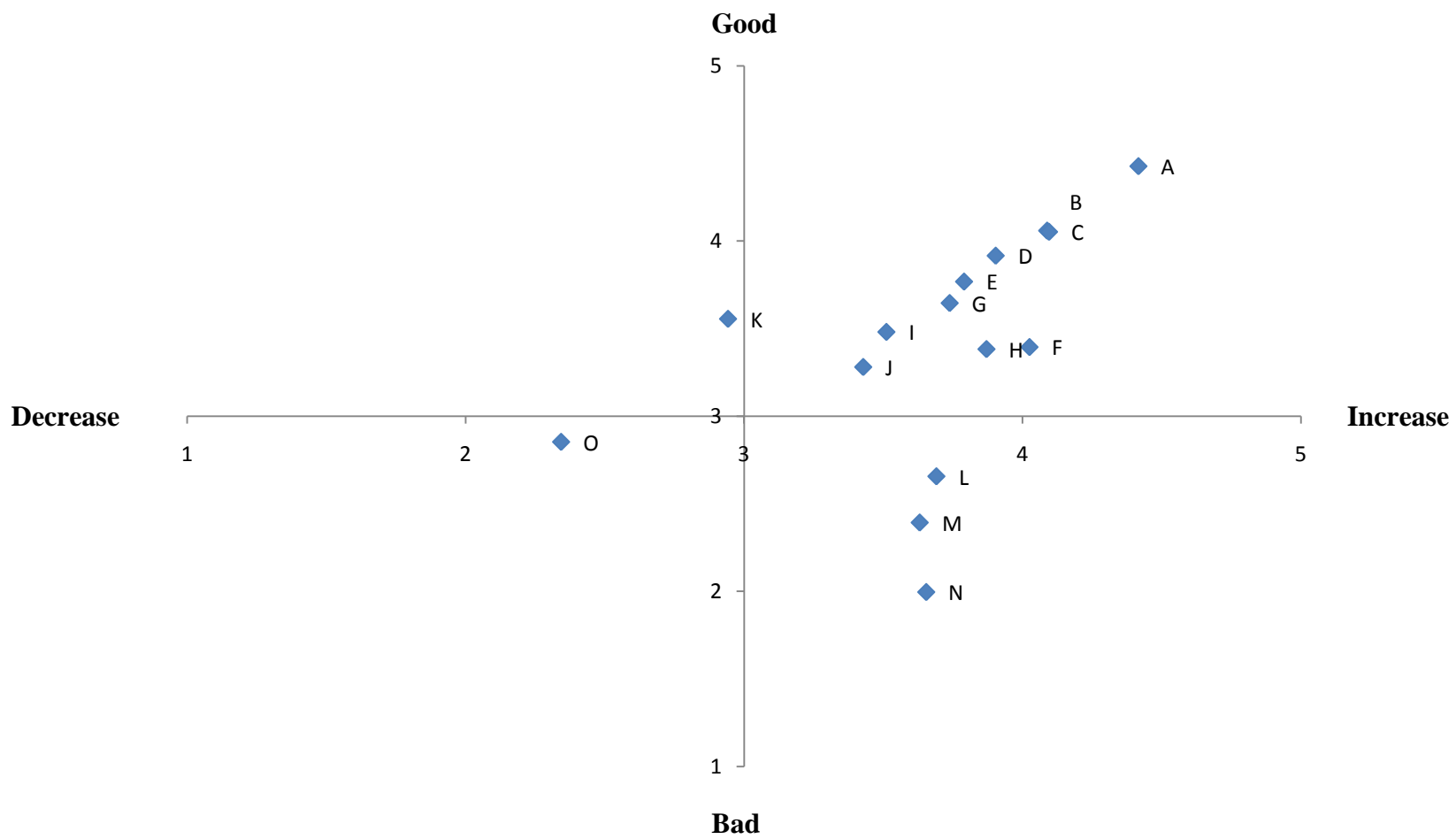


Figure 8.2 Perceived Economic Impacts on Bruny Island

Table 8.3 Summary of Perceived Economic Impacts Magnetic Island

	Perceived Economic Impacts	Increase-Decrease	Good-Bad	
A	Income to local business	4.37	4.2	18.4
B	Revenue generated in economy	4.28	4.09	17.5
C	Number of jobs in local community	4.19	4.17	17.5
D	Funding for environmental protection	4.02	4.09	16.4
E	Variety of restaurants	4.01	3.79	15.2
F	Personal income local residents	3.93	3.8	14.9
G	Economic development	4.3	3.34	14.4
H	Indirect financial benefits for locals	3.8	3.73	14.2
I	Investment development and spending	4.15	3.29	13.7
J	Variety of shopping facilities	3.8	3.56	13.5
K	Funding for infrastructure and facilities	3.19	3.95	12.6
L	Funding for other public projects	4.01	2.83	11.3
M	Cost of living	3.82	2.4	9.2
N	Leakage of money to developers	3.86	2.17	8.4
O	Local business closures	2.55	2.8	7.1



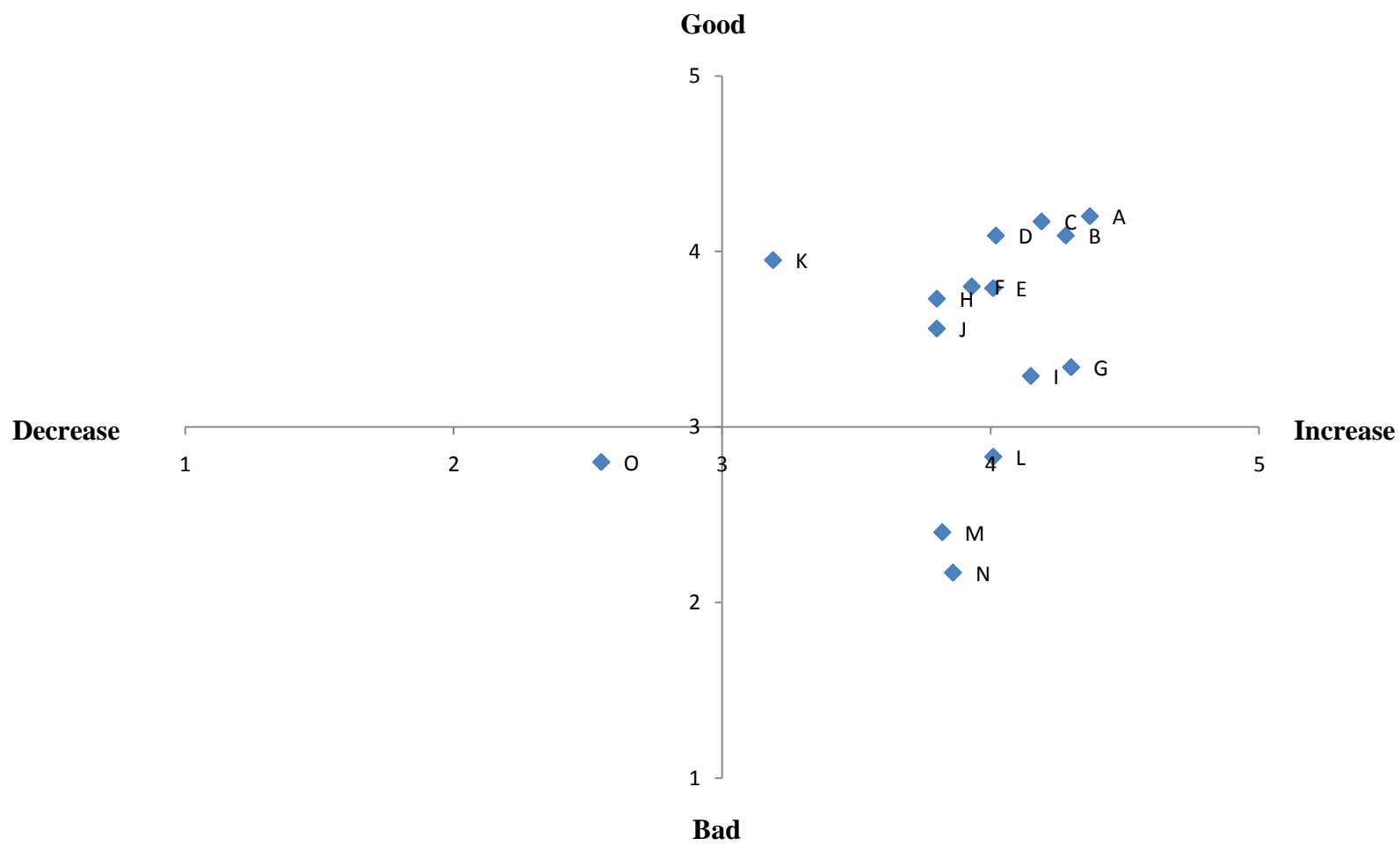


Figure 8.3 Perceived Economic Impacts on Magnetic Island

As seen in Table 8.2 and Figure 8.2, respondents on Bruny Island perceived tourism to cause an increase in most of the economic attributes, and this was perceived to be good for the local community. The key economic attributes that respondents perceived to have the largest increase and be the most liked by the local community included the amount of income received by local businesses, the number of additional jobs in the local community, revenue generated in the economy, funding for environmental protection and the personal income of local residents. On Bruny Island there was also three economic impact attributes thought to increase and be bad for the local community, including funding for other important public projects, an increase in the cost of living and the leakage of money to developers on the island.

Table 8.3 and Figure 8.3 show that respondents' on Magnetic Island also perceived a large number of the economic attributes of tourism impacts to increase and be good for the local community. The key economic attributes perceived to increase and be good for locals included the income of local business, generation of revenue in the local economy, employment prospects increased in the community, environmental protection funds improved, and the variety of restaurants on the island increased. On Magnetic Island three negative economic impact attributes increased for the local community, including funding for other presumed important public projects, an increase in the cost of living, and leakage of money to developers on the island. Only one negative economic impact attribute measured was thought by Magnetic Island respondents to decrease as a consequence of tourism; this was the number of local business closures.

The findings presented above revealed some consistency in the economic impact attributes perceived by respondents when compared across the two islands. On both islands, respondents believed that the economic impacts of tourism have increased, generally in a positive way for the local communities. Those impacts which increased positively included: increased income for local business, revenue generated in the local economy, higher employment prospects for the community, and increased funding for environmental protection. Similarly, on both islands three economic impact attributes were revealed to increase negatively for the local community. These included: funding for other presumed important public projects; an increase in the cost of living; and, the leakage of money to developers on the island.

In summary, the data collected from the respondents on each of the islands indicates that visitors' perceive the economic impacts of tourism to increase and be primarily positive for local communities.

### 8.3.2 Environmental Impacts

This subsection presents the environmental impacts of tourism on Bruny and Magnetic Islands, as perceived by respondents. These are presented using the following structure: first, a summary table and a scatter diagram are depicted for each island, before a discussion ties together visitors' perceptions of the environmental impacts of tourism on the islands. Table 8.4 and Figure 8.4 present the environmental impacts of tourism on Bruny Island. Table 8.5 and Figure 8.5 present the environmental impacts of tourism on Magnetic Island.

Table 8.4 Perceived Environmental Impacts Bruny Island

	Perceived Environmental Impacts	Increase- Decrease	Good-Bad	
A	Awareness of environmental issues	3.88	3.90	15.1
B	Use of sustainable energy	3.58	3.62	12.9
C	Change behaviour of wildlife	3.94	2.43	9.6
D	Waste disposal on island	3.84	2.31	8.9
E	Impact on natural environment	3.92	2.18	8.6
F	Pressure on environmental resources	4.11	1.91	7.9
G	Quality of natural environment	2.91	2.56	7.4
H	Pollution	3.84	1.91	7.3
I	Level of urbanisation	3.34	2.19	7.3
J	Wildlife in local area	3.15	2.24	7.1
K	Deterioration of natural assets	3.64	1.93	7.0
L	Erosion in national parks	3.54	1.96	6.9
M	Litter	3.92	1.72	6.7

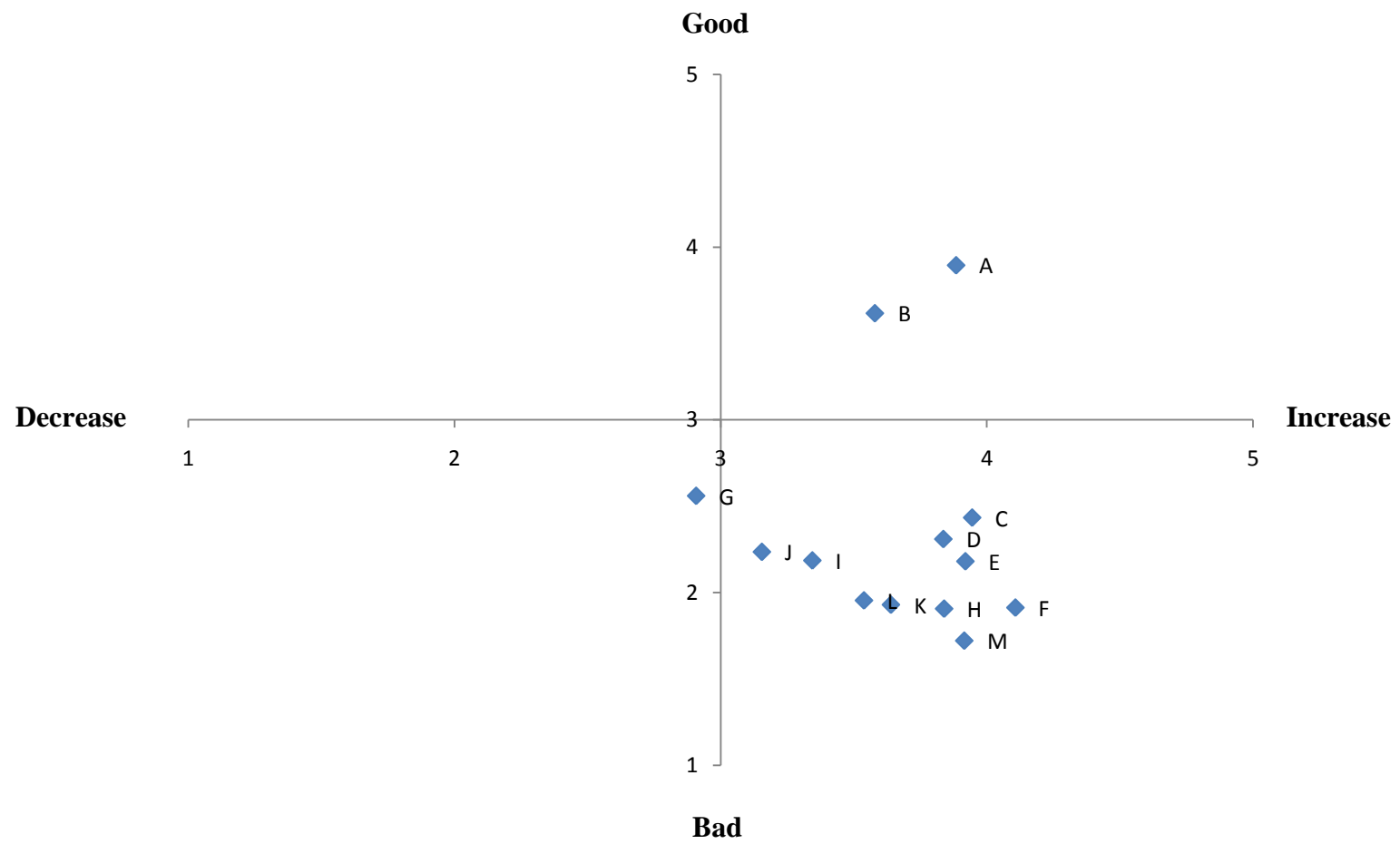


Figure 8.4 Perceived Environmental Impacts on Bruny Island

Table 8.5 Perceived Environmental Impacts Magnetic Island

	Perceived Environmental Impacts	Increase-Decrease	Good-Bad	
A	Awareness of environmental issues	3.69	3.94	14.5
B	Use of sustainable energy	3.77	3.78	14.3
C	Waste disposal on island	4.12	2.43	10.0
D	Impact on natural environment	3.8	2.23	8.5
E	Level of urbanisation	3.91	2.15	8.4
F	Change behaviour of wildlife	3.6	2.24	8.1
G	Pressure on environmental resources	3.95	2.04	8.1
H	Quality of natural environment	2.93	2.64	7.7
I	Erosion in national parks	3.78	1.99	7.5
J	Deterioration of natural assets	3.65	1.99	7.3
K	Pollution	3.74	1.94	7.3
L	Wildlife in local area	2.99	2.4	7.2
M	Litter	4.05	1.73	7.0

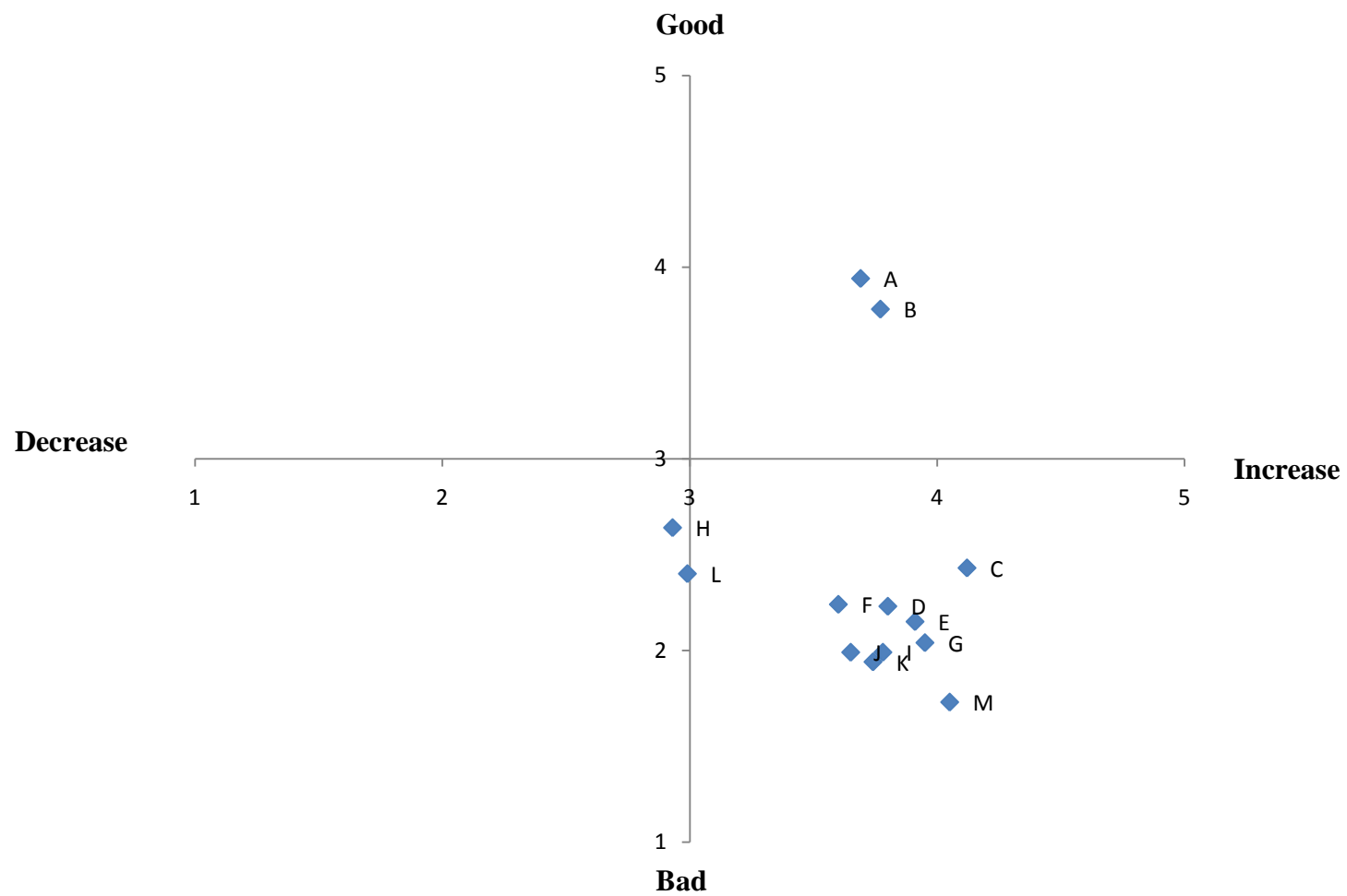


Figure 8.5 Perceived Environmental Impacts on Magnetic Island

As characterised in Table 8.4 and Figure 8.4, the environmental impact attributes of tourism on Bruny Island were perceived primarily to increase in a negative way. The key environmental attributes perceived to have increased the most due to tourism activity in a deleterious way on Bruny Island included pressure on environmental resources, pollution, the deterioration of natural assets, erosion in national parks and litter. The environmental impacts which were perceived to be positive included an increased awareness of environmental issues and the use of sustainable forms of energy consumption upon the island.

In the case study of Magnetic Island Table 8.5 and Figure 8.5 reveal the environmental impact attributes of tourism, both positive and negative, were similar to those identified for Bruny Island. The increased negative impact attributes on community included the level of urbanisation, pressure on environmental resources, erosion in national parks, deterioration of national parks, pollution and litter. The positive environmental impacts included an increased awareness of environmental issues, and the use of sustainable forms of energy consumption on the island.

Parallel with the economic impacts of tourism, these environmental impacts when compared showed a consistency in respondents' perceptions. On both islands, respondents perceived there to be an increase in pressure on environmental resources, erosion in national parks, a deterioration of natural assets, pollution and litter. Respondents visiting both islands reported there to be an increase in environmental awareness and use of sustainable forms of energy consumption.



In summary, the data collected from respondents revealed that overall, visitors' perceived tourism as increasing the environmental impacts, with most of them being regarded as negative for local communities.

### 8.3.3 Socio-Cultural Impacts

This subsection presents the socio-cultural impacts of tourism on Bruny and Magnetic Islands as perceived by respondents; these are recorded using the following structure: a summary table and a scatter diagram are presented for each island; then, a discussion ties together visitors' perceptions of the socio-cultural impacts of tourism on each of the islands. Table 8.6 and Figure 8.6 present the environmental impacts of tourism on Bruny Island; Table 8.7 and Figure 8.7 present similar impacts of tourism on Magnetic Island.

Table 8.6 Perceived Socio-Cultural Impacts Bruny Island

	Perceived Socio-Cultural Impacts	Increase-Decrease	Good-Bad	
A	Opportunities to r/p historical structures	3.85	4.00	15.4
B	Congestion of local shops	3.88	3.88	15.1
C	Awareness of culture and heritage	3.76	3.95	14.8
D	Opportunities to meet people	3.76	3.94	14.8
E	Demand for historical activities and programs	3.76	3.69	13.9
F	Variety of cultural facilities and activities	3.58	3.71	13.3
G	Demand for cultural activities and programs	3.76	3.47	13.1
H	Variety of entertainment	3.62	3.58	13.0
I	Opportunities to learn people cultures	3.50	3.57	12.5
J	Life and vitality of community	3.59	3.47	12.5
K	Number and quality of restaurants	3.48	3.58	12.5
L	Recreation opportunities locals	3.53	3.51	12.4
M	Understanding of different people and cultures	3.35	3.48	11.7
N	Standard of living for locals	3.50	3.33	11.6
O	Shopping opportunities	3.35	3.23	10.8
P	Change in social patterns/values/customs of locals	3.49	2.87	10.0
Q	Quality of night life	3.25	2.83	9.2
R	Sexual behaviour locals	3.19	2.77	8.8
S	Parking issues for locals	3.73	2.17	8.1
T	Tension within local community	3.46	2.27	7.8
U	Drug and alcohol consumption	3.50	2.19	7.7
V	Crime	3.19	2.12	6.8

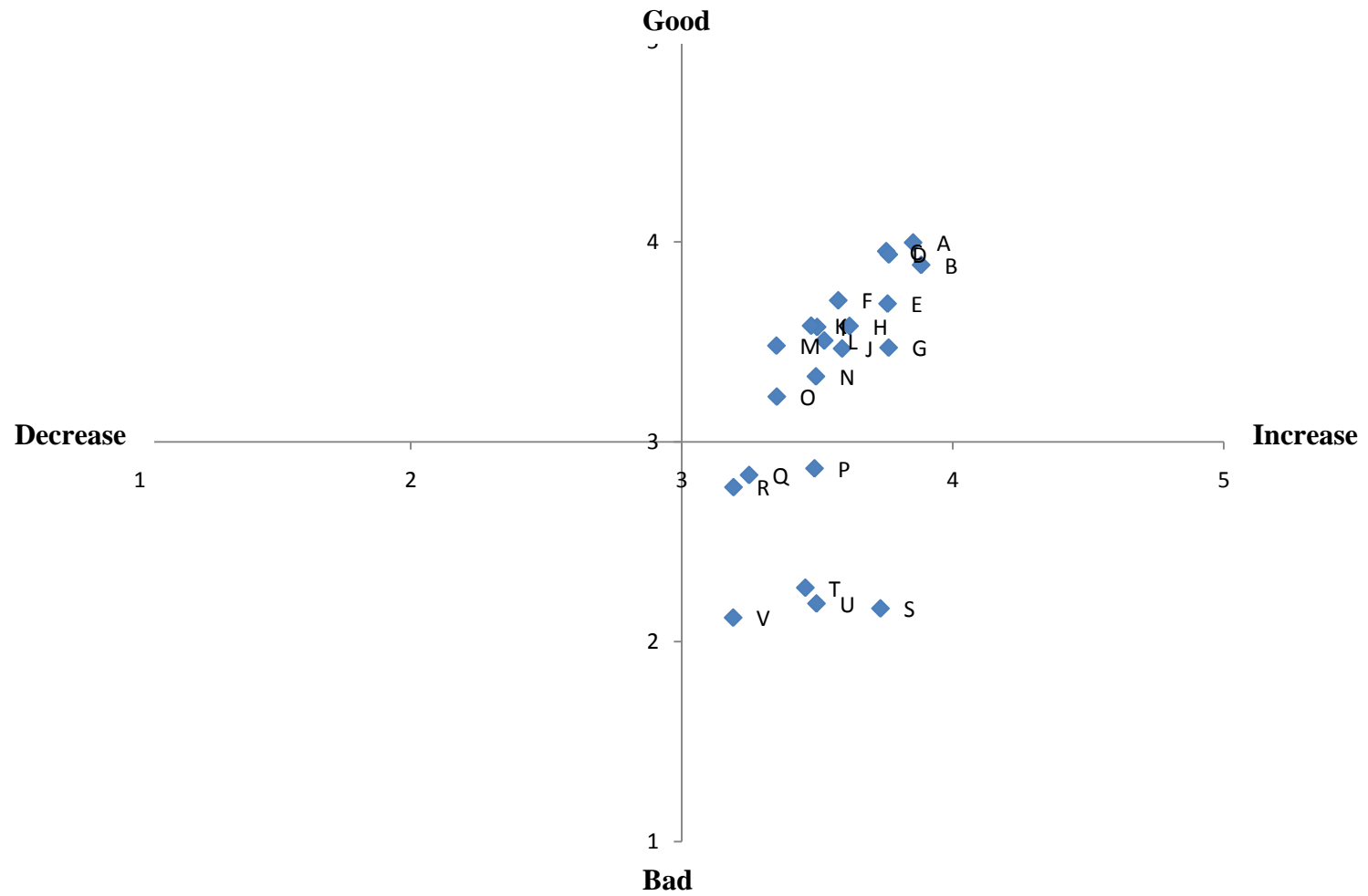


Figure 8.6 Perceived Socio-Cultural Impacts on Bruny Island

Table 8.7 Perceived Socio-Cultural Impacts on Magnetic Island

Perceived Socio-Cultural Impacts		Increase- Decrease	Good- Bad	
A	Shopping opportunities	3.89	3.76	14.6
B	Number and quality of restaurants	3.91	3.72	14.5
C	Opportunities to meet people	3.91	3.71	14.5
D	Variety of entertainment	3.84	3.76	14.4
E	Recreation opportunities locals	3.89	3.49	13.6
F	Opportunities to r/p historical structures	3.61	3.76	13.6
G	Variety of cultural f/a	3.62	3.7	13.4
H	Opportunities to learn people cultures	3.63	3.68	13.4
I	Awareness of culture and heritage	3.45	3.68	12.7
J	Standard of living for locals	3.62	3.45	12.5
K	Quality of night life	3.63	3.4	12.3
L	Understanding of different p/c	3.6	3.41	12.3
M	Demand for historical a/p	3.48	3.5	12.2
N	Demand for cultural a/p	3.52	3.45	12.1
O	Life and vitality of community	3.48	3.38	11.8
P	Congestion of local shops	3.83	2.93	11.2
Q	Change in social p/v/c of locals	3.26	2.89	9.4
R	Sexual behaviour locals	3.29	2.81	9.2
S	Tension within local community	3.35	2.5	8.4
T	Parking issues for locals	3.56	2.33	8.3
U	Drug and alcohol consumption	3.83	2.03	7.8
V	Crime	3.5	2.1	7.4

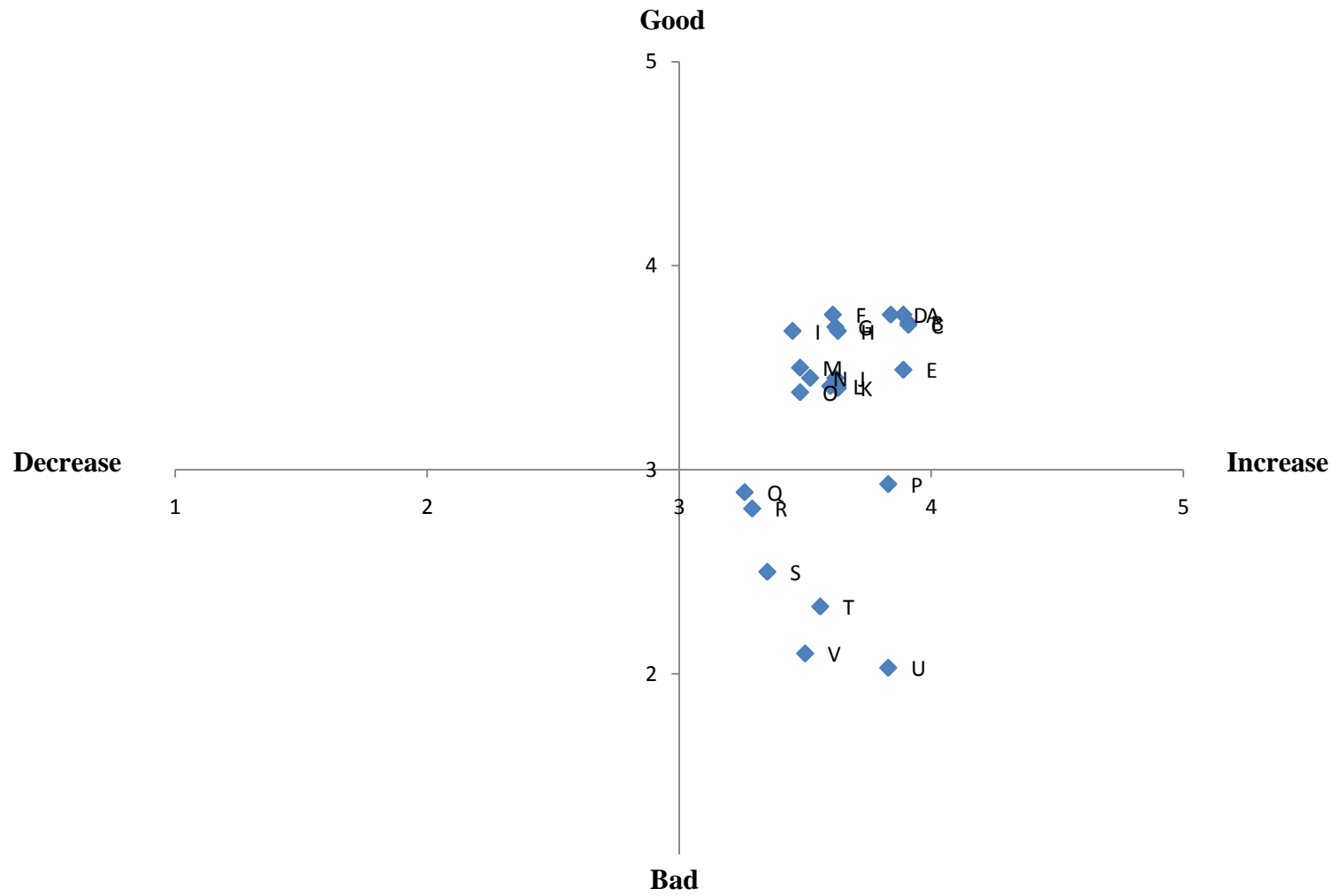


Figure 8.7 Perceived Socio-Cultural Impacts on Magnetic Island

Table 8.6 and Figure 8.6 depict the manner in which respondents perceived tourism to increase the socio-cultural impacts on Bruny Island. The different attributes measured ranged from being both positive to negative in their effects on the local community. The most important attributes thought to increase and be helpful to the local community were: the opportunities to restore and protect historical structures; the increased congestion of shops; a new-found awareness of culture and heritage; opportunities to meet a greater variety of people; higher demand for simulated historical activities and programs; and, the variety of cultural facilities and activities. The unhelpful impacts of tourism which were thought by respondents to increase the most and be unacceptable by the local community included: a subtle change occurring in the social patterns, values and customs of locals; the alien quality of nightlife; parking issues for locals; the tensions generated within the community; and, higher levels of drug use and alcohol consumption.

Table 8.7 and Figure 8.7 reveal the manner in which respondents perceived tourism to increase socio-cultural impacts on Magnetic Island, through a range of the different attributes measured. These were also considered for their positive or negative impacts on the local community. The key impacting attributes of tourism thought to have increased and be more effective for the local community were: increased shopping opportunities; more quality restaurants; better opportunities to meet people; variety of entertainment; better recreation opportunities for locals; and, the opportunities to restore and protect historical structures. The foremost socio-cultural attributes which increased in their negative impact on the local community included: the congestion of local shops; changes in local social patterns, values and

customs; various tensions within the local community; parking issues for locals; increases in drug use, alcohol consumption and crime.

When respondents' data for Bruny and Magnetic Islands were compared, the results showed a consistency in the tourism impacts regarded as increasing but having deleterious effects for the local communities. The key negative attributes included: changes in the social patterns of locals, tension within the community and parking issues. At the same time, respondents perceived those impacting attributes to have a positive influence for the good on the local communities of the two islands do differ.

For Bruny Island residents, the key positive impacts were on: the new opportunities to restore and protect historical structures; the congestion of shops; increasing awareness of culture and heritage; more social opportunities to meet people; the demand for simulated historical activities and programs; and the variety of cultural facilities and activities. In contrast, Magnetic Island evinced the key socio-cultural impacts to include: an increase in shopping opportunities; a higher number and quality of restaurants; more opportunities to meet people; greater variety of entertainment and recreational opportunities; and the increased awareness of restoring and protecting historical structures. In summary, visitors' perceived tourism to increase socio-cultural impacts on locals, with a range of those measured on the whole, being increasingly effective in the communities.

#### 8.3.4 Other Tourism Impacts

This subsection presents the other impacts of tourism on Bruny and Magnetic Islands, impacts perceived by respondents being structured first as summary tables and a

scatter diagrams for each island, followed by a discussion which combines visitors' perceptions of the other impacts on both. Table 8.8 and Figure 8.8 depict the environmental impacts of tourism on Bruny Island; while Table 8.9 and Figure 8.9 record the impacts on Magnetic Island.



Table 8.8 Other Perceived Impacts on Bruny Island

	Other Perceived Tourism Impacts	Increase- Decrease	Good- Bad	
A	Preservation of natural/cultural sites	3.73	3.74	14.0
B	Availability of local services	3.76	3.63	13.6
C	A local sales tax	3.78	3.28	12.4
D	Financial resources for local services	3.60	3.43	12.3
E	Pride local residents	3.50	3.50	12.3
F	Quality of local services	3.50	3.45	12.1
G	Community spirit among locals	3.26	3.32	10.8
H	A local taxes collected	3.38	2.99	10.1
I	Quality of life	3.33	3.02	10.1
J	Pressure on camping facilities/services	4.27	2.23	9.5
K	Population growth	3.51	2.69	9.4
L	Attitudes local towards tourists	3.09	3.03	9.4
M	Pressure on key services	4.19	2.20	9.2
N	Crowding of facilities/services/infrastructure	4.36	2.06	9.0
O	Pressure on infrastructure/facilities/services	4.21	2.05	8.6
P	Size of crowds restricts activities	3.43	2.48	8.5
Q	Level of traffic and congestion	4.07	2.06	8.4
R	Quality of physical appearance	3.02	2.76	8.3
S	Size of crowds affects enjoyment	3.69	2.21	8.1
T	Number of driving hazards	3.81	2.11	8.1
U	Noise level within community	3.57	2.25	8.0
V	Overcrowding of natural areas	3.79	1.97	7.5
W	A local property tax	3.84	1.95	7.5

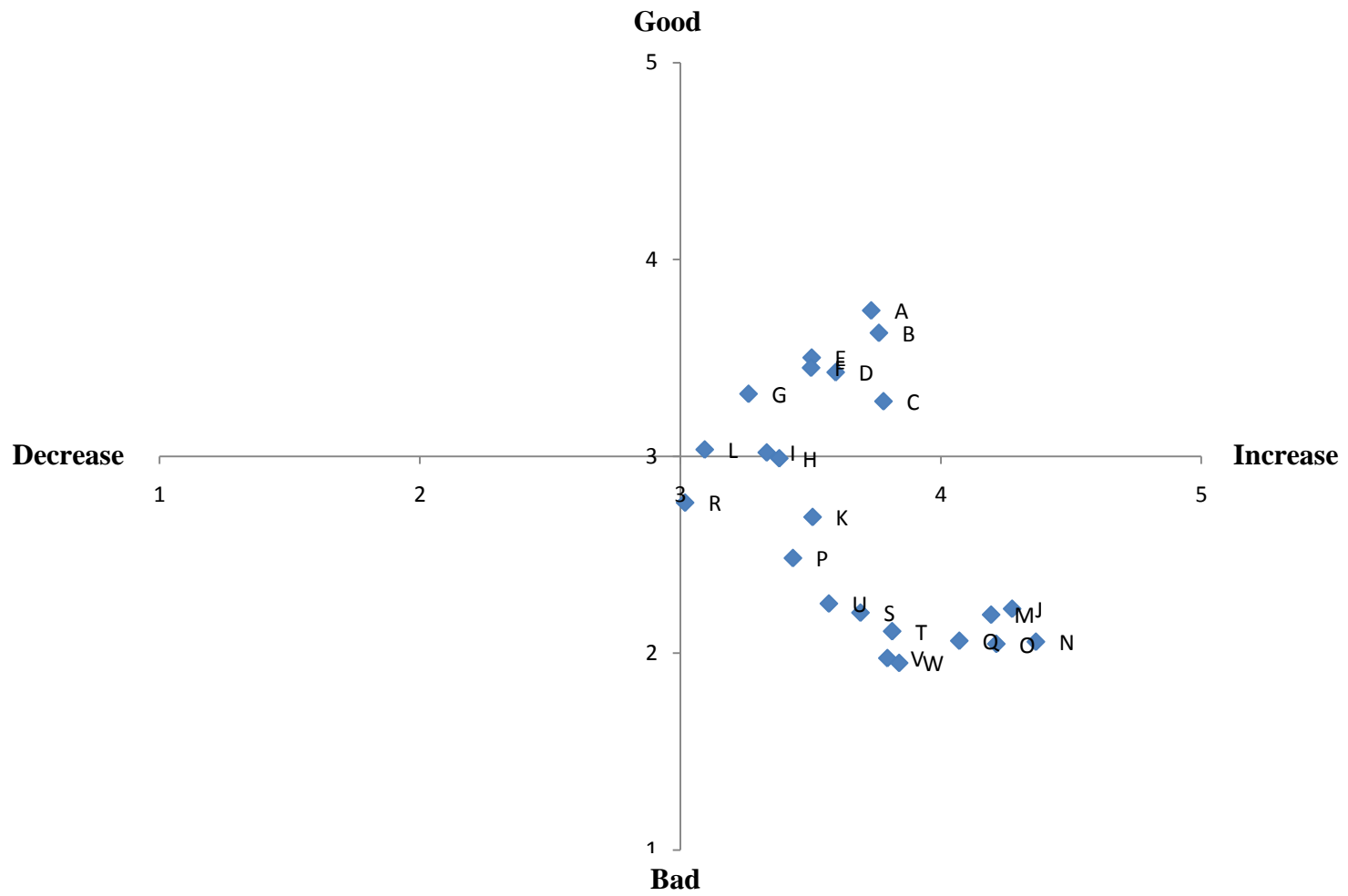


Figure 8.8 Other Perceived Impacts on Bruny Island

Table 8.9 Other Perceived Impacts on Magnetic Island

	Other Perceived Impacts	Increase- Decrease	Good- Bad	
A	Availability of local services	4.19	4.16	17.4
B	Financial resources for local services	3.74	3.91	14.6
C	Quality of local services	3.77	3.69	13.9
D	Preservation of natural/cultural sites	3.66	3.56	13.0
E	Local sales tax	3.83	3.32	12.7
F	Pride local residents	3.41	3.26	11.1
G	Quality of physical appearance	3.47	3.08	10.7
H	Local taxes collected	3.61	2.95	10.6
I	Quality of life	3.35	3.09	10.4
J	Community spirit among locals	3.17	3.15	10.0
K	Crowding of facilities/services/infrastructure	3.95	2.46	9.7
L	Pressure on camping facilities/services	3.84	2.53	9.7
M	Pressure on key services	3.98	2.43	9.7
N	Population growth	3.62	2.67	9.7
O	Pressure on infrastructure/facilities/services	4.01	2.29	9.2
P	Noise level within community	3.81	2.25	8.6
Q	Level of traffic and congestion	3.88	2.19	8.5
R	Attitudes local towards tourists	2.89	2.94	8.5
S	Size of crowds restricts activities	3.54	2.4	8.5
T	Number of driving hazards	3.72	2.26	8.4
U	Overcrowding of natural areas	3.68	2.19	8.1
V	Size of crowds affects enjoyment	3.65	2.2	8.0
W	Local property tax	3.77	2.1	7.9

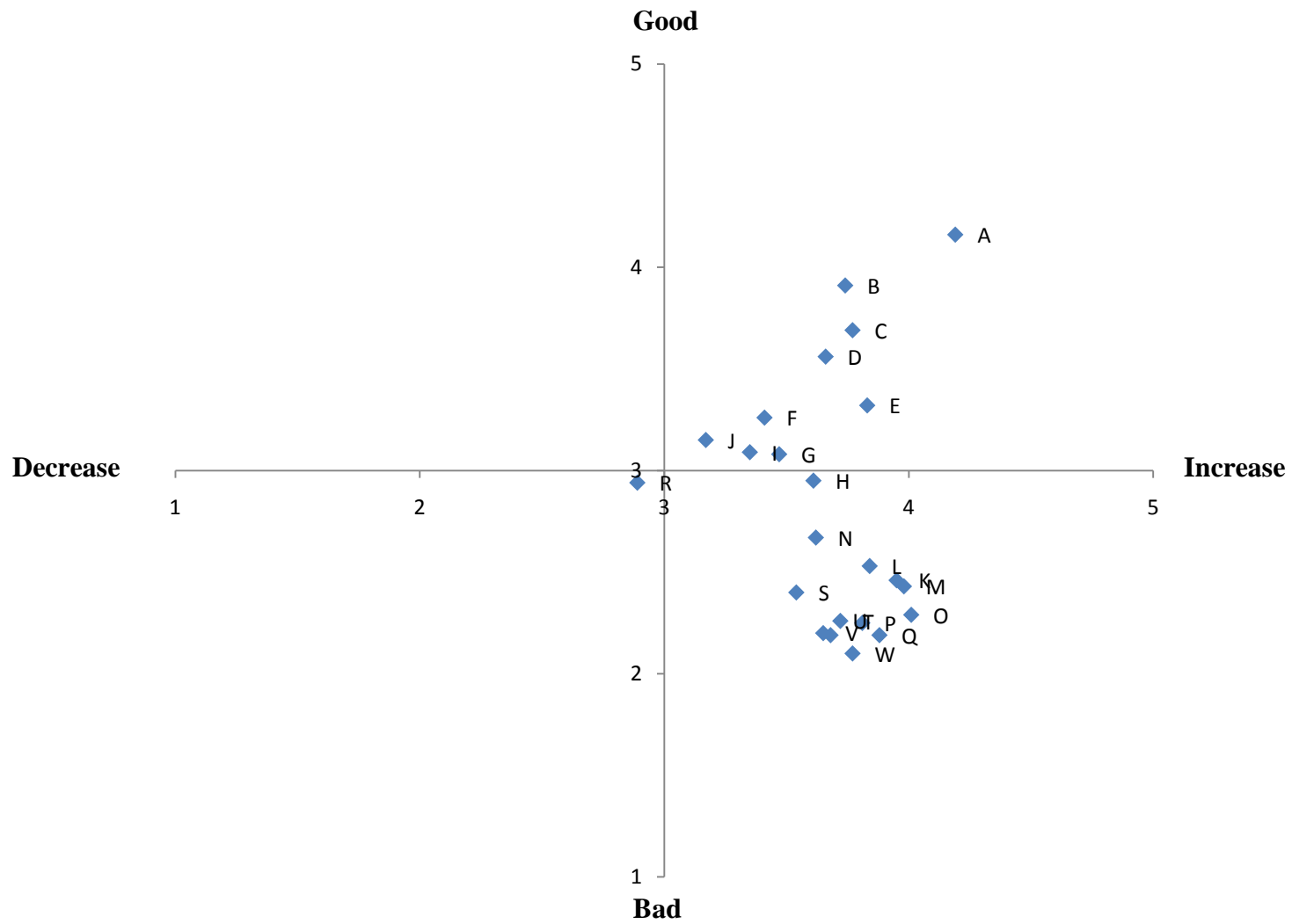


Figure 8.9 Other Perceived Impacts on Magnetic Island

Table 8.8 and Figure 8.8 depict other impacts of tourism on Bruny Island, perceived by respondents as increasing, with the range of the impacts measured being either embraced by or unacceptable to each local community. The “other” key attributes of tourism which were perceived as an increasing good for the local communities included: an increase in the availability of local services; additional financial resources for local services, better quality of local services; the preservation of natural and cultural sites; and introduction of a local sales tax. Those impacts which increased but were perceived to be unhelpful for the local community on Bruny Island were: pressure on the availability of camping facilities and services; over-demand for key services; over-use and consequent pressure on facilities, services and infrastructure; the level of traffic and overcrowding of natural areas; and a local property tax.

Table 8.9 and Figure 8.9 record the other impacts of tourism on Magnetic Island as perceived by respondents to be increasing, with the increased impacts on the local communities being measured as ranging from positive to negative. On the island the key “other” perceived increased positive attributes for the local communities included: an increase in the availability of local services; financial resources for local services; quality of local services; preservation of natural and cultural sites; and, a local sales tax. The key “other” increased negative attributes deemed unpalatable to the local community according to respondents’ perceptions were: the crowding of, and thus pressure on of facilities, services and infrastructure; pressure on key services; noise level within the community; levels of traffic density; size of crowds

thereby restricting activities and enjoyment; overcrowding of natural areas; and, the local property tax.

Inter-island comparisons revealed some consistency in the other attributes of tourism impacts perceived by respondents. The similarities included the impacts perceived to have increased and helpful to the local community, including: the preservation of natural and cultural sites; increased availability of local services, extra financial resources for local services and the new local sales tax. However, some differences in other increasing attributes surfaced; their increased level of impacts was considered to be harmful to the local communities on the research islands. In summary, the majority of ‘other’ attributes of tourism impacts were regarded by visitors to increase and be acceptable to the local communities.

### 8.3.5 Key Tourism Impacts on Bruny and Magnetic Islands

This subsection presents the key tourism impacts perceived by visitors’ to Bruny and Magnetic Islands. This subsection is designed to bring together the four dimensions of tourism impacts, highlighting attributes with particularly strong belief ratings. By presenting Tables 8.10 and 8.11, the key impacts perceived by respondents on Bruny and Magnetic Islands are highlighted. Each of the tables begins at the highest belief level for the impact attributes perceived across the four categories, stopping at a mean score of 4.0. Table 8.10 and 8.11 also demonstrates the dimension each impact attribute included was categorised into, and gives an indication of how respondents evaluated the consequence of the impact for the local community. Table 8.10 presents the key impact attributes on Bruny Island.

Table 8.10 Key Tourism Impacts on Bruny Island

Item	Mean belief	Category of impact	Evaluation
Income to local business	4.42	economic	good
Crowding of facilities/services/infrastructure	4.36	other	bad
Pressure on camping facilities/services	4.27	other	bad
Pressure on infrastructure/facilities/services	4.21	other	bad
Pressure on key services	4.19	other	bad
Pressure on environmental resources	4.11	environmental	bad
Revenue generated in economy	4.10	economic	good
Number of jobs in local community	4.09	economic	good
Level of traffic and congestion	4.07	other	bad
Investment, development and spending	4.03	economic	good

As seen in Table 8.10 the key tourism impacts respondents believe are increasing the most on Bruny Island are primarily economic and other impacts, with one environmental impact attribute included in the list. The key impact attributes respondents believe were increasing in a positive way for the local community included the four economic attributes, which were: the amount of income to local business; revenue generated in the economy; number of jobs in the community; and, investment, development and spending.

The key impact attributes respondents believe were increasing in a negative way for the local community included five “other” and one environmental attributes. These were: crowding of facilities, services and infrastructure; pressure on camping facilities and services; pressure on infrastructure, facilities and services; pressure on key services; level of traffic and congestion; and, pressure on environmental resources. These findings indicate that respondents on Bruny Island perceive that although tourism has a positive impact on the local economy, visitors believe that

tourism has a negative impact on the infrastructure, facilities and services on the island. Table 8.11 presents the key impact attributes on Magnetic Island.

Table 8.11 Key Tourism Impacts on Magnetic Island

Item	Mean belief	Category of impact	Evaluation
Income to local business	4.37	economic	good
Economic development	4.30	economic	good
Revenue generated in economy	4.28	economic	good
Number of jobs in local community	4.19	economic	good
Availability of local services	4.19	other	bad
Investment development and spending	4.15	economic	bad
Water disposal on island	4.12	environmental	bad
Litter	4.05	environmental	bad
Funding for environmental protection	4.02	economic	good
Variety of restaurants	4.01	economic	good
Funding for other public projects	4.01	economic	bad
Pressure on infrastructure/facilities/services	4.01	other	bad

As seen in Table 8.11, the key tourism impacts respondents believe are increasing on Magnetic Island include eight economic and two environmental and other impact attributes. The key impact attributes respondents believe are increasing and are good for the local community include six of the eight economic attributes in Table 8.11, including income to local business, economic development, revenue generated in the local economy, number of jobs in the local community, funding for environmental protection and the variety of restaurants.

The key impact attributes respondents believed were increasing and were negative for the local community included two attributes in each of the economic, environmental and other categories. These were: pressure on infrastructure, facilities and services; diverting funding for other important public projects; litter; waste disposal;



investment, development and spending; and, the availability of local services. These findings indicate that respondents from Magnetic Island believed tourism increases the economic impacts, with a majority of these being considered as positive for the local community. Nonetheless, respondents still believe tourism increases a variety of impacts that are bad for locals, including impacting upon the pristine island environment.

Considering Table 8.10 and 8.11, it becomes apparent that none of the socio-cultural impact attributes measured attained a mean belief score higher than four on either of the islands. This finding indicates that visitors are very aware that tourism increases the economic and environmental impacts for local communities, but they are largely unaware of the increase in socio-cultural impacts experienced by many island locals, reported in Phase One of this research. These findings also indicate that economic impacts tend to dominate visitors' perceptions of tourism activity. Table 8.10 and 8.11 further demonstrate that visitors' believe that tourism increases economic, environmental, socio-cultural and other impacts on the local communities of Bruny and Magnetic Islands.

Interestingly replies to Phase 3 often seem to contradict Phase 2 replies. For example, Phase 2 replies stressed the high cost of food and accommodation on Magnetic, and Phase 3 implies the opposite. This may be because potentially, the survey respondents may have been confronted with new ideas and questions, and unlike in the interviews, did not have the time to explain or clarify their perceptions.

## 8.4 Overall Tourism Impacts on Bruny and Magnetic Islands

This section presents visitors' perceptions of the overall impacts of tourism on Bruny and Magnetic Islands. Results are tabulated from the two single item measures in the Phase Three instrument of visitors' perceptions of tourism impacts. The results also give rise to discussion of the intricate connection between the four dimensions of tourism impacts on the islands.

As reported in Chapter Seven, two single item measures of tourism impacts were solicited from respondents using seven point semantic differential Likert-type scales to provide a further exploration of visitors' perceptions of tourism impacts. These Likert-type scales range from the value of one, representing negative perceptions, to seven, representing positive perceptions overall. The first measure was designed to gauge respondents' overall perception of tourism impacts; the second measure was designed to gain an indication of how respondents' perceived their visit had impacted the Bruny and Magnetic Island communities. Table 8.2 tabulates the means of the two single item measures solicited from respondents to the Phase Three survey.

Table 8.12 Overall Tourism Impacts on Bruny and Magnetic Islands

	Bruny Island		Magnetic Island	
	Mean	Standard Deviation	Mean	Standard Deviation
Overall Impact	4.86	1.589	4.76	1.534
Your Impact	5.38	1.310	5.27	1.356

Table 8.12 shows respondents to perceive the overall impact of tourism on the research islands as more positive than the negative, with mean scores of 4.86 and 4.76 for Bruny and Magnetic Islands, respectively. In addition, respondents perceived

the impact of their individual visit to each of the islands as mostly positive, being indicated by the mean score of 5.38 for those visiting Bruny Island and 5.27 for Magnetic Island visitors. This finding suggests that on both islands, respondent visitors perceived their own impact to be more positive than the overall collective impact of tourism activity.

The results from the survey instrument employed in Phase Three revealed respondents' perceptions to be that tourism increases the overall impacts for local communities. Respondents perceived the economic impact attributes measured in by Phase Three instrument as increasing and to be primarily positive for the local communities. On the other hand, respondents perceived the environmental impact attributes to increase generally, but to be mostly negative for locals. The socio-cultural and other dimensions of tourism impacts were also perceived by respondents to increase, although a range of different attributes were considered to be either positive or negative for local inhabitants. These findings emphasise the intricate relationship between the three common dimensions of tourism impacts (economic, environmental and socio-cultural) and the "other" impact attributes included in the Phase Three instrument.

In summary, respondents' generally perceptions of tourism impacts on the Bruny and Magnetic Island communities to have increased. The two single item measures found the respondents to perceive the overall impact of tourism is generally positive, but that the impact of their own visit has been more positive than tourism's overall impact. This finding was consistent across both islands. The two single item

measures support the data collected from respondents' in the three common and additional categories of the tourism impacts. Economic impacts were considered by respondents to be positive; environmental impacts were deemed negative. Socio-cultural and other impacts were considered to have increased, with many of these considered to be good and bad for locals from the Bruny and Magnetic Island communities. Some attributes considered had a mixture of positive and negative impacts on the general personal and organisational health of the communities of the two research islands.

## 8.5 Chapter Summary

Chapter Eight presented the results of Phase Three of this research which examined visitors' perceptions of tourism impacts on Bruny and Magnetic Islands. Chapter Eight was divided into five subsections: an introduction; respondent profile; visitors' perceptions of tourism impacts; overall tourism impacts; and, summary of the chapter.

The profile of the visitors who responded to the survey on Bruny and Magnetic Islands revealed that those who visited Bruny Island were typically older, highly educated travellers from mainland Tasmania. They were often repeat visitors to the island and stayed an average of 3.3 nights. The visitors to Magnetic Island were typically younger than the Bruny Island visitors. They generally originated from Australia, although Magnetic Island had a higher prevalence of international visitors than that of Bruny Island. Respondents on visit to Magnetic Island also had a high

level of education, were more often repeat visitors, and had a higher average length of stay, 4.9 nights. Interestingly, there was a statistically significant difference in the overall satisfaction of respondents when comparing responses across the two islands, with visitors to Bruny Island having significantly higher levels of overall satisfaction.

Discussions relating to visitors' perceptions of the impacts of tourism on the islands revealed that visitors' generally view the economic impacts of tourism on island communities to positively increase. Additionally, visitors considered the environmental impacts as increasing, but to be primarily negative for the local community. The socio-cultural and other identified tourism impacts were also perceived to be positively increasing. However, a number of socio-cultural and "other" impacts were perceived by respondents to impact negatively on locals. Overall, visitors perceive tourism to positively increase the impacts on both the Bruny and Magnetic Island communities.

Lastly, two single item measures were used to explore visitors' perceptions of the impacts of tourism on Bruny and Magnetic Islands. These measures found that respondents considered tourism to progressively increase the various impacts on the islands. However, respondents considered that the impact of their own visit was more positive than the overall impact of tourism on each of the islands.



## Chapter Nine - Discussion

### 9.1 Introduction

The overarching aim of this research was to explore the process and outcomes of host-guest interactions. This research sought to achieve this by investigating three key research objectives: to explore locals' perceptions of the process and outcomes of host-guest interactions with visitors; to explore visitors' perceptions of the process and outcomes of host-guest interactions with locals; and, to assess visitors' perceptions of the consequences of host-guest interaction for local communities.

Chapter Nine presents a discussion of the results of the three key objectives of this research by considering the key findings of this research in relation to the tourism literature reviewed in Chapter Two. Section 9.2 links the findings from the in-depth semi-structured interviews with key stakeholders, with previous studies on host-guest interaction in the tourism field to achieve Research Objective One. Section 9.3 connects the in-depth semi-structured interviews with visitors with previous studies on host-guest interactions in a tourism context, to address Research Objective Two. Section 9.4 addresses Research Objective Three by integrating findings from the structured, scaled surveys with visitors to previous studies on the consequences of host-guest interaction, particularly the studies focusing on residents' perceptions of tourism impacts. Finally, Section 9.5 presents a summary of the key outcomes of Chapter Nine.

## 9.2 Discussion of Research Objective One

Research Objective One sought to explore locals' perceptions of host-guest interactions on Bruny and Magnetic Islands'. This Objective was achieved through Phase One (Chapter Five), which employed thirty in-depth semi-structured interviews with key informants from community, tourism and environmental stakeholder groups, fifteen on each Island.

Investigating Research Objective One determined that during the initiation of an exchange stage of SET, locals have a diverse range of motivations for interacting with individual visitors, and thus tourism as a collective entity. Within this stage, the need satisfaction of locals to interact with visitors ranged from purely economic reward seeking through to a genuine desire to provide meaningful experiences. This conclusion supports the findings of a number of previous tourism studies, which also reveal that locals' interact with visitors for economic and social reasons (Connelly-Kirch, 1982; Ericksen, 1999; Ireland, 1993). However, the present study further revealed that economic and social reasons are not the sole determinants of locals' motivations to interact with visitors. Indeed, a number of other key reasons emerged from the interviews with key informants. One primary reason locals' desired interaction with visitors, uncovered from Phase One interviews, was community pride which instilled the desire to share information and knowledge with visitors about the history, culture, lifestyle and environments on each of the islands. Nonetheless, this motivation identified by key informants was often reported to be mediated by economic transactions or social forums on each of the islands.



In addressing Research Objective One, it was found that during the Exchange Formation stage of SET, a number of antecedent conditions can be identified which the locals considered provided favourable conditions for host-guest interactions; thereby facilitating locals' interactions with visitors. These included the use of community events, festivals and markets, with respondents reporting that most of these initiatives were driven by a small number of people from community groups, clubs and societies, tour operators and local business owners. Most of the preceding conditions considered favourable were forums that locals' considered enhanced the likelihood of host-guest interactions. These forums were considered facilitators and were often initiatives driven by tour operators, accommodation providers, community clubs and societies, local chops, restaurants and pubs on the island.

These results from the interviews with key informants align with the broader tourism literature, which also notes the benefits of festivals, events and markets for the community and for the sustainability of tourism (Arai & Pedlar, 2003). Research Objective One findings reinforce the important role of these activities in providing positive and voluntary interactions, and in delivering positive longer-term outcomes of relationship building, greater island experience, contribution to the economy and overall enhancement to the quality of island life. Other studies also note the sustainability role of community-driven festivals, events and markets to generate income, instil a sense of pride in the local community, preserve local culture and provide visitors with a unique and authentic cultural experience (Lindroth, Ritalahti, & Soisalon-Soininen, 2007).

Conversely, the tourism literature also notes that careful consideration must be given to ensure that festivals, events and markets do not transform the host-guest relationship into one of subservience, menial employment and the consequent community discontent (Faulkenberry, Coggeshall, Backman, & Backman, 2000). Committed island volunteers, business owners and employees are the frontline interaction points with guests, and are crucially important for any community. The results of the interviews and observations revealed that the committed individuals are even more important for tourism experiences provided within the relatively isolated and small island populations. Their role in creating and maintaining the events that facilitate interaction, and the understanding of the importance of island attributes, including the environment, lifestyle and culture, were identified as prominent impacts on the guest experience. Without the commitment and sincerity of islanders to interact with guests, the experiences of the wider island community and guests may not be sustainable (Greer, 2002).

The results of Research Objective One found that although there were a range of favourable antecedents, there were also a number of barriers or unfavourable antecedents that made locals' view interactions with visitors as undesirable. One of the major inhibiting antecedent conditions on Magnetic Island was a general feeling among community members that they had lost perceived control over the tourism development process, which translated into an unwillingness to interact with visitors' altogether. In contrast, the locals' on Bruny Island often commented on the lack of development, particularly of the public infrastructure and services. It was found that

some locals even blamed visitors for deteriorating quality of life on the Island and avoided interaction due to the perception that tourism has a negative impact on their idyllic island lifestyle.

As identified above, key findings uncovered in the process of addressing Research Objective One were consistent with the wider tourism literature, particularly the conclusions surrounding antecedent conditions of host-guest interaction. However, previous studies in the tourism field have focused on demographic characteristic including age, gender, and other aspects including community attachment, environmental attitudes as influencing visitors perceptions of tourism, and thus potentially influencing the level of interaction individual locals desire with visitors (Akis, Peristianis, & Warner, 1996; Cessford & Dingwall, 1994; Jeong, 1992; McGhee & Andereck, 2004; Tosun, 2002). This research revealed that although the characteristics listed above were identified to play an important role, despite these differences host-guest interaction can be facilitated using methods that locals do not perceive is a major intrusion or threat to their lifestyle. Potentially, this can help to overcome issues of confusion over the development process or community angst over the perceived lack thereof.

Analysis aiming to address Research Objective One confirmed that if the antecedent conditions are perceived as positive by locals during the exchange formation stage, then an actual exchange relationship will form between the host and guest. Interviewees identified a variety of resources that are transacted between locals and visitors during an exchange relationship. On both islands, the resources transacted

were found to be both tangible and intangible, and could be categorised into the six resource exchange dimensions of money, goods, services, knowledge, status and hospitality. This kind of resource exchange has been identified by several studies that focus on the interaction between individual actors or business networks in a tourism context (Cobb, 1988; Cohen, Nir, & Almagor, 1992; Ericksen, 1999).

In examining locals' perceptions during the formation of the exchange relationship (a subpart of the exchange formation stage of SET), locals' believed the balance of power to vary, with many claiming tourism results in mutual benefits for both actors. Nevertheless, there was a tendency among locals' with an economic interest in the tourism industry to perceive tourism as favourable for locals. In contrast, those without a financial dependence on tourism, particularly the retired locals on Bruny Island perceived that tourism activity is more favourable for visitors. This finding supports previous studies which have explored residents' perceptions of the balance of power between tourism and communities at a more collective level. These studies illustrate how perceptions of power vary throughout communities depending largely upon economic dependence on the tourism industry (Bramwell, 2006; Bramwell & Meyer, 2007; Dyer, Aberdeen & Schuler, 2003; Fallon, 2001; Kayat, 2002; Reed, 1997; Ryan, 2002).

The results from the semi-structured interviews with key stakeholder informants indicated that during the exchange transaction evaluation stage of SET locals evaluate their interaction with visitors on an individual level, often reporting on a variety of welcoming and unwelcoming encounters that they have had with them.

Nonetheless, consistent with previous literature, respondents often reported that despite the majority of visitors being respectful of the island and its community, a single negative interaction with a visitor has the potential to influence the way tourism is perceived at the collective level, though this change was often indicated to be temporary (Akis, Peristianis, & Warner, 1996; Kayat, 2002).

The responses derived to accomplish Research Objective One uncovered that during the consequences of the exchange stage of SET a number of different economic, environmental, socio-cultural and other impacts occur for locals on Bruny and Magnetic Islands. The consequences of the exchange were perceived differently on each island, with the salient responses of the key informants being used to drive the analysis of the results. On both islands respondents regarded the economic aspects of the host-guest exchange as overwhelmingly positive. Locals on Magnetic Island were particularly aware of the benefits gained from a well defined tourism industry, including improvements to infrastructure, facilities and services; benefits of tourism which have also been recognised by previous studies (Blackman *et al.*, 2004; Fagence, 1997; Giannoni & Maupertuis, 2007; Giesecke, Dixon, & Rimmer, 2008; Huh & Vogt, 2008; Khadaroo & Seetanah, 2007; Laslo, 2003).

On Bruny Island, the locals' responses to the positive economic impacts of tourism focused on the opportunities for employment that tourism presents on the island, especially considering the deterioration of primary industry activity. These observations from the local informants in Phase One interviews are consistent with the economic impacts of tourism discussed in previous studies, which cite

employment as one of the major economic benefits of tourism in destination communities (Akis, 1996; Douglas, 2006; Dwyer, Forsyth, Madden, & Spurr, 2000; Gelan, 2003; Gu & Wong, 2006; Ishikawa & Fukushige, 2007; Johnson, Snepenger, & Akis, 1994; Wagner, 1997; West & Bayne, 2002).

Similarly, key environmental impacts of tourism identified by the key informants were common to both islands and included litter, increased energy consumption, waste disposal issues and impacts on native wildlife. These findings are in line with the environmental impacts of tourism, which are gaining emphasis and recognition in the tourism literature, especially around places where tourism is driven by a demand for natural experiences (Backhurst & Cole, 2000; Buckley, 2004; Buhalis & Fletcher, 1995; Haas, 2003; Hockings & Twyford, 1997; Kang & Moscardo, 2006). These results are also consistent with previous research on residents' perceptions of tourism impacts.

Likewise, a number of socio-cultural and other impact variables identified in previous studies were also uncovered on Bruny and Magnetic Islands. These impacts included noise disturbance, dangerous driving, an increase in undesirable behaviour during peak periods, crowding of favourite recreation sites, and political corruption (Ap, 1990; Easterling, 2004; Faulkenberry, Coggeshall, Backman, & Backman, 2000; Fredline, Deery, & Jago, 2005; Getz, 1993; Hall, 1994; Huttasin, 2008; King, Pizam, & Milman, 1993; Mbaiwa, 2004).

A major difference was apparent between Bruny and Magnetic Islands in the consequences of the exchange stage of SET. This was observed in the salient responses of island locals towards the impacts of tourism on each of the islands. On Magnetic Island, a majority of the respondents reported that the key impacts of tourism were centred on the re-development of Nelly Bay. Locals' generally felt the process of community consultation was arbitrary and that there was a lack of involvement of residents in the planning process. Not only were community attitudes towards tourism affected by this process, but the desire for interaction with visitors was, for many, expunged by the process. This is a new finding not previously reported in the literature.

On Bruny Island the salient responses of key informants were more focused on the lack of tourism development on the island, with many respondents expressing the community desire for increased provision of infrastructure, facilities and services that would benefit both locals and visitors on the island. In particular, the queue for the ferry during peak periods and lack of facilities in Adventure Bay were key points of contention within the community with many locals reporting that they were confused as to why an increase in tourism had not benefitted the wider community. Paradoxically, while the locals' expressed a desire for improved facilities, infrastructure and services for visitors and the community, many opposed further tourism development on the island with the intention being to keep Bruny as natural and aesthetically appealing as possible.

The influence of tourism development, particularly the process by which development is handled, can generate contention amongst destination communities, a phenomena which is well-documented in the tourism literature (Bhantia, 1986; Butler, 1974; Cronin, 1990; Elliot & Neirotti, 2008; Hall, 2000; Krakover, 2004; Liu, 2003; Long & Glendinning, 1992; McLennan, 2008; Pearce, 1989; Sinclair & Jayawardena, 2003; Twining-Ward, 1999; Wahab & Pigram, 1997; Westlake, 1995). In considering Research Objective One, it has been demonstrated that the process of tourism growth and development, regardless of whether physical development has occurred or not, can lead to immense confusion at the community level if it is not handled appropriately. This community contention can influence the locals' attitude towards and their desire to interact with visitors to their Islands' during their day to day lives.

It has been argued that islands can be very attractive destinations for tourists, and tourism activity is often required to ensure social and economic development and sustainability of these destinations (Albuquerque & McElroy, 1992). There is a broad body of literature which has identified that tourism activity can have numerous positive and negative impacts on destinations (Archer & Cooper, 1994). If the tourism development process is not carefully planned and managed, the negative impacts can easily outweigh the positive. Previously, the literature has had a focus on investigating the consequent impacts on a destination and the community's perceptions of these impacts. There has been a lack of research investigating how



local communities perceived the actual development processes of tourism which lead to the consequent impacts.

This research has attempted to fill this gap in the tourism literature by building on broader literature relating to social exchange and social representation theories. It has discovered that between the two Australian Island communities investigated in this research, there is a diverse range of community perceptions relating to local tourism development. Interviews conducted on Magnetic Island suggest that there is community concern about the decision-making process of recent tourism development, whereas the interviewees on Bruny Island focused more on the lack of facilities, services and infrastructure available to cater for increased visitor numbers. The diversity of perceptions and the varying levels of understanding regarding tourism development amongst island residents indicate a need to engage locals in collaborative partnerships during the planning process. Future planning and research on tourism development and its impacts needs to include more qualitative approaches which can deliver both an educational and consultative decision-making tool that can be tailored to the unique temporal and spatial contexts of particular islands' and their tourism development processes.

In addressing Research Objective One, this research has revealed that the local communities on the two case study islands are motivated to interact with visitors for economic and social reasons, including community pride over the Island's unique culture, history, environment and lifestyle. The facilitating antecedents identified included festivals, events and markets, with the inhibiting antecedents primarily

relating to community angst over the development process. The resources that locals' perceive they are transacting during their interactions with visitors include money, goods, services, knowledge, status and hospitality. The balance of power between host and guest seemed to depend on economic dependence on the tourism industry. Locals evaluate their interactions with visitors at both the individual and collective level to determine the consequences of the host-guest exchange. The consequences of the exchange uncovered on Bruny and Magnetic Islands included a range of economic, environmental, socio-cultural and other variables largely consistent with those previously identified in the wider tourism literature.

### 9.3 Discussion of Research Objective Two

Research Objective Two aimed to explore the visitors' perceptions of host guest interactions on the two Australian Island case studies. Research Objective Two was achieved through Phase Two of this research. Phase Two closely followed the methodology employed in Phase One by undertaking forty in-depth semi-structured interviews with visitors to the Islands; twenty on each of Bruny and Magnetic Islands. This section accomplishes Research Objective Two by connecting Phase Two results with previous studies undertaken on host-guest interaction in the tourism literature.

In examining visitors' perceptions it was found that during the initiation of an exchange stage of SET, visitors have a variety of different needs they are looking to satisfy by interacting with locals on the Islands. Results obtained from the interviews

allowed the visitors' motivations to be segmented at the broadest level into three key dimensions; basic/superficial needs, meaningful needs, and latent (or other) perceived needs. The basic or superficial needs which the visitors sought to fulfil by interacting with the local community encompassed obtaining directions or purchasing basic necessities like food and shelter. These basic or superficial interactions often, but not always, involved the visitors' and locals participating in an economic transaction.

The meaningful needs reported by visitors primarily focused on the desire to obtain specialised knowledge on the environment, history, culture, community and lifestyle on the islands. Visitors who reported that they had more meaningful needs sought interaction with locals generally to confirm, or disconfirm various stories about the island; or to add a more authentic meaning to their interpretation of the physical, social, cultural and historical landscapes of each island. Nonetheless, while the needs that initiated the process were multifaceted, the results from the interviews suggested that the visitors' search to satisfy their meaningful needs was often mediated by the desire to satisfy basic or superficial needs during the economic transactions of products and services.

The third key need segment to emerge from the interviews was a 'latent' or 'other' needs category. This included those respondents who reported having no particular need to satisfy from interacting with the local community. Generally these visitors were staying on the islands for shorter periods and were self catering. They generally described their interactions with locals as occurring during the serendipity of everyday life and this was outside of any economic transaction. Even though they

could not identify a particular need for interacting with locals, these visitors reported attaining intrinsic benefits of the interaction, including feelings of personal satisfaction that arise from being nice to others. Since this group reported to have no particular needs to satisfy, a separate group was developed to highlight the diversity of visitors, with many of the visitors in this segment not even recognising that the local community had any role to play in the delivery of the visitor experience.

The reasons visitors have for interacting with the local community have been addressed to some extent in the existing tourism literature (Nash, 1989). However, studies that have broached this subject have had a focus on the visitors' expectations of locals, or their cultural interaction and authenticity. These studies have discussed how these expectations and interactions have influenced the visitor experience, principally in the context of service quality, and how this can create a culture of servitude for hosts (Blanton, 1981; Halvaksz, 2006; Juaneda & Sastre, 1999; Khan & Su, 2003). This study contributes to this literature by identifying three key segments of visitors' motivations or needs for interacting with the local communities. This analysis adds depth to the current level of exploration relating to the needs that guests are seeking to satisfy by interacting with hosts.

As with Phase One, Phase Two results determined that visitors, like locals, perceived a number of both facilitating and inhibiting antecedent conditions for social interaction. As previously noted in Section 9.2, a prominent facilitator of host-guest interaction was the various festivals, events and markets that occur on the islands. In Phase Two it was observed that visitors often create short-term friendships and even

develop longer term relationships with locals that reside on the island, which helps to induce repeat visitation. As identified during the discussion of Research Objective One, the use of festivals, events and markets to facilitate host-guest interaction is well documented in the tourism literature, and is a common tool used by planners and policy makers as a way to use community based interaction programmes to rejuvenate tourism destinations (Arai & Pedlar, 2003; Buerger, Hill, Herstine, & Taggart, 2000; Delamere, 1997; Evans, 1997; Goldblatt, 1990; Himmelberger, Baughman, & Ogneva-Himmelberger, 1995; Reid, 2006).

The visitor respondents from Phase Two were largely unaware of the effort required on islands to facilitate such community based interaction programs. Instead, the visitors often regarded the facilitators of host-guest interaction to be the owners and employees of local businesses that they came into direct contact with during their stay. Visitors reported that these actors were essential in creating their awareness of the island's unique environments. The owners of businesses, especially those selling local products, were considered by many visitor respondents as important ambassadors for the island; often leaving lasting impressions. Respondents also acknowledged that local councils and parks agencies acted as important intermediaries and facilitators of host-guest interaction. A number of visitors noted that this interaction was encouraged by community-driven signage, interpretation, and other tourism marketing about the islands.

Although there was evidence of a number of facilitating antecedents, Research Objective Two also uncovered a variety of inhibiting preceding conditions to host-

guest interaction. The common inhibiting preceding conditions to host-guest interaction identified in this research included deficiencies in opportunities, communication and promotion, sufficient infrastructure and time-tabling, size and frequency of transport. These conditions have been reported in tourism studies as not only inhibiting host-guest interaction, but also restricting the overall sustainable development of tourism destinations (Andriotis, 2006; Attard & Hall, 2004; Blackman *et al.*, 2004; Cooper, 1995; Fagence, 1997; Fallon & Kriwoken, 2003; Khadaroo & Seetanah, 2007; Khadaroo & Seetanah, 2008; Pacaud, Vollet, & Angeon, 2007).

A key barrier to host-guest interaction on both islands observed during Phase Two of this research was the perception among many visitor respondents that locals are negative towards interacting with visitors unless the interaction involved an economic transaction. This negative attitude from the locals may indicate that many have adopted coping mechanisms to deal with the impact of visitors, such as avoiding interaction altogether. The tourism literature has discussed visitors' use of coping mechanisms, particularly in studies on perceptual crowding in natural or protected areas, and how this influences the visitor experience (Manning & Valliere 2001; Moyle & Croy, 2007). Nonetheless, the study of coping mechanisms in a tourism development or host-guest interaction context has focused on residents modifying their behaviour as tourism transforms destinations (Ashley & Wolmer, 2003; Kaae, 2001; Macaulay, 1994; Saarinen & Kask, 2008; Sebastain & Rajagopalan, 2009). However, this research has determined that visitors are able to perceive and react to

coping mechanisms devised by the local community to deal with visitation and development.

The in-depth semi-structured visitor surveying revealed evidence to suggest that there are six common dimensions of resources being transacted between host and guest. Visitors identified the most common resource of transaction to be money in exchange for goods and services, which follows conclusions in the literature (Arachabald & Naughton-Treves, 2001; Davies, 1994; Friedl, 2008). Nonetheless, other resources were also being transacted between actors, including the recognition of an exchange of hospitality for status (Bastakis, Buhalis, & Butler, 2004). While these six common resources have been identified to be transacted between actors in sociology and social psychology, they have not been fully integrated into the tourism literature which further supports the need to apply such theories within the tourism context (Brinberg & Castell, 1982).

It has been argued in the literature that stakeholder power is a new area of study in the tourism literature that requires further investigation (Ruhanen-Hunter, 2006; Scott, 2003; Scott, Cooper & Baggio, 2008). This study sought to further draw out the intricacies of stakeholder power by investigating it within the context of host-guest interactions. Phase Two of this research determined that visitors to Magnetic Island reported that the balance of power was in favour of the tourism industry and local businesses. Conversely, visitors to Bruny Island felt that locals were disadvantaged because of crowding of key services and infrastructure, such as the ferry. Notably, the balance of power was identified by visitors to be different in peak

season compared to low season, as in the low season locals are in a position of power because they have unprecedented access to facilities, infrastructure and services to cope with demand in peak periods. The balance of power reported by visitor respondents usually centred on the recognition of the centre point between the economic benefits identified by the locals, scaled against the cost for the visitor. This is also observed in studies which focus on the dynamics of power relations between various actors in the tourism literature (Bastakis, Buhalis, & Butler, 2004; Fallon, 2001; Hampton, 2004).

Phase Two results established that visitors aggregate the sum of their temporally and spatially dispersed social interactions with locals around the island in order to deduce their overall perceptions of island communities. Subsequently, the results revealed that most respondents' evaluations of interactions with individuals or groups of locals tended to polarise towards the extremes; with either intensely positive encounters or particularly memorable negative exchanges. The process respondents adopted to evaluate the transactions with individual and groups of locals seemed swift and immediate; whereas the process used to evaluate the sum of all transactions with the community was far more complex, multi-faceted and considered. The most obvious difference between visitor respondents in the transaction evaluation stage of SET was between short-term and long-term visitors. Short-term visitors were bound by time constraints and consequently had a focus on obtaining lots of local information quickly. Long-term visitors were more motivated to immerse themselves within the island communities and generally had quite different expectations of the locals.



Respondents identified a range of commodities that were obtained through host-guest interaction, the most common of which included products, services and experiences, such as souvenirs, food, wine, accommodation and island tours, which is consistent with findings of previous studies (Corr, 2007; Telfer & Wall, 1996). Respondents also identified a range of psychological states and feelings which resulted from host-guest interactions creating different layers of meaning and interpretations for visitors. The psychological outcomes identified by respondents were often related to the products and services purchased from locals during an economic transaction, which helped visitors to recollect their time on the islands.

During the consequences of the exchange stage, the actions or behaviours were reported to occur by respondents as a direct consequence of host-guest interactions. The behaviours instilled by host-guest interactions could have positive or negative implications for the overall sustainability of island communities. Interestingly, particularly positive interactions, such as those facilitated by the local council in regards to sustainable energy consumption patterns on Magnetic Island, were reported by respondents as having the potential to influence post-trip behavioural patterns in addition to on-site behavioural selection. This finding confirms the results of previous studies which indicated that locals have the potential not only to influence the visitor experience, but to modify the on-site and post trip behaviours of visitors, both within and outside of the context of an economic transaction (Ham & Weiler, 2006).

Results highlighted the crucial role of government in providing services, facilities and infrastructure to support the community and the guests and to enhance the sustainability of island development and tourism experiences. Government organisations play a key role on the islands, particularly as both Bruny and Magnetic Islands had protected areas. Importantly government can help to develop more positive tourism experiences which facilitate learning about the unique island environment. Government organisations' were also observed to facilitate interpretation and communication about the importance of the islands, community and sustainable practices by guests; although community members and groups also played a key role in providing this type of information to visitors. Overall, the social interactions between hosts and guests provided positive opportunities for communication, understanding and enhancement to economic, social and environmental sustainability of the islands, and tourism activity on the islands.

By considering Research Objective Two, Phase Two of this research determined that visitors have superficial, meaningful and latent perceived needs for interacting with locals. Visitors' search for the meaningful is often mediated by economic transactions of products and services, seeking to confirm or disconfirm pre-visit information they had about each of the islands. The facilitating antecedents identified by visitors were similar to those noted by locals in Phase One, including festivals, events and markets, but also extending to parks agencies, local councils and community driven signage and interpretation. Inhibiting antecedents included deficiencies in opportunities, communication and promotion, sufficient infrastructure,

and time-tabling, size and frequency of transport, and an occasional unwelcoming atmosphere portrayed by locals who were perceived to be adopting coping mechanisms to avoid interacting with visitors. Regardless of individual encounters, visitors noted that they used the sum of all their interactions with locals to determine their overall perceptions of the island community. While visitors indicated they set out to fulfil a need by attaining products, services and experiences from locals, the interaction clearly evoked a range of feelings, emotions and psychological states and this could be viewed as either positive or negative. Lastly, the visitors reported that actions or behaviours that manifest from host-guest interactions occurred both on-site and also post-visit.

## 9.4 Discussion of Research Objective Three

Research Objective Three aimed to evaluate visitors' perceptions of the consequences of tourism related host-guest interactions on locals. The consequences of host-guest interaction for local communities are the impacts of tourism which are conceptualised in the tourism literature. Phase Three aimed to achieve Research Objective Three by considering responses from a structured, scaled survey administered to visitors on Bruny ( $n=318$ ) and Magnetic Islands ( $n=201$ ). This section deals with Research Objective Three by connecting the results of Phase Three with the tourism literature related to host-guest interaction and the perception of the impact of tourism.

Phase Three of this research determined that, in general, visitors consider tourism to increase the impact on local communities. It has become accepted in the tourism literature that tourism activity increases impacts on locals from host communities and these can be perceived and identified by residents (Akis *et al.*, 1996; Dorwart, Leung, & Moore, 2004; Dyer, Aberdeen, & Schuler, 2003; Gossling, 2001; Haas, 2002; Kang & Moscardo, 2006; Vogt, Banana, Gombya-Ssembajjwe, & Bahati, 2006). However, from this research it can also be concluded that visitors are also able to perceive the impact of tourism activity on host communities. Results indicated that visitors generally perceive the overall impact of tourism on host communities as positive. However, findings from Phase Three demonstrate that most visitors perceive the impact of their individual visit as more positive on local communities than the overall impact of tourism activity.

Tourism studies have previously established that residents believe tourism activity increases the economic impacts for the community and this is primarily perceived as positive for local communities (Carlsen, 1999; Carmichael, 2000; Deichman, 2002; Haralambopoulos & Pizam, 1996; Hernandez, Cohen, & Garcia, 1996). Phase Three of this research revealed that visitors also perceive tourism activity to increase the economic impacts of tourism and this was viewed as positive for the local community. This study's conclusion that visitors perceive the key economic impacts of tourism to benefit the community by increasing employment, revenue generated in the local economy and the personal income of local residents is a first, though is consistent with, but unique to, previous studies findings on residents' perceptions of

the economic impacts of tourism (Andriotis, 2006; Cukier & Butler, 1996; Goodwin, 2002; Johnson, Foo, Buchanan, & Henrick, 2001; McNeill & Williams, 2007). This finding could be linked to the way tourism is promoted as having economic benefits for local communities, in addition with the monetary cost visitors have to outlay to local communities in exchange for products and experiences.

In contrast to the positive economic impact of tourism activity, the results from the structured scaled survey suggest that visitors perceive the environmental impacts of tourism to mostly result in increased negative impacts for local communities. This mirrors similar studies on residents' perceptions of tourism impacts that demonstrate tourism activity increases the negative impacts on the environment (Aguilo, Alegre, & Sard, 2005; Andriotis, 2003; Buijs, 2009; Faulkner & Tideswell, 1997; Kavallinis & Pizam, 1995). This study found these adverse impacts to be the result of tourism activity perceived as having an increased pressure on environmental resources, pollution, the deterioration of natural assets, erosion in national parks and litter, aligns with literature on residents' perceptions (Cushnahan, 2001; Easterling, 2004; Jamal, 2004).

Visitors surveyed in Phase Three perceived the socio-cultural and other impacts of tourism to increase, but perceived the impacts to be both good and bad for local communities. This finding also mirrors previous studies on the socio-cultural and other impacts of tourism, which conclude that residents perceive a range of these impacts in a positive and negative manner (Bramwell, 2003; Bruny & Courtney, 1999; Dogan, 1989; Gjerald, 2005; Heuman, 2005; Jeong, 1992). The positive socio-

cultural and other impacts identified in this study were associated with increased shopping opportunities, restaurants, opportunities to restore and protect historical structures, recreation opportunities, the preservation of natural and cultural sites, a better quality of local services, and the variety of cultural facilities and activities which align with previous literature relating to residents' perceptions of the consequences of tourism related host-guest interactions (Douglas, 2006; Faulkner & Tideswell, 1997; Haley, Snaith, & Miller, 2005; Hardy, 2005; Huttasin, 2008; Ilika, 2001; Pacaud, Voller, & Angeon, 2007).

However, tourism activity can also increase the negative socio-cultural and other impact attributes including the congestion of local shops; changes in local social patterns, values and customs; various tensions within the local community; parking issues for locals; increases in drug use, alcohol consumption and crime, crowding of and thus pressure on facilities, services and infrastructure; pressure on key services, noise level within the community, levels of traffic density; size of crowds thereby restricting activities and enjoyment; overcrowding of natural areas; and the local property tax. This research found that, unlike Magnetic Island, visitors on Bruny Island considered the congestion of local shops to be a positive, rather than a negative socio-cultural impact. This was possibly because the visitors believed that people in shops implied that there were economic benefits for the community. Furthermore this research also found that visitors perceive the socio-cultural and other impact attributes to be mostly negative for local Island communities, and this

reflects the literature relating to residents' perceptions of tourism impacts in more general destinations (Carter, 2004).

Conclusions stemming from Phase Three of this research suggest that, overall visitors believe tourism increases impacts on local communities. The economic impacts measured in this study were perceived as primarily positive, while the environmental impacts perceived as mostly negative. This conclusion is similar to that of previous studies relating to residents' perceptions of the impact of tourism on the economy and environment. Although the socio-cultural and other dimensions of tourism impacts were perceived to increase, the attributes were perceived to have a mixed affect on the community with some being viewed as positive and others as negative. This follows previous residents' perception studies in the tourism literature. These findings imply that visitors' perceive the impacts of tourism in a similar way to the manner conceptualised in the literature that impacts are perceived by locals who are living within destination communities.

## 9.5 Chapter Summary

The primary aim of this study was to investigate the process and outcomes of host-guest interactions on two Australian Island communities. This Chapter has presented a discussion of the three key objectives of this research, connecting each with previous studies conducted in the tourism field.

This chapter set out to discuss the results of the present study in relation to previous literature. With regard to Research Objective One, it was revealed that many of the

perceptions of the locals interviewed in this study are consistent with previous research, though the present study is the first to gain in-depth responses from a pool of residents in relation to all four stages of SET. It also honed in on host-guest interactions and, in doing so, it uncovered perspectives not previously discussed in the literature, particularly in an island tourism context. For example, there has been little or no literature discussing what factors encourage residents to continue to interact with tourists as opposed to what factors trigger avoidance of host-guest interaction. The complete elimination of any desire for future interaction with visitors was also a consequence for some locals.

Asking the same series of questions with visitors on the same two islands provided an original way of gaining insight into how such responses by the island residents might be viewed from the other side, something that has not been attempted in previous studies. This revealed a surprisingly high level of awareness by visitors regarding most aspects of host-guest interactions, its antecedents and its consequences. Again, while previous studies have touched on some of these issues, in-depth perceptions from visitors provide new information that broadens and deepens current knowledge, particularly in the context of these two islands. Finally, the survey of visitors is a first to obtain their perceptions of tourism impacts on a full range of indicators that have been widely used in surveys of residents. Thus, the findings present a new lens with which to view the perceived impacts of tourism on islands.



## Chapter 10 - Conclusions, Contributions and Future Research

### 10.1 Introduction

The purpose of this research was to explore the interaction between hosts and guests in an island tourism context. Specifically, this research sought to understand the host-guest interaction process, and how the outcomes enrich or inhibit the visitor experience and local communities' economic, environmental and socio-cultural well-being. The process of interaction between actors was of particular interest on islands, given visitors and locals are both temporally and spatially confined to the one location. This research utilised the philosophical approach of constructivism to highlight that the interpretation of the interaction between hosts and guest in a tourism context comprises multiple realities. Sociology was applied as the disciplinary platform for the exploration of the dynamic and complex interactions occurring between hosts and guests, and specifically used the process of interaction conceptualised by SET was used to frame the process and thus the ensuing analysis. This research used two Australian Islands to explore host-guest interactions: Bruny and Magnetic Islands.

This chapter firstly reiterates the key conclusions and implications that arose from addressing the research aim and objectives developed for this research. Secondly, the theoretical significance of the research is highlighted, as is the contribution it has

made to practice. The limitations of this research and methodology are considered delivering an agenda for future research which provides a conclusion to this chapter.

## 10.2 Summary of this Research

This section summarises the preceding chapters and draws out the key conclusions and implications that arose during the process of this research. Chapter One introduced the research by presenting a contextual background, the philosophical approach, the theoretical orientation, the research aim, expected contributions, outline of thesis contents, key definitions and concluded with a chapter summary.

Chapter Two established the foundations for this research by reviewing the social interaction literature from sociology and social psychology perspectives (Cerulo, 2009; Emerson, 1976). The review revealed various resource exchange approaches to assess interactions between actors, at both the individual and collective level (Brinberg & Castell, 1982; Goldberg, 1980; Markovsky, Willer, & Patton, 1988). It identified that, SET in particular, is commonly employed as an approach to frame the concept of interaction (Blau, 1964; Emerson, 1962, 1976; Homans, 1958). Within the tourism literature, previous studies of host-guest interactions had focused on the consequences of the interactions for local communities; commonly described as the impacts of tourism (Andereck, Valentine, Knopf, & Vogt, 2005; Ap, 1992; Deccio & Baloglu, 2002; Hernandez, Cohen, & Garcia, 1996; Jurowski, Uysal, & Williams, 1997).

Chapter Two identified three common types of inter-related impacts conceptualised in the tourism literature; specifically economic, environmental and socio-cultural impacts (Ap, 1990; Dogan, 1989; Liu, Sheldon, & Var, 1987; Mathieson & Wall, 1982; Milman & Pixam, 1988). There were also other type of tourism impacts identified in previous studies that were conceptualised as technical or political impacts, and were unable to be specifically classified into one of the three common dimensions of tourism impacts outlined above (Bramwell, 2003; Easterling, 2004; Gossling, 2001). The literature also identified the importance of the host community as an integral part of the visitor experience (Jafari, 1987), and visitors' as critical for the well-being of locals (Din, 1993). Chapter Two concluded by introducing the three key objectives used to achieve the overarching aim of this research.

Chapter Three described the site selection process, which led to the identification and selection of Bruny and Magnetic Islands as the most appropriate sites for this research. The islands were selected primarily because each had an established local community, were accessible only by ferry, and had tourism activity which was driven by the Islands' unique natural environment and fragile protected areas (Davis, 2004; Magnetic Informer, 2008; Magnetic Island Holidays, 2008; Rowlands, 1914).

Chapter Four presented the research strategy, outlining the process to select the methodology used to achieve the aim and objectives of this research. A mixed methods research design was selected as the most suitable approach to achieve the research aim and objectives based on arguments from similar tourism studies relating to host-guest interaction. The selected mixed methods approach consisted of three

sequential phases. Phase One interviewed residents regarding host-guest interactions, Phase Two interviewed tourists regarding host-guest interactions, and Phase Three surveyed tourists on their perception of tourist impacts on each island. Chapter Four also described the implementation of Phases One and Two Methods on Bruny and Magnetic Islands, designed to achieve Research Objectives One and Two. The Phase One Method consisted of in-depth semi-structured interviews with 15 key informants from each island recruited from community, tourism and environmental stakeholder groups. Similarly, Phase Two also consisted of in-depth semi-structured interviews with participants recruited to represent key intrastate, interstate or international tourist markets, as identified by the key informants in Phase One of this research.

The interview process of Phase Ones and Two consisted of five key components. First, interviews obtained background information from participants. Second, the interviews asked participants questions relating to the four stages of interaction as conceptualised by SET (Ap, 1992). Analysis of the results from Phase One and Two consisted of five stages designed to enhance the reliability and validity of the data. The five stages of data analysis were: a research journal, transcription, conclusion drawing and verification, expert review and an inter-coder reliability check. Finally, Chapter Four discussed ethical considerations associated with conducting this research on Bruny and Magnetic Islands, and concluded.

Chapter Five derived an understanding of host-guest interaction by analysing and synthesising the results from the Phase One interviews. Chapter Five identified the sample of key informants participating in Phase One interviews, illustrating the links

and intricate connections between the community, tourism and environmental stakeholder groups identified on each of the islands, with many respondents belonging to multiple groups. A contextual background to the locals and visitors on each of the islands was presented. It revealed that locals perceived the Bruny Island community to be close and tight knit, and immensely diverse. The community on Magnetic Island was also considered to be close and tight-knit, with a strong and proud sense of identity. The tourist markets were identified and for both islands the segments consisted of a range of intrastate, interstate and international visitors.

Chapter Five presented the results of Phase One interviews using the four stages that reflect the process of interaction conceptualised by SET, including the initiation of an exchange, exchange formation, transaction evaluation and the consequences of an exchange. During the initiation of an exchange, key informants acknowledged the primary motivation locals had for interacting with visitors as being the desire to satisfy economic or financial needs through to a genuine desire to provide meaningful experiences. Events, markets, community clubs and groups were found to facilitate host-guest interaction on both islands. All the same, a number of barriers to interaction also exist including social resistance by many community members and a lack of infrastructure and resources to support interactions. The nature of interaction on islands varied immensely from welcoming and meaningful exchanges, through to superficial and even hostile encounters.

Chapter Six explored visitors' perceptions of host-guest interactions by presenting the results of Phase Two. Phase Two respondents on Bruny Island included four

international, ten interstate and six intrastate visitors, while on Magnetic Island there were seven international, seven interstate and six intrastate visitors included in the sample. To gain a greater understanding of the process of host-guest interaction on the islands the visitors' trip motivations were investigated. Respondents from Bruny Island were found to be motivated by the natural environment; the escape from city life; and the lack of tourism development on this island. Like Bruny Island, visitor respondents from Magnetic Island were also motivated to visit by the natural environment, although they differed by being more attracted by the island's relaxed atmosphere, its affordability and its accessibility.

Chapter Six then presented the Phase Two results arising from the visitors' perceptions of the previously identified stages in the process of interaction, as conceptualised by SET (Ap, 1992). During the initiation of an exchange, respondents identified three sets of perceived needs from the local communities of the two islands, the search for basic and superficial, meaningful, and latent needs. Often the search for the meaningful was mediated by the search for basic or superficial needs, with visitors reporting to engage employees of local businesses in in-depth interactions about the environment, culture and history of the islands. During the exchange formation stage a number of facilitating and inhibiting antecedent conditions to host-guest interaction were identified. The facilitating antecedents included festivals, events, markets and employees of local business and government agencies, while the key inhibiting antecedents included deficiencies in opportunities, communication, promotion, supportive infrastructure, and transport time tabling,

vehicle size and reliability. The most common form of resources exchanged between hosts and guests were determined to be money in exchange for goods and services, as well as knowledge being exchanged for status. The perceived balance of power between actors varied among Phase Two respondents, for example, the perceived value of the cost by the guest compared to the perceived financial benefits derived for locals, in relation to the experience or product purchased.

Additionally, Chapter Six reported that during the transaction evaluation stage, respondents described a process being used to evaluate their interactions with an individual or a group of locals, that was different to the more complex process used to recollect their experience with the entire community on the two islands. Visitor respondents noted that a consequence of exchange was that they accrued a variety of outputs, such as products and services, to which they attached sentimental meaning which enabled them to reminisce about their island experience. This was a possible attempt, on behalf of the visitor, to make the intangible experience more tangible. Finally, respondents reported host-guest interaction could influence their behaviour while visiting the islands. Both positive and negative examples of on-site behavioural change were reported by the visitors. By analysing and reporting the results of Phase Two, Chapter Six achieved Research Objective Two.

Chapter Seven described the methodology employed to achieve Research Objective Three. The survey tool was devised by building on a previous scale developed by Ap and Crompton (1998) and merging impact findings identified in Phase One surveying

on both Bruny and Magnetic Islands. This resulted in a visitors' perception scale with 74 impact attributes.

Chapter Eight presented the results of Phase Three of this research and achieved Research Objective Three; to assess visitors' perceptions of tourism impacts on Bruny and Magnetic Islands. The Phase Three survey found that visitors generally perceive the economic impacts of tourism to increase and viewed these as mostly positive for the island communities. While visitors also considered the environmental impacts to increase, they primarily perceived these as negative for locals. The socio-cultural and other identified tourism impacts were also thought to increase, with most being perceived as positive. However, there were a number of socio-cultural and other impacts that were thought by respondents to have a more negative impact for locals. Overall, visitors indicated that tourism activity increases the impacts on Bruny and Magnetic Islands, with the majority of the impact attributes being considered positive for the local communities. They also believed that the positive impacts outweighed the negative impacts for the island communities. However, interestingly respondents considered that the impact of their own visit was more positive than the overall impact of tourism on each of the islands.

Chapter Nine integrated the findings from each of the three key research objectives with previous studies undertaken on host-guest interactions in the tourism field. Chapter Nine found that Research Objective One, Two and Three had a variety of similarities and differences to previous studies undertaken on host-guest interaction in the tourism field. Through connecting the findings of each Research Objective



with the wider literature on host-guest interactions Chapter Nine achieved the overarching aim of this research.

### 10.3 Contributions to the Body of Knowledge

This section identifies the theoretical contributions of this research on host-guest interaction on Bruny and Magnetic Islands. This exploratory research has contributed to theory by enhancing the conceptual understanding of the dynamic and complex process of tourism with particular reference to host-guest interaction, enhancing the knowledge base on social interaction in a tourism context. Primarily, this research has built an in-depth micro-sociological understanding of both hosts' and guests' perceptions of the process of host-guest interactions. It has additionally recorded both actors' perceptions of the collective outcomes of these tourism-related, social interactions on Bruny and Magnetic Islands. Specifically, it has contributed to research on guests' perceptions of tourism's consequences for local communities. Guest perceptions of their own impact upon a destination, at both the individual and collective level have largely remained unexplored and conceptually underdeveloped within the tourism literature. As a result, this research has four primary contributions to the tourism literature and the theoretical study of host-guest interactions.

The first contribution is achieved by applying SET at an individual level to assist the knowledge procured through previous collective applications (Chapter Two), resulting in a more individual micro-sociological interpretation of host-guest interactions. Second, this research contributes to the study of host-guest interactions

by focusing on social interaction as a holistic process of exchange between multiple actors, rather than just focusing on residents' perceptions of the consequences as had previously been the focus of the tourism literature (Chapter 2). Third, this research contributes an in-depth assessment of a variety of both hosts' and guests' perceptions, including integrating the dearth of work completed on hosts' perceptions with that of the primary research undertaken on visitors presented in Chapter 2. This uncovered similarities and differences in both hosts' and guests' perceptions of social interaction and closed the gap in the tourism knowledge relating to how both sides viewed the process, in addition to the outcomes of the exchange transaction between actors. The fourth contribution was achieved by measuring visitors' perceptions of the consequences of tourism, the impacts on local communities, which is a previously unexplored and conceptually underdeveloped in the tourism field. This final contribution to the body of knowledge focused on visitors' perceptions of the consequences of host-guest interaction on communities and aided the development of a knowledge base relating to visitors' perceptions of tourism impacts for locals.

## 10.4 Implications

The findings from Research Objective One have implications for tourism planning and development, policy makers and community consultation and engagement. Whilst there is an increasingly explicit need for sustainable island development, implementing inclusive community participation in a meaningful and effective manner is difficult (Lipscombe, Howard & Porter, 2001). The critical examination of island locals' perceptions of tourism and its impacts, particularly of the consequences

of the host-guest exchange, highlights the complex challenges faced by island tourism planners and policy makers (Beeton, 2006; Carlson, 1999; Hall & Boyd, 2005). Results from the survey of key informants from the island communities revealed that limited resources often restrict the ability of the island to achieve sustainable development. Indeed, it was found that in the case of Bruny and Magnetic Islands, tourism planning processes often take little account of the diverse and sometimes conflicting perceptions of the local community. Arguably, the two islands have poor and restricted tourism planning processes due to a lack of local tourism specific development and management plans. Thus, this thesis has implications for tourism management planning, especially for island destinations.

Notably, Phase One interviews suggest that community members on the islands' generally have negative perceptions of tourism, not because of the impacts and consequence of visitation, but rather due to the lack of inclusion during the tourism development decision-making processes. The findings also revealed that locals' have a good knowledge of how tourism impacts the Bruny and Magnetic Island communities; many have limited understanding of the process of tourism development. This suggests that the development of local specific information would help to improve the tourism planning processes on the islands, and aid the minimisation the negative impacts of tourism on the community.

The findings reported above, which arose from Research Objective One, have important implications for tourism planners and policy makers. The results demonstrate that locals' perceive the impact of tourism from their own realities; and

it is from this stance that they determine their desire for island tourism development and whether they wish to interact with tourists. Importantly, the implication for tourism planners and policy makers is that tourism development on such islands is inherently a long-term symbiotic partnership between a variety of different, tourism, community and environmental stakeholder groups. A pertinent consequence of a poor tourism development process, specifically one that does not adequately consult local community members, can lead to residents becoming increasingly unwilling to interact and exchange with tourists. Local resistance to visitor interactions can prove particularly problematic for island tourism, as visitors view the appeal of visiting to be associated with the possible chance to engage with local residents and their way-of-life. As such, extensive community consultation is required to facilitate positive relationships, education and development to aid stakeholders in understanding the tourism development process and consequences (Hall, 1999). Through a consultation process, stakeholders (such as developers, government and community members) are prepared for and can make informed decisions about possible development paths, and the inevitable changes that accompany tourist promotion, activity and development (Andriotis, 2004; Bastin, 1984; Douglas, 2006; Huttasin, 2008).

Conclusions arising from the process of addressing Research Objective One reinforce the need for flexibility and adaptability in tourism planning approaches, especially in the constrained physical, social, cultural and economic environments of island and periphery communities (Hall & Boyd, 2005; Inskeep, 1992). For Bruny and Magnetic Islands, the implementation of an inclusive and co-operative planning approach,

which seeks to engage the community by being committed to collaboration and knowledge transfer between stakeholders may help alleviate further discontent amongst the local community and help build a more sustainable tourism future.

An additional implication for researchers relating to community perceptions of tourism was associated with the survey methodology employed to achieve Research Objective One. First, interviews allowed the focus on residents' salient perceptions of tourism and development, and second, allowed in-depth explorations of processes, as opposed to consequences, to occur. As a result, researchers should consider using more in-depth qualitative techniques to solicit a pool of impact attributes tailored to the specific study site.

Research Objective Two has implications for sustainable host-guest relations, especially on island tourism destinations that have an established local community, where tourism is driven by a demand for natural experiences. Phase Two interview results from both Bruny and Magnetic Islands suggest that islands have the potential to facilitate longer, deeper and richer interactions between hosts and guests, perhaps more so than tourism in other spatial contexts. It was evident that islands may need to maximise and mobilise the resources of key events, community group members, agencies and interpretation to generate community-driven and desired programs which have the capacity to build enduring and sustainable interactions between hosts and guests. Results indicated a number of strategies that could be used to enhance host-guest interaction and ultimately help to keep visitors on the islands for longer, promote repeat visitation and thereby improve the sustainability of island tourism.

Research Objective Two also has some important implications for tourism planners and policy makers, particularly for island communities. The findings suggest that managing host-guest interactions can optimise the positive impacts and thus the sustainability of island tourism. As such, there are a number of strategies that can be actively pursued to foster positive host-guest interactions and to promote repeat interaction. For example, islands can take a more strategic approach to the use of special events, festivals and markets as a marketing and planning tool. In addition, individuals, businesses, community groups, local councils and government agencies can be given incentives, such as funding and resources, to support programs, communication and infrastructure aimed at enhancing host-guest interactions.

Research Objective Three has implications for demand side management of tourism impacts, by modifying visitors' perceptions. Phase One interviews with key informants revealed that there a variety of socio-cultural impacts occurring on Bruny and Magnetic Islands, many of which community members viewed as being either extremely good, or immensely bad for local residents. The Phase Three survey demonstrates that although visitors' have a relatively good understanding of their economic and environmental impact on the local island community, their knowledge of the socio-cultural impacts could be improved thereby helping to build healthy, sustainable host-guest relations on Bruny and Magnetic Islands.

The implication for demand-side management of tourism impacts is that, in addition to the messages about the environmental impacts of tourism found in the advertising and promotional material of tourism destinations, tourism marketers should consider

integrating appropriate information about the socio-cultural impacts of tourism islands are experiencing. By gaining a greater understanding of the pressure many destinations face through the change associated with tourism development, the visitor experience on islands could be enhanced, and visitors could be empowered to deduce their own conclusions pertaining to tourism on the island. The findings from this research indicated that destination managers should consider using the media, during each of the five phases of the visitor experience (i.e., anticipation, travel to, on-site, travel back and recollection), in order to help modify and shape visitors' existing perceptions of the socio-cultural impacts of tourism and host-guest interactions.

More fundamentally, and as suggested earlier in the implications section, this thesis has implications for tourism management planning, especially for island destinations. There are several key planning elements that should be included as a part of tourism management planning. These key planning elements relate to:

1. Communication planning to enhance information flow between all stakeholders;
2. The development of Visitor Experience Plans (VEPs); and,
3. Inclusion of strategic interpretation planning.

Firstly, the research revealed limited information flow between the four key elements in the tourism equation: residents, planners, the tourism industry and visitors. Bridging this communication gap requires not just consultation but ongoing dialogue, the education of some stakeholders, and transparent information that not only informs

but engages all stakeholder groups. Communication channels could be enhanced via well-developed tourism development and management planning processes, including annual tourism forums and better use of the web and other communication media for on-going and up-to-date information exchange. By improving communication and information channels, host-guest relationships can be further enhanced, thereby resulting in greater chance of positive interactions which will in turn lead to positive impacts for all stakeholders.

Secondly, it became apparent during this research that there is a lack of visitor experience planning in operation on both islands. Originally developed by the National Parks Service in the USA, VEPs were implemented to alleviate issues of carrying capacity, visitation related impacts and impacts to the quality of visitor experiences (Hof & Lime, 1997). VEPs are an important tool for bringing stakeholders together to think about host-guest interactions and can be used to harness positive impacts for destination communities.

Thirdly, this study's results particular during Phase Two revealed many visitors were seeking stories or knowledge about each of the islands, suggesting a lack of a coordinated interpretation plan or strategy for these two islands. Moreover, there is an apparent interest but lack of involvement in interpretation planning and development by local residents. Interpretation is a part of product development and it can be used as a form of visitor management, encouraging travel to a range of places, and by omission, discouraging travel to other places. It has also been used as a tool to minimise visitor impacts, to communicate information such as roles, actions, laws,



regulations, conservation issues and to promote valuing of particular areas (Armstrong & Weiler, 2003). Such a communication tool is essential for tourism planners, particularly in an island setting where conservation and management of protected areas is often critical.

Strategic interpretive planning has been widely used in national park planning and more recently in regional and community tourism planning, as a means of identifying what is valued and marrying this with what visitors are seeking to know. Bramwell & Lane (1993) state that interpretation for visitors has the potential to be more sustainable and beneficial if local community members are actively involved in all the processes of interpretation including research and presentation. Similarly, Ballantyne & Uzzell (1999) advocate planning ‘with’ rather than ‘for’ communities. They propose interpretation planning processes which both incorporate the ideas of all stakeholders in the planning process, and which negotiate, rather than impose, the purpose, themes, stories, messages and techniques of presentation for interpretation.

An interpretive planning process developed and customised for use in Australia is available to island planners via the *Tasmanian Thematic Interpretation Planning Manual* (Ham *et al.*, 2005). This manual outlines eight steps in the interpretive planning process founded on an inventory of what is of value and ending with a plan that includes target audiences, messages and media through which those messages can be delivered. Involving the various stakeholder groups in a modified interpretive planning process could underpin an island

visitor experience plan that includes stakeholder communication and interpretation.

## 10.5 Limitations and Future Research

This research is constrained by a number of limitations. This section identifies the constraints of this research, particularly the limitations associated with the generalisability of the research findings, and the implementation of the research method. This section also presents a number of possible avenues for future inquiry that may contribute to the tourism literature relating to host-guest interaction. In particular, this section highlights that further research relating to the intersection between host and guest is still required.

A number of limitations are associated with this research. The primary limitation is related to the possibility of generalising the findings, conclusions and recommendations to other spatial contexts. This issue arose as the research only considered two case study islands that had natural and protected areas and an established local community. Furthermore, this research was only undertaken on two Australian coastal islands, thus this research may be applicable only to an Australian island context.

SET was used as the theoretical lens with which to conceptually frame and guide the analysis of the process and outcomes of host-guest interaction. Therefore, it is important to acknowledge that other theories and models may have also been able to address the overarching aim of this research. Consequently, the reliance on one

theoretical lens is a limitation of this research. However, as discussed in Chapter Two, SET was chosen as the most suitable theoretical framework as it has the ability to frame the process of host-guest interactions at both the individual and collective levels.

The purpose of this research was to explore perceptions of host-guest interactions, rather than to observe the types or level of exchange, or to measure the actual rather than perceived impacts. Collecting such data is complex, although it is possible to collect this information, for example by recording the number, length or content of conversations between guests and hosts, assessing the amount of money visitors spent on the islands, counting the number of visitors who attended events, or measuring the amount of litter generated by tourists. While obtaining such data was beyond the scope of this research, should it have been included it may have contributed and strengthened the conclusions relating to the research aims and objectives. Thus the failure to collect and analyse this data is acknowledged as a limitation of this research. Furthermore, by examining only perceptions it remains unclear how the perceptions of the community and visitors differs from reality. The source of the perceptions also remains unclear, i.e. whether pre-conceived, a consequence of the island experience or influenced by other factors such as mass media.

Sampling in all three phases of research was undertaken during a few weeks of one season, rather than at specific intervals throughout the year. Consequently, a sampling bias may have been introduced within the survey results. A lack of visitor

data that could be used for weighting the data restricted the researcher's ability to counteract this bias. In addition, contact details for the respondents were not obtained during the recruitment process for Phase Three surveying which limited the researcher's ability to implement follow up reminders to encourage participation amongst those who had not returned the survey.

Although the selection of the parameters (evaluation and belief) used to measure visitors' perceptions of tourism impacts in the Phase Three instrument were derived from previous studies, in practice these proved to be limited. Hindsight suggests that a number of other approaches may have yielded more insightful results. This research thus concludes that there is scope for further exploration of visitors' perceptions of tourism impacts through measuring the likelihood or duration of the survey attributes.

As this study was limited by time, it was constrained to a cross-sectional study. Time, along with cost, also meant that it was necessary to only survey a sample of respondents rather than undertake a census. While this can introduce bias, variability and error, it is common practice within the social sciences. Lastly, this research was limited by a low response rate associated with providing visitors with the option to mail back the Phase Three survey and researcher bias and subjectivity that arises in all research.

Analysis of visitors' perceptions of tourism impacts in Phase Three was primarily reliant on descriptive statistics. Further analysis could have been undertaken to examine the differences between respondents from the two islands between different

market segments or demographic characteristics. More advanced statistical analyses and more formal models could be employed to explain differences and highlight relationships between key variables. In addition, a survey of locals similar to that undertaken with visitors could provide a comparative data set which could be used to undertake more in-depth analysis of the results arising from this research.

As this research was not a longitudinal study, there is an opportunity to monitor how host-guest perceptions change across time, by periodically collecting standardised data. This would be particularly valuable if a significant future tourism development can be identified on either island and perceptions post-implementation could be analysed along with the current data set using panel data techniques. Similarly, a secondary data collection could also be undertaken following behavioural interventions aimed at educating tourists about their impacts, and is recommended as an area for future research from this study.

To overcome the limitations discussed in Section 10.4, it is recommended that future research into tourism related host-guest interactions should investigate and address a number of key areas. It is important that future studies endeavour to expand the number of islands considered, particularly beyond the Australian context. These islands would ideally have different sized populations, more culturally diverse host-guest interactions, differing levels of tourism development, different visitor numbers and types, and islands where tourism is not driven by a demand for natural experiences.

Other potential areas of future research into tourism related host-guest interaction includes delving further into the development and implementation of sustainable community based interaction programmes which are designed to enrich the quality of life for locals and enhance the visitor experience. Ideally, these interaction programs would be tailored to the lifestyle preferences of island locals, with initiatives designed to enhance awareness and knowledge of the island environment, and modify visitor behaviours on the island that the local community considers to be inappropriate. Interaction programs may enable island communities to seek out and initiate exchanges that are more balanced and beneficial for both visitors and locals, thereby providing quality island tourism experiences while preserving the community's lifestyle and quality of life.

Another key area for further research relating to host-guest interactions relates to exploring key inhibitors of sustainable host-guest relations. These inhibitors may encompass the perceived negative impacts of tourism and development; negative community attitudes toward tourism and tourists; poor communication and promotion of opportunities for interaction; lack of support for tourism, funding and infrastructure to foster interaction; and, lack of coordination, collaboration and planning to sustain interactions. Indeed, it may be that some strategies could either facilitate or inhibit sustainable host-guest relations on islands, depending upon the particular context. As a result, tourism planners may need to tailor social interaction programs to specific island contexts, and ensure programs developed to foster host-guest relations adhere to the overall vision for the sustainable development of tourism

in the region. This line of enquiry needs to be expanded to ensure effective and adaptable planning processes and optimal tourism outcomes.

Three key research questions were identified from the process of this research:

1. What are the key inhibitors of sustainable host-guest relations and how can these be addressed in order to foster sustainable island tourism?
2. How do the facilitators and inhibitors of sustainable host-guest relations differ across different types of islands?
3. How can island settings be harnessed to promote sustainable attitudes and behaviours of visitors after their visit?

Addressing these three key questions through future research may facilitate the development of healthy sustainable host-guest relations, through social interaction in a tourism context. Building healthy, sustainable host-guest relations could potentially become a greater part of the tools that tourism planners use to evoke positive behavioural outcomes and contribute to the overall sustainability of tourism in destination communities.





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# Appendix A - Selection of Studies on Tourism Impacts

Appendix A presents a detailed description of the five parts used to select previous studies on perceptions of tourism impacts, including a Leisure Tourism database search, importing possible articles into Endnote reference manager, assessing the articles for accessibility, developing inclusion and exclusion criteria, and a final quality audit to ensure consistency of the articles collected.

First, the search for articles began with the exploration of an online database of tourism research titled *Leisure Tourism*. The *Leisure Tourism* database contains access to over 6000 serial publications, spanning over 30 years of academic research (CABI, 2009). *Leisure Tourism* was searched using the Boolean key search terms ‘perception\* and impact\*. The asterisks were included at the end of the search terms to ensure the search recognised and included the plurals of each term. To ensure the articles collected were in a tourism context the term tour\* was also included. This technique resulted in an initial pool of 523 potential articles for inclusion in this study. It must be emphasised that the number is so high at this point because *Leisure Tourism* simply included all articles with the word perception(s) or impact(s) in the title or abstract. As such the search, at this stage was not limited to perceptions and impacts, rather perceptions or impacts.

Second, the articles collected were then individually reviewed in *Leisure Tourism* for inclusion in a study on perceptions of tourism impacts based upon the information in the title and abstract. The publications deemed possibly relevant were selected and imported from the *Leisure Tourism* database into the *Endnote* reference manager software package. At this point the author, year, title, journal, abstract and key words

were the information imported from each article into Endnote. This technique helped to sift through the research on perceptions and impacts, and collect and identify studies where both these areas were a common theme, resulting in 107 articles imported into Endnote for possible addition into a study for perceptions of tourism impacts.

Third, after the publications were imported into *Endnote* they were assessed for accessibility. Accessibility refers to a link or access to the full text. This is usually dependent on particular university or institutions subscription to electronic and hardcopy journals, and where it was deemed essential, inter-library loans were used to obtain the article from other institutions. The issue of accessibility was rather minimal, with the pool of studies available for possible inclusion only reduced to 72.

Fourth, all the accessible articles were further reviewed for inclusion in a study on perceptions of tourism impacts. This involved not only relying on the titles and abstract, but also performing a systematic search of full text in each of the 72 possible articles. Many of the articles assessed were identified to be beyond the scope of this research. The most popular reasons for exclusion included studies with a greater focus on attitudes (Lindberg & Johnson, 1997; Liu & Var, 1986), inability to separate the method used to assess perceptions of impacts from other related goals and objectives in the research (Carmichael, 2000; Lankford & Howard, 1994), or more focused on support for tourism development (Bramwell, 2003; Gursoy & Rutherford, 2004), or perceptions of sustainability (Hardy & Beeton, 2001). Although often closely related to perceptions of tourism impacts, a judgement call

was made regarding these types of studies, and many with blurred boundaries were omitted from the final pool. Including some of these studies and not others may have resulted in a slightly biased in the sample, so careful consideration was given to the studies included and excluded to ensure the articles collected were explicitly focused on perceptions of tourism impacts. At the culmination of the fourth stage of the process this left a total of 39 articles on perceptions of tourism impacts.

Finally, during the fourth stage of the selection process it is acknowledged that multiple publications are often completed using the same sample population. Where possible, these studies were identified and excluded from the analysis to avoid bias reporting, and thus these studies only contribute to the analysis once. Prolific authors such as Abraham Pizam have published numerous articles on perceptions of tourism impacts (Haralambopoulos & Pizam, 1996; Kavallinis & Pizam, 1995; King, Pizam, & Milman, 1993; Milman & Pizam, 1988; Pizam, 1978). Consequently, only three of the articles published by Pizam were included due to a consistency in methods, impact attributes and data analysis which may have led to further bias reporting.

## Appendix B - Consultation with TAPAF Members

MONASH University



Date

Address

Island Communities, Protected Areas and Tourism Impacts

Dear X,

I am completing a PhD titled *Protected Area Tourists' Perceptions and Evaluations of the Host Community Exchange* at Monash University. This research is undertaken with the support of the Sustainable Tourism Cooperative Research Centre (STCRC), and is under the supervision of Betty Weiler and Glen Croy. I expect the research will be useful for parks management agencies with the engagement and management of impacts for communities adjacent to protected areas. I have enclosed a one-page summary for further information about this project (Attachment A).

This letter is to request your advice for the selection of a site for the implementation of this research. You have been identified via public sources as an expert in protected area management. Consequently your help and assistance on this matter would be greatly appreciated. Importantly the site has to be an island, with a community and a protected area. Do you have any islands in your conservancy fitting these criteria?

To assist with this task I have enclosed a table for you to note the name of islands with protected areas and local communities within your conservancy (Attachment B). It would be appreciated if you could fill in this table and send it back in the enclosed stamped and addressed envelope. Alternately, you are more than welcome to contact me via the email or phone details listed below. Please note as many suitable locations as necessary..

Whilst I may not be able to use your selected site, this task will greatly assist in the selection of a suitable location for the project. I will contact you on the [DATE] if I have not heard from you. I thank you in advance for your time and advice for this site selection.

Yours sincerely

Brent D Moyle  
PhD Student,  
Tourism Research Unit,  
Monash University,  
Victoria, Australia  
[Brent.Moyle@buseco.monash.edu.au](mailto:Brent.Moyle@buseco.monash.edu.au)



## ATTACHMENT A – PhD Outline for TAPAF members

**Brent Moyle**, *Protected Area Tourists' Perceptions and Evaluations of the Host Community Exchange*, Monash University

**Supervisors:** Betty Weiler and Glen Croy



### Project Overview

Natural areas across the world have been used as sites of recreation, leisure and tourism for centuries. Over the past fifty years, however, there has been an enormous expansion in the numbers and types of users. Australia is no exception to this increased growth, with visitor numbers to protected areas constantly on the rise. This rise in demand, coupled with the limited supply of protected areas accessible for tourists, is leading to an increase in physical and perceptual impacts upon both protected areas, and for host communities adjacent to these areas.

Residents' perceptions of tourism impacts have been examined extensively in academic literature. However, little is known about the nature and extent of tourists' perceptions of their own impacts on residents, and how these perceptions may vary between different tourist types. Tourism impacts are the result of an exchange between tourists and residents. Consequently, tourists' perceptions of the host community exchange must be understood in order to shed light on tourists' expectations of residents, and perceptions of the actors and resources (material, social and psychological) involved in the exchange. Additionally, this project will assess tourists' capacity to evaluate the impacts of the exchange for the host community. Essentially, this involves examining tourists' perceptions of economic, environmental and socio-cultural impacts on host communities. As a result, the aim of this project is to examine and explain how protected area tourists' perceive and evaluate their exchanges with host communities.

### Method

To achieve the research aim and objectives of this study a mixed method approach will be utilised. The decision to combine research approaches is centred on the progression of the three phases of this study. Phase 1 is a contextual analysis of the exchange in a specific location. Data collection techniques for Phase 1 include semi-structured interviews with stakeholder groups, document analysis and site observation. Phase 2 is designed to solicit tourists' expectations of residents and perceptions of the resources and actors involved in the exchange. The data collection technique for Phase 2 is semi-structured interviews with protected area tourists. Phase 3 focuses on protected area tourists' capacity to evaluate the outcomes of the exchange, both for themselves, and specifically the impacts of tourism on the host community. Data will be collected during Phase 3 through using a pre and post-visit survey instrument.

### Significance of Research to Stakeholders

- Understanding tourists' perceptions and evaluations of the host community exchange can inform the management of tourism impacts for communities adjacent to protected areas. This knowledge can be used to develop and implement an impact management framework, designed to proactively manage host community impacts, by managing the tourist. This framework will assist park management agencies target particular tourist types for impact management.
- It is anticipated that developing an impact management framework will serve as a tool for minimising the negative, whilst maximising the positive, impacts for communities adjacent to protected areas. Understanding how tourists' perceive and evaluate the exchange could also be a powerful tool for community groups when planning further tourism development.
- An outcome of this research would be to educate the tourist about appropriate actions and attitudes in relation to the natural and protected area and community they are visiting. The use of strategic communication techniques would provide a tool to manage visitors' perceptions, attitudes and behaviour, as a way of not only enhancing visitor satisfaction, but managing host community impacts.

### The Next Phase of Research

- Design of research instruments
- Site selection
- Ethics Clearance
- Data Collection

For more information please contact **Brent Moyle** by email [Brent.Moyle@BusEco.monash.edu.au](mailto:Brent.Moyle@BusEco.monash.edu.au) or phone (03) 9904 7107

ATTACHMENT B – Response form for TAPAF members

Please complete the below table and send it back in the pre-paid envelope. In the first column note the name of the island in your conservancy with a community that would be suitable for this research. In the second column, please note the name of the town(s) or community living on the island. In the third column please note the name of the protected area on the island and adjacent to the host community. In the fourth column please note the reason why this island, community and park would be important for this research. Please only note as many islands as you regard as appropriate (you do not need to fill all lines). Your knowledge and assistance is extremely important and I thank you again for the time it has taken to complete this table.

Table 1– Suggested Island Destinations for this PhD Research			
Island	Host Community	Protected Area	Reason

Name:	Position:	Organisation:
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## Appendix C - Consultation with Island Tourism Authorities

MONASH University



**TOURISM RESEARCH PROJECT ON XXX ISLAND**

Greetings from Monash University!

My name is Brent Moyle from the Tourism Research Unit at Monash University. I am interested in completing my PhD research on XXX Island.

Could you please forward this email, plus the two attachments to the manager of tourism on XXX Island. If this is not possible it is important that this information reaches a senior official involved with XXX Island tourism, preferably that handles applications for visitor research.

This email contains two attachments.

The first attachment is titled 'Tourism Research Project on XXX Island,' and contains a letter designed to solicit the level of interest and support for a proposed research project on Magnetic Island (Open and save the first attachment).

The second attachment is titled 'Research Project Description,' and provides a background to the project, the method and the potential benefits for industry partners in the research. This attachment can also be found on the Sustainable Tourism Cooperative research Centre (STCRC) website – [www.crctourism.com.au](http://www.crctourism.com.au) (Open and save the second attachment).

Additionally, could visitor information services please provide a brief response to this email indicating that this email has been received and passed on to the tourism manager on XXX Island.

Kind Regards from Monash University,

Brent

PhD Student,  
Tourism Research Unit,  
Monash University,  
Victoria, Australia  
[Brent.Moyle@buseco.monash.edu.au](mailto:Brent.Moyle@buseco.monash.edu.au)

# MONASH University



## ATTACHMENT A

Greetings from Monash University,

I am in the final stages of choosing an island for my PhD project entitled Protected Area Tourists' Perceptions and Evaluations of the Host Community Exchange at Monash University. I need just 5 to 10 minutes of your time to read this letter and respond with an "X" in the appropriate box in the table below.

Earlier this year experts in protected area management from each of the seven conservancies in Australia were contacted and asked to help select an island destination that had both a host community and a protected area that may be suitable for this study. The fourteen potential islands from around Australia that were suggested by parks representatives were then individually reviewed and assessed against a set of selection criteria. As a result of this process, XXX Island has made it to the final short list of six island destinations suitable for this research (Bruny, Flinders, Lord Howe, Magnetic, Moreton and Norfolk Islands). Consequently, the purpose of this letter is to gauge the level of interest and support for this research from the local tourism authority on XXX Island.

I expect this research will be useful for tourism authorities located adjacent to protected areas that host and provide services to protected area tourists while managing the impacts on communities. Having this research completed on XXX Island will provide you with the opportunity for access to any data collected and a presentation of key findings to industry. As such, a timely response to this email is important if you would like to participate in this project.

We are looking for a response to this email regarding your support for this research being conducted on XXX Island. The support required to participate could be as minimal as providing access to community stakeholder groups for phase 1 data collection. Willingness to participate and the ability to provide support and input into the project will be determining factors in the final site selection for this project. To make this task as easy as possible all we are looking for at this stage is for you to place an X next to one of the six statements in the table below which best reflects your position to hosting this research project.

Insert X	Statement
	Interested and able to provide access to community stakeholder groups for Phase 1 interviews
	Interested but unable to provide access to community stakeholder groups for Phase 1 interviews
	Interested but need more time to decide/contact/meet with community stakeholders
	Need more information about the research, please ring me for a discussion on ph. ( )
	Unwilling/unable to support this research project

For your response to be submitted and documented simply place an X next to a suitable statement in the table above, then save an attach this exact file, with your response, and hit reply to this email. Of

course you should feel free to ask any additional questions about this research project in your response to this email. If there has been no response to this email you will be contacted again.

Whilst I cannot guarantee that I will undertake my study on XXX, your response and input are necessary at this stage if XXX Island is to be the focus of my study. You will be informed of the final result of this process in due course. I thank you in advance for the time and consideration given to this proposal for research on XXX Island. I hope we will have the chance to work together in the future.

Kind Regards

Brent Moyle  
PhD Student,  
Tourism Research Unit,  
Monash University,  
Victoria, Australia  
Brent.Moyle@buseco.monash.edu.au

This research is being undertaken with the support of the Sustainable Tourism Cooperative Research Centre (STCRC) and is under the supervision of Prof. Betty Weiler and Glen Croy. I have enclosed a one-page summary for further information about this project, including a background to the project, the research method, and the potential benefits for industry (Attachment – Research Project Description).



**MONASH** University

Tourism Research Unit



## ATTACHMENT B

**Brent Moyle:** *Protected Area Tourists' Perceptions and Evaluations of the Host Community Exchange*  
**Supervisors:** *Betty Weiler and Glen Croy*

### ***Project Overview***

Natural areas across the world have been used as sites of recreation, leisure and tourism for centuries. Over the past fifty years, however, there has been an enormous expansion in the numbers and types of users. Australia is no exception to this increased growth, with visitor numbers to protected areas constantly on the rise. This rise in demand, coupled with the limited supply of protected areas accessible for tourists, is leading to an increase in both the actual and perceptual impacts upon both protected areas, and for host communities adjacent to these areas.

Residents' perceptions of tourism impacts have been examined extensively in academic literature. However, little is known about the nature and extent of tourists' perceptions of their own impacts on residents, and how these perceptions may vary between different tourist types. Tourism impacts are the result of an exchange between tourists and residents. Consequently, tourists' perceptions of the host community exchange must be understood in order to shed light on tourists' expectations of residents, and perceptions of the actors and resources (material, social and psychological) involved in the exchange. Additionally, this project will assess tourists' capacity to evaluate the impacts of the exchange for the host community. Essentially, this involves examining tourists' perceptions of economic, environmental and socio-cultural impacts on host communities. As a result, the aim of this project is to examine and explain how protected area tourists' perceive and evaluate their exchanges with host communities.

### ***Method***

To achieve the research aim and objectives of this study a mixed method approach is being utilised. Phase 1 involves a contextual analysis of the exchange in a particular location. Data collection for Phase 1 includes semi-structured interviews with community members involved with the tourism industry and a content analysis of the visitor communication about the region. Phase 2 is designed to solicit tourists' expectations of residents and perceptions of the resources and actors involved in the exchange. The data collection technique for Phase 2 is semi-structured interviews with protected area tourists. Phase 3 focuses on protected area tourists' capacity to evaluate the outcomes of the exchange, both for themselves, and specifically the impacts of tourism on the host community. Data will be collected during Phase 3 using a survey.

***Significance of Research for Industry***

An outcome of this research will be to educate the tourist about appropriate actions and attitudes in relation to the natural and protected area and community they are visiting. The use of strategic communication techniques would provide a tool to manage visitors' perceptions, attitudes and behaviour, as a way of not only enhancing visitor satisfaction, but managing host community impacts.

Understanding tourists' perceptions and evaluations of the host community exchange can inform the management of tourism impacts for communities adjacent to protected areas. The knowledge gained from this research project will be used to assist tourism planners proactively manage host community impacts, using the tourist. This can be achieved through identifying particular types of host community impacts protected area tourists perceive differently and developing strategies to help raise awareness to these impacts through visitor information channels.

It is anticipated that through using the tourist to develop an impact management framework will serve as a tool for minimising the negative, whilst maximising the positive, impacts for communities adjacent to protected areas. Understanding how tourists' perceive and evaluate their exchange with residents can also be a powerful tool for community groups when planning further tourism development that will cater for both community needs and expectations, as well as visitor satisfaction.

***Current Phase of Research***

Site selection  
Design of research instruments  
Data Collection

***For more information please contact Brent Moyle via email [Brent.Moyle@BusEco.monash.edu.au](mailto:Brent.Moyle@BusEco.monash.edu.au) or by phone on (03) 9904 7107 or 0407 745 388***



## Appendix D - Interview Documentation

MONASH University

Attachment C

**CONSENT FORM****Protected Area Tourists Perceptions and Evaluations of the Host Community Exchange**

Chief Investigator: Brent Moyle  
Department of Management, Monash University

**NOTE: This consent form will remain with the Monash University researcher for their records**

The purpose of this research project is to examine protected area tourists' perceptions and evaluations of the host community exchange. The information obtained in this first phase of interviews will inform the later phases of this study. You have had the project explained to you and have received an Explanatory Statement about the research project.

There are no foreseeable risks in participating in this interview. Nonetheless, your participation is voluntary and you may withdraw at any stage, or avoid answering questions which you feel are too personal or intrusive. All reasonable efforts will be taken to secure your privacy including all information collected will be stored in a locked filing cabinet only accessible by Brent Moyle. This information will be kept for a period not less than five years, as per Monash University policy. The information will be destroyed after this time by secure means.

I agree to take part in the above Monash University research project. I have had the project explained to me, and I have read the Explanatory Statement, which I will keep for my records. I understand that agreeing to take part means that I am willing to:

- Be interviewed by the researcher
- Allow the interview to be audio taped and written notes taken
- Be contacted in the future with the summarised transcript of the interview to approve use in this research and in future research publications by Brent Moyle
- Receive a copy of the report as an output from this research project
- I also understand that my participation is voluntary, that I can choose not to participate in part or all of the project, and that I can withdraw at any stage of the project

Please tick the box if you do not want to be personally identified in the research outputs

☐

Participant's Name: \_\_\_\_\_

Participant's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Researcher's Name: **Brent Moyle**

Researcher's Signature: \_\_\_\_\_

Attachment B

MONASH University



## EXPLANATORY STATEMENT

**Protected Area Tourists' Perceptions and Evaluations of the Host Community Exchange**

Chief Investigator Brent Moyle  
Department of Management, Monash University

This research forms part of a PhD research project conducted under the supervision of Professor Betty Weiler and Glen Croy in the Department of Management at Monash University. The aim of the research is to examine and explain how protected area tourists perceive and evaluate the host community exchange. The objective of Phase 1 interviews is to obtain a background to tourism on XXX Island, and to inform the next phase of research. Outcomes of this research will inform the management of tourism impacts on host communities. Outputs of this research will be in the form of a report, presentations and published papers.

Your contact details have been identified from existing sources in the public domain. To participate in the research, you must be 18 years of age or over. Being in this study is voluntary and you are under no obligation to consent to participation. However, if you do consent to participate, you may only withdraw prior to having approved the interview transcript. You will not be required to give a reason or justification and you are under no pressure to comply with this research. The interview will not ask you to supply any personal or sensitive information, and will not pose any risk of distress or inconvenience to you.

With your permission, I would like to audio-tape the interview and take notes – purely for my own record and recall for the purposes of the research. All personal information and data collected will be managed according to Privacy Legislation and no personal details will be divulged to any party. Access to written records and the audio-tapes from the interviews will be available to me and my Supervisors only, and will be securely stored for five years as prescribed by University regulations. Only the combined results of all participants will be published in my thesis, as well as any academic journals, books and conferences.

A consent form is required to indicate your voluntary and informed consent to participate in the research. Attached please find a copy of the consent form – It would be greatly appreciated if you could kindly complete the consent form and return it to me.

If you have any questions regarding the research, or would like to be informed of the aggregated research findings, you can contact my principal supervisor, Professor Betty Weiler, on +61 3 9904 7104.

Sincere thanks in advance for your time and participation in the study.

Brent Moyle  
Monash Tourism Research Unit  
Department of Management  
Monash University  
Email: [brent.moyle@buseco.monash.edu.au](mailto:brent.moyle@buseco.monash.edu.au)

If you would like to contact the researchers about any aspect of this study, please contact the Chief Investigator:	If you have a complaint concerning the manner in which this research <insert your project number here> is being conducted, please contact:
<p><b>Professor Betty Weiler</b> Director, Monash Tourism Research Unit Department of Management Faculty of Business and Economics Monash University, Berwick Campus PO Box 1071 Narre Warren, VIC 3805 Australia Email: <a href="mailto:betty.weiler@buseco.monash.edu.au">betty.weiler@buseco.monash.edu.au</a> Tel: +61 3 9904 7104 Fax: +61 3 9904 7104</p>	<p>Human Ethics Officer <b>Standing Committee on Ethics in Research Involving Humans (SCERH)</b> Building 3e Room 111 Research Office Monash University VIC 3800 Email: <a href="mailto:scerh@adm.monash.edu.au">scerh@adm.monash.edu.au</a> Tel: +61 3 9905 2052 Fax: +61 3 9905 1420</p>

MONASH University



<Insert Date>

<Insert Participants Name>  
<Insert Participants Title>  
<Insert Participants Address>

Re: Letter of Invitation Protected Areas Tourists' Perceptions and Evaluations of the Host Community Exchange

Dear <Insert Participant's Title and Name>,

The purpose of this letter is to invite you to participate in research as part of a PhD study.

The aim of this research is to examine and explain protected area tourists' perceptions and evaluations of the host community exchange. Essentially this involves gaining an understanding of tourists' expectations of residents and perceptions of the actors and resources involved in the exchange. Furthermore, this project will assess tourists' capacity to evaluate the impacts of the exchange for the host community. This involves investigating tourists' perceptions of economic, environmental and socio-cultural impacts for host communities.

The first phase of this study involves a contextual analysis of the exchange between tourists and the host community in XXXX Island. The purpose of this preliminary phase of research is to identify a range of the characteristics of the exchange between tourists and residents. These characteristics of the exchange include the resources being exchanged, the levels or dimensions to the exchange process and power relationships between actors in the exchange.

Consequently, for Phase 1 of this research you have been identified as an appropriate person to talk about tourism on XXXX Island. As such, your perspectives and experiences are important in assisting to help contextualise the exchange and attain an understanding of the complexities of the tourism in the region.

To this end, I would be very grateful for the opportunity to interview you for the purposes of this research. This interview will be conducted by Brent Moyle, who is a PhD student under my supervision. Your contact details have been identified from sources in the public domain.

If you agree, an interview will be arranged at a time and location suitable to you (for example your office or place of work, or café nearby), to discuss your experiences and perspectives on the exchange between tourists and residents and provide an overview of tourism in the region. As this is only the preliminary phase of data collection, with tourists the main sample population. As such, this interview will not take more than half an hour of your time. Your participation is purely voluntary, and you are free to withdraw your consent and discontinue at any time prior to having approved your interview transcript.

Further explanation about the research study is provided in the Additional Information (attached).

However, if you have any questions or require any further information, please do not hesitate to contact me on +61 3 9904 7104.

Yours Sincerely,

Professor Betty Weiler  
Director, Monash Tourism Research Unit  
Department of Management  
Monash University

## Appendix E - Ethics Approval



**Standing Committee on Ethics in Research Involving Humans (SCERH)**  
Research Office

Prof Betty Weiler  
Department of Management  
Faculty of Business & Economics  
Berwick Campus

27 August 2007

**2007001708: Tourists' Perceptions and Evaluation of the Host Community Exchange**

Dear Researchers,

The above application for ethical approval for research in low impact research has been reviewed by a Chair of the Standing Committee on Ethics in Research Involving Humans under Section 5.1.19 of the National Statement on Ethical Conduct in Human Research (2007). The Chair has determined the project to be low risk under the Guidelines in Chapter 2.1 of the National Statement, and has approved the research as ethically acceptable. It is possible that issues may be raised by the Committee at that meeting. If you do not hear anything further you may assume that approval for the project is confirmed.

*Terms of approval*

1. This project is approved for five years from the date of this letter and this approval is only valid whilst you hold a position at Monash University.
2. It is the responsibility of the Chief Investigator to ensure that all information that is pending (such as permission letters from organisations) is forwarded to SCERH, if not done already. Research cannot begin at any organisation until SCERH receives a letter of permission from that organisation. You will then receive a letter from SCERH confirming that we have received a letter from each organisation.
3. It is the responsibility of the Chief Investigator to ensure that all investigators are aware of the terms of approval and to ensure the project is conducted as approved by SCERH.
4. You should notify SCERH immediately of any serious or unexpected adverse effects on participants or unforeseen events affecting the ethical acceptability of the project.
5. The Explanatory Statement must be on Monash University letterhead and the Monash University complaints clause must contain your project number.
6. **Amendments to the approved project:** Changes to any aspect of the project require the submission of a Request for Amendment form to SCERH and must not begin without written approval from SCERH. Substantial variations may require a new application.
7. **Future correspondence:** Please quote the project number and project title above in any further correspondence.
8. **Annual reports:** Continued approval of this project is dependent on the submission of an Annual Report. Please provide the Committee with an Annual Report determined by the date of your letter of approval.
9. **Final report:** A Final Report should be provided at the conclusion of the project. SCERH should be notified if the project is discontinued before the expected date of completion.
10. **Monitoring:** Projects may be subject to an audit or any other form of monitoring by SCERH at any time.
11. **Retention and storage of data:** The Chief Investigator is responsible for the storage and retention of original data pertaining to a project for a minimum period of five years.

All forms can be accessed at our website [www.monash.edu.au/research/ethics/human/index.html](http://www.monash.edu.au/research/ethics/human/index.html)

We wish you well with your research.

Cc:glen Croy; Brent Moyle



Dr Souheir Houssami  
Executive Officer, Human Research Ethics (on behalf of SCERH)

Postal – Monash University, Vic 3800, Australia  
Building 3E, Room 111, Clayton Campus, Wellington Road, Clayton  
Telephone +61 3 9905 5490 Facsimile +61 3 9905 1420  
Email [scerh@adm.monash.edu.au](mailto:scerh@adm.monash.edu.au) [www.monash.edu/research/ethics/human/index/html](http://www.monash.edu/research/ethics/human/index/html)  
ABN 12 377 614 012 CRICOS Provider #00008C

## Appendix F - Phase Three Instrument





The Visitor/Host Exchange: Bruny and Magnetic Island  
 Researchers: Brent Moyle, Glen Croy and Betty Weiler  
 Tourism Research Unit, Department of Management, Monash University

[Brent.Moyle@buseco.monash.edu.au](mailto:Brent.Moyle@buseco.monash.edu.au) (+61 3 9904 7189)

[Glen.Croy@buseco.monash.edu.au](mailto:Glen.Croy@buseco.monash.edu.au) (+61 3 99047032)

[Betty.Weiler@buseco.monash.edu.au](mailto:Betty.Weiler@buseco.monash.edu.au) (+61 3 9904 7104)

C/O Tourism Research Unit, PO Box 1071 Narre Warren, Vic 3805

This is an invitation to participate in a survey on visitors' perceptions of the host community exchange. Brent Moyle is conducting this research in partial completion of a doctorate of Philosophy (PhD) with the Faculty of Business and Economics at Monash University. This research is being supervised by Professor Betty Weiler and Dr Glen Croy from the Tourism Research Unit, Department of Management, also at Monash University. This project is being undertaken with support from the Sustainable Tourism Cooperative Research Centre (STCRC).

The purpose of this research is to examine how visitors to an island with a natural and protected area perceive and evaluate their exchange with a host community. This research will be administered on Bruny Island in Tasmania and Magnetic Island in Queensland. Outcomes from this research will also assist with the planning and management of tourism to island communities, and also to provide a more satisfying host community exchange for visitors. Academic publications will be derived from this research project including a thesis, conference presentations and journal articles. Research outputs will be available on the Monash Tourism Research Unit website (<http://www.buseco.monash.edu.au/units/tru/>).

The information gathered is **fully confidential**. All results will be presented in aggregate form; you will not be able to be personally identified in any outputs. It is expected that participation in this survey will take fifteen minutes of your time. There are no foreseeable risks in participating in this survey. Nonetheless your participation is voluntary. You may avoid questions you perceive as personal or intrusive and you may withdraw at any stage. All reasonable efforts will be taken to secure your privacy including all information will be stored and locked in a filing cabinet. This information will be kept for a period of no less than five years as per Monash University policy. This information will then be destroyed by secure means.

Should you have any complaint concerning the manner in which this research (project number: 2007001708) is conducted, please do not hesitate to contact the Monash University Standing Committee on Ethics in Research Involving Humans at the following address:

Human Ethics Officer  
 Building 3D  
 Research Office  
 Monash University, VIC, 3800  
 Tel: +61 3 9905 2052;  
 Fax: +61 3 9905 1420



### The Visitor/Host Exchange: Bruny and Magnetic Island

Q1) Overall, how satisfied have **you** been with **your** experience on the island?

Completely Dissatisfied 1.....2.....3.....4.....5.....6.....7.....8.....9 Completely Satisfied

Q2) Is this **your** first visit to the island? No ☐\_1 Yes ☐\_2 (Please go to Question 5)

Q3) How **many** times have **you** visited the Island? \_\_\_\_\_ Above 10 ☐\_1

Q4) What year was **your** first **visit** to the island? \_\_\_\_\_

Q5) How **many** nights have **you** stayed on the island on this trip? \_\_\_\_\_

Q6) Please tick the box next to the statements that **best describes** your **travel group**

Family ☐\_1 Couple ☐\_2 Single ☐\_3 Friends ☐\_4 Tour ☐\_5

Q7) What was the **size** of your **travel group** overall? \_\_\_\_\_

Q8) Very briefly, what do **you value** most about the island? \_\_\_\_\_

Q9) Based on the statements below please indicate **your motivations to visit** the Island. (Please circle)

	Strongly Disagree				Strongly Agree
To experience the natural environment	1	2	3	4	5
To experience island life	1	2	3	4	5
To experience the island culture	1	2	3	4	5
To experience the island history	1	2	3	4	5
To experience the island community	1	2	3	4	5
To experience an island that is not overdeveloped	1	2	3	4	5
To find solitude	1	2	3	4	5
To escape city life	1	2	3	4	5
To rest and relax	1	2	3	4	5
To go to an affordable/accessible island	1	2	3	4	5
To find time for friends/family	1	2	3	4	5
To find a new and different experience	1	2	3	4	5

Q10) Please indicate if **you believe** tourism **increases or decreases** the following **impacts** on the island. Please **also** indicate if **you feel** these **impacts** would be **good or bad** for the community. (Please circle each side)

TOURISM IMPACTS	Large Decrease					Large Increase					Don't Know	Bad					Good				
Amount of income going to local business	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Amount of local property taxes collected	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Amount of local sales taxes collected	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Amount of local taxes collected	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Availability of local services (police, fire, medical, ferry)	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Awareness of environmental issues	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Awareness/recognition of local culture and heritage	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Change in social patterns/customs/values of locals	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Change in the behaviour of wildlife	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Community spirit among local residents	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Congestion of local shops	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Cost of living for locals	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Crime	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Crowding of facilities/infrastructure/services (e.g. ferry)	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Demand for historical activities and programs	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Demand for cultural activities and programs	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Deterioration of natural assets	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Drug abuse and alcohol consumption	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					
Economic development	1	2	3	4	5	DK	1	2	3	4	5	1	2	3	4	5					

TOURISM IMPACTS	Large Decrease					Large Increase	Don't Know	Bad					Good				
Erosion in national parks	1	2	3	4	5	DK		1	2	3	4	5					
Financial resources for local services	1	2	3	4	5	DK		1	2	3	4	5					
Funding for other important public projects	1	2	3	4	5	DK		1	2	3	4	5					
Funding for infrastructure/facilities	1	2	3	4	5	DK		1	2	3	4	5					
Funding for environmental protection	1	2	3	4	5	DK		1	2	3	4	5					
Impact on natural environment	1	2	3	4	5	DK		1	2	3	4	5					
Indirect financial benefits for local residents	1	2	3	4	5	DK		1	2	3	4	5					
Investment development and spending in the area	1	2	3	4	5	DK		1	2	3	4	5					
Leakage of money to developers	1	2	3	4	5	DK		1	2	3	4	5					
Level of traffic and congestion in the area	1	2	3	4	5	DK		1	2	3	4	5					
Level of urbanisation (city type development)	1	2	3	4	5	DK		1	2	3	4	5					
Life and vitality of the community	1	2	3	4	5	DK		1	2	3	4	5					
Litter	1	2	3	4	5	DK		1	2	3	4	5					
Local business closures	1	2	3	4	5	DK		1	2	3	4	5					
Noise level within the community	1	2	3	4	5	DK		1	2	3	4	5					
Number and quality of restaurants	1	2	3	4	5	DK		1	2	3	4	5					
Number of driving hazards	1	2	3	4	5	DK		1	2	3	4	5					
Number of jobs in the local community	1	2	3	4	5	DK		1	2	3	4	5					
Opportunities to learn about other people and cultures	1	2	3	4	5	DK		1	2	3	4	5					
Opportunities to meet interesting people	1	2	3	4	5	DK		1	2	3	4	5					
Opportunities to restore and protect historical structures	1	2	3	4	5	DK		1	2	3	4	5					
Overcrowding of natural areas	1	2	3	4	5	DK		1	2	3	4	5					
Parking issues for local residents	1	2	3	4	5	DK		1	2	3	4	5					
Personal income of local residents	1	2	3	4	5	DK		1	2	3	4	5					
Pollution	1	2	3	4	5	DK		1	2	3	4	5					
Population growth	1	2	3	4	5	DK		1	2	3	4	5					
Preservation of natural/cultural sites	1	2	3	4	5	DK		1	2	3	4	5					
Pressure on camping facilities and services	1	2	3	4	5	DK		1	2	3	4	5					
Pressure on environmental resources	1	2	3	4	5	DK		1	2	3	4	5					
Pressure on infrastructure/facilities/services	1	2	3	4	5	DK		1	2	3	4	5					
Pressure on key services	1	2	3	4	5	DK		1	2	3	4	5					
Price of housing and land	1	2	3	4	5	DK		1	2	3	4	5					
Pride of local residents	1	2	3	4	5	DK		1	2	3	4	5					
Positive attitudes of local residents towards tourists	1	2	3	4	5	DK		1	2	3	4	5					
Quality of life for local residents	1	2	3	4	5	DK		1	2	3	4	5					
Quality of local services	1	2	3	4	5	DK		1	2	3	4	5					
Quality of nightlife for local residents	1	2	3	4	5	DK		1	2	3	4	5					
Quality of the natural environment	1	2	3	4	5	DK		1	2	3	4	5					
Quality of the physical appearance of the island	1	2	3	4	5	DK		1	2	3	4	5					
Recreation opportunities for local residents	1	2	3	4	5	DK		1	2	3	4	5					
Revenue generated in the local economy	1	2	3	4	5	DK		1	2	3	4	5					
Sexual behaviour of local residents	1	2	3	4	5	DK		1	2	3	4	5					
Size of crowds can restrict activities	1	2	3	4	5	DK		1	2	3	4	5					
Size of crowds can affect enjoyment in public areas	1	2	3	4	5	DK		1	2	3	4	5					
Shopping opportunities for local residents	1	2	3	4	5	DK		1	2	3	4	5					
Standard of living for locals	1	2	3	4	5	DK		1	2	3	4	5					
Tension within the local community	1	2	3	4	5	DK		1	2	3	4	5					
Understanding of different people/ cultures by residents	1	2	3	4	5	DK		1	2	3	4	5					
Use of sustainable forms of energy	1	2	3	4	5	DK		1	2	3	4	5					
Variety of cultural facilities/activities in the community	1	2	3	4	5	DK		1	2	3	4	5					
Variety of entertainment in the area	1	2	3	4	5	DK		1	2	3	4	5					
Variety of restaurants in the area	1	2	3	4	5	DK		1	2	3	4	5					
Variety of shopping facilities in the area	1	2	3	4	5	DK		1	2	3	4	5					
Waste disposal on the island	1	2	3	4	5	DK		1	2	3	4	5					
Wildlife in the local area	1	2	3	4	5	DK		1	2	3	4	5					

Q11) Please place *an X* on the line below to show if you consider the *overall impact* of tourism on the island is *positive or negative*.

Negative	_____ : _____ : _____ : _____ : _____ : _____ : _____	Positive
----------	---	----------

Q12) Please place *an X* on the line below to show if you consider *your impact* on the island was *positive or negative*.

Negative	_____ : _____ : _____ : _____ : _____ : _____ : _____	Positive
----------	---	----------

Q13) Please tick each of the different *settlements you visited* on the island?

Adventure Bay	<input type="checkbox"/>	Alonnah	<input type="checkbox"/>	Dennes Point	<input type="checkbox"/>
Lunawanna	<input type="checkbox"/>	Killora	<input type="checkbox"/>	Other ( <i>specify</i> ) _____	<input type="checkbox"/>

Q14) Please place a tick next to the *modes of transport you* used to get around on the Island?

Car	<input type="checkbox"/>	Public Bus	<input type="checkbox"/>	Motor bike	<input type="checkbox"/>
Campervan	<input type="checkbox"/>	Tour Bus	<input type="checkbox"/>	Push bike	<input type="checkbox"/>
Walking	<input type="checkbox"/>	Boat	<input type="checkbox"/>	Other ( <i>specify</i> ) _____	<input type="checkbox"/>

Q15) Based on the statements below please indicate the *level of your interaction* with locals on the island.

	Never	Rarely	Sometimes	Frequently	All the time
I interacted with a local who was a pre-existing friend/relation	1	2	3	4	5
I interacted with a local and will stay in contact	1	2	3	4	5
I interacted with a local during an economic transaction (e.g. tour)	1	2	3	4	5
I interacted with a local outside of an economic transaction	1	2	3	4	5
I interacted with lots of people on the island, locals and tourists	1	2	3	4	5

Q16) Please use the scale below to indicate *if you feel* the following *personality traits* apply to *you*

PERSONALITY	Disagree Strongly	Disagree Moderately	Disagree a Little	Neither Agree or Disagree	Agree a Little	Agree Moderately	Agree Strongly
Extraverted/Enthusiastic	1	2	3	4	5	6	7
Critical/Quarrelsome	1	2	3	4	5	6	7
Dependable/Self Disciplined	1	2	3	4	5	6	7
Anxious/Easily Upset	1	2	3	4	5	6	7
Open to New Experiences/Complex	1	2	3	4	5	6	7
Reserved/Quiet	1	2	3	4	5	6	7
Sympathetic/Warm	1	2	3	4	5	6	7
Disorganised/Careless	1	2	3	4	5	6	7
Calm/Emotionally Stable	1	2	3	4	5	6	7
Conventional/Uncreative	1	2	3	4	5	6	7

Q17) Please tick the box next to *your age group*

18 – 25	<input type="checkbox"/>	35 – 45	<input type="checkbox"/>	55 – 65	<input type="checkbox"/>
25 – 35	<input type="checkbox"/>	45 – 55	<input type="checkbox"/>	> 65	<input type="checkbox"/>

Q18) Gender, please tick Male ☐ Female ☐

Q19) What country do *you* live in? \_\_\_\_\_ If Australia, what Postcode? \_\_\_\_\_

Q20) Please tick the box next to *your* highest level of education

Postgraduate Degree	<input type="checkbox"/>	Tafe/Vocational	<input type="checkbox"/>	Primary Education	<input type="checkbox"/>
Undergraduate Degree	<input type="checkbox"/>	Secondary Education	<input type="checkbox"/>	Other ( <i>specify</i> ) _____	<input type="checkbox"/>

Q21) Finally, what was *the best activity* you experienced on the island? \_\_\_\_\_

Thank you for your time and participation in this survey