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The following study presents two articles written to explore the scope of resident attitudes toward the impacts of tourism, the conceptual frameworks, and associated theories that provide the foundation of resident attitude studies. Particular emphasis is placed on research regarding sociocultural impacts, and more specifically, the impact of tourism on changing social roles and the role of women.

The first article of this study presents a detailed examination of existing literature related to the above topics and makes suggestions for future research. The second article presents findings from research conducted during the summer of 2010. The goal of this research was to explore resident attitudes toward women-owned and operated tourism businesses in an emerging destination. In line with the research goal, three research questions were developed. A measurement scale was created using a combination of appropriate items modified from previous resident attitude studies and new items derived from literature on women's role in tourism development. Using non-parametric tests of group differences, little variation in attitudes existed among demographic groups and residents' opinions of the costs and benefits had a minor influence on attitudes.

EXPLORING RESIDENT ATTITUDES TOWARD WOMEN OWNED
AND OPERATED TOURISM BUSINESSES: THE CASE OF
AYAMPE ECUADOR

by

Jennifer J. Beedle

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Committee Chair

APPROVAL PAGE

This thesis has been approved by the following committee of the Faculty
of The Graduate School at The University of North Carolina at Greensboro.

Committee Chair _____

Committee Members _____

Date of Acceptance by Committee

Date of Final Oral Examination

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CHAPTER I

INTRODUCTION

The number of international travelers and their contribution to worldwide export earnings demonstrate the scope of tourism as a major global industry. In 2009, over 880 million people traveled internationally, generating US\$ 852 billion (WTO Barometer, October 2009). Individuals traveling within their country of origin are not included in this statistic as they are measured on a national level; however they too contribute significantly to the overall span of the tourism industry. Thus, the industry is an important source of employment for tens of millions of people worldwide (Mason, 2003). Recognizing the economic benefits of tourism, an increasing number of worldwide rural, peripheral, and developing regions are turning to tourism as development tool (Timothy, 2001). The increasing level of tourist interest in visiting these types of locations is indicated by a decrease in visitation to the world's top 15 destinations coupled with increasing visitation to developing countries (WTO Barometer, October 2009). Key figures from the World Tourism Organization (2009) indicated that international inbound visitor spending in developing countries will soon pass more than US\$ 250 billion.

In an increasingly globalized world it can be said that every place on the planet is, or has the potential to become a tourist destination (Weaver, 2001). In the past decade virtually every country in the world has taken steps to increase its number of visitors (Goeldner & Ritchie, 2003). The desire to become a tourist destination is driven by the potential for economic development by way of job creation, income generation, and foreign exchange earning growth (Mill & Morrison, 2009). Many rural and marginal communities throughout the world have turned to tourism with the belief that it can take the place of declining traditional industries and provide a source of livelihood (Andereck & Vogt, 2000).

Yet, the promotion of tourism as an economic strategy leads to a variety of potential impacts. If not planned and managed appropriately tourism can impose quite a number of negative environmental and social impacts on destination areas. Some notable negative environmental impacts include water, air and noise pollution, erosion and destruction of wildlife habitats (Mason, 2003). Further, a host of negative sociocultural impacts such as cultural conflict, acculturation, cultural commoditization and staged authenticity have been accredited to the development of tourism (George, Mair & Reid, 2009). However, tourism is also viewed as a means of environmental protection and cultural awareness. Increased visitation to areas rich in scenic and natural resources can

lead to protection of these assets, and elicit attention to environmental concerns (Puczko & Ratz, 2000; Zal & Breda, 2010). Additionally, tourism had the potential to contribute to cultural appreciation, revitalization, promotion and awareness of cultural identity and heritage, and enhanced community belonging and pride (Andereck, Valentine, Knopf & Vogt, 2005; George, et al., 2009).

The concept of “sustainable tourism” has been viewed as a means to address and mitigate the negative impacts of tourism development (Butler, 1991). The premise of sustainable tourism was conceptualized along the lines of sustainable development concepts outlined in *Our Common Future*, also known as the Brundtland Report, from the United Nations World Commission on Environment and Development. The report defined sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p.43). The goal of sustainable tourism is to maximize the positive impacts that tourism development and tourism activity has on tourist destinations and minimize the negative (Weaver, 2006). Sustainable tourism should make optimal use of environmental resources, respect the socio-cultural authenticity of host communities, and ensure the economic viability of tourism is maintained in the long-term, providing benefits to all stakeholders (WTO, 2004). Therefore, it is critical to engage all stakeholders, but especially local residents in the various

stages of tourism planning to ensure the proper foundation is laid upon which to build a tourism sector that achieves the interests of all involved.

Freeman's definition (1984) of stakeholders as all individuals and groups that can affect or are affected by an organization's achievements is grounded in business management concepts related to the interests of individuals and groups within and outside corporations. The role of stakeholders in tourism development is built upon concepts formed within the fields of business and planning (Byrd, Bosley & Dronberger, 2009). Tourism stakeholders include tourism planners, government policy makers, local businesses, and the residents of the local community. It is important to understand how stakeholders perceive tourism impacts, as they are who live within, and manage the tourism resources (George et al., 2009). Sustainable tourism emphasizes the participation of local residents, or the host community in the planning process, as they are who often have clear ideas regarding the current situation and strong opinions on what is likely to be acceptable in the future (WTO, 2004).

Sustainable tourism planning involves host community participation at all stages of development. One way to engage the host community in the beginning stages of the planning process is to understand their attitudes toward tourism development and perceptions of tourism impacts (Andereck & Vogt, 2000). It is important to gain an understanding of the attitudes and interests of residents to

guide the planning and management of sustainable tourism (Byrd et al., 2009). Examinations of host community attitudes towards tourism impacts assist with determining residents' desires and concerns. Uncovering these desires and concerns prior to the onset of tourism development or the establishment of a specific aspect of development can serve as a measure of how the host community will react to impacts, and the degree to which residents weigh perceived costs against benefits (Ap, 1992).

The role of women is one particular aspect of tourism development that has an impact on host communities. The expanding size and scope of global tourism is providing women with the opportunity to participate in providing goods and services to tourists (Manwa, 2008). Employment opportunities provided by tourism allow women to contribute financially to their families and communities. Whether they are employees or business owners, women's work in tourism generally mirrors their traditional, domestic work i.e. cooking, cleaning and caregiving (Van Broeck, 2001; Walker, Valaoras, Gurung & Godde., 2001). However, women are increasingly stepping beyond their traditional domestic roles into positions of employment in tourism outside the home (Timothy, 2001). Often times women's involvement in tourism affects their traditional roles within the family and community. This is especially true in rural and developing regions where women have typically been restricted from social interaction by

cultural norms (Walker et al., 2001). To this end, it is critical to evaluate how potential costs and benefits of this area of tourism are weighed.

CHAPTER II

LITERATURE REVIEW

Introduction to First Article

The purpose of this paper is to present a review of current literature regarding resident attitudes toward tourism, and the influence tourism has on changing social roles within families and communities paying particular attention to the role of women as producers of tourism products and services. This literature review is followed by a number of suggestions for future research related to each of these topics. The subjects and themes that were uncovered by exploring these research areas suggested that social exchange theory was an appropriate framework to aid in the understanding of resident attitudes toward the impact of tourism on changing social roles and women's participation in tourism. The following review and related suggestions for future research is connected to the premise that tourism is a far-reaching, global industry bringing both positive and negative impacts to the communities that host it.

Literature Review

Social Exchange Theory

Historical Foundations.

Social exchange is a theory of social science that seeks to explain interactions between individuals and groups. The theory is defined as “the exchange of activity, tangible or intangible and more or less rewarding or costly, between at least two persons” (Homans, 1961, p.13). Social exchange theory (SET) suggests that when engaged in an exchange interaction, people seek to minimize the costs and maximize the benefits associated with this interaction. Costs, in this situation are viewed as alternative choices or lost opportunities (Cook & Rice, 2003). In other words, exchange is a trade-off, and human beings will try to ensure that the value of what they receive is greater than or equal to the value of what they lose.

Sociologist George C. Homans (1958) proposed SET as a way to make sense of social science research, the results of the research, and to explain interactions between people. According to Cook and Rice (2003), “Homans believed there was nothing that emerges in social groups that cannot be explained by propositions about individuals as individuals, together with the given condition that they happen to be interacting” (p.54). To this end, Homans

developed the general propositions of SET based on premises of individual behavior rooted in foundations of B.F Skinner's work in behavioral psychology. Cook and Rice (2003) later elaborated on Homan's key propositions of SET to describe the following main assumptions (1) behavior will be repeated when positive outcomes result, (2) previous situations through which behavior was rewarded will result in a person performing the same behavior in similar situations, (3) the value of the reward determines the likelihood of the reoccurrence of a person's behavior, (4) a person will place less value on a reward if the same reward is received on a frequent basis, (5) resentment and hostility result when people do not receive what is anticipated (Cook & Rice, 2003, p. 55).

Each of these five propositions contributes to the perspective that social behavior is an exchange. The propositions suggest that human behavior is dependent on individual evaluations of potential costs and benefits. Thus, according to SET, individuals understand that what they contribute is a potential cost and what they receive is a potential reward and will alter their behavior to the end that costs are minimized and rewards maximize (Homans, 1958). For Homans, SET served to accomplish the following three jobs:

- 1.) To connect experimental social research conducted in laboratory settings with research conducted in the field.

- 2.) To arrive at an explanatory phase of elementary social behavior based on propositions developed by connecting experimental and field research on small groups.
- 3.) To show how empirically tested propositions that have held good in small groups may be derived from more general propositions – meaning that other hypotheses may be developed based on primary empirical evidence from both laboratory and field research (Homans, 1958, p. 598).

These three jobs are accomplished by adopting the perspective that “social behavior is an exchange of goods, material goods but also non-material ones, such as the symbols of approval or prestige (Homans, 1958, p.606).” Social exchange theory has been, and continues to be applied to a variety of subject areas and academic fields. The main perspective of the theory, that exchange is based on evaluation of costs and benefits, and that individuals seek to maximize the benefits associated with the exchange, remains constant across study areas although its application varies. Some of the disciplines that use social exchange theory to frame research are, anthropology (Hedican, 1986; Levi Strauss, 1969), sociology (Lawler & Thye, 1999), psychology (Fiske, 1992), economics (Young-Ybarra & Wiersema, 1999), marketing (Bagozzi, 1975), and more recently tourism (Ap, 1992; Andereck et al., 2005; Chhabra & Gursoy, 2007; Choi & Murray, 2010;

Hernandez, Cohen & Garcia, 1996; Jurowski, Uysal & Williams, 1997; McGehee & Andereck, 2004; Wang & Pfister, 2008).

Application to Tourism Research.

Research has demonstrated that tourism offers both real (George et al., 2009, Puczko & Ratz, 2000; Zal & Breda, 2010) and perceived (Brunt & Courtney, 1999; Byrd et al., 2009; King, Pizam & Milman, 1993) costs and benefits to the communities that host it. Bearing this in mind, social exchange theory (SET) is viewed by tourism researchers as an appropriate framework upon which to structure studies measuring resident attitudes towards tourism impacts (Andereck et al., 2005). As it relates to SET, Jurowski et al. (1997) argued, “theoretically, residents who view the results of tourism as personally valuable and believe that the costs do not exceed the benefits will favor the exchange and support tourism development” (p.3). Ap (1992) suggested that when applied to tourism development, SET assumes that resident attitudes toward tourism are influenced by whether the outcomes are perceived as beneficial to the individual and/or the community. In this way, SET supposes that residents are taking part in an exchange interaction with tourism in their community wherein they seek something of value. The theory is used to understand how resident attitudes towards tourism are affected by perceptions of costs and benefits based on this exchange.

Since its introduction to tourism research, social exchange has become the predominant theoretical base used by researchers for tourism perceptions and attitude studies (Andereck et al., 2005). Choi and Murray (2010) suggested that SET is the most popular theory to explain the relationship between resident perceptions of tourism and its impacts. Applied to SET, Ap (1992) contended that the terms perception and attitude should not be used interchangeably because:

In the host resident tourism context, the use of the term perceptions is considered more appropriate...because residents may attribute meaning to tourism impacts without necessarily having knowledge or enduring dispositions about them, and because it cannot be assumed that all residents have knowledge and hold beliefs about tourism impacts (p.671).

Despite the claims of Ap, most studies of resident perceptions and attitudes do use the terms interchangeably, and the differences between them “appear to be a matter of semantics” (Andereck & Vogt, 2000, p. 28). As an example, Vargas-Sánchez, Plaza-Mejía and Porrás-Bueno (2009) used the term attitude in the title of their study but listed the term perception as a keyword. Therefore, for the purpose of this study the term attitude is used to describe residents’ opinions about tourism.

Several early tourism attitude studies followed a social exchange perspective (Haukeland, 1984; Liu & Var, 1986; Perdue, Long & Allen, 1987, 1990). Although the theory itself is not explicitly mentioned in these studies, the authors used similar terminology and principles in line with the assumptions of

SET. For example, Haukeland (1984) suggested that the “exchange of material and non-material goods” created by contact with tourists contributed to resident attitudes in three rural Scandinavian communities (p.213). Similarly, Liu and Var (1986) examined Hawaiian resident attitudes toward tourism impacts in terms of economic, social and environmental costs and benefits, looking specifically at the perceived “trade-offs” between the three (p.197). Using exchange theory logic, Perdue, Long and Allen (1987) hypothesized that residents of five rural Colorado communities participating in camping and fishing activities would be more likely to perceive negative impacts of increasing tourism development due to the “opportunity costs” associated with loss of access to recreational resources, and therefore be less supportive of further development than residents who did not participate in these activities (p.427). Building on this study, Perdue, Long and Allen (1990) found support for SET principles in their study of 16 Colorado communities to the end that support for additional tourism development was significantly related to perceived benefits and negatively related to perceived negative impacts (costs) of additional tourism. The authors also suggested that further research was needed to connect theory with the model used in their study.

In response to this suggestion, as well as the lack of a solid theoretical framework, Ap (1992) further developed the theoretical basis of SET related to

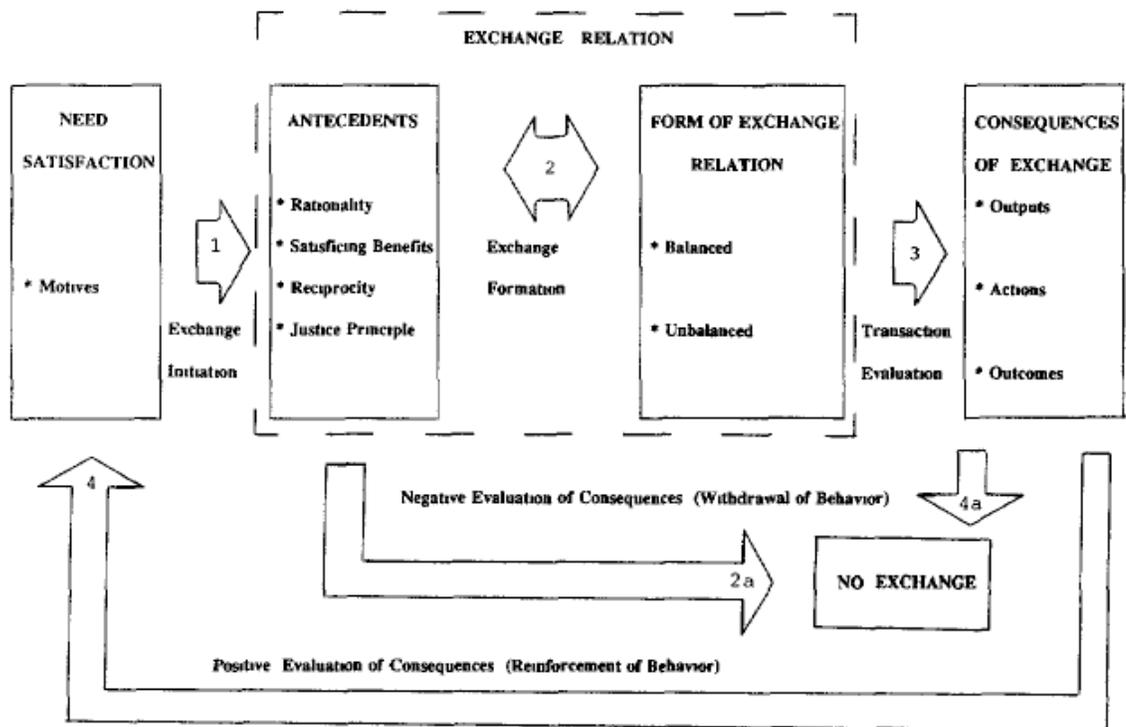
resident attitude studies. For Ap, the application of social exchange theory to resident attitude studies provided an understanding of why residents react to tourism impacts the way they do as well as the conditions under which their reactions take place. It was his belief that social exchange could be used to describe how residents evaluate tourism in terms of what they expect to either gain or lose in exchange for what they provide.

Ap (1992) set out to explain the usefulness of SET by describing its classical foundations, comparing it to the use of other theories in leisure research and developing a model (Figure 1.) by which social exchange propositions could be used to explain resident perceptions of tourism impacts. Ap developed seven sets of propositions for applying SET to tourism research. Each of the propositions stem from components of the model consisting of five phases, four flows and two sub-flows related to withdrawal from the exchange process.

As displayed in Figure 1., the first phase of the model represents the starting point of the exchange process. It is within this phase that community residents recognize that there is a need, or motive to engage in the tourism development process. Ap (1992) suggested that “it is assumed that the primary motive for a community in attracting and developing tourism to its area is to

improve the economic, social and psychological well-being of its residents” (p.671). After residents acknowledge that a need/motive exists they will initiate an exchange interaction depicted in the first flow. Upon initiation, an exchange relation forms as described by the second phase of the model.

Figure 1. Ap’s (1992) Model of Social Exchange Theory



The model proposes that initial entrance into the exchange relation (phase 2) is dependent on the evaluation of four opportunities, or “antecedent conditions” provided by the exchange: 1. rationality (opportunity to gain a reward), 2. satisficing of benefits (opportunity to gain a satisfactory level of

reward usually resulting from a trade-off), 3. reciprocity (opportunity to equitably receive and provide rewards), and 4. justice principle (opportunity to receive fair and equitable rewards) (Ap, 1992, p.677). The two way directional linkage (flow 2) between the antecedent conditions and the form of the exchange relations depicts the notion that these conditions must be met before the exchange relation forms, or residents will withdraw from the process depicted in the model as (sub-flow 2a) whereby the ultimate result is that no exchange takes place (phase 5).

The third phase of the social exchange process is exchange formation. Ap (1992) proposed that this phase, through which residents engage in an exchange transaction based on levels of power or dependence, provides the basis for explaining why residents perceive the impacts of tourism to be positive or negative. Power is the result of control of valued resources. The model suggests that exchange transactions between those who have equal control over resources are defined as balanced, or cohesive. Unbalanced exchanges result from transactions between those with high and low levels of power because, as Ap (1992) describes, "the former is seen to be advantaged and the latter disadvantaged" (p.678). Therefore, the model presumes that levels of cohesion or balance in the exchange lead to the evaluation of the transaction (flow 3),

through which the consequences of the form of the exchange relationship are evaluated.

The fourth phase of the model describes the evaluation of the outcomes of the exchange and henceforth whether the exchange relation will reenter into the cycle, i.e. continue the exchange. According to the model, outcomes of the exchange are evaluated as either positive or negative. Ap (1992) suggested that when needs are satisfied the consequences of the exchange are viewed positively which in turn reinforces initiation into future exchanges. However, as described by (sub-flow 4a), the exchange behavior will not continue if the consequences are evaluated as being negative resulting in non-exchange (phase 5).

Ap's (1992) publication addressed the gap regarding a theoretical approach to understanding and evaluating resident perceptions of the impacts of tourism. His work employed the building blocks of social exchange theory to create a model through which resident perceptions of tourism impacts could be explained. The study provided the groundwork for the use of the theory in future tourism research related to the subject and provided context to expanding the knowledge base for a complex and critical area of tourism research.

Abundant research using SET has followed Ap's contribution to the development of the theory as a framework for resident perceptions and attitude studies (Andereck et al., 2005; Choi & Murray, 2010; Jurowski & Gursoy, 2003;

Jurowski, Uysal & Williams, 1997; McGehee & Andereck, 2004; Sirakaya, & Sönmez, 2002; Wang & Pfister, 2008). These studies used SET to demonstrate that resident perceptions and attitudes toward tourism are based on evaluations of the costs and benefits incurred through an exchange of valued resources. Many involved the development of models to show the complex interactions involved in the exchange process related to residents' perceptions of economic, social and environmental impacts leading to their view of tourism as either positive or negative. Several of these studies resulted in mixed support for SET, while a number of others provided evidence to substantiate the theory.

Jurowski et al. (1997) noted the many complexities of exchange relations related to resident perceptions and attitudes towards tourism impacts. The authors pointed out that results from earlier studies such as Liu and Var's (1986) study demonstrated how economic, as well as social and environmental factors contributed to residents' attitudes towards tourism. They suggested that a more thorough understanding of the value residents place on what is being exchanged would contribute to the body of research using SET as a framework. The researchers used a statistical path analysis to outline interrelationships between economic, social, and environmental factors affecting resident support for tourism in five southwest Virginia counties surrounding Mt. Rogers National Recreation Area. Their study found that perceived economic benefits of tourism

were positively related to perceived socio-cultural benefits and influenced resident support for tourism. The results from the path analysis supported SET by demonstrating that residents assess the costs and benefits of tourism in relation to what they value, which in this case were the economic benefits influencing their support for tourism.

Other studies have also found similar results related to economic and personal benefits and support for SET. Expanding on the Jurowski, Uysal and Williams (1997) path analysis model, Gursoy, Jurowski and Uysal (2002) used a structural equation model to propose that resident support for tourism is influenced by perceptions of costs and benefits as well as the state of the local economy. Results from their study indicated that residents who perceived costs of tourism ultimately still supported development, and that residents who felt the local economy needed improvement were more likely to hold favorable views of tourism and further support development. Sirakaya, Teye and Sönmez (2002) offered similar results related to SET. The researchers found that unemployed residents of the Central region of Ghana, West Africa offered more support for further tourism development than employed residents.

McGehee and Andereck (2004), building on the Perdue et al. (1990) model, found mixed support for SET using a regression analysis to determine if resident attitudes towards tourism were related to support for tourism planning in 12

Arizona communities. The study found that residents who perceived personal benefits from tourism were more supportive of further development than those who did not perceive receiving benefits from tourism. Yet, the two groups did not significantly differ with respect to their support for tourism planning. Under the SET framework it was hypothesized that residents who perceived personal benefits from tourism would display stronger support for planning methods. The authors noted “if one has a vested interest in tourism development, it seems that he or she would either want to see that it is developed properly or, alternatively prefer to see fewer restrictions on tourism development” (p. 138). Failure to support this second hypothesis demonstrated partial support for SET.

Similar to the work of McGehee and Andereck (2004), other research using SET has examined aspects of personal benefits in combination with other variables. Jurowski and Gursoy (2003), building on the Gursoy et al. (2002) structural model using social exchange theory, proposed that the distance residents live from the tourism resource played a role in their evaluation of the costs and benefits of tourism development in combination with their attitudes towards the environment and use of the tourism resource (personal benefit). Results from the study were aligned with SET in that factors important to the host community influenced their perceptions of tourism impacts and support for tourism. As an example, it was found that residents with a high level of concern

for environmental issues living close to the tourism resource were more supportive of tourism development than those living far from it. The authors also determined that support for tourism was partially dependent on the resident's belief that employment opportunities, shopping, recreation and new tax revenues would be provided by the industry.

Factors such as those described by Gursoy et al. (2002) also play a role in resident attitudes toward tourism in emerging destinations. More recently, researchers have used SET to look at resident attitudes toward tourism impacts in areas experiencing primary stages of tourism development (Chhabra & Gursoy, 2007; Hernandez et al., 1996; Vargas-Sanchez, Plaza-Mejia and Porrás-Bueno (2009); Wang & Pfister, 2008). Instead of examining attitudes based on existing costs and benefits, these studies have applied the theory to the exploration of "expected" costs and benefits of tourism. As Hernandez et al (1996) noted "since attitudes are a result of expectations, residents would have certain expectations in the pre-development stage of tourism especially when residents are aware that the location has been identified as a tourism site and are familiar with the type of tourism facilities which are going to be built" (p.760). Conversely, Vargas-Sanchez et al. (2010) argued that a lack of experience with tourism makes it difficult for residents to have a full notion of potential personal benefits. Yet, in their quantitative study of small North Carolina community,

Wang and Pfister (2008) found SET to be an effective theory for understanding the value residents place on potential changes to their community as a result of tourism. Focusing on noneconomic benefits, the authors determined that residents with favorable attitudes toward tourism believed that its development would provide increasing options for community enjoyment related to improvement of quality of life.

The preceding discussion of the major suppositions of social exchange theory and their application to tourism research indicated that residents of host communities take part in an exchange with tourism development. Evidence from many previous studies suggested that through this exchange process, residents and communities seek to satisfy a wide variety of needs by serving the needs of visitors. As the literature has described, residents form opinions about the resulting outcomes of their participation in tourism by evaluating of the associated costs and benefits. To this end, an ardent goal of tourism research has been to understand residents' opinions about how tourism affects them and their communities. As will be described in the following section, researchers have developed a number methodological approaches and conceptual frameworks to explore the attitudes of residents toward the many impacts of tourism.

Resident Attitudes toward Tourism Impacts

Resident attitudes toward tourism impacts have been researched for over 30 years (Andereck & Vogt, 2000). The main premise of these studies is that the attitudes of residents towards the impacts of tourism can be used to guide tourism development in a community (Ap, 1992). It is important to know how community residents perceive impacts of tourism to understand the social issues associated with development, to create goodwill between residents and tourists, and to gauge perceived acceptable levels of future development (Ap, 1992; Lankford & Howard, 1994). Additionally, understanding resident perceptions of tourism impacts and proposed tourism development is related to concepts of sustainability in two ways. The first is that it identifies the positive impacts to be maximized and the negative impacts to be minimized (Andereck & Vogt, 2000; Ap, 1992) and the second pertains to community participation in the planning process (Wang & Pfister, 2008).

The importance of the planning process was outlined by Harrill (2004) in his review of multiple resident attitude studies connecting the findings of academic research with implications for community planning. Based on his review of the literature, Harrill (2004) mapped out several typologies under which the studies could be classified. He identified the studies as falling into the following categories: socioeconomic factors, spatial factors, economic

dependency, resident and community typologies, and measuring resident attitudes towards tourism development. Studies that have examined socioeconomic factors, economic dependency as well as those that have sought to measure resident attitudes toward tourism development are critical areas of focus. It is also important to consider resident attitudes towards tourism impacts prior to the onset of development, or in areas that are experiencing the beginning stages of tourism development (Harrill, 2004; Mason & Cheyne, 2000).

It is generally agreed upon in the literature that socioeconomic factors, also referred to in resident attitude studies as demographics, have not produced consistent relationships and thus have been viewed as minor predictors of resident attitudes towards tourism (Andereck et al., 2005;). Despite the general consensus that socioeconomic factors produce inconsistent results, resident attitudes studies have continued to explore this area by looking at group differences. Some studies have found age, ethnicity and gender to influence resident attitudes. Mason and Cheyne (2000) identified differences between the attitudes of male and female residents of a rural New Zealand community towards the establishment of a café/bar to serve tourists. The men in the study were more in favor of the establishment than women, however the women that supported development placed stronger consideration towards economic benefits than did men. Wang and Pfister (2008) noted both age and gender

differences in resident attitudes towards benefits of tourism. Their study determined that women perceived greater personal benefits from tourism with than men, and that younger residents perceived more benefits than older residents. Conversely, McGehee and Andereck (2004) found older residents to be more supportive of tourism than younger residents. Sheldon and Var (1984) discovered that native Welsh speakers were less in favor of tourism than residents of North Wales who did not speak the language.

Previous research has demonstrated mixed results with regard to the relationship between resident attitudes and length of residency. Brougham and Butler (1981) determined that newer residents held more positive attitudes towards the promotion of tourism than life-long residents. Similarly, Perdue, Long and Kang (1995) found that newcomers to gambling communities in Colorado perceived greater personal benefits than longer-term residents, while McGehee and Andereck (2004) found that life-long residents had stronger positive attitudes towards tourism than new residents.

In addition to socioeconomic factors, resident attitude studies have explored how levels of economic dependence affect attitudes towards tourism and support for it (Cavus & Tanrisevdi, 2003; Choi & Murray, 2010; Jurowski, Uysal & Williams, 1997; King, Pizam & Milman, 1993; Lankford & Howard, 1993; Liu & Var, 1986; McGehee & Andereck, 2004). Many of these studies

hypothesized that the more dependent individuals and communities are on tourism, the more positive their attitude will be toward tourism development (Harrill, 2004). There have been a number of studies that have confirmed this hypothesis, as well as some that have demonstrated the opposite, while others found no significant differences in attitudes based on economic dependence

Logically, quite a few of the studies that looked at the relationship between resident attitudes and economic dependence on the tourism industry examined locations in which tourism had a heavy impact on the local economy (Cavus & Tanrisevdi, 2003; Choi & Murray, 2010; Liu & Var, 1986). There were however, some notable studies that took place in areas where tourism did not play a major role in the local economy (Jurowski et al., 1997; Gursoy, et al., 2002; McGehee & Andereck, 2004) For example, Jurowski et al., (1997) found evidence to support the hypothesis that greater levels of economic dependence on tourism was related to positive attitudes toward tourism in an area “with few services and a light visitor count” (p.9). Conversely, McGehee and Andereck (2004) examined resident attitudes toward tourism in 12 rural Arizona communities with a wide range of economic bases to find that negative attitudes toward tourism were more prevalent in communities with higher levels of economic dependence. Evidence from these studies suggests the need to further explore the economic dependency variable as it has been demonstrated that it has mixed

impacts on resident attitudes. As the goal of resident attitude studies is to provide a foundation for appropriate tourism planning, it is necessary to evaluate the relationship between resident attitudes and levels of economic dependence on tourism to determine where possible thresholds exist after which high economic dependence is associated with negative attitudes. This approach could potentially be useful for understanding resident attitudes toward tourism in emerging destinations where economic dependence on tourism is low.

The importance of assessing resident attitudes in areas where tourism is not yet economically important has been suggested in the literature (Harrill, 2004; Mason & Cheyne, 2000; Wang & Pfister, 2008). Investigating resident attitude studies prior to the establishment of tourism is critical for several reasons. The first is that this type of research can assist in the planning process by gauging the desires and concerns of the host community (Wang & Pfister, 2008). As Harrill (2004) noted, "All over the world, new destinations previously unreachable by transportation and technology will require tourism planning at the onset of the development process" (p. 264). The second is that resident attitudes can provide a benchmark for future development (Hernandez et al., 1996), and lastly, it is essential that this process occurs to ensure that negative impacts of tourism on communities are minimized and positive effects maximized (Mason & Cheyne, 2000). Vargas-Sanchez et al. (2009) argued

explicitly for new studies of resident attitudes in stages before tourism has become established as a main source of economic activity for the community. Researchers have also suggested that because the majority of resident attitude studies have been conducted in industrialized countries, there is a need to explore the attitudes of residents in emerging destinations such as Latin America, Africa and Asia (Harrill, 2004; Sirakaya et al., 2002).

Many of these emerging destinations are said to be in the beginning of the 'destination lifecycle.' Butler (1980) proposed the destination lifecycle model of tourism development to describe the development stages a destination goes through, beginning with exploration and ending in either the decline of the destination area or in a rejuvenation of tourism products and services. His model suggests that host residents in the exploration stage often have positive views of tourism and positive attitudes toward potential benefits. An additional model of tourism development is the Irridex Index model proposed by Doxey (1975). Doxey's Irridex is made up of four stages and attests that at the first stage, euphoria, residents welcome new tourism and are generally positively inclined to further development. However, as development increases, and costs begin to outweigh benefits, residents' feelings of euphoria shift to feelings of apathy, annoyance and antagonism (Doxey, 1975). Therefore, it is important from a planning standpoint to gauge resident attitudes towards tourism in the

beginning phases of development with the understanding that they may feel positive towards tourism initially. Without further analysis and the proper level of planning, these attitudes may quickly turn negative resulting in an unsustainable future for the destination.

The destination lifecycle and Irridex models have both been used in prior research to frame resident attitude studies. Cavus & Tanrisevdi (2003) found support for the Irridex model in their study of a Turkish community highly dependent on tourism. The study community was determined to be in the annoyance stage, and that the majority of residents perceived the level of tourism development to be negative. In their study of resident attitudes toward tourism in Santa Marta, Colombia, Belisle and Hoy (1980) attributed positive attitudes toward tourism to the location being in the euphoria stage of Doxey's model.

Support for Butler's lifecycle model related to attitude studies has also been demonstrated in the literature. In a study of the impact of tourism on community life in 20 Colorado communities, Allen, Long, Perdue and Kiselbach (1988) determined that there was a threshold after which further tourism development was viewed as negative. Residents of communities where tourism development was low to moderate tended to have positive attitudes, however negative attitudes toward tourism emerged once this threshold was passed.

Johnson, Snepenger and Akis (1994) conducted a six-year longitudinal study of

an emergent tourism economy located in rural Idaho. Their findings were similar to those of Allen et al., (1988) in that the results suggested that resident attitudes towards tourism were positive in areas where both economic activity and tourism development were low, and that attitudes became more negative as the area transitioned into a more tourism dominant economy.

Although prior research has offered evidence to validate aspects of both Butler's and Doxey's models, the degree of homogeneity inherent in them has been questioned by researchers (Harrill, 2004; Mason & Cheyne, 2000). It is evident from a number of studies, as well as the discussion in this review of the literature that communities are quite heterogeneous in their attitudes towards the impacts of tourism. In other words, communities are made up of groups and individuals with different views toward the impacts of tourism. As research has demonstrated that there are quite a number of variables that impact resident attitudes, using models like those of Doxey and Butler may overlook the effect of such variables. Therefore, much of the research examining resident attitudes towards tourism development in emerging areas has employed other models and theoretical approaches such as social exchange, social representation, and community attachment theories (Andereck & Vogt, 2000; Chhabra & Gursoy, 2007; Hernandez, Cohen & Garcia, 1996; Jurowski & Gursoy, 2004; McGehee & Andereck, 2004; Sirakaya et al., 2002; Vargas-Sanchez, et al., 2009; Wang &

Pfister, 2008).

Vargas-Sanchez et al. (2010) used social exchange theory to look at the attitudes of residents towards the proposed development of industrial tourism in rural southwest Spain. Their quantitative study used structural equation modeling to find that personal benefit from tourism did not play a role in resident attitudes towards tourism. Results indicated however, that residents were generally in favor of development with positive attitudes toward potential economic impacts being the main factor that determined their support. The less satisfied residents of this study were with their community, the more in favor they were of tourism. Similarly, in a mixed-methods study of an instant resort enclave in a rural area of Puerto Rico, Hernandez et al. (1996) discovered that residents were generally in favor of the resort due to potential economic benefits, but were concerned about the effect of the resort on their way of life.

The impact of tourism on traditional way of life has been demonstrated additional resident attitude studies taking place where tourism is not yet economically established. In the study by Hernandez et al. (1996) negative attitudes toward tourism were attributed to resident perceptions of increased crime, reduced access to coastal areas and loss of cultural values. Similarly, Sirakaya et al. (2002) found that residents of two coastal areas of Ghana were less supportive of tourism development when they felt it would cause crowding in

the community and interfere with their daily lives. Mason and Cheyne (2000) found residents concerned with the effect that a bar would have on the tranquil nature of their town.

The perceived impact of gaming on community life was examined by Chhabra and GURSOY (2007) in their study of resident attitudes towards a casino prior to its development in an Iowa community. The researchers combined social exchange and social representation theory to question whether attitudes were related to potential costs and benefits, and if attitudes differed between groups. Results from their study indicated that perceptions of potential social costs and economic benefits impacted overall levels of support for the casino across the study population. However, the researchers contended that group representation also played a strong role in determining resident attitudes as it was found that African-Americans and individuals with lower levels of education perceived less negative social impacts than Whites and those who reported higher incomes.

Another study of resident attitudes in an emerging destination determined that host residents tend to place high value on noneconomic benefits. Wang & Pfister (2008) found residents of Washington, North Carolina, U.S.A. to value the changes attributed to hosting tourism activities. Nearly all study participants reported not having direct economic benefits from tourism, yet over half of all respondents reported obtaining social benefits from tourism. Examples

included improved quality of life due to increased arts and cultural resources, special events, and waterfront amenities.

Resident attitudes towards tourism impacts have been heavily researched and documented in the tourism literature. The studies have developed models to test a number of variables that influence resident attitudes providing context to an area of research with strong implications related to sustainable tourism planning and community development. As discussed in the preceding section, research on this subject area has taken place in locations where tourism is highly developed, somewhat developed and more recently, where tourism is emerging. Research on resident attitudes has also sought to understand the disposition of host communities toward specific aspects and segments of tourism development. However, research gaps still exist with regard to resident attitudes towards specific socio-cultural impacts such as the impact of tourism on changing family dynamics and social roles. It is critical to turn attention toward this under researched area of tourism, which will be discussed in the next section.

The Impact of Tourism on Changing Social Roles

While the economic benefits of tourism have long been recognized, today greater attention is being paid to its social impacts, which largely depend on how it is planned and managed (Goeldner & Ritchie, 2003). Social and cultural

impacts of tourism should be considered throughout the planning process so that benefits are optimized and problems minimized (Brunt & Courtney, 1999). Krippendorf (2002) suggested that due to their high level of significance, addressing the social effects of tourism should be considered “before everything else” (p.68). Brougham and Butler (1981) noted “an ideal investigation of the social, cultural and economic effects of the tourist industry would need to look at a destination area both before and after the appearance of visitors and their associated phenomena...” (p. 570). Understanding sociocultural impacts of tourism is necessary because they have the potential to gradually affect a society’s values, beliefs and cultural practices over the long-term (Brunt & Courtney, 1999). Additionally, tourism development within areas that have previously experienced little visitation can impact the socioeconomic structure affecting societal and cultural values (Mill & Morrison, 2009). Therefore, it is imperative to focus on socio-cultural impacts of tourism, as the planning process will dictate whether societal and cultural values are compromised or nurtured.

Tourism research has identified a wealth of both positive and negative sociocultural consequences of tourism. Mansfeld and Jonas (2005) suggested that among the negative consequences exists commercialization of local culture, as well as conflict between groups who economically benefit from tourism and those who pay the social and environmental costs. The authors also suggested

that tourism causes argument between community members and community leaders who disagree over the use of open space or public land. Other negative sociocultural impacts include cultural conflict, acculturation, cultural appropriation, staged authenticity and cultural commoditization (George et al., 2009; Wyllie, 2000). Further, an increase in the number of tourists to a destination area can rapidly change local ways of life (Goeldner and Ritchie, 2003). Also known as the 'demonstration effect', visitors may influence the residents' ways of dressing, consumption patterns, desire for products used by tourists, sexual freedoms, and a broadening outlook on the world (Goeldner and Ritchie, 2003; Mansfeld & Jonas, 2005). A study by Hernandez et al. (1996) revealed that residents of an island community held a strong belief that a proposed resort would impose on the tranquility of the area and have a negative effect on family life. However, tourism also has the potential to have a positive impact on many socio-cultural factors including cultural appreciation, cultural revitalization, and cultural identity promotion (George et al., 2009).

Pearce (2008) attempted to itemize and categorize the potential sociocultural benefits of tourism by developing a model to classify and foster them. Examples of benefits from Pearce's model include income earned from value of arts and cultural products, raised community reputation, retention of talented community members, and reduced risk of mental and economic reliance

on others. Jurowski et al. (1997) identified resident support for positive sociocultural impacts resulting from nature-based tourism development. Among these included opportunities for recreation and shopping, and preservation of local culture. In an emerging destination, Wang and Pfister (2008) discovered that residents strongly valued benefits related to improved community image and opportunities to build community values. Other studies have found that residents feel tourism raises awareness of heritage and enhances community belonging and pride (Andereck et al., 2005), improves recreation areas and provides more opportunities for recreation participation (Perdue et al., 1990).

While the research has presented abundant information in regard to the positive and negative sociocultural impacts of tourism, less attention has been paid to how tourism changes traditional social roles, thus affecting family and community. A few authors have suggested that tourism has the potential to influence new roles for segments of the population whose access to economic participation had previously been limited by cultural roles and societal norms (Leontidou, 1994; Scheyvens, 2000; Timothy, 2001; Van Broeck, 2001). Often times, these new roles have taken shape through the work opportunities provided to underrepresented groups in both formal employment and informal participation in the tourism industry.

Groups or populations that have typically been underrepresented within the scope of economic progress in both developed and developing regions of the world include young people, ethnic minorities, the poor, and women. It has been suggested that proponents of tourism as a development strategy assert that underrepresented groups are afforded opportunities for economic empowerment through the industry (Apostolopoulos & Sönmez, 2001) This advocacy view presents tourism as a positive force in development with the potential to provide economic benefits to a wide range of players including those populations that are economically disadvantaged (Jafari, 1990). Research studies have revealed instances where tourism has brought these benefits. For example, Cukier and Wall (1993) described a situation in Bali where tourism provided employment opportunities for relatively uneducated young men to work as merchandise vendors. Similarly, Van Broeck's (2001) study in rural Turkey revealed that tourism brought opportunities for younger generations to participate as wage earners in lodging and other areas of the industry. In a paper outlining several case studies, Scheyvens (2000) described examples of how women have enhanced their position in society both socially and economically through involvement in ecotourism related enterprises.

Employment in the tourism industry can be formal or informal. For economically underrepresented groups options for formal employment in

tourism typically includes low-paying jobs within service sectors including lodging, food service and transportation. As Manwa (2008) noted:

Low-level skill requirements and labor intensity mean that many people with low-level skills can be absorbed into the tourism industry. These are people who would otherwise be unemployed (p.117).

Thus, formal tourism employment provides a means of sustaining livelihood that would not have existed otherwise. However, these jobs tend to be unsecured, low-paying, reinforcing of traditional class structures, and offer little opportunity for advancement (Krippendorf, 2002). Alternatively, informal employment may provide underrepresented groups the opportunity to benefit socially and economically. In many developing countries and rural areas of developed countries exists an informal sector of tourism employment dependent on such products and services as arts, crafts, homestays, guiding, rentals and small-scale food and beverage (Manwa, 2008; Scheyvens, 2000; Walker et al., 2001). Cukier and Wall (1993) described the informal tourism sector as “those activities, such as hawking watches and sunglasses, acting as an unofficial guide, selling postcards on the beach and a variety of other occupations, which are not included in official employment statistics and some of which many be of dubious legality” (p.196). Manwa (2008) discussed three case studies depicting various geographical locations through which women benefitted through informal tourism activity. However, according to Wilkinson and Pratiwi (1995) in a study

of gender and tourism in Indonesia, informal participation often included such areas as domestic work, waste recycling, prostitution and drug trafficking essentially resulting in the same negative effects, if not worse than the effects of formal employment.

Regardless of whether employment is formal or informal, new positions created as a result of tourism development have the potential to influence new roles, not only for the individual employed, but also for those providing supporting relationships. Kousis (1989) provided an example of this in a qualitative study of the impact of mass tourism on family change in a rural community on the island of Crete, Greece. Through the use of participant observation, informal interviews and conversations, she determined that mass tourism had indeed contributed to altered social roles within the family and community. Following the advent of mass tourism on the island, grandparents took responsibility for looking after the children while their daughters worked in the tourist business, younger generations became employed in their parents businesses, and women became responsible for both contributing to the family tourist business as well as household work. Similarly, in Indonesia, Wilkinson and Pratiwi (1995) found that increased opportunities for women's participation in the tourism industry led to changes in traditional child rearing practices thus altering the roles of grandparents, older siblings, and other relatives to assume

responsibility for providing child-care. Finally, Timothy (2001) indicated that as their partners increasingly worked in tourism businesses, men found themselves participating in tasks traditionally done by women such as household chores, child care, and tending the garden.

Positive consequences of tourism development related to new roles created by tourism employment were depicted by Kinnaird, Kothari and Hall (1994) in *Tourism: A Gender Analysis*. "Birth rates go down, women headed households go up, and there are changes in the political status of people by age as younger people gain economic power through tourism work" (p.21).

However, According to Mill and Morrison (2009):

Tourism businesses attract women and young people who gain a higher level of independence. Great tension can occur, particularly in traditional societies, because of this shift in the economic resources within the host destination (p.52).

Previous research indicates that tourism impacts traditional social roles thus resulting in variety of both positive and negative consequences for host communities. As underrepresented groups gain access to employment through the expansion and growth of tourism in their communities they often abandon traditionally prescribed roles, or take on additional functions on top of what is expected. Therefore, new roles in tourism activity contribute to additional responsibilities, which can in turn impact conventional customs within the

family and community. As Mill and Morrison (2009) warned, this can cause tension and add stress to what might be an already unstable situation due to shifts in resources. Therefore, it is important to discuss changing roles within host communities as they affect family and community life.

New roles influenced by involvement in the provision of tourism products and services has been shown in previous studies to impact resident quality of life associated with community and family structure. Van Broeck's (2001) study of a farming community in Turkey revealed that tourism brought opportunities for younger generations to participate as wage earners. This qualitative study involved extensive and detailed interviews with residents. The results of these interviews showed that in addition to the impact of tourism on the rhythm of domestic life, traditional values and customs, the domestic life of a family who had entered the tourism industry was controlled by the demands of the tourism business, making it difficult for the family to socialize. Similarly, Kousis (1989) noted that socializing with members of the extended family became more difficult as women and younger residents of Crete dedicated increasing amounts of time to their involvement in tourism businesses.

New roles influenced by tourism have also come with the shift from traditional industries with economic foundations in agriculture and manufacturing to service related industries like tourism. For instance, Cohen

(1984), in his paper on the sociology of tourism, noted that the research to date demonstrated how tourism affected traditional family life due to altered employment for men and new opportunities for women. Harvey, Hunt and Harris (1995) in a study of rural tourism and gender in the Pacific Northwest, described how changes in family support and way of life had rapidly taken place as service related industry had replaced resource-based industry. The authors further noted that men's belief in the inferiority of service related jobs resulted in women and young people of the community filling positions within the tourism and service industry, which in turn affected traditional family structure and lifestyle. Conversely, Petrzalka, Krannich, Brehm and Trentelman (2005), found that women in the Rocky Mountain region of the United States at times tended to be more reluctant than men in accepting tourism related employment, which created an impact on community and family life. The above studies indicate that regardless of such reluctance, both men and women living within communities experiencing changes to traditional industrial bases have accepted new roles in tourism jobs as a means of continuing their economic livelihood despite the potential for change.

The potential for positive change as a result of the impact of tourism on traditional social roles has been noted in previous literature. In a review of several studies, Kinnaid, Kothari and Hall (1994) described numerous instances

where the influence of tourism has had a positive effect related to social roles and family change. The authors noted that employment opportunities and interactions with tourists contributed to a power shift away from elders, resulting in increased autonomy and heightened family status for young men in Kenya and the Gambia. Because of tourism development in Bali, Cukier and Wall (1993) found that younger generations were more likely to stay in area due to their preference for tourism jobs versus rigorous traditional agricultural jobs. Further, Kousis found that women's participation in family tourism businesses contributed to a declining birthrate among rural families on the island of Crete. However, perhaps where social role change as a result of tourism has had the most profound effect is on the traditional lives of women.

Women's Participation in Tourism

Abundant research has suggested that tourism can create opportunities for women's participation in the industry, especially within rural and developing regions with historically patriarchal societies (Casellas & Holcomb, 2001; Garcia-Ramon, Canoves & Valdovinos, 1995; Jennings, 2009; Kousis, 1989; Koutsou, Notta, Samathrakakis and Partalidou, 2010; Manwa, 2008; Megarry, 2008; Petrzelka et al., 2005; Timothy, 2001; Van Broeck, 2001; Wilkinson & Pratiwi, 1995). As Walker et al., (2001) commented, "involvement in the production of tourism is expanding to include women in developing regions, most notably women

restricted from social interaction by cultural norms” (p. 211). It is evident in the literature that these opportunities have resulted in some positive change in the lives of women. Yet, women’s role in tourism is complex, and embedded within are a plethora of challenges which prevent women from attaining the full range of benefits by way of their participation as providers of tourism products and services. According to Flacke-Neudorfer, (2007):

Women play a particular role in tourism development in developing countries. In general, it is more difficult for women to access the profits coming from tourism. This is mostly due to social expectations regarding gender, as well as social restrictions on women, which exist in the countries themselves (p.137).

Despite increasing opportunities for women’s participation in the tourism industry, there is an array of challenges related to overcoming issues associated with traditional culture and gender roles. Scheyvens (2000) noted that women miss out on formal employment due to social norms restricting the types of activities they should engage in. In a paper on gender relations and tourism in developing regions, Timothy (2001) listed several barriers preventing women’s full participation in the industry. He suggested that women are sometimes required to be more educated than men to do the same job, there also tends to be difficulty with childcare when working outside the home, existing traditions restrict the types of employment for women, and women have social obligations to their immediate and extended families, and villages.

Other researchers have described the barriers to women's increased participation in formal tourism business and employment due to traditional gender roles. For example, gender relations in Latin America are guided by the notions of Marianismo, the Catholic theme of motherhood, and the male machismo, related to honor and virility (Casellas & Holcomb, 2001). Under this framework a woman's role is linked to family obligations and the household while men's role is related to being out in the public, thus hampering women's ability to move beyond traditional household work (Casellas & Holcomb, 2001). A similar cultural theme was apparent in Momsen's (1994) discussion of tourism, gender and the Caribbean where women's role is centered upon the household making it difficult for them to work outside the home. Further, women's participation in tourism employment may be limited by their cultural roles wherein they remain dependent on men. In rural Turkey, Van Broeck (2001) noted that although women at times initiated family involvement with tourism, their positions shifted and men took over as tourism has become more institutionalized.

Perhaps the most striking challenge facing women's work in tourism is that of the 'double-burden' through which women become responsible for contributing to the family income through their tourism job, while at the same time maintaining domestic routines and caring for their families. Many

researchers on the role of women in tourism have discussed this impact (Brandth & Haugen, 2007; Kousis, 1989; Momsen, 1994; Timothy, 2001; Van Broeck, 2001; Wilkinson & Pratiwi, 1995). Specifically, McKenzie-Gentry (2007) described the impact of the double burden for Belizean women working in the tourism industry:

Another problem for working women in Belize is that they often have a double workday. When responsible for their labor outside the home and for the majority of household chores as well, they do not have the time or energy to renegotiate power within the household or utilize their influence in financial decision making. Often they are forced to forego free time and sleep in order to keep up with their responsibilities. Similarly, they multitask to the extent that there is no separation between free time and household chores. The lack of downtime leads to high level of stress and health problems (p. 485).

The effect of the double burden impacts women's participation in tourism activity in regions throughout the world. For example in Crete, Kousis (1989) found that married women worked in tourism businesses, tended the house, and provided childcare all at the same time which was stretched the women thin to the point of exhaustion. In a discussion of women's participation in tourism in the Caribbean, Momsen (1994) pointed out that women expressed concern over combining employment with child care, and while women often worked within the industry, the additional responsibility of having to keep up with domestic routines often caused problems for women with families. Brandth and Haugen (2007) referred to the double burden in women's tourism work as the "third

shift" (p.390). Although, in their study of family farm tourism in the UK, they found men to contribute somewhat, women were primarily responsible for both tourism and domestic work which demanded their constant availability and had the tendency to constrain their private lives and leisure time.

The evidence from the literature that women are faced with a double burden of tourism and domestic work as a result of participation in tourism activity, is linked to the widely held notion that often women's work in tourism mirrors their traditional domestic roles. Research on women's role in tourism has suggested that tourism work which parallels domestic work is typically on the lower end of organizations, that it reinforces gendered division of labor, and further prevents women from achieving higher social status (Apostolopoulos & Sönmez, 2001, Kinnaird et al., 1994; Manwa, 2008). As an example, in her study of Belizean women and tourism work, McKenzie-Gentry (2007) found that women were hired for positions thought of as 'women's work', and how these positions legitimized low wages for women. From this perspective it appears that participation in tourism activity may not be the best option for women's advancement, however other research, depicted in the examples below, suggests the idea that women's traditional societal roles can translate into successful tourism products and services. Through this success, it is evidenced that women have achieved at least some level of economic independence, heightened social

status, and overall empowerment.

Wilkinson and Pratiwi's (1995) qualitative study on tourism and gender in rural Indonesia found that women's role in tourism often involved businesses in line with traditional roles while preventing activities viewed as out of line with tradition. Evidence from their study suggested that women's workload doubled or even tripled due to participation in tourism activity. Women's activities in this study included managing homestays, cottages and house rentals, and managing the inner-tube rentals on the beach. Women were not allowed to work in transportation, or as guides because contact of that nature with foreign tourists was viewed similar to prostitution, and because it was believed that the work is too hard for women. Nonetheless, the women in this study appeared to appreciate the employment opportunities, attributed to a greater level of independence and control over their lives.

Casellas and Holcomb (2001) described how women's participation in the tourist industry in the Peruvian Andes made them "both guardians and innovators of indigenous cultures" (p.158). Their study was based on informal observations by one of the researchers (Holcomb), while traveling in Peru, Mexico, Venezuela and Brazil. Holcomb observed females in the Peruvian Andes participating in the tourist industry by traveling, quite some distance at times, to sell culturally authentic, handmade woven merchandise to tourists. The authors

pointed out how females participating in this activity generally earned more than their husbands who were working in the fields. This informal level of business operation in the region's tourism industry permitted women to buy commodity items for her family such as sugar and coffee, suggesting economic empowerment, and a widening of possibilities for the future provided to women by tourism (Casellas and Holcomb 2001).

Van Broeck's (2001) study of tourism in a rural Turkish community, revealed that because of religious customs, women were prevented from being seen frequently in public, and from having too much contact with tourists. Therefore, positions most commonly filled by women were as maids and cooks within the family tourist businesses. Regardless of mirroring traditional domestic roles, their positions provided the women in this study with additional income and improved their living standards. Similarly, Walker et al. (2001) described three mountain locations in different parts of the world where women had achieved success through participation in tourism work. The first location described was Nepal, where trekking tourism provided women with the opportunity to be involved with tourism related enterprises such as lodges and teahouses offering services seemingly aligned with traditional roles. The second and third locations were Mexico and Greece respectively, where through the establishment of ecotourism cooperatives women had not only contributed to

women's capacity building, and economic independence, but also led to conservation efforts within these communities.

It appears as if women's involvement in informal tourism activity provides the best opportunities for full participation and gain. Again, the informal tourism sector is described as small-scale provision of products and services. Walker et al. (2001) suggested that small-scale infrastructure and nature and culture-based activities have enabled women, with lower literacy and skill levels, to participate in tourism activity. According to Manwa (2008), "the informal sector has had a significant impact in opening doors for women" (p.118). In a review of three case studies, she described how through the support of non-governmental organizations, women were able to develop culture-based tourism businesses leading to both economic and social benefits, as well as having a positive impact on the natural environment.

In her review of various case studies related to women's empowerment and ecotourism, Scheyvens (2000), demonstrated the potential for ecotourism to provide women with the tools necessary to achieve empowerment. Several of the cases depicted women's cooperatives as successful mechanisms in achieving not only economic empowerment, but also heightened levels of gender equality and community respect. A particular case study example was that of the Sandy Beach Women's Cooperative in Belize whereby the women involved gained the respect

of the community through the cooperative's promotion of local involvement and cultural understanding. Koutsou et al. (2010), in a study of Greek women agritourism entrepreneurs suggested that rural tourism was the main opportunity for women to become engaged in business. In their study women's involvement in agritourism cooperatives and private enterprises provided opportunities for economic gain and community respect.

Peeters and Ateljevic (2005) attested that women's entrepreneurship in tourism is linked to the area of women empowerment which leads to community development, social innovation and change. Much of the research to date depicts women's entrepreneurial activity in tourism as an extension of their traditional domestic roles. It is important to once again note that many of these businesses stemmed from informal participation, and the establishment of cooperatives. Through the assistance of NGOs, the businesses expanded in size and scope. Results from these studies point to outcomes that have benefitted women and their communities as a result of their involvement in such activity. In addition to previous examples like the Sandy Beach Women's Cooperative (Scheyvens, 2000) and agritourism cooperatives in Greece (Koutsou et al., 2010), Garcia-Ramon et al. (1995) found that in rural areas of Spain, women's work in agritourism businesses allowed for the combination of domestic responsibilities with tourism work, providing a source of income and continued support of traditional

community agriculture. The research studies describing successful women owned businesses have often done so in the context of their traditional social and cultural roles.

Suggestions for Future Research

The research presented in this article is evidence that resident attitudes studies have been a heavily researched area within the tourism literature. Researchers' interest in understanding the attitudes of the host community relates to their potential use as a foundation for tourism planning as well as to gain support for tourism projects and initiatives. Gauging resident attitudes toward tourism is also viewed as a starting point for community involvement in the planning process aiding in the identification of both positive and negative impacts, which is a tenet of sustainable tourism development. As such, tourism researchers have recognized the need for resident attitude studies in locations where tourism does not yet play a major role in the industrial make-up of the local economy. These locations have been referred to as emerging destinations, as well as referred to as locations in the pre-development phase of tourism planning. As discussed in this literature review, the studies that have been conducted in emerging destinations reveal that attitudes toward proposed tourism development are shaped by many of the same factors that influence resident attitudes in locations where tourism has been established. However, it is also apparent that residents of emerging destinations may not have the

knowledge of, and experience with the impacts of tourism, therefore their attitudes toward the industry may be based on unique desires and concerns. The desires and concerns of host residents and potential host residents, as seen in many of the studies discussed in this literature review, are related to a number of variables. These variables have included resident sociodemographics such as gender, age and length of residence, personal benefit from tourism, economic dependence on tourism, as well as a variety of community specific variables. Results from past studies have demonstrated that single variables alone do not significantly influence resident attitudes toward tourism, but rather the nuanced interactions between them. Although previous research has examined a broad spectrum of variables shown to influence resident attitudes toward tourism, a number of gaps still exist. Further exploration is needed with respect to the effect of previously researched variables on resident attitudes. Additionally, future studies should seek to examine resident attitudes toward tourism in the pre-development phase, using this information to analyze how attitudes change as tourism grows and expands in a community.

Future research is also needed with respect to understanding resident attitudes toward specific social impacts of tourism development. This literature review investigated and described a number of studies that discussed the impact of tourism on changing social roles. These studies serve as evidence suggesting

participation in the tourism industry by way of employment, contact with visitors, and interactions among community members, has the potential to alter culturally prescribed roles, especially in locations where cultural traditions play a role in dictating social norms and daily life routines. More specifically, the studies presented in this literature review illustrate many compelling impacts with respect to the participation of women in tourism. This research shows that participation in tourism has a number of both positive and negative effects on the lives of women, their families and their communities. The following section outlines fifteen areas where future research should be targeted. Each research suggestion (Table 1.), stems from gaps in previous studies in the areas of resident attitudes toward tourism impacts, the impact of tourism on changing social roles, and women's participation in tourism. Research within these areas would add to the current body of knowledge on tourism research topics shown to have clear social and cultural consequences on host communities. Further, several of the research suggestions discussed below have been developed specifically to connect theoretical research with implications for practical planning.

Much of the research has explored the effect of a number of variables on resident attitudes. In particular, the effect of demographic variables such as age, gender, and length of residence have been widely examined in resident attitude

studies. While several researchers such as Andereck et al. (2005) have asserted that demographic variables are not strong predictors of attitudes toward tourism, the research identifying demographic differences in attitudes have pointed to some interesting findings upon which further research should be based. For example, Mason and Cheyne (2000) discovered that the attitudes of males and females differed with regard to specific elements of tourism development. Thus, research proposition one (Table 1.) suggests that research continue to explore the effect of demographics on resident attitudes.

Although tourism has the potential to impact all host residents, the industry does not always impact everyone in the same way. As a result, different population segments within host communities have diverse attitudes toward tourism. Although many studies have found little differences in resident attitudes with regard to sociodemographics, the above review of the literature points to several studies that found significant differences in the attitudes of men and women toward tourism. Research proposition two (Table 1.) contends that future research is needed to explore differences in the attitudes of men and women and also to explain why they are different.

Research proposition three (Table 1.) maintains that another area of resident attitude research that future studies should target is the relationship between residents' level of economic dependence and their attitudes toward

tourism. Previous research has found evidence to determine both negative and positive relationships between the two variables. As such, further research is needed to explore this relationship and the implications it has on residents' support for tourism. Attempts should be made to carry out this research within a variety of different communities to look for differences and similarities. As research proposition four (Table 1.) states, future studies should also look at the relationship between residents' satisfaction with their communities and their attitudes toward tourism development. Several studies have found that the less satisfied residents were with their community, the more supportive they were of tourism. This relationship was particularly evident in studies of resident attitudes toward tourism in emerging destinations. Additional research could help to clarify what about their communities, residents are dissatisfied with and what about tourism they feel would address this.

The studies carried out on resident attitudes have often been conducted in marginal areas as they adopt tourism as a means of generating economies. Yet, many of these studies have taken place in communities where tourism has been established as part of the economic base. Thus, the attitudes of residents in these communities are based on perceptions of existing tourism impacts. Research proposition five (Table 1.) contends that an area ripe for future research is that of resident attitudes toward tourism prior to development, or where development

is in an emerging stage. Research has shown that residents of emerging destinations tend to have positive attitudes toward tourism prior to the onset of development. Reasons for this are generally related to residents' idea that tourism will provide economic benefits. However, residents' positive inclination to tourism development may reflect a lack of knowledge and awareness of potential negative impacts. Therefore, additional studies like the ones described by Hernandez et al. (1996), Mason and Cheyne (2000), Vargas-Sanchez et al.(2007) and Wang and Pfister (2008) are needed to understand resident attitudes toward tourism in areas where tourism is not yet economically important.

It is also important to continue to explore resident attitudes toward tourism at different stages of tourism development. As discussed in the above literature review, previous research studies have found evidence to substantiate both Butler's (1981) tourism lifecycle and Doxey's (1975) Irridex model. These models propose that the attitudes of residents change as tourism development increases and expands within host communities. However, tourism researchers have attested that these models tend to assume homogeneity as the attitudes of residents toward tourism are gauged based on where the community is in the development process. To this end, there is a need for more research with regard to these models. Whereas most studies have looked at resident attitudes during

one or two of the development stages, research proposition six (Table 1.) suggests the need for future examinations of resident attitudes at each of the stages to find out if the models alone can assist with explaining and interpreting resident attitudes toward tourism.

In addition to Butler's lifecycle model and Doxey's Irridex index, tourism researchers have also frequently used social exchange theory as a conceptual framework for resident attitude studies. As mentioned above, researchers have argued that social exchange has provided a useful approach to understanding resident attitudes, and that the theory has been noted as the prominent theoretical base for resident attitude studies (Andereck et al., 2005; Chhabra & Gursoy, 2007). As discussed in the above text, the theory assumes that resident attitudes toward the industry are influenced by their assessment of the costs and benefits. When benefits exceed costs, residents will hold positive attitudes toward tourism, while if the reverse is perceived to be true, negative attitudes will result. More recently, the theory has been applied to resident attitude studies in emerging destinations. However, in these types of locations where tourism is being considered as a tool to spur economic development, residents may be attracted to the potential financial benefits of tourism while not having a full grasp of the potential costs. Thus, research proposition seven (Table 1.) suggests that continued research be conducted to further substantiate the usefulness of

social exchange theory to measure resident attitudes, especially in emerging destinations where the consequences of tourism may not yet be fully understood.

Along a similar line, future studies should continue to examine the application of social exchange theory to resident attitude studies by looking more deeply into the different dimensions of the theory. As discussed in this literature review, Ap (1992) developed a detailed, multiphase model depicting the many underlying suppositions of social exchange theory through which they can be used to explain resident attitudes toward tourism. As described in Ap's (1992) model, social exchange theory proposes that when residents' needs are satisfied the consequences of the exchange are viewed positively which in turn reinforces initiation into future exchanges. This proposition suggests that residents who perceive receiving benefits from tourism would be supportive of planning measures. However, as was determined by McGehee and Andereck (2004), this was not the case. Research proposition eight (Table 1.) notes the need for future studies to determine residents' motivations for supporting tourism planning in their communities.

Research proposition nine (Table 1.) asserts that further research is needed with regard to the effect of tourism on traditional social roles. When developing areas adopt tourism as an economic development tool new positions often arise giving community members alternative choices to traditionally prescribed roles.

Often times this causes discord among communities who are not prepared for such shifts. Additional case studies such as those by Van Broeck (2001), and mixed-methods qualitative studies like Kousis (1989) are needed to further understand the social changes that have taken place as a result of tourism.

While the literature has suggested that increased involvement in the tourism industry has the potential to influence new roles for host residents, there is gap in the understanding of how these new roles have impacted communities. For example, Casellas and Holcomb (2001) discussed how tourism created the opportunity for women to step outside their traditional roles by participating as wage earners, but did not describe the reactions to this change among family members or the broader community. Additionally, Kousis (1989) mentioned that women's participation in tourism resulted in grandparents taking over child care and domestic tasks, but did not go into detail about whether this was seen as positive or negative. Cukier and Wall (1993) described how young people in Bali abandoned their traditional positions working in agriculture to take tourism related jobs, but did not discuss how this affected the community. Research proposition ten (Table 1.) suggests the need for more studies investigating host resident's opinions about changing social roles, as well as how they have adapted and coped with new roles as a result of increased participation in tourism. Additionally, further research should seek to understand resident

attitudes toward the impact of tourism on traditional social roles before it is established within communities.

The changing traditional role of women as a result of tourism is noted in the literature. The opportunity for women to participate in tourist businesses often times already exists within traditional community structure as women are often more closely connected with cultural and natural resources (Koutsou et al., 2010; Scheyvens, 2000). The above studies contest that as tourism development takes place, women experience conflict over whether to financially contribute to their family by working either formally or informally within the tourism industry, or to maintain domestic positions within the home. Often times women elect to do both which can cause a double burden of work and home responsibilities. Yet, in other instances women are able to enter into tourism businesses as an extension of their domestic roles whereby household responsibilities are balanced with tourist work. Thus, research proposition eleven (Table 1.) contends that a fertile area of research is the investigation of the relationship between the double burden of women's domestic and tourism work and their motivation for participating in tourism. Research has also demonstrated how women, their families, as well as the communities in which they live, experience differing impacts related to women's participation in tourism work. To this end, research proposition twelve (Table 1.) suggests that

future studies be conducted to examine the differences in attitudes among stakeholders towards women's participation in tourism.

An additional gap in the current literature related to this topic is the lack of a quantitative approach in assessing the shift in social roles, family change, and women's participation as a result of tourism. Research proposition thirteen (Table 1.) suggests the need for more quantitative studies within these tourism research areas. A quantitative approach would be particularly useful to measure resident attitudes toward women owned and operated tourism businesses. Quantitative studies are needed in this area for several reasons. The primary reason is due to the lack of studies within the current body of literature. Another reason is to move toward a scientific and systematic approach to evaluating the topic. Additionally, the development of a standardized measurement instrument that can be used in a variety of locations would be a useful research tool. Lastly, quantitative methods can be used for a comparison of groups, locations, times, and can be measured for difference (Babbie, 2007).

Research on women's participation in tourism development suggests that not only women, but also their communities and families, have benefited the most through tourism work involving individual businesses ownership or through cooperatives. Nonetheless, tourism has been shown to impact women's traditional position within society which can disrupt family and community life.

To this end, research proposition fourteen (Table 1.) maintains that a unique future area of tourism research should look at resident attitudes toward women-owned and operated tourism businesses. Future studies should explore this important and rapidly expanding segment of tourism development. This type of research is vital for a couple of reasons. First, as Byrd et al. (2009) suggested, gauging resident attitudes plays a role in involving the community in the tourism planning process, a component of sustainable development. Secondly, investigations such as this would assist in determining whether or not the community members are supportive of women's participation in tourism work.

Finally, as noted by research proposition fifteen (Table 1.), research should be conducted to evaluate whether social exchange theory can be used as a framework for understanding resident attitudes toward women owned and operated tourism businesses, particularly in a location where these businesses have not yet been established. Again, in relation to tourism, the theory proposes that community residents are willing to enter into an exchange provided that the benefits of the exchange outweigh the costs. As evidenced in the literature, there are indeed both costs and benefits associated with women's participation in tourism businesses. Women and their families may reap financial benefits, but women may increase their workload and men may or may not be willing to help with tasks that had traditionally been women's work. Future studies should

apply this framework to resident attitudes toward women owned and operated tourism businesses to understand where residents' opinions are as it relates to potential costs and benefits and whether there are differences among various demographic groups with respect to attitudes.

Table 1. lists each of the above mentioned research propositions. The propositions are numbered in the order they appear in the above text.

Table 1. Propositions for Future Studies in Key Areas of Tourism Research

1. The effect of sociodemographics on resident attitudes toward tourism
 2. Gender differences in resident attitudes toward tourism
 3. The relationship between resident's level of economic dependence on tourism and their attitudes toward the industry
 4. The relationship between resident's satisfaction with their community and their attitudes toward tourism
 5. The utility of social exchange theory in understanding resident attitudes toward tourism in emerging destinations
 6. The utility of Doxey's (1975) Irridex and Butler's (1981) Destination Lifecycle Model in understanding resident attitudes toward tourism at different stages of development
 7. Longitudinal examinations of resident attitudes toward tourism
 8. The impact of tourism on traditional social roles
 9. Residents' attitudes toward the impact of tourism on traditional social roles
 10. The relationship between the double burden of domestic and tourism work and women's motivation for participating in tourism
 11. Differences in the attitudes of tourism stakeholders towards women's participation in tourism
 12. Developing quantitative approaches to measure resident attitudes toward women's participation in tourism
 13. Residents' attitudes toward women-owned and operated tourism businesses
 14. The utility of social exchange theory in understanding residents' attitudes toward women-owned and operated tourism businesses
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CHAPTER III

METHODOLOGY

Introduction to Second Article

Tourism is becoming a central mechanism in worldwide economic development (Harrill, 2004). The notion that the industry acts as a “clean” and low cost alternative to traditional development capable of spurring employment and investment opportunities lends confidence to implementing tourism as an engine for economic growth. Communities often look to tourism as a means of replacing traditional industries in decline or as a way of creating an economic base (McGehee & Andereck, 2004). Thus, in many cases, plans to develop tourism are put into place without careful consideration for the desires and concerns of the local residents who become hosts to tourists (Ap, 1992). If planned and managed properly, tourism has the potential to result in positive impacts. Conversely, if tourism is developed haphazardly, a host of negative impacts are likely to result. A specific impact resulting from tourism development is potential for tourism to influence new roles for segments of the population whose access to economic participation is limited by prescribed sociocultural norms (Casellas & Holcomb, 2001; Cukier & Wall, 1993; Kousis, 1989; Van Broeck, 2001). The role of women, in particular, has been strongly

impacted by tourism development. Therefore, in order to arrive at a more thorough understanding of the impacts of tourism on host communities, researchers have taken a deeper look at resident attitudes (Andereck et al., 2005; Ap, 1992; Harrill, 2004; Jurowski et al., 1997; Mason & Cheyne, 2000; Wang & Pfister, 2008). According to Andereck and Vogt (2000) “a commonly cited objective for understanding resident attitudes is that without community support, it is difficult to develop a sustainable tourism industry in a community” (p. 27). The concern for resident attitudes is related to the importance of knowing how community residents perceive impacts of tourism to understand the social issues associated with development (Ap, 1992; Lankford & Howard, 1994), so that tourism can be planned in accordance with what is valued by the community. While studies of resident attitudes have been a strong component of the tourism research agenda for over 30 years (Andereck & Vogt, 2000), little exists in the way of understanding resident attitudes in emerging destinations toward specific sociocultural impacts of tourism such as changing social roles, and the role of women in tourism.

The purpose of this research is to investigate resident attitudes towards women owned and operated, tourism related businesses in Ayampe, Ecuador. Ayampe is a rural, coastal community where tourism is in its emerging phase. It is also the intention of this research, using a social exchange theory framework,

to gain an understanding of whether Ayampe residents perceive the benefits of women owned and operated tourism businesses (WOOTB) outweigh the costs. This research will assess whether attitudes about WOOTB differ with respect to residents' opinions related to perceptions of associated costs and benefits, and whether attitudes differ with respect to demographics.

Literature Review

Social Exchange Theory

Social exchange is a traditional sociological theory that seeks to explain interactions between individuals and groups. The theory was developed by sociologist Homans in the latter half of the 20th century. Homans (1961) defined the theory as "the exchange of activity, tangible or intangible and more or less rewarding or costly, between at least two persons" (p.13). In other words, the theory suggests that when engaged in an exchange interaction, people seek to minimize the costs and maximize the benefits associated with this interaction.

Applied to tourism research, social exchange theory (SET) has been the prominent theoretical base for many resident attitude studies (Andereck, et al., 2005). The application of SET to tourism research was developed by Ap (1992) who constructed a model by which social exchange propositions could be used to explain resident attitudes toward tourism impacts. According to Ap (1992):

Host residents want to ensure that they receive reasonably fair and equitable returns for their participation in or their support of tourism. If the exchange is seen as fair, the exchange will continue and residents are likely to foster positive attitudes toward tourism. However, if the tourism industry is not perceived to be reciprocating fairly...residents are likely to express dissatisfaction and anger (p. 677).

Ap's (1992) publication provided the groundwork for the use of the theory in future resident attitude studies and provided an avenue through which the knowledge base for this complex and critical area of tourism research could be expanded. Sirakaya et al. (2002) stated, "as applied to residents' attitudes toward tourism, social exchange theory stipulates that residents seek benefits of tourism in exchange for something estimated to equal the benefits they offer in return" (p. 58). Previous studies using SET have identified the nature of the benefits residents offer to tourists. A few examples include time, money (Moscardo, 2008), environmental resources (Jurovski, et al., 1997; Williams, 1997; Liu & Var, 1986), use of local outdoor recreation areas (Perdue et al., 1987), peace and tranquility (Hernandez, Cohen & Garcia, 1996) and community character (Choi & Murray, 2010). Thus, SET demonstrates that attitudes toward tourism are based on residents' evaluations of the costs and benefits incurred through their involvement in the tourism industry and that favorable attitudes toward tourism will result when benefits are maximized in exchange for what is valued. Often times this maximization of benefits is a result of economic gains resulting from involvement in tourism, which is discussed below.

The application of SET in many resident attitude studies appears to place heavy emphasis on how economic impacts influence perceptions of costs and benefits. For example, Jurowski, Uysal and Williams (1997) using SET as a framework, examined resident attitudes toward tourism in five communities surrounding Mt. Rogers National Recreation Area in southwestern Virginia. Their study employed a statistical path analysis to determine that favorable attitudes toward tourism were based on considerations of resulting economic benefits. Building on this model, Gursoy et al (2002) discovered that negative opinions about the state of the local economy were directly related to support for tourism development. Similarly, Vargas-Sanchez et al. (2009) found that perceptions of positive economic impacts had a greater influence on attitudes toward tourism than did perceptions of other negative impacts. However, other studies have made an attempt to apply social exchange theory in measuring resident attitudes toward tourism with regard to the effect of non-economic impacts. Examples of these impacts include increased recreation opportunities (Perdue et al., 1987; 1990), improved cultural resources (Wang & Pfister, 2008), improved cultural understanding (McGehee & Andereck, 2004), and environmental conservation (Jurowski et al., 1997) to name a few.

In a study of resident attitudes toward tourism in a rural North Carolina town, Wang and Pfister (2008) asserted how “noneconomic benefits are a critical

factor involved with social exchange and associated with resident's positive attitudes toward tourism" (p.86). Results from their research substantiated this claim, in that residents who perceived positive noneconomic impacts like increasing waterfront amenities, had more favorable views of tourism. Similarly, Perdue et al. (1990) found that residents' support for tourism was directly related to their perception that tourism improves recreation opportunities in the community.

Most studies using social exchange theory have looked at the combination of economic and noneconomic impacts as they influence resident attitudes toward tourism (Andereck et al., 2005; Choi & Murray, 2010; Gursoy et al., 2002; Jurowski et al., 1997; McGehee & Andereck 2004; Perdue et al., 1990) Research has demonstrated that both types of impacts are related to residents' support for tourism. As an example, McGehee and Andereck (2004) found that both economic and noneconomic impacts could be grouped in terms of positive and negative impacts. Results from their study determined that those who felt tourism has negative consequences were more likely to be less supportive of additional tourism. Choi and Murray (2010) conducted a similar analysis of resident attitudes toward tourism in a Texas town with a high level of tourism activity. The researchers conducted a confirmatory factor analysis whereby both economic and noneconomic items loaded onto positive and negative impact

factors. Through this analysis Choi and Murray (2010) found similar results to that of McGehee and Andereck (2004) in that greater perceived negative impacts of tourism were related to less support future development.

Resident Attitude Studies

Studies of resident attitudes toward tourism and perceptions of tourism impacts represent a branch of tourism research well represented in the literature (Andereck & Vogt, 2000; McGehee & Andereck, 2004). This area of study appeared on the research agenda as attention became focused on the effect tourism was having on the communities that host it. Some researchers have referred to this focus of research as studies of resident perceptions (Ap, 1992; Byrd et al., 2009; Aguilo & Rossello, 2005) others as resident attitudes (Andereck & Vogt, 2000; Lankford & Howard, 1994; Gursoy et al., 2002; Liu & Var, 1986; Mason & Cheyne, 2000; McGehee & Andereck, 2004; Wang & Pfister, 2008), while others have combined the two (Ap & Pang, 2002; Vargas-Sanchez et al., 2009; Zamani-Farahani & Musa, 2008;). However, researchers generally agree that “the difference between impact perceptions and attitudes appears to be a matter of semantics given that the studies generally included the same types of measures” (Andereck & Vogt, 2000, p.28).

Resident attitude studies are concerned with the economic viability of tourism development and its costs and benefits to the host community

(Hernandez, Cohen & Garcia, 1996). It is important to know how community residents perceive impacts of tourism to understand the social issues associated with development, to create goodwill between residents and tourists, and to gauge perceived acceptable levels of development (Ap, 1992; Lankford & Howard, 1994). Further, relating to concepts of sustainability, resident attitude studies are a means to initiate community involvement in the tourism planning process. As Choi and Murray (2010) noted, “understanding [residents’] perception of tourism policies is a part of the planning process for sustainability and a key indicator of the successful development of local tourism” (p. 576). Resident attitude studies demonstrate the crucial role of residents and the importance of understanding the factors that influence their attitudes toward development (Choi and Murray, 2010; Gursoy et al., 2002).

Based on a comprehensive literature review of resident attitude studies, Harrill (2004) mapped out the factors that influence resident attitudes towards tourism development. He identified resident attitude studies as falling into the following categories: socioeconomic factors, spatial factors, economic dependency, resident and community typologies, and measuring resident attitudes toward tourism development. For the purpose of the current research, particular attention will be paid to identifying relevant literature with regard to socioeconomic factors and economic dependency. Among the socioeconomic

factors, the main variables that have been analyzed in previous studies are gender, age, ethnicity, employment, level of education and income, and length of residency.

Many researchers have contended that socioeconomic factors are minor predictors of resident attitudes as they have produced inconsistent results (Andereck et al., 2005; Harrill 2004; Perdue et al., 1990). Yet, studies that have identified differences in attitudes among differing sociodemographic groups have resulted in interesting findings highlighting the reason why this area should not be overlooked, and should continue to be explored. Mason and Cheyne (2000) identified differences between the attitudes of male and female residents of a rural New Zealand community toward the establishment of a proposed café/bar to serve tourist. The men in the study were more in favor of the establishment than women, however the women that supported development placed stronger consideration toward economic benefits than did men. Wang and Pfister (2008) noted that the women of a rural North Carolina town perceived greater personal benefits from tourism than did the men, and that younger residents perceived more benefits than older residents. Conversely, McGehee and Andereck (2004) found older residents to be more supportive of tourism than younger residents.

As found in the case of the sociodemographic variables above, there is little agreement among studies with regard to resident attitudes and length of residence. For example, Cavus and Tanrisevdi (2003) found that the long-time residents of a Turkish community with high levels of tourism development held more negative attitudes toward tourism development than did newer residents. The relationship between attitudes toward tourism and length of residency was further discussed by McCool and Martin (1994) who found long time residents to display a higher level of concern for tourism development than did short term residents. In their study of resident attitudes toward tourism in 12 Colorado communities, McGehee and Andereck (2004) discovered that short-term residents held more favorable views of tourism than long-term residents, while several other studies found little difference in attitude between the two groups (Andereck et al., 2005; Liu & Var, 1986; Perdue et al., 1990)

Researchers have hypothesized that the more dependent individuals and communities are on tourism, the more positive their attitudes will be toward the industry (Harrill, 2004). Several studies have confirmed this hypothesis (Zamani-Farahani & Musa, 2008; King, Pizam & Milman, 1993; Liu & Var, 1986;), as well as some that have demonstrated the opposite (McGehee & Andereck, 2004; Sirakaya, et al., 2002), while others found no significant difference in attitudes based on economic dependence (Cavus & Tanrisevdi, 2003; Lankford & Howard,

1994). A specific example of previous research revealing the effect of economic dependence on resident attitudes was King, Pizam and Milman's (1993) study of resident perceptions of social impacts of tourism in Nadi, Fiji. The authors noted that most of the households surveyed were economically dependent on tourism and supported tourism development and expansion. Nonetheless, their study indicated that despite favorable attitudes, residents acknowledged negative social impacts affecting the community.

With respect to the influence of economic dependence on the attitudes of host residents toward tourism development, many resident attitude studies have taken place within communities or regions where tourism an established part of the economy (Choi & Murray, 2010; King et al., 1993; Liu & Var, 1986). Although, as mentioned in the above text, a good number of these studies have taken place in rural regions, they are nonetheless regions where tourism had been adopted as a strategy for economic enhancement. Therefore it is critical to consider resident attitude studies that have taken place in locations where tourism is not yet economically important to understand how if residents have a favorable or unfavorable view of tourism development and why.

The importance of assessing resident attitudes in areas where tourism is emerging, but not yet economically important has been suggested in the literature (Harrill, 2004; Mason & Cheyne, 2000; Vargas-Sanchez et al., 2009;

Wang & Pfister 2008). In response, several studies have examined resident attitudes in emerging destinations to determine support for proposed tourism development. In a mixed-methods study of proposed resort development in a rural area of Puerto Rico, Hernandez et al. (1996) discovered that residents were optimistic about potential economic benefits but expressed concerned about the impact of the resort on their traditional way of life. Similarly, in a study of a proposed bar/café to serve tourists in rural New Zealand, Mason and Cheyne (2000) found that residents were generally supportive of development but for a variety of reasons based on personal perceptions of associated costs and benefits. Wang and Pfister (2008) examined an emerging tourist area in North Carolina to find that the majority of residents expressed positive views toward tourism and identified a number of social benefits they associated with tourism development. Residents' satisfaction with their community has also been shown to influence attitudes toward tourism development in emerging destinations. As Vargas-Sanchez et al. (2009) described, residents of a former Spanish mining town who were dissatisfied with their community were more in favor of tourism due to potential employment opportunities and financial security. From the standpoint of the planning and development process, examining attitudes toward tourism prior to development offers the opportunity to identify the desires and concerns of residents so that tourism can be planned accordingly. As outlined above, many emerging destinations are located in rural areas looking to expand their

economic base. Residents of these areas may have positive perceptions of the potential economic impacts of tourism without having knowledge of additional impacts on their personal lives, communities, and natural resources.

Impact of Tourism on Changing Social Roles

There has been relatively little attention paid in the literature to the impact of tourism on changing social roles. The studies that have addressed this topic have typically used anthropological research methods such as interviews and participant observation to create case studies depicting this particular impact of tourism development. For example, Kousis (1989) studied the impact of mass tourism on family change in a rural community on the island of Crete, Greece. The author found that tourism had changed traditional roles within the family and community in that older generations of grandparents took on the role of tending to children as their daughters worked in tourism businesses, younger generations became employed in family tourism businesses and women became responsible for both household work and tourism work. Cukier and Wall (1993) also described instances in Bali where tourism provided opportunities for younger generations to branch beyond their traditional familial roles by participating in tourism work. In a review of several cases, Kinnaird, Kothari and Hall (1994) noted that employment opportunities and interactions with tourists contributed to a power shift away from elders, resulting in increased autonomy

and heightened family status for young men in Kenya and the Gambia. Despite this seemingly positive outlook on the impact of tourism on changing social roles, concern should be applied when addressing this impact as change to traditional culture and prescribed norms often result in disharmony among societies. As Mill & Morrison (2009) cautioned:

Tourism businesses attract women and young people who gain a higher level of independence. Great tension can occur, particularly in traditional societies, because of this shift in the economic resources within the host destination (p. 52).

New roles related to expanding participation in tourism contribute to additional responsibilities, which can in turn impact conventional customs. In their study of gender and tourism in rural Indonesia, Wilkinson and Pratiwi (1995) found that increased opportunities for women's participation in the tourism industry led to changes in traditional child rearing practices thus altering the role of grandparents, older siblings and other relatives to assume responsibility for child care. The authors did not discuss whether or not this was a source of family conflict, however other research has implied such. For example, Moscardo (2008) described the potential for tourism to contribute to conflict between family members. In review of 329 case studies from 92 different countries, she found that tourism contributed to changes to traditional age and

gender roles within families, which was a source of interpersonal tension and stress.

Women's Involvement in Tourism

As discussed in the preceding section, tourism has clearly impacted the traditional social roles of a number of population segments. However, perhaps where tourism has had the most marked impact on traditional roles, is on the role of women. Much of the literature on women's role in tourism has presented quite complex situations through which tourism provides both opportunities and challenges. Several studies have depicted how tourism reinforces traditional gender divisions of labor, at times due to customary restrictions placed on the type of work women can become involved in (Apostolopoulos & Sönmez, 2001; Timothy, 2001). However, many of these studies also illustrated a level of independence and economic freedom provided to women by involvement in the provision of tourism products and services. Wilkinson and Pratiwi (1995) discussed the impact of tourism development on the role of women in rural Indonesia, and while their study indicated that women were pleased with new roles in tourism employment, they often worked in positions in line with traditional social roles, were prevented from activities viewed out of line with tradition, and often incurred double and even triple workloads. Van Broeck (2001) demonstrated how involvement in family tourist businesses in rural

Turkey reinforced new roles for women but their economic independence was limited because they typically had to hand over their wages to men. McKenzie-Gentry's (2007) study of Belizean women and tourism work found that although tourism offered employment for women who would not have otherwise had the opportunity, they were often hired for positions thought of as women's work, which often legitimized low wages for women.

One of the most noted negative aspects of women's participation in tourism employment is that of the "double-burden" associated with women's maintenance of domestic routines in combination with tourism work (Brandth & Haugen, 2007; Kousis, 1989; Manwa, 2008; McKenzie-Gentry, 2007; Momsen, 1994; Wilkinson & Pratiwi, 1995). For example, Wilkinson and Pratiwi (1995) studied the effect of tourism on gender roles in a traditional Javanese fishing village. They noted that the village women had doubled and even tripled their work responsibilities as they became more engaged in the tourism sector. Similarly, McKenzie-Gentry (2007) found that Belizean women working in tourism related employment often had to balance traditional household labor with tourism related work resulting in a double workday, which was attributed to high stress levels and associated health problems. However, results from both aforementioned studies revealed that although women had taken on substantial

workloads, they tended to value the increased control over their lives and greater economic dependence provided them by their new roles as tourism workers.

Although studies of the impact of tourism on the role of women often analyze women's experiences by categorizing the positive and negative aspects, McKenzie-Gentry (2007) warns that this approach may be too simplistic. Her research demonstrated variables that depicted the negative aspects as well as the benefits of tourism employment, of which a particular positive area that emerged was women's involvement in alternative tourism. It was found that the alternative tourism sector helped Belizean women to find employment, start their own businesses, increase their independence and build self-confidence. Women's role in alternative tourism was described as being "notable for allowing women to use stereotypes regarding their work to their advantage" (McKenzie- Gentry, 2007 p.491). Additional research set in other locations have also noted the benefits associated with women's role as members of cooperatives and entrepreneurs within the context alternative tourism and informal tourism employment (Garcia-Ramon, Canoves & Valdovinos, 1995; Koutsou et al., 2010; Walker et al., 2001).

Often times, formal tourism employment trivializes the position of women through low-skilled, low-wage jobs as cooks, maids, servers, etc (Manwa, 2008; Momsen, 1994). In a study of the role of Greek women in tourism

employment, Leontidou (1994) found that the organized tourist sector, women maintain the 'housewife' role in hotel employment. This type of work dismisses the potential for women to "engage in a positive way with the tourism sector" (Scheyvens, 2000, p.240). Although lack of official recognition of the informal sector has been noted to undermine women's efforts (Timothy, 2001), other research has pointed out benefits associated with it. According to Manwa (2008) "the informal sector has had a significant impact in opening doors for women" (p.118). Several studies have demonstrated how work in tourism's informal sector, as well as in alternative, small-scale businesses have allowed women to successfully translate traditional roles into expanded economic and social roles.

Casellas and Holcomb (2001) described how Peruvian women's involvement in the informal sector made them "both guardians and innovators of indigenous cultures" (p.158). Through selling traditional handmade crafts to tourists the women in their study were provided with a level of income higher than their husbands, and allowed them to buy items that they before were unable to afford. The opportunity for women to translate traditional roles into successful tourism products in the informal sector was also noted by Manwa (2001) who pointed out how women's expanded role in the production of traditional handicrafts led to economic and social benefits, as well as having a positive impact on the natural environment.

Walker et al. (2001) suggested that small-scale infrastructure and nature and culture-based activities have enabled women, with lower literacy and skill levels to participate in tourism activity. This suggestion was further developed by Scheyvens (2000), who provided examples of various cases where women's involvement in ecotourism cooperatives contributed to new roles as business owners. Walker et al. (2001) also offered several examples, based on long-term field work in Nepal, Mexico and Greece, of how women's involvement in tourism related cooperatives allowed them to step into new leadership roles as managers, guides, and conservationists. In a study of women's involvement in Greek agritourism cooperatives, Koutsou et al., (2010) suggested that rural tourism was the main opportunity for women to become engaged in business as their traditional roles could be translated into tourism products. Similarly, Garcia-Ramon et al. (1995) noted the critical role of women in the development of rural tourism in Spain. Their study found that although women's work in rural tourism was an extension of their domestic work; this work was necessary for the operation of family run agritourism businesses. The authors also discussed the high value women placed on their tourism work that provided them with the opportunity to raise their family's standard of living by earning extra income and preserving rural way of life.

It is seen from the studies described in the preceding literature review that tourism has an impact on rural community dynamics and changing social roles for community residents involved in the industry. Previous research demonstrated that the roles of women in particular are strongly impacted by participation in tourism. The studies presented both the costs and benefits associated with the shift in women's traditional roles due to increased involvement in tourism activities. The literature review also presented studies that sought to understand resident attitudes towards the impact of tourism as a way of determining resident support for tourism development. The studies suggested social exchange theory as an appropriate framework for measuring attitudes toward tourism development in terms of how residents evaluate associated costs and benefits. Thus, after exploring previous research in these areas, the goal of the current study was to determine community attitudes towards women owned and operated businesses (WOOTB) in Ayampe, Ecuador, an emerging tourist destination. In line with the research goal, three research questions are proposed.

- 1.) What differences, if any, exist among sociodemographic groups in their attitudes toward WOOTB?
- 2.) What differences, if any, exist among sociodemographic groups with regard to perceived costs and benefits of WOOTB?

3.) Do attitudes toward WOOTB differ with respect to residents' perception of potential costs and benefits?

Methodology

Introduction

The purpose of this study was to understand resident attitudes toward women-owned and operated tourism businesses (WOOTB) in a community experiencing the beginning stages of tourism development. Resident attitude items used for the current survey instrument were adapted from previous research, and new items related to women's involvement in the production of tourism products and services were developed based on themes emerging from the literature. Wilcoxon rank sum tests, also known as the Mann-Whitney U test (WMW) were used to determine if resident attitudes toward WOOTB differed between dichotomous sociodemographic variables. Additionally, Kruskal-Wallis tests were calculated to compare attitudes across groups of three, in terms of sociodemographic variables, as well as to compare the attitudes of residents in terms of their evaluation of the overall costs and benefits of WOOTB.

Study Location

The study location was Ayampe, Ecuador. Ayampe is a rural coastal community located in the Manabi province of Ecuador, South America. The population is roughly 300 people of which about 80 are children. The majority racial composition of people living in Ayampe is Mestizo, meaning a “mix” between Indian and European ancestry. The language spoken in Ayampe is Spanish. Literacy in Ayampe is low. Residents who do have the ability to read and write typically only do so on a third grade level. The main industries in Ayampe are fishing and agriculture, however these industries are not fully developed. Further, residents of the community no longer have access to land to plant food, and large fishing companies have over fished in the area taking away the ability for local fisherman to make a living. Many residents of Ayampe commute via bus to the nearest cities where more job opportunities exist.

Ayampe’s scenic vistas, abundant natural resources, tranquil coastal setting, and high surf make it an attractive location for visitors in seek of rest and relaxation, as well as for the surfer market. Yet, despite the number of tourism resources in Ayampe, the community has been slow to develop an infrastructure conducive to hosting an increasing number of visitors, and the level of tourism amenities is lacking.

Ayampe was chosen as a study location for two reasons. The first reason was due to convenience. During the summer of 2010 the researcher traveled to Ayampe to participate in a faculty-led study abroad program, thus giving the researcher access to the population. This location was also chosen because of the connection between this research, and prior research conducted in Ayampe. A qualitative study of resident attitudes toward tourism development was conducted in Ayampe during the summer of 2009 (Cárdenas & Elekwa, 2010). Results from interviews with local residents determined that the community displayed positive attitudes toward the economic benefits of tourism. An emerging theme extracted from the interview data was the need for increased employment within the town, and the belief that tourism could provide jobs. The data indicated that the women in Ayampe expressed a desire to work via potential tourism related businesses. Thus, understanding resident attitudes towards women-owned and operated tourism businesses (WOOTB) emerged as a topic of research.

Figure 2. Ayampe



Questionnaire and Scale Development

No published studies could be identified which measured resident attitudes toward WOOTB. Therefore, a new survey instrument was created by selecting relevant scale items from previous studies, as well as formulating new items based on themes from existing literature on women's involvement in tourism. The survey instrument for this research consisted of a combination of items adapted from previous studies. The new instrument contained six items adapted from the Tourism Impact Attitude Scale (TIAS) (Lankford & Howard, 1994), five from Mason & Cheyne (2000) and four from McGehee & Andereck (2004). Additionally, eight new items related to women's role were included to

further assess resident attitudes toward potential impacts of WOOTB. The survey consisted of 22 items regarding resident attitudes toward WOOTB. Items were measured on a 4-point Likert scale (1=*strongly disagree* to 4=*strongly agree*), and included the option “do not know.”

Six items used in the current study were adapted from the Tourism Impact Attitude Scale (TIAS). The TIAS was developed by Lankford and Howard (1994) to gauge resident attitudes and perceptions toward tourism and rural development in Washington and Oregon. Lankford and Howard (1994) described the TIAS as a “standardized measurement of resident attitudes towards tourism development” (p.121), and it has been used frequently in tourism studies (Andereck & Vogt, 2000; Bachleitner & Zins, 1999; Wang & Pfister, 2008). The overall reliability of the original TIAS is confirmed by an alpha value of .964.

Applied to the current research, six of the original 27 tourism impact (TIAS) items from Lankford and Howard (1994) were adapted for use in the survey. Factor classification did not play a role in the selection of items, rather each item was selected based on its relevance to economic and quality of life impacts, which are embodied by both TIAS factors. In order to identify attitudes specifically toward WOOTB, the wording of the chosen items was modified appropriately. For all six items the word “tourism” was changed to “women-

owned businesses". Each of the items was also reworded to assess future potential impacts rather than those that are already perceived to exist. One of the items adapted from TIAS stated, *Please indicate on the line below where your opinion is relative to the costs and benefits of women owned and operated tourism businesses in Ayampe*. This question was not part of the scale developed for the current study, but was included as a supplemental item for the purpose of understanding resident attitudes toward WOOTB with respect to their evaluation of the potential costs and benefits, and was a component of the social-exchange theory framework.

In order to further address future, potential impacts of WOOTB, five items were gleaned from Mason and Cheyne's (2000) study of resident attitudes toward proposed tourism development in a rural, New Zealand community where tourism was not yet established. In this study Mason and Cheyne (2000) specifically examined attitudes toward a particular component of tourism development (establishment of a café/bar) with potential sociocultural consequences. It was determined that it was appropriate to adapt items from this study due to similarities with the current study.

The original Mason and Cheyne (2000) questionnaire contained ten Likert scale items that were created based on comments offered by local residents, a review of information contained in local media, and statements adapted from

other resident attitude studies. Mason & Cheyne (2000) did not publish reliability scores for their instrument, however a pretest was conducted to refine the scale before it was administered. Four of the five items selected for the current study were related to potential sociocultural impacts occurring as a result of a particular aspect of tourism development, which in this case was WOOTB. The last item selected dealt with a potential increase in tourism as a result of WOOTB. Items from the original scale that were not selected for use in the current survey were due to specific implications of a café/bar. The wording for each of the five items was changed from “café/bar” to “women-owned businesses”.

Further sociocultural implications of WOOTB were explored by adapting four items from McGehee and Andereck (2004). The original questionnaire developed by McGehee and Andereck (2004), was designed to identify factors predicting resident support for rural tourism. It was comprised of 41 tourism attitude items gleaned from Lankford and Howard (1994), McCool and Martin (1994), Allen, Hafer, Long & Perdue (1993), and Perdue, Long and Allen (1990). The attitude items from the McGehee and Andereck (2004) study loaded onto five factors of which two included “resident opinions about negative impacts of tourism” and “resident opinions about positive impacts of tourism”. One negative and three positive sociocultural impact items were selected for use in

the current study. As with items from the TIAS, the wording for the selected statements was changed to reflect future impacts and the words “women-owned businesses” replaced the word “tourism”.

The eight original statements used in this research project were implemented to further determine resident attitudes toward potential impacts of WOOTB. These statements were developed by reviewing literature to identify themes and ideas related to women’s involvement in tourism in a variety of locations worldwide. Additionally, variables shown to have an effect on the way residents of communities have reacted toward women’s involvement were identified from previous studies. The variables applied to this research are outlined below, as well as the statement created to address these variables.

Tourism enhancement: (*Women owned business will enhance tourism in my community*). The literature indicates that women’s involvement as producers of tourism products and services has the potential to enhance the overall variety and quality of tourism in a many locations across the world. Van Broeck (2001) discusses the case of a Turkish community where women-run lodging provided increased accommodation options for visitors. Timothy (2001) describes the increase in tourist demand for indigenous handicrafts made mostly by women in Peru. Additionally, as Scheyvens (2000) points out, in recent decades a

developing market of “culturally responsible” tourists has emerged that are motivated to patronize women owned and operated businesses and services.

Economic enhancement: (*Women owned businesses will bring more money into my community*). With the enhancement of tourism products and services in an area comes increased revenue at both the individual and community level. The economic item above addressed economic enhancement at the community level.

Literature suggests that women’s involvement in the tourism industry does in fact draw money into communities by providing additional employment opportunities (Koutsou et al., 2009; Walker et al., 2001), encouraging new business development (Leontidou, 1994; Scheyvens, 2000), and bringing in foreign exchange (Swain, 1993). Economic multiplier effects have also resulted through the use of local materials and services in women’s tourism businesses (Scheyvens, 2000).

Capacity building: (*Women owned businesses will lead to an increase in education for women, I think an increase in women’s education would be good for the community, Women owned businesses will lead to an increase in skills for women, I think an increase in women’s skills would be good for the community*). According to Manwa (2008), “capacity building is another pro-poor strategy which seeks to remedy skills gaps among the local population” (p.120). Studies have shown that women’s involvement in the tourism industry has led to an increase in education and

skills, which in turn has affected communities (Leontidou, 1994; Manwa, 2008; Megarry, 2008; Scheyvens, 1999; Swain, 1993). In general, building women's capacity through enhanced education and skills in such areas as business, marketing, language, environmental protection and cultural preservation has had positive impacts on communities. However, Momsen (1994) found that increased training and job opportunities for women created rifts among families of a Caribbean community.

Tourist contact: (*Women owned businesses will result in too much contact between local women and foreign tourists*). The amount of contact permitted between local women and foreign tourists appears to be dictated by traditional customs. In locations where patriarchal norms determine the scope of women's employment, contact with tourists is often guided by what is culturally acceptable (Van Broeck, 2001; Wilkinson & Pratiwi, 1995).

Community structure: (*Women owned businesses will disrupt the social structure of the community*). The literature also reveals that women's involvement in the tourism industry, particularly in developing regions, has caused divide within communities. Van Broeck (2001) found that increases in tourism, resulting increased women's involvement caused conflict among community members as villagers competed for tourist business in rural Turkey. Walker et al. (2001) noted that women's involvement in tourism further emphasized class divisions among

upper and lower castes in Annapurna, a growing tourism area in the mountains of Nepal.

The 22 scale items combined with the one supplemental item and eight demographic items comprised a 31-item questionnaire (Appendix A.). The instrument was tested for validity and reliability by having experts in the tourism field review each item for content and overlap. The questionnaire was translated into Spanish (Appendix B.) and administered through face-to-face interview surveys where questions were read orally and respondents' answers recorded. The researcher employed a fluent Spanish speaking, undergraduate research assistant to take a lead role in administering the questionnaire. This method was selected because the literacy rate in Ayampe is low. Subjects who were able to read and write filled out the questionnaire independently.

Data Collection

The unit of analysis for the current study was individual community members. Study participants over the age of 18 filled out individual surveys providing information about their demographic characteristics and attitudes toward women owned businesses. Convenience sampling was chosen because the researcher had to rely on available subjects due to the small overall population, and population fluctuation during the week.

Data was collected using intercepts during a public health awareness event. The event was planned and carried out by students also participating in the Ayampe study abroad program. The researcher elected to collect data during this event due to the high level of community interest in events sponsored by students. This interest was indicated by a high level of attendance (relative to the population) at past events conducted in years prior. The use of this technique led to a sample of 57 usable surveys.

Procedure

The data from the surveys were entered into SPSS 17.0 (Statistical Package for the Social Sciences). Prior to analysis, the data set was reviewed and cleaned accordingly. Descriptive analysis was run for all scale items and demographic questions.

Creation of New Variables.

Three variables were transformed from continuous to categorical variables by collapsing the data into groups. The continuous variables *age* and *length of residence* were grouped based on the breakdown of the data, and by methods used in previous studies. Researchers have examined the influence of age on resident attitudes toward tourism impacts in a number of ways. Some studies have split age into two groups to determine if attitude differences exist between

'younger' and 'older' residents (Wang & Pfister, 2008; Tomljenovic & Faulkner, 2000). These studies, however, were conducted in industrialized countries where the age of retirement was used as a natural division for age categorization. Whereas the current study was conducted in Ecuador, a developing country where industry and employment are quite different than those of industrialized countries, retirement age is not considered in the same way. As presented in Table 2., the continuous variable age was grouped into three categories similar to methods used in previous resident attitude studies conducted in developing countries (Cavus & Tanrisevdi, 2003; Mason & Cheyne, 2000).

Table 2. also presents the data for length of residence in Ayampe. The data were recoded into three groups based on both the breakdown of the data, as well as categories used in previous studies. Similar groupings for length of residency were used in resident attitude studies in both developing countries, (Cavus & Tanrisevdi, 2003) and industrialized countries (Wang & Pfister, 2008). It was therefore determined that the breakdown of length of residency was not based entirely on the study location, thus the groupings used in the current study were modeled in a similar fashion.

The last continuous variable was transformed into a categorical variable for the objective of determining whether resident attitudes differed based on evaluations of the overall costs and benefits of WOOTB. The original variable

asked the question: *Please indicate on the scale of 0-10 below, where your opinion is relative to the costs and benefits of women owned tourism businesses in Ayampe.* The number zero corresponded with the phase ‘costs outweigh benefits’, the number five with ‘costs and benefits are equal’ and the number ten with ‘benefits outweigh costs’. As presented in Table 2., the variable was broken down into three groups based on residents’ responses relative to the scale.

Table 2. Continuous Variables Collapsed into Groups

Continuous Variable	Group
Age	Young = 18-35 Middle Aged = 36-50 Mature = 51+
Length of Residence	Short-term resident = 0-10 years Mid-term resident = 11-31 years Long-term resident = 32 years +
WOOTB Cost Benefit Evaluation	High-cost = score of between 0 & 4 Equal-cost = score of between 5 & 7 Low-cost = score of between 8 & 10

Wilcoxon Mann Whitney Test

Due to the small sample size, a Wilcoxon Rank Sum Test/ Mann-Whitney U analysis (WMW) was run to test for differences in attitudes between dichotomous groups. The WMW test serves as a non-parametric alternative to the independent samples t-test. With the t-test, it is assumed that the data have a normal population distribution, but the WMW requires less assumptions of normality. The estimators of population parameters have normal distributions for nearly all large sample sizes, which make non-parametric procedures

particularly useful for small sample sizes (Agresti & Finlay, 1997). The WMW test has better power properties than the t-test when the data is contaminated with errors, which is often the case with small sample sizes (Fay & Proschan, 2010). While the t-test compares the means of two groups, the WMW test focuses on the median. To perform the WMW test it is necessary to have a categorical variable with two groups (e.g. gender) and a continuous or ordinal level variable (e.g. attitude). The test converts the median scores on the continuous variable to ranks across both groups to determine whether there is significant difference in ranks between the two groups. Finally, the distribution of the scores is unimportant because they have been converted to ranks, and the test statistic (U) compares these ranks.

The U statistic was originally conceived by Frank Wilcoxon (1945) in a paper presenting the use of ranking methods where scores (e.g. 1, 2, 3...n) are substituted for numerical data. Wilcoxon (1945) argued that this method was useful for determining significant differences for as few as eight pairs. Two years later Mann and Whitney (1947), building upon Wilcoxon's method, determined that the U statistic was robust in that results from the test were less likely to produce a type I error (i.e. erroneously report significant differences). However, due to the level of robustness displayed by the WMW test, type II errors are more likely to occur. Thus, as it applies to the use of non-parametric statistics in the

current research study, actual differences between two population means may have gone undetected. Prior tourism research has utilized the WMW test. When it was determined that the data were not normally distributed, Gilbert and Abdullah (2004) used the WMW test to look for differences in wellbeing among groups of holiday and non-holiday takers in the UK. Due to a small sample size, Jones (2005) employed the WMW test to determine if differences existed between two Gambian communities in terms of several components of social capital.

Kruskal Wallis Test

The Kruskal-Wallis test was used to determine if group differences existed between groups of more than two. The test is used as a non-parametric alternative to the one-way analysis of variance (ANOVA). Like the one-way ANOVA, the Kruskal-Wallis test allows for score comparison on a continuous variable for three or more groups. For small sample sizes, the Kruskal-Wallis test is more appropriate than the ANOVA because the ANOVA may yield inaccurate estimates of the P-value when the data are not normally distributed (McDonald, 2009). The Kruskal-Wallis is similar to the WMW test in that scores are converted to ranks and the mean rank for each group is compared. While the test statistic for the Kruskal-Wallis test is H , and the test statistic for the WMW test is U , the P value of the Kruskal-Wallis test is mathematically identical to that of a WMW test (McDonald, 2009). Thus, like the WMW, the test is well suited for

analysis using small samples as ranks are substituted for actual scores allowing for comparisons when the data are not normally distributed. Okumus and Karamustafa (2005) used the Kruskal-Wallis test to examine differences in crisis preparation activities across three destinations in Turkey. Although the researchers also employed parametric tests, their total sample was relatively small (n=106), and the Kruskal-Wallis test was used when the data were considered to not follow a normal distribution.

CHAPTER IV

FINDINGS

Introduction

The following section describes the results of the current study. Demographic information is included, as well as descriptive data reporting overall attitudes toward WOOTB. Also presented are the results from the statistical analyses used to determine whether or not there were group differences in attitudes towards WOOTB.

Demographics

A total of 57 Ayampe residents 18 years of age and older completed the questionnaire. The majority of the respondents (74%) were women. The mean age of respondents was 38, with a median age of 36. The oldest study participant was 82 and the youngest was 18. Participant age distribution is indicated in Table 3. Over half of all respondents (56%) were married; the majority of whom (35%) indicated they have children under 18. Only two of the participants reported being married without children, while the majority of single participants (20%) did not have children. Over half, (66.7%) of respondents were unemployed. Of those who reported being employed (31.6%), 38.6% reported being employed in the community. Over one-third of employed residents (35%) reported working in

a tourism related job. Respondents were asked to indicate their occupation as an open-ended response. The most frequently listed occupation was related to domestic services (n=5), followed by student (n=4), with other occupations including educator (n=2) construction, mechanic, guard, and gardener. The average length of residency in Ayampe was 27 years.

Table 3. Sociodemographic Profile of Respondents

		N	Percent
Gender	Male	14	24.6%
	Female	42	73.3%
Age (<i>m</i> =38, <i>sd</i> =16)	18-34	23	42.6%
	35-50	20	37%
	51+	11	20.4%
Household	Single no children	11	19.3%
	Single w/children under 18	7	12.3%
	Single w/children over 18	4	7.0%
	Married no children	2	3.5%
	Married w/children under 18	20	35.1%
	Married w/children over 18	10	17.5%
Employment	Employed	18	31.6%
	Unemployed	38	66.7%
Location	Inside community	22	78.6%
	Outside community	6	21.4%
Tourism/Non	Tourism related	20	64.5%
	Unrelated	11	35.5%
Length of Residency (<i>m</i> =27, <i>sd</i> =20.3)	0-10 years	10	21.3%
	11-31 years	18	38.3%
	31+ years	19	40.4%

Resident Attitudes Toward WOOTB

Study participants were asked to indicate their level of agreement with the 22 Likert statements ranging from 1- “strongly disagree” to 4- “strongly agree”. For the purpose of descriptive analysis, the four categories were collapsed into dichotomous categories, 1- “disagree” and 2- “agree”. Also included in this discussion was the category “do not know”.

Table 4. shows that the majority of respondents agreed that women-owned businesses would have an effect on tourism in the community. Out of the 22 items, the statement receiving the highest level of agreement (98%) was “women-owned businesses would encourage more tourism in my community”. The four statements related to the economic impact of WOOTB also provoked a high level of agreement with less than ten percent of residents indicating disagreement with the statements. Nearly all respondents (96%) agreed with the statements “women-owned businesses will provide more jobs in my community”, and “women-owned businesses will increase my standard of living”. The majority of respondents (91%) also agreed with the general statement “women-owned businesses will be vital for the community”.

The majority of respondents agreed that women-owned tourism related businesses would increase women’s capacity to own and operate businesses. Only seven percent and four percent of respondents expressed disagreement

with statements related to increasing women's education and skills as a result of WOOTB. Additionally, nearly all respondents (97%) agreed that an increase in women's education would be good for the community.

The majority of respondents (93%) indicated they agree with the statement "women-owned businesses will preserve the community's cultural identity" as well as the statement "women-owned businesses will improve understanding of the community and culture". However, despite this majority belief in the cultural benefits of women-owned businesses, responses to the six statements related to other social and cultural impacts of WOOTB showed greater levels of divide. In contrast to the high level of agreement with economic and capacity building statements, responses to these statements provoked stronger reactions. Nearly one-third of the sample (32%) believed that WOOTB would negatively affect the community's way of life. Three-quarters (75%) of respondents agreed that WOOTB would disrupt the social structure of the community, and over half (55%) of respondents agreed that women-owned businesses would cause change to traditional culture. Responses were nearly split over whether "women-owned businesses would disrupt family life", and also whether "women-owned businesses would damage the peaceful, rural character of Ayampe". Table 4. indicates that a slightly greater percentage disagreed with each of the two statements than agreed, while 12% indicated they "do not know".

Table 4. Attitudes of Ayampe Residents toward WOOTB (in percentage)

<i>Statement</i>	<i>Agree</i>	<i>Don't Know</i>	<i>Disagree</i>	<i>N</i>
Women-owned businesses will enhance tourism in Ayampe	96	2	2	54
Women-owned businesses would encourage more tourism in Ayampe	98	2	-	56
Women-owned businesses will bring money into my household	88	7	5	57
Women-owned businesses will bring more money into my community	90	5	5	57
Women-owned businesses will increase my standard of living	96	2	2	54
Women-owned businesses will play a major economic role in my community	80	11	9	56
Women-owned businesses will provide more jobs in my community	96	2	2	55
Women-owned businesses will be vital for the community	91	7	2	56
Women-owned businesses would serve as important community resources	91	5	4	56
Women-owned businesses will help preserve the cultural identity of my community	93	5	2	57
Women-owned businesses will improve understanding of my community and culture	93	2	5	56
Women-owned businesses will lead to an increase in education for women	89	4	7	55
I think an increase in women's education would be good for the community	97	-	3	57
Women-owned businesses will lead to an increase in skills for women	91	5	4	57
I think an increase in women's skills would be good for the community	95	4	1	57
Women-owned businesses will negatively affect my community's way of life	32	9	59	54
Women-owned businesses will cause change to traditional culture	55	12	32	55
The establishment of women-owned businesses would damage the peaceful, rural character of Ayampe	42	12	46	56
Women-owned businesses would disrupt family life	42	12	46	55
Women-owned businesses would disrupt the social structure of the community	75	12	12	57
Women-owned businesses would result in too much contact between local women and foreign tourists	70	9	21	57
Women-owned businesses would divide the community of Ayampe	41	9	50	56

Evaluation of the Costs and Benefits of WOOTB

Table 5. presents the distribution for the last questionnaire item. This item was included to understand how the residents of Ayampe evaluated potential costs and benefits of WOOTB. This item was measured on an 11-point Likert type scale (0-10) where low scores (0-4) corresponded with the evaluation that the costs of WOOTB would outweigh the benefits, mid-range scores (5-7) corresponded with the evaluation that costs and benefits would be equal, and high scores (8-10) with the view that benefits would outweigh costs. A total of 43 participants responded to this question. Nearly half (46.5%) of respondents believed the costs of WOOTB would equal the benefits. Just over one-quarter (25.6%) of responses fell on the lower end of the scale. The remaining responses (28%) fell on the higher end of the scale.

Table 5. Ayampe Residents' Evaluation of the Costs and Benefits of WOOTB

	N	Percent
0 - Costs outweigh benefits	7	16.3%
1	-	-
2	1	2.3%
3	2	4.7%
4	1	2.3%
5 - Costs equal to benefits	19	44.2%
6	-	-
7	1	2.3%
8	3	7%
9	2	4.7%
10 - Benefits outweigh costs	7	16.3%

Group Differences in Resident Attitudes Toward WOOTB

A Mann-Whitney U analysis was used to test for dichotomous group differences in resident attitudes toward WOOTB. The test was conducted for each of the 23 items applied to the following four groups:

- Men and women
- Employed and unemployed
- Employment within Ayampe and employment outside of Ayampe
- Employment in the tourism industry and employment not in the tourism industry

The first test was run to determine if men and women differ in terms of their attitudes toward WOOTB. The results of the test revealed that across the 23 attitude items, only one indicated statistically significant differences at the (.05) level. The WMW test determined that men and women differed in terms of their attitudes toward the item *women-owned businesses are vital for the community*. Men ranked higher ($m= 31.96$) than women ($m=23.96$) in their belief that women owned businesses are vital for the community ($Z= -2.042, p <.05$). Although the results expressed a lack of statistically significant differences between the attitudes of men and women, the data listed in Table 6. indicates that men generally ranked at least four points higher than women with respect to several

items regarding the impact of WOOTB on the current level of tourism and economic activity in Ayampe, as well as items regarding increases in women's education and skills. The data also indicated that women ranked higher than men along several items describing potential sociocultural impacts with regard to WOOTB.

Appendix C. lists the data from the WMW test between unemployed and employed residents. Results from the test indicated that between unemployed and employed residents, a statistically significant difference existed for one out of the 23 attitude items. Employed residents ranked higher ($m= 34.00$) than unemployed residents ($m=25.89$) with the statement *I think an increase in women's education would be good for the community* ($Z= -1.982, p < .05$).

Again, although not statistically significant, it is important to report that the rank scores of unemployed residents were markedly higher than employed residents with respect to several sociocultural items listed in Appendix C. Statistical significance was not determined between residents employed within and outside of Ayampe (Appendix D.), and the rank scores between these groups were too close to note any patterns in range. Likewise, the WMW test revealed no significant differences between residents employed in the tourism industry and those not employed in the tourism industry (Appendix E.) in terms of their attitudes toward WOOTB.

Table 6. Differences in Ayampe Resident Attitudes toward WOOTB by Gender

<i>Statement</i>	<i>Mean Rank Men</i>	<i>Mean Rank Women</i>	<i>Z</i>	<i>U</i>	<i>Sig.</i>
Women-owned businesses will enhance tourism in Ayampe	29.86	25.97	-.924	233.00	.356
Women-owned businesses would encourage more tourism in Ayampe	30.43	26.48	-.937	239.00	.349
Women-owned businesses will bring money into my household	26.69	26.44	-.063	251.00	.950
Women-owned businesses will bring more money into my community	31.21	25.49	-1.414	214.00	.157
Women-owned businesses will increase my standard of living	30.27	25.24	-1.250	204.50	.211
Women-owned businesses will play a major economic role in my community	26.71	24.45	-.536	201.50	.592
Women-owned businesses will provide more jobs in my community	28.00	26.68	-.318	247.00	.750
Women-owned businesses will be vital for the community	31.96	23.96	-2.042	169.50	.041
Women-owned businesses would serve as important community resources	29.54	25.49	-.971	214.00	.332
Women-owned businesses will help preserve the cultural identity of my community	26.00	27.33	-.318	247.00	.750
Women-owned businesses will improve understanding of my community and culture	25.29	28.28	-.694	249.00	.488
Women-owned businesses will lead to an increase in education for women	29.32	25.46	-.919	226.50	.358
I think an increase in women's education would be good for the community	31.00	27.67	-.756	259.00	.450
Women-owned businesses will lead to an increase in skills for women	30.27	25.94	-1.025	217.50	.305
I think an increase in women's skills would be good for the community	32.27	26.68	-1.264	217.50	.206
Women-owned businesses will negatively affect my community's way of life	19.77	26.89	-1.631	166.00	.103
Women-owned businesses will cause change to traditional culture	27.89	28.04	-.491	207.50	.624
The establishment of women-owned businesses would damage the peaceful, rural character of Ayampe	17.79	26.13	-1.902	135.50	.057
Women-owned businesses would disrupt family life	19.50	25.08	-1.343	162.50	.179
Women-owned businesses would disrupt the social structure of the community	29.32	23.27	-1.507	184.50	.132
Women-owned businesses would result in too much contact between local women and foreign tourists	29.71	24.59	-1.237	207.00	.216
Women-owned businesses would divide the community of Ayampe	24.75	25.79	-.238	241.50	.812
Women-owned businesses costs vs. benefits	14.58	11.81	-.856	139.00	.786

A Kruskal-Wallis test was conducted to compare resident attitudes across groups for three. These groups were based on categories of age, length of residence, and evaluations of the costs and benefits of WOOTB. No significant differences were found in regard to age (Appendix F.), or length of residence (Appendix G.) It is important to note however, that younger residents tended to have higher mean ranks than mature residents with regard to their attitudes toward several of the women's capacity items. Additionally, the data indicated that long-term residents had higher mean ranks than newcomers across several of the sociocultural impact statements indicating a higher level of agreement with potential for WOOTB to affect traditional community life. Table 7. presents the results from the Kruskal-Wallis test for categories of residents in terms of their evaluation of the costs and benefits of WOOTB. The results from the Kruskal Wallis test indicated that except for two items *women-owned businesses will help preserve the cultural identity of my community* ($X^2 (2) = 8.003, p < .05$) and *women owned businesses will improve understanding/image of my community and culture* ($X^2 (2) = 7.274, p < .05$) no statistically significant differences existed in resident attitudes based on their evaluation of the costs and benefits of WOOTB.

Table 7. Ayampe Resident Attitudes Toward WOOTB Based on Evaluations of Costs and Benefits

Statement	Mean Rank			X2	Kruskal Wallis	
	Low-Cost	Mid-Cost	High Cost		<i>df</i>	<i>p</i>
Women-owned businesses will enhance tourism in Ayampe	14.40	22.42	21.14	4.44	2	.109
Women-owned businesses would encourage more tourism in Ayampe	15.23	24.03	21.75	5.03	2	.081
Women-owned businesses will bring money into my household	23.27	20.53	19.63	.785	2	.675
Women-owned businesses will bring more money into my community	17.23	22.50	20.67	1.95	2	.377
Women-owned businesses will increase my standard of living	19.00	21.63	21.67	.540	2	.763
Women-owned businesses will play a major economic role in my	18.30	20.36	19.15	.284	2	.867
Women-owned businesses will provide more jobs in my community	16.86	23.63	22.38	3.16	2	.206
Women-owned businesses will be vital for the community	15.95	23.75	19.42	4.22	2	.121
Women-owned businesses would serve as important community	17.73	23.71	21.46	2.26	2	.323
Women-owned businesses will help preserve the cultural identity	14.82	25.63	19.18	8.00	2	.018
Women-owned businesses will improve understanding of my	14.60	25.35	18.91	7.27	2	.026
Women-owned businesses will lead to an increase in education for	21.50	19.63	19.20	.300	2	.861
I think an increase in women's education would be good for the	19.09	23.15	22.75	1.03	2	.598
Women-owned businesses will lead to an increase in skills for women	16.23	23.79	19.75	3.87	2	.145
I think an increase in women's skills would be good for the community	20.50	22.88	20.04	.642	2	.725
Women-owned businesses will negatively affect my community's	16.22	22.36	19.29	2.00	2	.367
Women-owned businesses will cause change to traditional culture	21.50	19.63	19.20	3.35	2	.187
The establishment of women-owned businesses would damage the peaceful, rural character of Ayampe	13.20	22.34	19.41	4.823	2	.090
Women-owned businesses would disrupt family life	16.55	22.53	16.09	3.33	2	.190
Women-owned businesses would disrupt the social structure of the	16.95	23.16	20.96	2.21	2	.332
Women-owned businesses would result in too much contact between local women and foreign tourists	22.05	21.35	16.38	2.34	2	.311
Women-owned businesses would divide the community of Ayampe	16.60	21.70	17.63	1.819	2	.403

CHAPTER V

DISCUSSION AND CONCLUSIONS

Introduction

The current study investigated resident attitudes toward women owned and operated tourism businesses (WOOTB) in Ayampe, Ecuador and utilized social exchange theory as a framework. For local residents, tourism in Ayampe is not yet economically significant and the location could be considered as an emerging destination (Mason & Cheyne, 2000; Wang & Pfister, 2008). The overarching research goal of this study was to explore resident attitudes toward WOOTB. Three research questions were established to determine if attitudes differed with respect to sociodemographics and views of the potential costs and benefits of WOOTB.

Resident Attitudes toward WOOTB

As demonstrated in the literature, women's involvement in tourism businesses presents a number of impacts, both positive and negative. Given that currently, very few local women are involved in the ownership and management of tourism businesses, it can be suggested that residents' attitudes toward WOOTB are based on individual perspectives related to potential impacts.

Despite of a lack of personal experience, the results listed in Table 4. clearly demonstrate that the residents of Ayampe have formed opinions about WOOTB. These strong opinions are indicated by the few “don’t know” reactions for each of the 22 statements. With regard to the first two statements, residents of Ayampe agree that WOOTB would impact tourism in the community by enhancing and encouraging more tourism. This suggests that residents are aware of the potential for WOOTB to contribute in a positive way to the overall quality and span of tourism product offerings in Ayampe. Residents also agree that WOOTB will have an effect on the local economy by providing more jobs, and by bringing more money into the community and into their households. A higher proportion of residents (n=11) indicated that they ‘don’t know’ if women-owned businesses would play a major economic role in the community. This could be due a lack of clarity in determining what constitutes an “economic role” . Nonetheless, the lack of employment opportunities currently available in Ayampe and surrounding areas, arguably impacts residents’ expressively optimistic views toward the potential for WOOTB to contribute to economic enhancement in the community. This result supports the findings of Hernandez et al. (1996) and Vargas-Sanchez et al. (2009) to the end that perceived employment opportunities are related to support for tourism development. However, this result stands in contrast to the findings of Mason and Cheyne (2000) who determined that the majority of residents disagreed that the

development of a café/bar would create more jobs in the community. This result also confirms the findings of several studies from the gender and tourism literature that increases in tourism result in more tourism jobs for women which has the potential to increase household income (Casellas & Holcomb, 2001; McKenzie-Gentry, 2007). Results from this study also indicate that residents perceive the potential for WOOTB to both preserve local culture and contribute to improved understanding of the community and culture. As research has suggested, women's traditional roles provide them the opportunity to transform cultural resources into successful tourism products and services (Casellas & Holcomb, 2001; Koutsou et al., 2010, Manwa, 2008). Women's knowledge of such customs as handicraft production and traditional customs, as well as their natural skills as caregivers and hosts are likely to provide a foundation for cultural preservation and understanding. The high level of agreement with these statements suggests that Ayampe residents recognize women's knowledge of local traditions and agree that WOOTB will foster understanding, and aid in protecting the culture of the community.

Another interesting finding was the high level of agreement with the four statements related to the potential for WOOTB to contribute to women's capacity. The women of Ayampe typically have less than a fifth grade education level, therefore an increase in education and skills would be needed to operate

businesses. Residents agree, perhaps through the assistance of outside resources related to training and capacity building, that WOOTB will lead to an increase in women's education and skills. Alongside this finding, another important result was that the majority of residents agree that an increase in women's education and skills would be good for the community. This finding indicates that residents do not believe that an increase in women's skills will cause rifts within families, as was the case in Momsen's (1994) study.

The results discussed above indicated that residents express a high level of agreement with statements related to potential economic impacts of WOOTB. Ayampe residents also agree that WOOTB will preserve local culture, and that they will contribute to women's capacity building. However, agreement was much more sharply divided across the remaining items. The nearly split level of agreement with the statements *women owned businesses will disrupt family life* and, *the establishment of women owned businesses would damage the peaceful, rural character of Ayampe*, implies that residents are aware of the potential for WOOTB to have an impact on traditional lifestyle. Women's participation in tourism businesses has been shown in the literature to cause some disruption to family life (Kousis, 1989). In Ayampe, women typically assume domestic roles while men work outside the home. Residents may be concerned with new roles they might have to assume within the family as a result of WOOTB. Peaceful, rural character

could be related to both sociocultural and environmental aspects of a community. Women's participation in tourism businesses has been shown to have positive effects on both aspects (Garcia-Ramon et al., 1995; Scheyvens, 2000; Walker et al., 2001). As it relates to resident's high level of agreement with the potential for WOOTB to encourage more tourism in Ayampe, perhaps residents are concerned with the impact of growing tourist numbers on the peaceful, rural character of the community.

Ironically, agreement was also nearly split with respect to the statement *women-owned businesses would divide the community of Ayampe*. This statement relates to the potential for WOOTB to cause rifts between community members who support the businesses and those who do not. Divided agreement on this statement indicates that the residents of Ayampe acknowledge that there will be varying degrees of support for the businesses and that this may cause conflict within the community.

More residents agreed than disagreed with the statements *women owned businesses would disrupt the social structure of the community* and *women owned businesses would result in too much contact between local women and foreign tourists*. WOOTB may be viewed as out of line with the social structure of Ayampe due to the concept of machismo, which often guides Latin American culture and defines social roles (Casellas and Holcomb, 2001). Under machismo, residents may be

concerned that women may be drawn from their prescribed domestic positions within the home, and also that the men's traditional role as providers would be compromised. The concept of machismo may also be related to higher levels of agreement that WOOTB would result in too much contact between local women and foreign tourists as this concept often portrays men's role as a figurehead, negotiating within public realms, while the role of women places them behind the scenes within the family and home (Casellas & Holcomb, 2001).

Despite conveying the belief that WOOTB could contribute to varying degrees of social change in the community, the majority of residents were quite positive in their attitudes toward the potential for WOOTB to increase their standard of living. The combination of positive attitudes toward the potential economic impacts of WOOTB with divided attitudes toward social impacts suggests that residents associate a rising standard of living to potential economic benefits. As many residents of Ayampe live in homes without such things as running water and electricity, it is sensible to suggest that they would view their rising standard of living in economic terms by way of more jobs and more income.

Group Differences in Attitudes Toward WOOTB

To investigate the impact of seven sociodemographic variables on resident attitudes toward WOOTB, separate rank sum analyses were performed

to test for differences in attitudes for each of the six groups. Only two tests were statistically significant. Statistically speaking, differences in attitudes among various sociodemographic groups did not often emerge in this study, indicating that the community of Ayampe seems to be fairly homogenous in their view of WOOTB. However, there were a few areas where results from the WMW and Kruskal Wallce tests indicated significant differences in attitudes among groups. Though not significant at the .05 level, there were also several areas that were trending towards the indication of differences in attitudes among the various groups, which with a larger sample size, could perhaps have produced statistically significant results.

The results of the test of gender differences indicated that the men and women of the community share similar attitudes toward WOOTB. This finding is important because gender conflict over the potential impacts of WOOTB may be reduced. Because both men and women acknowledge that there is a potential for change as a result of WOOTB, they are better equipped to address the issues most important to them and adopt coping strategies.

However, the results demonstrated that men and women were significantly different in their attitudes toward the statement *women owned businesses would be vital for the community* (Table 6.). This result suggests that men have a more pronounced view of the need for women-owned businesses in the

community. The difference in attitudes between men and women with regard to the need for WOOTB might be attributed to several factors. The first could be due to men's desire to become partners in the businesses in line with the goal of remaining in the community. A second factor is related to previous research indicating men's tendency to assume managerial and financial control of businesses that had originally been set up by women (Megarry, 2008; Van Broeck, 2001). Because the majority of both male and female residents agreed that WOOTB would result in too much contact between local women and foreign tourists, the male residents of Ayampe might assume that they would ultimately take over front-stage areas of the businesses while women would perhaps play a supporting, back-stage role. Other factors relate to the higher level of disagreement among women with respect to the need for WOOTB. As the majority of both male and female residents agreed that women owned businesses would disrupt the social structure of the community, perhaps women are concerned with the potential for the businesses to contribute to altered social roles, which could potentially cause family and community conflict. An additional factor could be that women are concerned with having to assume a "double-burden" of domestic and tourism work. These factors are in line with the couple of other areas trending toward an indication of significant differences in the attitudes of men and women toward WOOTB. Areas where differences were beginning to emerge were related to higher levels of agreement among

women with the statements *women owned businesses will negatively affect my community's way of life* and *the establishment of women owned businesses would damage the peaceful, rural character of Ayampe*.

The results from this study also found little difference in residents' attitudes toward WOOTB with regard to level of employment, location of employment, and employment related to the tourism industry. Employed and unemployed residents generally shared similar attitudes toward WOOTB. This finding does not support results of previous research indicating that unemployed residents are more supportive of tourism development (Sirakaya et al., 2002). The one area where statistically significant differences in attitudes emerged was with the statement *I think an increase in women's education would be good for the community* (Appendix C). Employed residents expressed a higher level of agreement with this statement. This could be due to the first hand experience of employed individuals who recognize the benefits of improved education and its impact on the community. Also verging on significance was the difference in unemployed and employed residents' attitudes toward the statement *women owned businesses will negatively affect my community's way of life*. Unemployed residents were more inclined to believe WOOTB would have a negative effect on way of life in Ayampe, possibly due to a lack of experience in balancing work and community life. The finding that employed and

unemployed residents generally share the same attitudes toward WOOTB is important because it suggests that while the two groups might be optimistic about economic impacts, they both also recognize the potential for a variety of resulting social impacts. This might imply that due to a lack of a job, unemployed residents are not in a rush to establish WOOTB, which could potentially result in improper planning and management.

Residents' employment location was not seen to impact their attitudes toward WOOTB (Appendix D.). While there is a lack of jobs in the community, and most of who are employed have to seek work outside Ayampe, no significant differences emerged in resident attitudes with regard to employment location. It is plausible that employment location would not affect resident attitudes toward WOOTB because the employment level in the community is already low, and those who are employed value their jobs regardless of where it is located. Residents working in the tourism industry also share similar attitudes toward WOOTB as those whose occupations are not in the tourism industry (Appendix E.). This is an important finding because of the potential for those working in tourism to have a more favorable view of developing additional areas of the industry within the community. Overconfidence in the industry to provide benefits, often results in development that occurs too rapidly, resulting in negative impacts.

The findings from this study also suggest that there are no differences in attitudes toward WOOTB both with respect to age (Appendix F.), and length of residence in Ayampe (Appendix G.). This finding is consistent with other studies such as Andereck et al. (2005) who found no differences in attitudes toward support for tourism development based on age or length of residence, and Perdue et al 1990, who found no differences in resident attitudes toward support for tourism development based on length of residence. Although this study examines resident attitudes toward WOOTB, a specific aspect of tourism development, it is certainly an aspect that could influence the attitudes of older, and long-term residents who have not been exposed to this type of tourism development in the past, and are more grounded in tradition (Cavus & Tanrisevdi, 2003).

Evaluation of the Costs and Benefits of WOOTB

This study applied social exchange theory to understand resident attitudes toward WOOTB. The results from this study indicate that residents recognize the important economic benefits that WOOTB may bring in the way of employment opportunities and increased family income levels. However, they do appear concerned about the potential social impacts related to the disruption of family life and social structure of the community, as well as change to traditional culture. Residents' awareness of both the benefits and costs of

WOOTB was conveyed through the findings of the last questionnaire item. The majority of residents indicated they believe the costs of WOOTB would be equal to the benefits (Table 5.). Additionally, residents were evenly split with regard to the two extremes, costs would outweigh benefits, and benefits would outweigh costs. Ap (1992) suggested that under a social exchange framework, residents want to ensure that they receive equal returns for their support of tourism. As the majority of residents believe the costs of WOOTB to be equal to the benefits, it is noted that the results from this study were inconclusive in determining support for social exchange theory.

Ap (1992) also suggested that applied to tourism development, social exchange theory assumes that resident attitudes are influenced by whether the outcomes are perceived to be beneficial. Applied to the current study social exchange theory suggests that resident attitudes toward WOOTB are influenced by their opinions relative to the potential costs and benefits. Results from this study determined that except for a few areas, resident attitudes were not influenced by their evaluation of the potential costs and benefits of WOOTB. Across the 22 scale items only two were determined to be significant (Table 7.). Residents who believed the costs and benefits of WOOTB expressed higher levels of agreement with the statements *women owned businesses will help preserve the*

cultural identity of my community and women owned businesses will improve understanding of my community and culture.

Implications

The growth in international tourism demand combined with the search for alternative development strategies has offered opportunities for “new” destinations to tap into the tourism industry as a source of jobs, business prospects, capacity building, and greater control over the preservation of natural and cultural resources (Andereck & Vogt, 2000; Nawijin, Peeters & Van Der Sterren, 2008; Scheyvens, 2000). Additionally, tourism is noted for providing opportunities for women’s involvement especially in rural and developing regions. However, while women’s involvement in the production of tourism has the potential to offer positive impacts on communities, it also brings with it a host of challenges including conflicts among residents. Prior to the onset of tourism residents may be overly opportunistic with respect to potential benefits while being unaware of the potential negative impacts. As a result of this seemingly complex situation, studies of resident attitudes toward tourism have been suggested as a tool to aid in the understanding of residents’ opinions before communities begin development (Andereck & Vogt, 2000). This study attempted to understand resident attitudes toward women owned and operated tourism businesses (WOOTB) in a rural, coastal region of Ecuador that could be said to be

an emerging destination. The findings of this study suggest some key implications for addressing women's involvement in the production of tourism products and services, particularly with respect to identifying potential impacts on communities.

First, the results from this study clearly revealed that the majority of community residents felt positive about the potential economic impacts of WOOTB, while views were quite a bit more divided over statements related to potential impacts on the social structure and traditional culture of the community. The purpose of resident attitude studies is to obtain a more thorough understanding of the desires and concerns of residents so that tourism can be planned and managed accordingly. Thus, this study highlighted the importance of resident attitude studies as a critical component of the tourism development process.

Jurowski et al., (1997) stated, "achieving the goal of favorable community support for the tourism industry requires an understanding of how residents formulate their attitudes toward tourism" (p. 3). A second contribution of this research is that it built upon previous resident attitude studies by examining a particular aspect of tourism development with clear social and cultural consequences. As demonstrated in the literature, women's involvement in tourism business has the potential for both positive and negative community

impacts. Therefore, gaining resident support for this type of development is necessary to ensure positive impacts are maximized and negative impacts minimized. The importance of gaining an understanding of residents' opinions of tourism before development begins has been noted in the research (Andereck & Vogt, 2000; Harrill, 2004). This research also contributed to the body of knowledge by conducting research on resident attitudes toward WOOTB in an emerging destination.

This research has also made a contribution to both academic research and practical tourism planning by further emphasizing the need to involve local residents in the planning process. Lankford and Howard (1994) asserted "extensive efforts should be made to identify ways to involve the local residents in the continued planning and design of their community" (p.135). As the current study has indicated, the involvement of local residents in the beginning stages of planning offers insight into the types of development deemed acceptable by the community. Additional efforts by tourism and community planners are needed to include locals not only in the pre-development stage of tourism, but also throughout the various stages of tourism development.

Lastly, the current study has extended the discussion related to the use of social exchange theory in resident attitude studies. Findings from this study indicated that social exchange logic might not be able to explain the thought

process of residents in emerging destinations as they formulate their attitudes toward tourism development. Social exchange theory supposes that the attitudes of residents toward tourism development are based on perceptions of costs and benefits. Therefore, under SET logic, differences in attitudes of Ayampe residents toward WOOTB would have been evident with respect to their evaluation of costs and benefits. Results from this study determined that the majority of residents believe the costs of WOOTB to be equal to the benefits. This suggests that residents of emerging destinations may not have a full grasp on what the costs and benefits of WOOTB might be. Additionally, very few local women are currently involved in owning and operating tourism businesses in Ayampe, which also may have affected the ability of residents to attribute the costs and benefits of WOOTB to their attitudes. Although several resident attitude studies in emerging destinations have found support for SET (Hernandez et al., 1996; Vargas-Sanchez et al., 2009; Wang and Pfister, 2008), other authors have found discrepancies among its application. For example, Chhabra and Gursoy (2007) suggested that social exchange theory provides a “conventional wisdom” approach, and that this theory alone may not fully explain resident attitudes toward development. Similarly, Andereck et al. (2005) noted that social exchange theory “may be an incomplete structure for understanding response to tourism phenomena by community residents” (p.1073). Thus, the current study adds to

the body of work that suggests closer examinations of social exchange theory are necessary.

The results from this study can provide useful foundational information for further scholarly research and practical tourism planning. It is important to understand community residents' attitudes toward particular aspects of tourism development, in this case women-owned businesses to gauge their expectations, reservations, and perceptions of impacts. Analysis of the data from this study showed that residents perceived women-owned businesses to have a variety of both positive and negative economic and sociocultural impacts on the community. However, this study has several limitations that can be addressed through future research.

Suggestions for Further Research and Practical Planning

Based on the findings and implications of this study there are a number of areas ripe for future research and a number of areas where practical planning can be applied. First, the current study would be more valuable if it was supplemented by qualitative analysis. Interviews and/or focus groups with community members could provide more in-depth information and evaluation. This type of information is necessary especially with regard to a more thorough understanding of the applicability of social exchange theory. More research is needed similar to that of Hernandez et al. (1996), who used both quantitative and

qualitative methods to explore resident attitudes toward proposed tourism development in Puerto Rico. Through this approach, the researchers were able to probe much more deeply into residents' evaluations of the costs and benefits of tourism and through such found support for social exchange theory. Interviews and focus groups would contribute to a better understanding of the costs and benefits the community as a whole attributes to women owning and operating businesses in tourism.

The findings from this research also indicate that further studies should be conducted by replicating the current study in a few different ways. Attempts should be made to gather a larger sample of Ayampe residents using alternative sampling methods such as door to door surveys to gather a more balanced sample by targeting population segments such as the youth of the community, older residents and men. This study could also be replicated in the communities surrounding Ayampe to allow for comparisons of resident attitudes across the region. This could also be done in other rural, emerging tourism locations in different parts of the world.

The attitudes of host residents toward the impacts of tourism have been noted in previous research to change and evolve at different stages of tourism planning. A longitudinal approach should be applied within the location of current study by surveying residents about their attitudes toward women owned

and operated tourism at later stages of development. This type of research would contribute to the bodies of work related to resident attitude studies and women's role in tourism development. Understanding how resident attitudes change over the course of time serves in the development of appropriate planning tools, as well as adds to research related to conceptual models such as those of Butler (1981) and Doxey (1975). Concerning research on women's role in tourism development, it would be beneficial to survey residents about the impacts of women owned businesses after they are established in Ayampe, or to gather information about what has prevented their establishment.

The lack of substantial differences in attitudes across sociodemographic groups evident in this study coincides with suggestions for future research as well as implications for tourism planning in Ayampe. The little variation between groups with regard to attitudes toward WOOTB suggests that there would not be a need for education and awareness programs targeted toward specific segments of the population. Armed with this understanding, tourism planners, researchers and NGOs are positioned to save a bit of time and other resources with the understanding that they can address the community as a whole. However, caution should be applied in the interpretation of this outcome. The differences in Ayampe resident attitudes that did emerge in the results suggest that further research is needed to evaluate group differences in attitudes.

The findings from this study can also be used for practical tourism planning in Ayampe. As was seen in the results, the majority of Ayampe residents believe women owned businesses will have a number of positive impacts in the community. With this in mind, supporters of the businesses can use this information to promote the idea throughout the community to gain further support. In addition to this type of internal marketing technique, it is also important that residents use the information from the current study to begin further discussion and dialogue among the community with respect to their concerns about the businesses to impact their traditional way of life. Because half the of the study population are at odds with respect to their evaluation of the potential costs and benefits of the businesses, it is critical to address this level of disagreement among these groups of residents. Roundtable discussions and town hall style meetings should be set up to create an open forum where residents can address concerns, disagreements and tensions about the businesses. These meetings can assist with understanding specifically what the residents of the community believe are the costs and benefits of WOOTB, as well as how they can be planned and managed in a way to allow for successful and sustainable operation.

Resident knowledge and awareness of both the costs and benefits of WOOTB and tourism in general should be expanded throughout the community.

Because tourism is becoming an integral part of the community's livelihood, educational campaigns should take place, incorporating knowledge of tourism into the local school. Additionally, the results from this study could be used to target specific training initiatives for segments of the population to gain skills that will enable them to maintain control and ownership of the tourism sector in the community.

Another suggestion for practical planning is to create a broad based strategy for implementing women owned businesses based on both findings from the current study and conclusions drawn from community discussions. The strategic plan should be developed by Ayampe residents and should be centered on the goals and objectives of the businesses.

Limitations

While this study has offered key findings with implications for both further research and practical planning, there were several limitations to take into consideration when interpreting the results. The first limitation was the relatively small sample size. Small sample sizes have a greater likelihood that the results are occurring by chance, are limited in their generalizability, and make it more difficult to find significant relationships in the data. This study could have been strengthened by examining the data through more complex statistical tests which would have required a larger sample. A future study is needed to collect

a more representative sample of the population of Ayampe as this may assist tourism planners in establishing necessary and appropriate planning measures.

A second limitation to this study was due to the convenience sampling method. Convenience sampling relies on available subjects, which in the case of the current research was community residents willing to take the survey. As the sample was made up of volunteers in attendance at the community event, the sample may have inherent bias due to the characteristics of the residents that participate in community events, and also characteristics of the residents willing to take the survey. This makes it difficult to know whether the attitudes of the sample are representative of the attitudes of the total community. Additionally, response bias was a limitation due to the method used to administer the survey. Because the survey was read orally and respondents answers recorded, residents may have been inadvertently prompted to answer the questions in a way they felt the interviewer wanted them to respond.

Another constraint of this study was that no published studies could be identified which used the type of instrument needed, which led to the creation of a new instrument. Though chosen based on previous research, the items used in the present study had never been combined or modified before, and may have overlooked important factors, or the factors that were included may not have

been applicable to the study community. Additionally, the previous studies the current items were adapted from were used in English speaking countries.

This study is also limited in that it is a snapshot of a particular location at a particular time. Although this research took an exploratory approach in developing a case study in Ayampe, Ecuador, the results may not be representative of other locations in the region. In addition, collecting data during the off peak season may have influenced respondents answers.

Conclusion

The findings from this study indicate that communities developing tourism perceive a variety of impacts resulting from women's participation as business owners within the tourism industry. Research on the role of women in tourism suggests that tourism contributes to increasing opportunities for women to step outside their traditional domestic roles by participating in the provision of tourism products and services to visitors. Women's participation in tourism appears to have a number of positive impacts on the women themselves, their families, and host communities. Such examples have included increased levels of empowerment and self-esteem, increased personal and family income, a raised standard of living, and conservation of local community culture. However, this social role change has the potential to cause discord within communities that may not be prepared for such a shift. Thus, understanding the attitudes of

residents toward this aspect of tourism development may serve as a tool to gauge residents' desires and concerns, build support, create awareness, and establish appropriate planning techniques.

As rural communities continue to look to tourism as a mechanism for economic development, it is becoming more important that the attitudes, opinions and perceptions of residents be considered as the foundation for tourism planning. For tourism to be successful in any community, the host residents should feel that ultimate ownership and control of the sector is in their hands. The findings from this, and other studies suggest the need for continued research on resident attitudes towards tourism, and particularly the role of women in tourism.

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APPENDIX A
ENGLISH QUESTIONNAIRE

Attitudes towards women owned and operated tourism businesses in Ayampe, Ecuador

Thank you for your willingness to take this survey.

This is a research project conducted by the University of North Carolina at Greensboro on a tourism plan for the town of Ayampe, Ecuador. The purpose of this survey is to find out how you feel about women-owned and operated, tourism related businesses in Ayampe. Tourism related businesses offer products and services to visitors, improving or adding to their experience in a destination. Examples of tourism related businesses offering *products* to visitors might include craft and souvenir shops, restaurants, cafes, bakeries, and farmers markets. Examples of tourism related businesses offering *services* to visitors include accommodations, recreation, guided tours, and traditional or cultural experiences.

Participation in this study is completely voluntary. Your consent will be indicated by filling out and returning the survey. The survey should take you no more than five minutes to complete. There are no costs to you or payments made for participating in this study.

All information obtained in this study is strictly confidential. To maintain confidentiality, your responses will not be associated with your name. Because of this, the Institutional Review Board at the University of North Carolina at Greensboro has determined that participation in this study poses minimal risk to participants.

You have the right to refuse to participate or withdraw at any time, without penalty. If you so withdraw, it will not affect you in any way. If you choose to withdraw, you may request that any of your data, which has been collected be destroyed unless it is in a non-identifiable state. If you have any concerns about your rights, how you are being treated or if you have questions, want more information or have suggestions, please contact Eric Allen in the Office of Research Compliance at (336) 256-1482. Questions, concerns or complaints about this project or benefits or risks associated with being in this study can be answered by David Cardenas, who may be contacted at (336)-334-4738 or dacarden@uncg.edu.

If you need assistance taking the survey, have any questions, or would like further clarification, student researchers will be located at the information booth and will be roaming the area.

Your answers will help us better understand how the community feels about women owned and operated, tourism related businesses in Ayampe. By turning in this survey you are: 1.) agreeing that you have read the contents of this document, or they have been read to you, and you fully understand and are openly willing to consent to take part in this study, 2.) all of your questions concerning this study have been answered and, 3.) that you are 18 years of age or older and a resident of Ayampe.

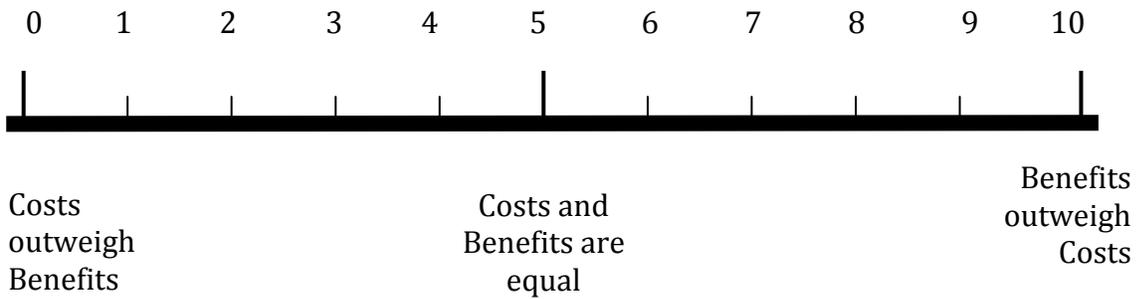
Thank you,

Dr. David Cardenas
Assistant Professor

The following statements are about women-owned and operated tourism businesses in the community. Please circle the number that best represents your agreement with the statement. If you do not know how you feel about a particular statement, please select the option “Don’t know”.

		Don't know	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Women owned businesses will enhance tourism in Ayampe	5	4	3	2	1
2	Women owned businesses will bring more money into my household	5	4	3	2	1
3	Women owned businesses will bring more money into my community	5	4	3	2	1
4	Women owned businesses will increase my standard of living	5	4	3	2	1
5	Women owned businesses will play a major economic role in the community	5	4	3	2	1
6	Women owned businesses will be vital for the community	5	4	3	2	1
7	Women owned businesses will negatively affect my community's way of life	5	4	3	2	1
8	Women owned businesses will help preserve the cultural identity of my community	5	4	3	2	1
9	Women owned businesses will improve understanding/image of my community and culture	5	4	3	2	1
10	Women owned businesses will provide more jobs in the community	5	4	3	2	1
11	Women owned businesses will cause change in traditional culture	5	4	3	2	1
12	Women owned businesses will lead to an increase in education for women	5	4	3	2	1
13	I think an increase in women's education would be good for the community	5	4	3	2	1
14	Women owned businesses will lead to an increase in skills for women	5	4	3	2	1
15	I think an increase in women's skills would be good for the community	5	4	3	2	1
16	The establishment up of women owned businesses would encourage more tourism in Ayampe	5	4	3	2	1
17	The establishment of women owned businesses would damage the peaceful, rural character of Ayampe	5	4	3	2	1
18	Women owned businesses would disrupt family life	5	4	3	2	1
19	Women owned businesses would serve as important community resources	5	4	3	2	1
20	The establishment of women owned businesses would divide the community of Ayampe	5	4	3	2	1
21	Women owned businesses will result in too much contact between local women and foreign tourists	5	4	3	2	1
22	Women owned businesses will disrupt the social structure of the community	5	4	3	2	1

23. Please indicate where your opinion is relative to the costs and benefits of women owned tourism businesses in Ayampe by circling a number below.



24. What is your gender?

- Male
- Female

25. What is your age? _____

26. Please circle the response that represents you household.

- | | |
|-----------------------------------|----------------------------------|
| 1- Single no children | 4- Single with children under 18 |
| 2- Married no children | 5- Single with children over 18 |
| 3- Married with children under 18 | 6- Married with children over 18 |

27. Are you employed?

- Yes
- No

28. If you are employed, what do you do? _____

29. If you are employed, do you work in Ayampe or outside of the community?

- In Ayampe
- Outside the community

30. Does your primary, secondary or volunteer work relate to the tourism industry? If so, please indicate how long you have been involved with industry.

- My work does not relate at all
- My work somewhat relates or during certain seasons
- My work definitely relates
- Please indicate for how many years you have been involved with the tourism industry. _____

31. For how many years have you lived in Ayampe? _____

APPENDIX B

SPANISH QUESTIONNAIRE

1. Introducción

Gracias por su participación en esta encuesta.

Este es un proyecto investigativo conducido por la Universidad de Carolina del Norte en Greensboro, en un plan de turismo en Ayampe, Ecuador. El propósito de esta encuesta es saber como usted se siente al saber que un negocio relacionado con turismo es operado por mujeres que a su vez son las propietarias del negocio. Estos negocios relacionados con turismo son los que ofrecen productos y servicios a los turistas que mejoran o añaden su experiencia del turista. Algunos ejemplos de negocios relacionados al turismo que ofrece productos a los turistas puede incluir tiendas de arte y recuerdos, restaurantes, cafés, pastelerías y mercados. Ejemplos de negocios relacionados al turismo que ofrece servicios a los turistas puede incluir alojamiento, recreación, guías turísticos, tradiciones, y experiencias culturales.

Su participación en este estudio es completamente voluntaria. Su consentimiento será indicado cuando usted finalice y entregue la encuesta. El cuestionario seguramente no le tomara más de cinco minutos. No hay ningún costo relacionado a este estudio y tampoco ninguna manera de pago por participar en el mismo.

Toda la información recibida en este estudio es totalmente confidencial. Para mantener confidencialidad, sus respuestas no serán asociadas con su nombre. Por estas razones la Dirección de Inspección y Revisión Institucional de la Universidad de Carolina del Norte en Greensboro, ha determinado que los riesgos relacionados con la participación en este estudio son mínimos.

Usted tiene el derecho de negarse a participar o retirarse del estudio en cualquier momento sin ningún tipo de penalidad. En el caso de que usted decida retirarse esto no lo afectará en ningún sentido. Si llegara a retirarse, usted puede solicitar que toda su información sea destruida a menos de que la información no tenga ninguna manera de ser relacionada con usted. Si usted tiene algún tipo de duda sobre sus derechos, como ha sido tratado, si tiene algún tipo de pregunta, quiere tener mas información o tiene algún tipo de sugerencia, por favor contacte a Eric Allen en la Oficina de Conformidad en Investigación en UNCG al (1) 336-256-1482. Preguntas, inquietudes o quejas con el proyecto, beneficios o riesgos asociados con este estudio pueden ser resueltas por David Cárdenas, quien puede ser contactado en el (1) 336-334-4738 o al correo electrónico dacarden@uncg.edu.

Si usted necesita ayuda en el momento que va a tomar la encuesta, si tiene alguna pregunta, o si necesita clarificación sobre la encuesta, estudiantes que son parte de esta investigación, estarán ubicados en el puesto de información y caminado por el área.

Sus repuestas nos ayudaran a entender como la comunidad se siente acerca de mujeres que son propietarias de un negocio relacionado con turismo y manejan el mismo en Ayampe. En el momento que usted entregue la encuesta usted esta 1) aceptando que usted ha leído y ha entendido el contenido de este documento y que esta dispuesto conscientemente a ser parte de este estudio 2) todas sus preguntas e inquietudes han sido respondidas 3) que usted tiene 18 años o mas y es residente en Ayampe.

Gracias,
Dr. David Cardenas
Profesor de la Universidad de Carolina del Norte en Greensboro

2. Actitudes hacia mujeres propietarias de negocios relacionados con turismo Ayampe, Ecuador

Las siguientes frases son sobre mujeres que son propietarias de un negocio relacionado con turismo y manejan el mismo en las comunidades. Por favor haga una equis en el cuadro que mejor representa su pensamiento. Si no sabe como se siente sobre un tema en particular, por favor haga una equis en el cuadro que representa "no se".

	Totalmente en desacuerdo	Desacuerdo	De acuerdo	Totalmente de acuerdo	Yo no se
Negocios en los cuales mujeres son propietarias podrían mejorar el turismo en Ayampe	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían traer mas dinero a los hogares	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían traer mas dinero en mi comunidad	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían mejorar mis estándares de vida	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían jugar un alto rol económico en mi comunidad	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían ser vitales para la comunidad	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían afectar negativamente el modo de vida en mi comunidad	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían ayudar a preservar la cultura e identidad de mi comunidad	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían mejorar la imagen de mi comunidad y cultura	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían proveer mas trabajos en la comunidad	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían causar cambios en la tradición de mi cultura	<input type="checkbox"/>				

2. (cont.) Actitudes hacia mujeres propietarias de negocios relacionados con turismo Ayampe, Ecuador

	Totalmente en desacuerdo	Desacuerdo	De acuerdo	Totalmente de acuerdo	Yo no se
Negocios en los cuales mujeres son propietarias podrían llevar a un aumento en la educación proveída a mujeres	<input type="checkbox"/>				
Yo opino que un aumento en la educación de las mujeres sería bueno para la comunidad	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían llevar a un aumento de habilidades en las mujeres	<input type="checkbox"/>				
Yo opino que un aumento en las habilidades de las mujeres sería bueno para la comunidad	<input type="checkbox"/>				
El establecimiento de negocios en los cuales mujeres son propietarias podrían traer más turismo ha Ayampe	<input type="checkbox"/>				
El establecimiento de negocios en los cuales mujeres son propietarias podrían afectar la paz y las características rurales de Ayampe	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían afectar la vida familiar	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían servir como un importante recurso de mi comunidad	<input type="checkbox"/>				
El establecimiento de negocios en los cuales mujeres son propietarias podrían dividir la comunidad de Ayampe	<input type="checkbox"/>				
Negocios en los cuales mujeres son propietarias podrían resultar en un exceso de contacto entre mujeres locales y extranjeros	<input type="checkbox"/>				
Las mujeres propietarias de negocios pueden cambiar la estructura social de la comunidad	<input type="checkbox"/>				

Por favor indique cual es su opinión en relación al costo beneficio sobre las mujeres dueñas de negocios de turismo en Ayampe encerrando en un círculo el número que se presenta a continuación

- 0 1 2 3 4 5 6 7 8 9 10
- Desconoce
 Sin beneficio
 Sin beneficios
- Cuestos y
 beneficios
 son iguales
- Si el costo
 sobrepasa los
 beneficios

¿Cual es género?

- Masculino
 Femenino

¿Cual es su edad?

Por favor encierre en un círculo la respuesta que indique su estado.

- Soltero sin hijos Casado sin hijos
 Soltero con hijos menores de 18 años Casado con hijos menores de 18 años
 Soltero con hijos mayores de 18 años Casado con hijos mayores de 18 años

¿Esta empleado?

- Si
 No

¿Si esta trabajando, a que se dedica?

¿Si esta trabajando, su trabajo es dentro de la comunidad de Ayampe o afuera?

- En Ayampe
 Fuera la comunidad

¿Es su trabajo principal, extra o voluntario relacionado con la industria del turismo? Si es así indique cuanto tiempo a esta relacionado con esta industria.

- Mi trabajo no se relaciona para nada
- Mi trabajo está algo relacionado o durante algunas temporadas
- Mi trabajo definitivamente está relacionado

Por favor indique desde hace cuantos años a estado relacionado con la industria del turismo:

¿Por cuanto tiempo a vivido en Ayampe?

¿Cual fue el último grado de colegio que atendió?

¿Cual es su mayor nivel de estudio?

APPENDIX C

ATTITUDES TOWARD WOOTB BY EMPLOYMENT

Analysis of Group Differences in Resident Attitudes toward WOOTB by Employment

<i>Statement</i>	<i>Mean Rank Unemployed</i>	<i>Mean Rank Employed</i>	<i>Z</i>	<i>U</i>	<i>Sig.</i>
Women-owned businesses will enhance tourism in Ayampe	29.73	22.65	-1.744	232.00	.081
Women-owned businesses would encourage more tourism in Ayampe	28.14	27.72	-.103	328.00	.918
Women-owned businesses will bring money into my household	28.26	27.75	-.270	328.50	.787
Women-owned businesses will bring more money into my community	28.53	28.44	-.020	341.00	.984
Women-owned businesses will increase my standard of living	27.74	25.56	-.590	289.00	.555
Women-owned businesses will play a major economic role in my community	29.38	25.17	-.992	282.00	.321
Women-owned businesses will provide more jobs in my community	26.68	29.14	-.641	294.50	.522
Women-owned businesses will be vital for the community	27.62	28.78	-.292	319.00	.770
Women-owned businesses would serve as important community resources	27.16	29.72	-.630	302.00	.529
Women-owned businesses will help preserve the cultural identity of my community	28.11	29.33	-.303	327.00	.762
Women-owned businesses will improve understanding of my community and culture	28.59	26.78	-.444	311.00	.657
Women-owned businesses will lead to an increase in education for women	27.53	29.06	-.364	305.00	.716
I think an increase in women's education would be good for the community	25.89	34.00	-1.982	243.00	.047
Women-owned businesses will lead to an increase in skills for women	27.55	30.50	-.721	306.00	.471
I think an increase in women's skills would be good for the community	27.89	29.78	-.460	319.00	.646
Women-owned businesses will negatively affect my community's way of life	28.19	24.47	-.856	263.00	.392
Women-owned businesses will cause change to traditional culture	28.89	26.00	-.644	289.00	.520
The establishment of women-owned businesses would damage the peaceful, rural character of Ayampe	29.54	23.42	-1.391	250.50	.164
Women-owned businesses would disrupt family life	30.01	23.86	-1.384	258.50	.166
Women-owned businesses would disrupt the social structure of the community	28.61	28.28	-.076	338.00	.939
Women-owned businesses would result in too much contact between local women and foreign tourists	28.95	27.56	-.326	325.00	.745
Women-owned businesses would divide the community of Ayampe	30.16	23.56	-1.489	253.00	.137
Women-owned businesses costs vs. benefits	21.25	21.91	-.177	201.5	.859

APPENDIX D

ATTITUDES TOWARD WOOTB BY EMPLOYMENT LOCATION

Analysis of Group Differences in Resident Attitudes toward WOOTB by Employment Location

<i>Statement</i>	<i>Mean Rank Ayampe</i>	<i>Mean Rank Outside</i>	<i>Z</i>	<i>U</i>	<i>Sig.</i>
Women-owned businesses will enhance tourism in Ayampe	13.70	12.83	-.289	56.00	.773
Women-owned businesses would encourage more tourism in Ayampe	14.43	12.50	-.609	54.00	.542
Women-owned businesses will bring money into my household	13.45	13.67	-.071	59.00	.943
Women-owned businesses will bring more money into my community	13.25	14.33	-.396	55.00	.692
Women-owned businesses will increase my standard of living	13.90	14.33	-.138	61.00	.890
Women-owned businesses will play a major economic role in my community	13.83	12.42	-.437	53.50	.662
Women-owned businesses will provide more jobs in my community	13.36	16.25	-.964	49.50	.335
Women-owned businesses will be vital for the community	14.29	13.00	-.411	57.00	.681
Women-owned businesses would serve as important community resources	13.95	11.60	-.750	43.00	.454
Women-owned businesses will help preserve the cultural identity of my community	13.70	12.83	-.289	56.00	.773
Women-owned businesses will improve understanding of my community and culture	13.05	15.00	-.612	51.00	.540
Women-owned businesses will lead to an increase in education for women	13.63	13.08	-.173	57.50	.863
I think an increase in women's education would be good for the community	14.00	16.33	-.713	55.00	.476
Women-owned businesses will lead to an increase in skills for women	13.28	14.25	-.311	55.50	.756
I think an increase in women's skills would be good for the community	14.43	12.50	-.609	54.00	.542
Women-owned businesses will negatively affect my community's way of life	13.23	8.88	-	1.190	.234
Women-owned businesses will cause change to traditional culture	11.76	1530	-	1.033	.302
The establishment of women-owned businesses would damage the peaceful, rural character of Ayampe	12.83	11.50	-.414	48.00	.679
Women-owned businesses would disrupt family life	12.90	10.50	-.652	32.00	.514
Women-owned businesses would disrupt the social structure of the community	13.20	15.13	-.509	37.50	.611
Women-owned businesses would result in too much contact between local women and foreign tourists	13.38	14.00	-.178	50.00	.859
Women-owned businesses would divide the community of Ayampe	13.57	13.20	-.102	51.00	.919
Women-owned businesses costs vs. benefits	11.72	13.00	-.383	40.00	.702

APPENDIX E

ATTITUDES TOWARD WOOTB BY TOURISM EMPLOYMENT

Analysis of Group Differences in Resident Attitudes toward WOOTB by Occupation related to Tourism industry

<i>Statement</i>	<i>Mean Rank Not</i>	<i>Mean Rank</i>	<i>Z</i>	<i>U</i>	<i>Sig.</i>
Women-owned businesses will enhance tourism in Ayampe	15.50	15.50	.000	100.00	1.00
Women-owned businesses would encourage more tourism in Ayampe	17.18	14.53	-.927	86.00	.354
Women-owned businesses will bring money into my household	13.95	15.55	-.577	84.50	.564
Women-owned businesses will bring more money into my community	13.40	15.84	.382	79.00	.382
Women-owned businesses will increase my standard of living	14.95	15.82	-.307	98.50	.759
Women-owned businesses will play a major economic role in my community	13.85	14.86	-.345	83.50	.730
Women-owned businesses will provide more jobs in my community	14.50	16.08	-.575	93.50	.565
Women-owned businesses will be vital for the community	14.91	15.84	-.326	98.00	.744
Women-owned businesses would serve as important community resources	13.91	15.67	-.649	87.00	.516
Women-owned businesses will help preserve the cultural identity of my community	14.27	15.44	-.417	91.00	.677
Women-owned businesses will improve understanding of my community and culture	15.06	14.98	-.026	89.50	.979
Women-owned businesses will lead to an increase in education for women	16.73	14.79	-.636	91.00	.525
I think an increase in women's education would be good for the community	14.18	17.00	-.940	90.00	.347
Women-owned businesses will lead to an increase in skills for women	13.35	15.87	-.887	78.50	.375
I think an increase in women's skills would be good for the community	13.45	16.53	-1.038	79.50	.299
Women-owned businesses will negatively affect my community's way of life	15.61	12.38	-1.078	57.50	.281
Women-owned businesses will cause change to traditional culture	14.11	13.18	-.309	71.00	.757
The establishment of women-owned businesses would damage the peaceful, rural character of Ayampe	14.43	11.71	-.888	46.00	.374
Women-owned businesses would disrupt family life	14.89	11.07	-1.346	46.00	.178
Women-owned businesses would disrupt the social structure of the community	13.25	15.92	-.908	77.50	.364
Women-owned businesses would result in too much contact between local women and foreign tourists	13.60	15.74	-.709	81.00	.478
Women-owned businesses would divide the community of Ayampe	16.28	14.43	-.568	78.50	.570
Women-owned businesses costs vs. benefits	11.95	13.70	-.600	64.50	.548

APPENDIX F

ATTITUDES TOWARD WOOTB BY AGE

Resident Attitudes Toward WOOTB Based on Age

Statement	<u>Mean</u>			X ²	<u>Kruskal</u>	
	Young	Mid-Age	Mature		<i>d.f</i>	<i>p</i>
Women-owned businesses will enhance tourism in Ayampe	25.59	25.87	29.80	.773	2	.679
Women-owned businesses would encourage more tourism in Ayampe	26.30	26.56	26.82	.012	2	.994
Women-owned businesses will bring money into my household	25.70	26.47	23.45	.433	2	.806
Women-owned businesses will bring more money into my community	27.30	24.31	26.18	.593	2	.743
Women-owned businesses will increase my standard of living	24.68	26.58	25.35	.250	2	.883
Women-owned businesses will play a major economic role in my community	23.00	26.06	22.80	.714	2	.700
Women-owned businesses will provide more jobs in my community	27.02	25.84	24.32	.342	2	.843
Women-owned businesses will be vital for the community	26.40	24.68	22.80	.658	2	.720
Women-owned businesses would serve as important community	28.41	22.21	24.77	2.40	2	.301
Women-owned businesses will help preserve the cultural identity of my	26.59	26.31	24.32	.258	2	.879
Women-owned businesses will improve understanding of my	25.70	28.76	24.18	.953	2	.621
Women-owned businesses will lead to an increase in education for women	24.78	27.29	26.55	.376	2	.828
I think an increase in women's education would be good for the	31.70	25.85	21.73	4.34	2	.114
Women-owned businesses will lead to an increase in skills for women	29.50	23.70	23.82	2.52	2	.284
I think an increase in women's skills would be good for the community	27.48	26.55	26.77	.053	2	.974
Women-owned businesses will negatively affect my community's way	22.29	25.25	25.60	.670	2	.715
Women-owned businesses will cause change to traditional culture	20.78	25.50	24.86	1.39	2	.499
The establishment of women-owned businesses would damage the	23.40	24.29	22.68	.099	2	.952
Women-owned businesses would disrupt family life	22.35	22.15	23.18	.048	2	.976
Women-owned businesses would disrupt the social structure of the	24.55	20.94	27.45	1.95	2	.377
Women-owned businesses would result in too much contact between local women and foreign tourists	21.88	26.97	27.91	2.27	2	.321
Women owned businesses costs vs. benefits	20.08	21.27	20.29	.093	2	.955

APPENDIX G

ATTITUDES TOWARD WOOTB BY LENGTH OF RESIDENCY

Resident Attitudes Toward WOOTB Based on Length of Residency

Statement	<u>Mean Rank</u>			<u>Kruskal</u>		
	Short-	Mid-Term	Long-	X ²	<i>d.f</i>	<i>p</i>
Women-owned businesses will enhance tourism in Ayampe	20.10	23.53	22.88	.620	2	.734
Women-owned businesses would encourage more tourism in Ayampe	21.50	24.00	22.75	.304	2	.859
Women-owned businesses will bring money into my household	24.39	18.88	23.58	2.06	2	.355
Women-owned businesses will bring more money into my community	26.11	21.26	21.86	1.23	2	.538
Women-owned businesses will increase my standard of living	22.00	18.94	24.88	2.60	2	.272
Women-owned businesses will play a major economic role in my community	22.10	19.57	21.53	.403	2	.818
Women-owned businesses will provide more jobs in my community	27.00	21.59	22.11	1.73	2	.420
Women-owned businesses will be vital for the community	23.61	20.94	20.91	.473	2	.789
Women-owned businesses would serve as important community resources	24.25	21.37	21.28	.541	2	.763
Women-owned businesses will help preserve the cultural identity of my community	24.28	21.47	23.76	.511	2	.775
Women-owned businesses will improve understanding of my community and	24.33	21.72	23.61	.382	2	.826
Women-owned businesses will lead to an increase in education for women	21.45	21.00	25.75	1.72	2	.421
I think an increase in women's education would be good for the community	26.75	25.97	20.68	2.46	2	.292
Women-owned businesses will lead to an increase in skills for women	25.25	24.53	19.45	2.59	2	.274
I think an increase in women's skills would be good for the community	27.20	21.83	23.11	1.34	2	.509
Women-owned businesses will negatively affect my community's way of life	16.95	18.86	24.16	3.09	2	.213
Women-owned businesses will cause change to traditional culture	15.75	21.29	22.00	1.86	2	.394
The establishment of women-owned businesses would damage the peaceful,	17.72	17.73	21.94	1.46	2	.482
Women-owned businesses would disrupt family life	16.83	15.85	23.97	5.01	2	.081
Women-owned businesses would disrupt the social structure of the community	17.67	22.90	22.25	1.39	2	.498
Women-owned businesses would result in too much contact between local women and	15.72	21.56	24.50	3.59	2	.166
Women owned businesses costs vs. benefits	23.67	18.23	14.40	4.42	2	.110

