

**Sustaining Mountain Communities:
Residents' Responses to Tourism Development
in Valemount, British Columbia**



Report Prepared By

Sanjay K. Nepal, PhD

With the assistance of

Paul Way, Tamara Sweet and Kathryn Reade, UNBC

Geography/Resource Recreation and Tourism Program

UNBC, Prince George, BC

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Disclaimer

The opinions expressed in this report should not be attributed either to UNBC or to the Corporation of Village of Valemount. The researchers are responsible for all interpretations and factual errors contained in the report. Comments regarding this report should be sent to the first-named author at Tel: (250) 960 5628; Fax: (250) 960 5538; Email: nepals@unbc.ca; Geography/RRT Program University of Northern British Columbia, 3333 University Way, Prince George, BC V2N 4Z9.



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EXECUTIVE SUMMARY

Many mountain communities in British Columbia (BC) are looking toward tourism development as a potential driver for economic diversification. The impacts and implications of tourism must be considered before any development occurs, so that communities can deal with the opportunities and challenges that come with tourism development. This study examines resident attitudes towards proposed tourism development in Valemount, a small mountain community located in BC, adjacent to Jasper National Park.

An extensive Literature Review was undertaken to ensure that the main variables were identified and examined throughout the course of this study. These variables included but were not limited to: demographics, travel experience, perceived costs/benefits of tourism, community attachment, level of satisfaction with the community, and the nature of tourism development.

The methodology for this research project followed a multiphase approach including a literature review, a questionnaire, a survey sample design, a pre-test, a community hall meeting, the execution of the survey and the final analysis of results.

Overall, Valemount residents strongly support tourism development. Socio-economic and demographic variables have no effect on attitudes towards tourism development. The study showed linkages between community attachment and tourism development; high level of community attachment may result in less support for tourism. Residents' satisfaction with the community can affect attitudes towards tourism; attitude may be more favourable if current level of satisfaction is low. These results are consistent with other studies carried out in similar settings.

INTRODUCTION

Communities in Northern BC have traditionally been dependent on extractive resources such as forestry, fishing and mining. These resources are extremely volatile and have left these communities in a vulnerable state. To decrease this vulnerability Northern communities have looked towards tourism to create favourable conditions for their economic, social and cultural survival.

The Village of Valemount is a Northern community that has traditionally been dependent on extractive resources and is now focusing on tourism to sustain its wellbeing. Valemount has been extremely proactive in encouraging and facilitating the economic diversification of the community. However, this diversification could also lead to conflicts between tourism operators and public interest groups.

The residents of Valemount generally desire high quality natural surroundings while limiting the urban development and expansion of attractions. These residents also appreciate the wildlife and wilderness, have a strong community attachment and prefer the slow-paced life of a rural area. Residents are, therefore, apprehensive about large-scale tourism developments and have concerns about potential tourism-induced environmental, social and cultural impacts.

Currently, two major resort development firms are negotiating with the provincial government to build major resorts immediately south of the municipal boundary. If these resorts were to be built to their full proposed capacity, it is speculated that they would more than double the population of Valemount. These firms are Terra Nova and Sunrise International Inc. Recently, negotiations between Sunrise International and the provincial government has been successfully concluded.

This research identifies factors that affect attitudes and perceptions of Valemount residents towards potential tourism developments. These attitudes and perceptions towards tourism projects will be examined to determine if there are significant differences among residents. As well, environmental, social and economic points of view will be examined.

The time and significance of this research is highly relevant. It addresses two important issues within The Village of Valemount: sustainable resource management and community values and beliefs. However, this research is not only relevant to The Village but also to academics and students interested in Northern BC tourism issues. It serves as a baseline study that could help in monitoring residents' attitude toward tourism development issues in the future and their interests in sustainable mountain development issues including resource management and community empowerment.

The residents of Valemount have participated in many surveys in recent years. However, these surveys have not taken their attitudes and perceptions towards tourism development into consideration. This study does just that.

There are many factors that could determine residents' attitudes and perceptions. For example: the nature and scale of the tourism development, degree of community attachment, proximity to the proposed sites, age, gender, income level, occupation (in relation to the tourist industry), and general awareness of tourism impacts. These factors have been analysed through a survey completed at the household level.

During the course of this study the focus was concentrated on three objectives.

1. Examine recent developments in tourism and implications for sustainable management of natural resources in a small mountain community;
2. Assess comparatively community responses toward tourism development; and
3. Determine factors that theoretically contribute to sustainable development of a mountain community through tourism development.

These objectives determined the direction and actions that were needed during the course of the study.

Through the review of existing literature three main hypotheses with relevant sub-hypotheses have been identified. The sub-hypotheses have been used to further test the relevance of the three main hypotheses. The first hypothesis has tested whether socio-economic and demographic characteristics will have an effect on an individual's attitudes and perceptions towards the proposed tourism development. Secondly, it tests whether community attachment will have an effect on attitudes and perceptions towards the proposed tourism development. And lastly, the level of residents' satisfaction with The Village of Valemout and its affects towards the residents' attitudes and perceptions of the proposed tourism development have been tested.

In order to fully understand the scope of this study a few predetermined terms must be defined. These terms can vary in respect to their intended definitions and a clear understanding is needed for this study. The terms include the following:

Tourism: any recreation activity conducted outside your home town, at a location more than eighty (80) kilometres away and requires an overnight stay.

Recreation: any activity conducted indoors or outdoors.

- Includes but is not limited to activities such as: watching TV, bowling, swimming, playing hockey, curling, hiking, snowmobiling, bird watching, shopping, dining and attending community events and sports.

Community Attachment: the number of years a person has lived in the community **or** the number of hours a person has spent in volunteering for community services in a given year **or** a combination of both.

- Key variables used: property ownership, length of residency, number of relatives living in the community and the number of hours spent volunteering.

Attitudes: a psychological tendency that is expressed by evaluating a particular entity with some degrees of favour or disfavour. This definition has been adapted from Eagly and Chaiken, 1993 in Williams and Lawson, 2001.

- May be specific or general depending on the case to which it applies.
- Includes but is not limited to: attitudes on host-guest interaction, importance of tourism to the community and the individual, level of tourism development, length of residency in the community, level of satisfaction with the amenities within the community and level of services within the community.

Tourism development: any future development in general and in particular the proposed development of the sites on Canoe Mountain by Sunrise International Inc.

Within this study there are limitations that must be identified and considered when reviewing. First and most importantly this study is a class project developed and carried out by fourth year University students over a three month period. The study has been organized under the supervision of Dr. Sanjay Nepal and with the help of Masters Candidate Paul Way. Secondly, due to

the small sample size (85 households), the potential for statistical errors are significant. However, it is safe to state that the sample size adequately represents the residents of Valemount, as it is close to 17 percent of the total residents in the town of Valemount. Finally, biases can be inferred due to the nature of those individuals who filled out the questionnaires. Residents who are either strongly in favour or strongly against tourism are more likely to complete the study survey, thus, placing the results on either end of the answer spectrum.

LITERATURE REVIEW

This literature review is intended to provide a brief description of the field of attitude research and report on processes of numerous studies. Nineteen articles will be examined within the body of text, two of which provide background information on attitudes and perception research and the remaining research studies providing empirical data relating to the subject, centered on resident's attitudes and perceptions in specific home communities. The purpose of the review is to clearly outline the current relevant research that is available in relation to the current study on resident's attitudes towards tourism development in Valemount, BC.

Attitude Theories

The 1930's researcher, Gordon Allport, is a key author in the field of attitudes research, and defines attitudes as "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related" (Allport, 1935 in Alcock et al. 1994). Before specific studies can be compared, it is imperative to look at two valuable background studies outlining the field of attitudinal and behavioural research. The first, Eiser (1994) contributes several important components to the study of attitudes. The second, by Alcock, Carment and Sadava (1994), focuses on the theory of reasoned action.

Firstly, "attitudes may be complex, but not necessarily more complex or less measurable... than many other physical things" (Eiser, 1994). Attitudes are measurable, and therefore meaningful as a field of study; attitudes are a form of evaluation, derived from personal beliefs, and tend to be influenced by what Eiser (1994) calls the "subjective norm". For example, one may answer a question a certain way because they are concerned about how their actions or comments will be

perceived by persons whose opinion is important to them. Eiser (1994) notes an early conception that one's attitudes lead to their behaviours and response to others.

Alcock et al (1994) examines the nature of attitudes, personal and social values, functions of attitudes, and the relationship between attitudes and behaviour. The paper identifies the lack of understanding that still exists in the complexity of relationships between attitudes and behaviour. The paper discusses the tripartite model of attitude structure, originally proposed by Chaiken and Stangor (1987). It is made up of a stimulus, the perspective attitude, and responses in three areas: (1) affective, (2) cognitive and (3) behavioural (Alcock et al. 1994).

Ajzen and Fishbein (1980) contribute the theory of reasoned action. Their theory is based on the premise that people are reasonable, considering the implications of their actions. The model of reasoned action best demonstrates this theory. Ajzen and Fishbein (1980) model how behavioural beliefs lead to attitudes toward a certain action, leading to intention and finally behaviours. Also acting on intention are normative beliefs; belief that certain people expect you to act a certain way. These relate to subjective norms, affecting intentions and finally behaviour (Alcock et al. 1994). Like Eiser (1994), Alcock et al (1994) mentioned that attitudes toward a subject may not be directly expressed in action (behaviour). Ajzen (1987) built on this theory by adding a component of perceived behaviour control. This theory of planned behaviour states that if one perceives a certain amount of control over an action, then intention (to participate or not) is a factor. If the individual feels they cannot control the action (i.e. getting a good night sleep), then intention is not a factor (Alcock et al. 1994).

Ajzen further discusses the significance of understanding community values, and states that values are global, abstract principles. They are a person's judgments on what 'ought to be', or of what is really important to a person. People have many attitudes, but relatively few values. The main theories discussed were researched by Rokeach (1973). He identified a distinction between terminal values and instrumental values. Terminal values are end states in life, for example, 'happiness', or 'salvation'. Instrumental values describe a person's preferred mode of conduct, such as 'honesty' or 'obedience' (Alcock et al. 1994).

Alcock et al. (1994), discussed attitude measuring techniques. The most common way to measure attitudes is to ask a direct question. For example, "What do you think of Mexican food?" Likert summated ratings and semantic difference scales are identified as effective tools for collecting data, when using a self-report method. Semantic difference scales work using pole words such as attractive and unattractive, with a point scale (i.e. 1-7.) to measure the extent of the attitude. The Likert scale is based on a statement about the attitudinal object, and with points between the poles, tests to what degree the person agrees or disagrees with the statement (Alcock et al. 1994). The Rokeach scale is discussed as a primary method of collecting values data. There are a list of 18 terminal values and 18 instrumental values. For each category the respondent ranks the values in order of importance from 1 (most important) to 18 (least important) (Alcock et al. 1994). By examining these previous articles, the literature review will now consider contemporary studies.

Empirical Research on Resident Attitudes

For the body of this literature review, the remaining seventeen articles will be compared and contrasted in order to create a clear picture of contemporary attitudinal and behavioural research. The majority of the studies relate resident's opinions of tourism development in their home

regions of residency. To begin with, Smith and Kvannich (1998) looked at rural community resident's perceptions of negative impacts due to increased levels tourism development in four communities in Utah and Idaho, USA. A recent above average annual growth in international tourist arrivals in Sub-Saharan Africa also prompted Teye, Sonmeg and Sirakaya (2002) to examine the attitudes of residents toward tourism development in two Ghanaian towns in that region. Additionally, two articles, by Avcikurt and Soybali (2002) in Ayvalik, Turkey, and Snaith and Haley (1999) in the cities of York, Bath, Chester, and Canterbury, England, reported on residents' attitudes towards tourism development within their own city and the level of impacts that resulted from tourism development.

Metha and Kellert (1998) studied local attitudes towards community-based conservation policy and programs in Nepal. Similarly, Nepal and Weber (1995) evaluate the potential for coexistence of wildlife and local people in areas where conservation attempts are being made in Royal Chitwan National Park, Nepal. Walpole and Good (2001) also looked at protected areas. They examined how local attitudes towards such areas affect tourism in the communities surrounding Komodo National Park in Indonesia.

In the environmental realm, according to Rauwald and Moore (2002), few previous studies have looked at environmental attitudes and beliefs across countries and cultures. Therefore, the purpose of their study was to examine the degree to which general environmental attitudes can predict policy support in three countries: the United States, the Dominican Republic, and Trinidad and Tobago. Bertolas (1998) addresses the issue of differences between the environmental perceptions of different cultural groups. By examining the environmental perceptions of three distinct culture groups, the paper attempts to address how and why perceptions of place differ from individual to individual and society to society, and how such perceptions influence human-

nature interactions. The three groups were selected from Burlington, Vermont; non-native Quebecois in St-Jean, Quebec; and native Cree in Waswanipi, Quebec. Williams, Patterson, and Roggenbuck (1992) conducted a study to demonstrate that places are more valuable to people than merely the backdrop for recreational activities. This study was conducted in four wilderness areas in the US, including Montana, Georgia, Arkansas and Texas.

Lawson and Williams (2001) examined the drives in residents' perceptions in ten New Zealand towns and the effect of tourism in their communities. Along similar lines, Lawton and Weaver (2001) examined resident's perceptions of tourism in the urban-rural fringe area on the Gold Coast of Australia. Gursoy, Jurowski and Uysal (2002) looked at factors that influenced community support for tourism development in five counties in Virginia, USA.

Another study by Canosa, Brown, and Bassan (2001) dealt with the seasonal yearly influx of 200,000 tourists into Positano, Italy. This study attempted to determine the influence these tourists had on the younger residents of the town. A research study by Tomljenovic and Faulkner (2000) examined how tourism affects older residents along the Gold Coast of Australia.

The study conducted by Medeiros de Araujo and Bramwell (2002) looked at whether forming and strengthening partnerships between interest groups helped to build a stronger, more effective tourism plans in Brazil. The final study done by Leeworthy et al (2001) examined response bias in tourism surveys. The authors looked at how socioeconomic factor affect responses to tourism surveys in Florida, USA.

Attitude The nature of the research design varied between studies. Only one pre-development study was conducted (Lawson and Williams, 2001); two studies were conducted during development (Metha and Kellert, 1998; Lawton and Weaver, 2001); and three studies were carried out post development (Smith and Kvannich, 1998; Teye et. al., 2002; and Gursoy et. al., 2002). Several researchers used pre-tests (Metha and Kellert, 1998; and Lawson and Williams, 2001), where others did not (Smith and Kvannich, 1998; Teye et. al., 2002; Gursoy et. al., 2002; Lawton and Weaver, 2001). Studies conducted at single sites were described in Lawton and Weaver (2001), and Smith and Kvannich (1998). Studies either comparing (Lawson and Williams, 2001; Metha and Kellert, 1998; Smith and Kvannich, 1998) or documenting (Gursoy et. al. 2002) attitudes or perceptions of community residents in different regions were documented in four other articles.

The nature of research design was quite similar in all of the remaining studies. All studies, except one involved a questionnaire survey. The study by Medeiros de Araujo and Bramwell (2002) involved community meetings and interviews as well as questionnaires. Sample size varied between studies and ranged from as low as 81 residents, to almost 10,540 residents. Smith and Kvannich (1998) provided 160 surveys in each of their four communities studied. In Ghana, 250 residents from each of the two communities, Cape Coast and Elmina, were sampled (Teye et. al., 2002). In the five counties sampled by Gursoy et. al (2002) in Virginia, 1069 surveys were sent out. In New Zealand's ten sampled towns, 1062 residents were surveyed by Lawson and Williams (2001). On Australia's Gold Coast 1000 randomly selected households representing 50% of the total community population were sampled (Lawton and Weaver, 2001). In the study by Avcikurt and Soybali (2002) the sample size involved 300 residents in Turkey. The study by Snaith and Haley (1999) involved a sample size of 10, 539, out of a total population of 25,000 in England. The sample size in the study performed by Canosa, Brown, and Bassan (2001) was 81. The sample size

of the study by Tomljenovic and Faulkner (2000) was 370 (169 older residents and 201 younger residents) in Australia. The study by Walpole and Good (2001) involved a sample size of 401, while the sample size of the study completed by Medeiros de Araujo and Bramwell (2002) had a sample size of 29. The study by Leeworthy et al (2001) had a total sample size of 3, 584, where 1, 334 were surveyed in the summer, and 2, 250 in the winter. The total sample size was 737 people for Williams et al (1992) in the USA. Almost exactly the same numbers of people were sampled by Rauwald and Moore (2002) who used a total sample of 758 people. This total number was made up of 228 people in Trinidad and Tobago, 273 in the Dominican Republic, and 257 in the United States. Bertolas (1998) surveyed a total of 744 people in each of the three communities in Canada and the United States. The researchers surveyed 200 randomly selected heads of household in five different villages in Nepal (Nepal and Weber, 1995). Comparably, the study conducted by Metha and Kellert (1998), also in Nepal, sampled 400 random households.

Research objectives varied between the articles examined. Smith and Kvannich (1998) aimed to evaluate the "Tourism Dependence" hypothesis. This hypothesis looks at the direct relationship between the level of tourism development in a community and the level of negative resident attitudes towards tourism. The objective of the study performed by Avcikurt and Soyballi (2002) was to focus on how the residents of Ayvalik perceive tourism; their awareness of positive and negative impacts of tourism; and the residents' preference for specific tourist groups.

Although Metha and Kellert (1998) assessed local communities' attitudes toward policies and programs implemented by the Makalu-Barun National Park and Conservation Area (MBNP/CA), they focussed on local attitudes toward community development, ecotourism, community forestry and wildlife conservation policies and programs, aiming to determine if demographic and socio-

economic variables influence these attitudes. Nepal and Weber (1995) hypothesize that people's attitudes will differ in correlation to their proximity to the conservation area. The paper examines local people's perceptions, attitudes and tendencies towards wildlife conservation and the park authority in Royal Chitwan National Park, Nepal. Finally, Teye et. al. (2002) also attempted to identify residents in two communities that had similar socio-economic and demographic characteristics and examine their attitudes towards tourism development. They further compared the resident's attitudes between the two communities in order to identify similarities and differences between them. Gursoy et. al. (2002) develops a model to examine host community support for tourism based on the factors found to influence reaction towards its development. Other research objectives they identified were to develop a theoretical model to examine the direct and/or indirect causal effects of various factors on the host community's support for tourism; to test and refine the proposed theoretical model using structural equation modeling; and to evaluate the strength and direction of these causal effects on the host community's support for the industry. The objective of the study by Tomljenovic and Faulkner (2000) was to measure the perceptions of, and the reactions to, tourism among older residents of the Gold Coast; to compare these responses with those of the remainder of the Gold Coast population; and to explore the relationship between perception of tourism and strategies residents adopt to cope with it. The hypothesis of this study was that older residents will be more negatively disposed towards tourism.

In a recent study in Australia, Lawton and Weaver (2001) endeavour to identify resident attitudes toward tourism on Tamborine Mountain and to see what extent these perceptions are associated with selected extrinsic and intrinsic variables (length of residency, community attachment, etc.). According to Rauwald and Moore (2002), the purpose of their study was to examine the degree to which general environmental attitudes can predict policy support in three countries: the United

States, the Dominican Republic, and Trinidad and Tobago. The researchers' hypothesized that "culture and values play an important role in determining environmental attitudes". Rauwald and Moore predict that, based on data from previous studies, residents from the Dominican Republic will have stronger environmental beliefs and values than those of the United States.

By examining the environmental perceptions of three distinct culture groups, Bertolas' (1998) paper attempts to address how and why perceptions of place differ from individual to individual and society to society, and how such perceptions influence human-nature interactions. The hypothesis being the way in which societies perceive landscapes vitally affects the decisions they make regarding land use. (Bertolas, 1998). Lawson and Williams (2001) aim to examine the relationship between residents and tourism. They also tried to understand this relationship in the context of what residents consider being important issues within their community. By studying the interaction between these two relationships a clearer picture of the underlying nature of host opinions was possible. They identified homogenous opinion groups within the overall sample and used this information to describe these groups in terms of their opinions towards tourism, importance of rating community issues and demographic characteristics. In their study, Snaith and Haley (1999) expected to see no difference among the independent variables with respect to their ability to explain residents' opinions of tourism development in York. The objective of Canosa, Brown, and Bassan's (2001) explores how young residents respond to interactions with tourists in their home community; to determine how young people perceive themselves to be affected by interactions with tourists; and to determine whether or not these perceptions influence their future aspirations.

The objective of the study by Medeiros de Araujo and Bramwell (2002) was to strengthen the municipalities within the communities where tourism development takes place so that they will be able to assist with the implementation of the project. Williams et al (1992) hypothesize that attachment is likely to be stronger among individuals who focus on the setting itself relative to other aspects of the recreational activities. Sense of place is a theory that seeks to describe the emotional or affective bond that an individual has for a particular area (Williams et al. 1992). Tuan (1977) is a humanistic geographer who has been very important in this study. He stated, "What begins as undifferentiated space becomes place as we get to know it and endow it with value" (Tuan, 1977 p.6, in Williams et al. 1992).

Place dependence and place identity are two important theories branching from attachment to place research. Place dependence has been defined by Stokols and Shumaker (1981) as a form of attachment associated with the potential of one place to meet the needs of an individual better than other currently available settings. This is based on the perception that no other place could be as great for a particular activity, attributing a uniqueness quality to the place (Williams et al. 1992). The studies by Walpole and Good (2001) and Leeworthy et al (2001) do not have explicitly stated research objectives or hypothesis.

A number of similar data collection methods and analysis was employed by the range of studies. Specifically, the use of surveys, self-administered questionnaires, and personal interviews using Likert or Anchor scales. The data was further analysed using various methods including a one-way analysis of variance (ANOVA), multiple variable classification (MCA), VARIMAX analysis, Statistical Package for Social Sciences (SPSS), LISREL-8, and the New Environmental Paradigm (NEP). Metha and Kellert (1998) used three different data collection methods: surveys; open-ended interviews,

as well as a review of projected records and previously published literature. The researchers began with a pre-test survey and went on to employ stratified sampling in the main study to ensure an equal representative proportion of major ethnic groups. Responses were analyzed using a three-part Likert scaling format, which included community development, ecotourism and community forests.

Smith and Kvannich (1998) provided surveys to selected households in their four studied communities. The survey questions included ten different variables that were divided into four major categories: tourism attitudes, population growth and economic development attitudes, community satisfaction level, and crime attitudes. Smith and Kvannich (1998) used ANOVA to analyze each of the above dependent variables. Next they used MCA to determine if the varying attitudes in each community were the result of the demographic compositions of that community or possibly because of contextual differences regarding the amount of tourism that already exists.

Teye et. al. (2002) used a non-probability sampling method. Data for the study were gathered in two towns over a four month period, using interviews to administer survey questionnaires. Along with 85 scale items that measured general resident attitudes toward tourism, the instrument contained 20 questions including a 20-item scale measuring attitudes towards tourism. Missing data points were replaced using a regression imputation technique. Also, a VARIMAX principal component analysis was used on 85 items for a sample of 464 residents to extract general groups of resident attitudes toward tourism. In order to explain the source of differential attitude scores in the two towns, separate regression analyses were performed on 7 dependant variables.

In a survey of resident peoples in and around Nepal's Royal Chitwan National Park Nepal and Weber (1995) classified residents into three distinct groups based on locational attributes and existence of forests: 1) close to park 2) close to forest 3) far from forest. Primary data collection included household surveys, informal interviews, and observations. The data was recorded in written and photo formats. Similarly, analysis was done using SPSS for factors influencing conservation attitudes; the weighted mean index method to analyze preferences, desires, perceptions, and suggestions; and the point scale method to analyze responses to prepared statements designed to indicate positive or negative tendencies towards conservation.

Gursoy et. al. (2002) tested several hypotheses based on the data collected by self-administered questionnaires mailed to a stratified random sample of residents of five counties. They responded on a 5-point Anchor scale with "strongly oppose" at the low end and "strongly support" at the high end. The sample was stratified so that the responses reflected a higher percentage of residents from areas closest to the recreation area. A complete case approach was taken to deal with the missing data. The fit of the measurement model and the fit of the structural model were tested using the LISREL-8 structural equation analysis. The analysis was done with maximum likelihood method of estimation, with the two-stage process.

As with Gursoy et. al. (2002), Lawson and Williams (2001) collected data using a self-completion questionnaire containing 84 items in total (48 tourism opinion and perception statements measured on 5 point Likert agree-disagree scale, similar to studies conducted by Metha and Kellert (1998), Avcikurt and Soyballi (2002), Snaith and Haley (1999), Canosa, Brown, and Bassan (2001), Medeiros de Araujo and Bramwell (2002), Williams et.al (1992), and Rauwald and Moore (2002) and were mailed out and 1062 useable ones returned. They used cluster analysis using

squared Euclidean distances with Ward's method of agglomeration. Further analyzed by examining variation in (1) demographic variables (education, ethnic background, number of children under 18 living at home, employment status, length of residence, age), (2) importance ratings of 11 community issues items and (3) tourist preference ratings between cluster groups. Furthermore, 11 factors were identified as relating to community issues using a principal components extraction with VARIMAX rotation, similar to Teye et. al. (2002).

In Williams et al (1992) the areas were randomly surveyed throughout the study period by interviewing participants as they were beginning or finishing their wilderness excursions. The interview included five wilderness attachment questions and 13 place attachment questions. A five point Likert scale, ranging from "strongly agree" to "strongly disagree", was developed to measure these items. A mail back survey was also employed. While in the field, the survey was left on the vehicle of respondents if they were not met in person. The analysis of the Williams et al (1992) study employed several methods in order to look at different aspects. The characteristics of wilderness attachment and place attachment were compared across the four study sites. The inter-item coefficient for the 13 place attachment questions was high across the sites and the 5-item wilderness attachment naturally had lower reliability. ANOVA and least-squares-means tests were used to analyze the influence of use history and substitutability on attachment, similar to Smith and Kvannich (1998).

Rauwald and Moore (2002) collected data using 758 questionnaires (based on a 5-point Likert Scale to gauge responses) distributed to designated classrooms at local universities and colleges: 228 in Trinidad and Tobago, 273 in the Dominican Republic, and 257 in the United States. To

analyze the data, Kellert's typology of attitudes and the New Environmental Paradigm (NEP) were compared and used in combination to predict policy support, which has never been done before.

Two methods of data collection were used in Bertolas' (1998) study: a written survey and a selection of interview questions. The written survey was a self-addressed five-page mail questionnaire. The interviews were tape-recorded and conducted among a set of selected informants who had not received a written survey. Five hundred questionnaires were distributed in each of the communities of Burlington and St. Jean. In Waswanipi, nearly every residence was contacted and a total of two hundred questionnaires were distributed. Forty-four interviews were conducted with guaranteed anonymity and confidentiality.

Determinants of Resident Attitudes

Five of the studies (Gursoy et. al., 2002; Lawson and Williams, 2001; Lawton and Weaver, 2001, Snaith and Haley, 1999, and Teye et.al. 2002) found that there are many variables that affect attitudes and perceptions towards tourism. Gursoy et. al. (2002) discovered four variables that affect attitudes and perceptions surrounding tourism. These four variables are level of concern, eco-centric values, utilization of the resource base and perceived costs and benefits of tourism development. Lawton and Weaver (2001) shared the perceived costs and benefits variable and discovered that length of residency and community attachment also played a large role in shaping the attitudes and perceptions of residents. In this study, the residents that were 'for' tourism development tended to be newer arrivals that were more likely to work within tourism or have frequent contact with tourists.

Lawson and Williams (2001) study also found that those who have a fully, or partial dependency on tourism tend to hold more positive opinions of it. Seven more variables were also found in Lawson and Williams (2001) study; nature of tourism, host-guest ratio, stage in tourism development, seasonality, distance of host-guest populations, type of tourist (package or free-independent tourist), and origin of tourists. Many of these preceding variables correlate to the eco-centric values variable found in Gursoy et. al. (2002). A striking fact that Lawson and Williams (2001) discovered was that one of the few consistent findings in the area of resident perception of tourism is that people who derive financial benefit from the industry tend to hold a more positive opinion of it. They found in relation to this, that there was no difference between respondents. Therefore they concur that people who derive financial benefit from tourism may be more enthusiastic about it, but that does not mean they are unaware of the negative effects. Finally, they found that people who are most cynical in regards to tourism may be described as the most 'community oriented', while people who are most in favour of tourism are the least community oriented.

In Smith and Kvannich (1998), it was found that communities with high levels of tourism development generally perceive greater impacts than communities without. They also found that data for assessing concern for criminal activity did not support the theory that increased levels of tourism development leads to increasing concerns about crime.

Teye et. al. (2002) study also confirmed that the variable that states that acceptance of tourism increases when benefits to the community are perceived. In addition, they found that as education in the communities increased, so did acceptance of tourism. Another factor found to influence attitude changes was resident involvement in the decision making process. Interestingly enough, the study also found that the more involved the community members were in the process, the less

positive their attitudes towards tourism's potential welfare impacts appeared. There was also a statistically significant shift for the regression lines between the lower income groups, medium income groups, and highest income groups; indicating that the higher the individual's income, the more negative his/her attitudes were towards tourism.

The results of the study by Snaith and Haley (1999) brought another variable to the surface, and discovered that property ownership influenced attitudes. They found that residents who owned their own property were more accepting of tourism than residents who rented; residents who felt tourism was central to their occupation tended to view tourism more positively than residents whose occupation was not dependant on tourism; the longer the length of residency, the more negative a resident's attitude towards tourism; residents who are employed in the tourism industry tended to be more positive towards tourism impacts; and that residents who did not sense the positive benefits of tours support more local government control.

In the study that Metha and Kellert (1998) developed there were three key findings which focused on their scales: community development, ecotourism and community forests. Under their community development scale they found that a significantly larger percentage of respondents perceived the implemented project in their area as resulting in some improvement in training opportunities and school facilities, but having achieved little success in basic infrastructural development, through bridge construction and trail improvement. They also found that a substantial number of respondents perceived little progress toward improving community drinking-water facilities. In respect to their ecotourism scale they findings concluded that an overwhelming majority of respondents reported tourism development was either very important or important for their community and that a significant proportion of respondents either strongly

approved or approved of tourists visiting their area. Under this scale it was also found that tourism effects on local traditions and culture was viewed as a positive impact and that a large percentage of respondents either disapproved or strongly disapproved of creating a hypothetical lake to provide recreation for tourists. As for their community forest scale the findings found that local communities overwhelmingly supported the project's policy of handing over management responsibility of community forests to them.

In the survey conducted by Nepal and Weber (1993) three distinct attitudes were present amongst the resident peoples. Residents closest to the park carried a defeatist attitude and believed their lives had been made miserable due to the park. Those close to the forest were unsatisfied with the limited availability of alternate rich resource sites to draw from. Those far from the forest felt they were the most disadvantaged by the protection of the park (Nepal and Weber, 1995). The majority of residents surveyed were unsatisfied with the restrictions on access to park resources. They support the idea of protecting the park but feel some concessions are necessary to allow them limited access. One of the main complaints was towards the strict adherence to the protection policy and that they felt a lack of concern for problems faced by farmers. They were aware of their negative impacts on resources but felt their needs were of primary importance. If it is possible to come up with innovative ways to protect wildlife that benefits the regional and national economies and meets the needs of the locals, attitudes are expected to become positive. Various aspects of socioeconomic conditions explained people's conservation attitudes. Positive attitudes were mainly determined by landholding size, frequency of visits, and distance to park (Nepal and Weber, 1995). The majority of residents indicated that the responsibility for park management should be shared with the local people. Suggestions were made for a local representative committee to be able to negotiate with the park authority. Wildlife conservation problems are intricately related to

the quality of life in the area. Focus should be directed towards solving the problems of the locals. By fulfilling their needs and providing them with education that keeps them informed and fully aware, a positive attitude towards wildlife conservation could occur.

Along similar lines, Avcikurt and Soybali (2002) found that most residents supported further tourism development but that they were also concerned with problems that may arise from improper development. Also, residents of Ayvalik had a stronger desire to accept tourists from developed countries, rather than domestic tourists.

The key findings of the study by Tomljenovic and Faulkner (2000) were that there was a general lack of consensus among Gold Coast residents on the adverse impacts of tourism. Though there was a strong agreement on economic benefits, older residents were found to be less positive towards these impacts than younger residents. Older residents tended to be more tolerant of the issue of foreign tourists and they were more concerned about the impacts of tourism on the provision of community emergency services. The differences in responses between the older and younger population was minimal, therefore, the hypothesis for the study was rejected.

The study by Walpole and Good (2001) found that demographics are a factor within the local communities surrounding Komodo National Park. Local people were found to adhere more to traditional gender employment roles which had an effect on their opinions and attitudes towards tourism development and protected areas. The study by Leeworthy et al found that demographics often play a factor in determining whether or not an individual will participate in a survey or questionnaire and that this bias is often a serious concern, as it skews the results of the study.

Canosa, Brown, and Bassan (2001) found that the older age group (16-19 years) had a higher contact level with tourists than the younger age group; there is a change in the young residents' lifestyle when tourists arrive in the summer and only half of these residents view this change as positive; most residents enjoy meeting tourists but most residents also believe that existing community relationships are disrupted by tourists; the 16-19 year-old girls were found to have the strongest desire to leave the community as a result of tourism; and that the main reason for wanting to leave the community was the opportunity to be employed in an industry other than tourism.

Williams et. al (1992) examined data from the four wilderness areas and found that they showed that high place attachment and wilderness attachment were associated with previous visits, a setting focus (not just group or activity focus), rural residency, visits done alone, visits on weekends, hunting done in the area, and sensitivity to the site impacts and horse encounters. A lack of non-wilderness substitutes and lower income and education are associated with higher attachment to place. Association with conservation groups, participation in wilderness studies, preferences for longer visits, sensitivity to sight and sound intrusions and hiker encounters also are factors in high wilderness attachment.

In Rauwald and Moore (2002) the results of the study showed that indeed, students from the Dominican Republic had stronger environmental views than the Americans. The study also revealed that gender and again, country of origin, can cause differing degrees of strength and portrayal of environmental attitudes. The study by Medeiros de Araujo and Bramwell (2002) found that sustainable development is a common vision among the majority of the people questioned.

In Bertolas (1998) the residents of all three communities demonstrated both shared and unique perceptions and cultural conceptions of wilderness. Both non-native groups perceived and described wilderness abstractly. Their overall depictions of wilderness focused on its global functions and not its personal relevance to their everyday lives. Continuing exploration and the discussion of wilderness issues is of paramount importance because difficult decisions will have to be made in the future.

Validity and Reliability of Survey Findings

The large majority of the studies reviewed demonstrated that their results were valid and reliable. The reliability of any of the aforementioned studies can be tested through replication. One useful technique may be to repeat any of the studies in the same area using different data collection methods or by using the same data collection methods and performing the study in a different, but similar, area (ex: it would not be useful to take Tomljenovic and Faulkner's (2000) study of the Gold Coast in Australia and attempt to apply it to a specific region in a developing country because demographics would play a vastly different role in responses). Another way the reliability of the above mentioned studies could be tested is through a more extensive literature review. Finding similar studies with results that back-up the findings of the studies found in this literature review would validate these studies further. In addition, a third way the validity and reliability of these studies can be tested is through follow-up studies. After a pre-determined amount of time the studies could be performed again to compare the new results to that of the previous study. This may show what, if any, factors or opinions changed in each area.

The study by Smith and Kvannich seemed to be conducted in a logical manner. Although it is possible that the results may un-replicable because the tourism related questions analyzed were

questions from a larger survey conducted by Smith and Kvannich on community social change. This may have skewed the data results because the four communities were chosen because of their varying dependence on tourism. This study was limited because the analysis was derived from a larger study of community social change that was not specifically designed to evaluate tourism attitudes and issues. Furthermore, it was based on a smaller number of communities that were not chosen at random and therefore may carry some biases.

Lawson and Williams (2001) study could easily be replicated in another Western tourism-oriented area, and can therefore be found to be reliable. Although, in future studies the various methods they use in reaching their final results may potentially be shortened. They suggest that in order to ensure reliability, further research in this area should be conducted, taking into account the cited value-based approach when modeling resident's opinions and perceptions of tourism. Also, it is important to note that the locations chosen in New Zealand with the most tourism activity also have above average proportion of residents who are least positive about the tourism industry. They compare this to such an area where there is a high proportion of industrial activity to residents concern over levels of pollution. Potentially to get a completely accurate measure of resident's perception pre-tourism development, it may be important to study an area where tourism has had little or no presence in the past.

According to the literature, the findings of Teye et. al (2002) from the regression models indicate that the findings are statistically significant, and can therefore be considered valid and reliable. The models constructed in the study done by Gursoy et. al. (2002) are all based on findings of previous studies and are consistent with findings in the literature related to this area. Both results from Teye et. al (2002), and Gursoy et. al. (2002) are consistent with results from similar testing done

in the same area. The results can be compared with those of similarly conducted tests. Lawton and Weaver (2001) study findings match similar reviewed studies; this implies that the study is both valid and reliable. However, there is one fault of this study; it was only conducted in one area. This factor suggests that the study might not be as reliable as some other studies.

The findings from Metha and Kellert (1998) match published and unpublished records from past projects. In their study current policies, programs and management issues were reviewed and their results seem to be logical in this regard. One issue of the study on residents perceptions conducted in Nepal is that the results may not be able to be duplicated or compared to other parts of the world. The study is very focussed on Nepal, a non-Western non-First World country.

One possible weakness of the study by Rauwald and Moore (2002) is that the combination of Kellert's typology and the NEP predicts support more easily in the United States as opposed to developing countries such as the Dominican Republic or Trinidad and Tobago. A second weakness was that the studies lost full meaning of questions when translated from English to Spanish, and vice versa. Finally, this study used college students as respondents to questionnaires. In developing countries, these students are not an accurate representation of the country as a whole since they are the minority. Generally, education is minimal in developing countries; literacy and comprehension tend to be relatively low. The researchers suggest that perhaps more environmental attitudes and values need to be incorporated into a study for further insight.

As with Rauwald and Moore's (2002) study, the limitations of Bertolas (1998) study influence its validity and reliability. First, the response rates are not as high as might be expected. Second, people who are illiterate in either English or French are excluded from the questionnaires and

interviews. Also, the absence of a questionnaire translated into the Cree language is a tremendous shortcoming. To test the reliability and validity of the study, the process should be repeated with adaptations that include responses from people that are unable to read or write in any language, and have questionnaires translated into all potential languages and dialects of the areas.

Finally, Nepal and Weber (1995) study may provide useful information on developing a realistic and problem-solving approach to planning and management of protected areas. Reliability can be evaluated by conducting a similar study in another area. Further research was not alluded to by the authors. Yet Williams et al (1992) point out that "much remains to be done to understand and measure the meaning of places". The sample size and quality of this study make it very reliable. The authors did not include any validating comments.

Summary

Many of the results of the studies found here were noted to be consistent with previous research. First of all, as a general statement, a number of the studies found that demographic characteristics play a role in determining resident's attitudes towards tourism development. Different demographic characteristics will have different effects on attitudes (ex: generally, residents directly employed in the tourism industry will be more favourable towards tourism development and residents who have stronger ties to their community will be more negatively disposed towards tourism development). A large number of studies identified very useful variables such as place attachment, length of residency, property ownership, that can influence resident's opinion and perceptions of, and attitudes towards conservation, wilderness, and tourism development. To find out how these results compare to other relevant studies would involve a deeper analysis and

literature review of the role demographics, and many other identified variables, play in determining resident's attitudes, opinions and perceptions of tourism development.

In conclusion, between the many articles discussed, many relationships exist. To name a few, Eiser (1994) and Alcock et al (1992) discussed the effects of subjective norms on attitudes, pointing out that social pressures exist and exert a force on attitudes. They also noted that attitudes may not be expressed directly in actions. Also, the research methods and analytical tools were similar throughout all the articles examined. These included the use of surveys, self-administered questionnaires and personal interviews, employing Likert, Anchor or semantic difference scales, and using ANOVA, SPSS, and VARIMAX statistics to measure relationships. Additionally, attitudes and perceptions were shown to relate to personal beliefs or values. Bertolas (1998) found that attitudes were closely linked with beliefs, these supporting theoretical claims discussed by Alcock et al (1992). Translation issues were apparent in two of the studies. Bertolas (1998) mentioned issues of translation between Cree languages, French and English. Likewise, Rauwald and Moore (2002) mentioned that meanings were lost in translation between English and Spanish, and visa versa. Lastly, Nepal and Weber (1995) revealed some aspects of place dependence and place attachment in their studies. Dependency on the park was a factor that also relates to the Williams et al (1992) study of attachment to place in parks of the USA.

Although the study of attitudes, perceptions and opinions is indeed complex, both in general and in relation to tourism development studies, the information and knowledge that can be gained through surveys of resident populations is of great value. It provides a broader basis for understanding recreation and tourism research beyond economic and environmental issues, to include a sociological perspective. Researchers can utilize the understanding of attitude formation

to assist them in achieving increased validity and reliability in their research processes and results. However, because complex relationships exist between attitudes, perceptions, values and behaviours, continuing research is essential in this area to further our understanding.

STUDY AREA

Biophysical Characteristics

The Valemount town site (see Appendix A) is located on a sloping plateau in the Rocky Mountain trench occupying a narrow valley at the confluence the Rocky, Monashee and Cariboo mountain ranges in the central interior region of British Columbia (Village of Valemount, 2001). Valemount is located on Highway 93, just south of the Yellowhead Pass where Highway 16 crosses the Rocky Mountains. Valemount is 320 km North of Kamloops, 300 km East of Prince George, 465 km West of Edmonton, 120 km South of Jasper and 675 km south to Vancouver. All access roads to the town are by paved, two lane highways, but are often blocked by snow in the winter (Village of Valemount, 2001).

The Robson Valley Forest District encompasses the Valemount town site and displays typical characteristics of the region. The mountain portions of the Forest District are composed of grassy meadows, fluvial, moraine, and lacustrine sand and gravel deposits, extensive wetlands and thick brush (Village of Valemount, 2001). At higher elevations cedar (*T. plicata*), Western Hemlock (*T. heterophylla*), Jackpine (*P. contorta* var. *latifolia*), Sub-Alpine Fir (*A. lasiocarpa*), Engelmann spruce (*P. engelmannii*), Interior Douglas fir (*P. menziesii*) and Trembling Aspen (*P. tremuloides*) dominate the forest. The trees range in height from 10 to 20 meters. Above the timber line, around 2,000 meters, alpine ecosystems are prevalent, with herb, shrub, and lichen communities. The forested regions show the effects of a forest fire from the 1970s and logging is now removing further trees from the landscape (Village of Valemount, 2001).

Animal species common in the Valemount area are mule deer, elk, moose, hoary marmot, grizzly and black bears, Columbian ground squirrels, blue grouse, and Stellar's jay. There is a bird

sanctuary adjacent to the town, and there are no known rare or endangered plants or animal species found in the Robson Valley Forest District (Village of Valemount, 2001).

The climate of Valemount is characteristic of Western sloped localities. The prevailing winds are generally Northwest or Southeast, following the line of the Rocky Mountains (Village of Valemount, 2001). Summer temperatures range from 10°C to 30°C. In the winter, temperatures range between -30°C to +5°C. The average rainfall for the Valemount area is approximately 41 cm, and the snowfall is approximately 218 cm. The snowfall tends to be greater at higher elevations. Because of the convoluted arrangement of the Coast and Rocky Mountains, the Valemount region is typified by rain shadows and wet belts, often in close proximity to one another, resulting in complex and variable climates and ecosystems (Village of Valemount, 2001).

Canoe Mountain, the site for the development of a gondola lift and ski runs, is located 10 km South of Valemount (Village of Valemount, 2001). The mountain, with an elevation of 2,640 meters, receives approximately 380 cm of snow in the winter, ideal for skiing and snowmobiling activities. The mountain is visible from the town site, and there are concerns that the development of a gondola lift and ski runs will distract from the aesthetic values of the mountain face (Village of Valemount, 2001).

Valemount has natural features such as diverse wetlands, extensive forest cover and a variety of wildlife species that make it appealing to tourism development (Village of Valemount, 2001). The climate is favourable for winter and summer sports, including adequate snowfall in the winter, and fairly dry summers. Access by highway is reasonably available from major population centres in BC

and Alberta. The biophysical characteristics of Valemount suggest that the region will respond to increased tourism in much the same manner as Banff and Jasper have.

Socio-demographic Characteristics

There is a total population of 1,195 people living in Valemount (Statistics Canada, 2001). 615 are male and 580 are female. The age characteristics of the population are as follows: 365 people between the ages of 0-19 (185 male and 165 female); 705 people between the ages of 20-64 (360 male and 345 female); 125 people are over age 65 (60 male and 65 female) (Statistics Canada, 2001). The predominant language spoken in Valemount is English. There are 85 other languages spoken and understood in Valemount (Statistics Canada, 2001).

In Valemount, the length of residency varies. Of the total number of residents, close to 90 percent have lived in Valemount for 5 years or greater (of this number, 565 were male and 515 were female) (Statistics Canada, 2001). The proportion of Canadian born population is 90 percent. (Statistics Canada, 2001). The population of Valemount consists of all permanent residents.

The education level in Valemount is very diverse. Only 65 people 15 years and older attend school full time (15 males and 45 females) (Statistics Canada, 2001). Only 32.6 percent of populations between ages 20-34 have high school diploma while 51.2 percent of residents between the ages of 20-34 have less than a high school diploma (Statistics Canada, 2001). 11.6 percent of the population between the ages of 20-34 have a trade certificate or diploma and only 4.7 percent of total population between the ages of 20-34 have a college certificate or diploma (Statistics Canada, 2001).

The average earnings for people who work full time are \$33,001; the average earnings for males are \$41,572 and the average earnings for females are \$24,263 (Statistics Canada, 2001). 825 people reported participating in hours of unpaid work (volunteer hours). Residents of Valemount hold various occupations. There are 655 people who are currently employed in various sectors which include agriculture and other resource-based industries, manufacturing and construction industries, wholesale and retail trade, finance and real estate, health and education, business services, and other services (Statistics Canada, 2001). A total of 110 people are occupied in management positions, 55 people are employed in business, finance and administration occupations, and 10 people are engaged in natural and applied sciences and related occupations (Statistics Canada, 2001). In addition, there are 10 people involved in art, cultural, recreation, and sport jobs, 225 people work in sales and services occupations, 135 are engaged in trades, transports, and equipment operators occupations, 55 people participate in the primary industry, 50 people work in processing, manufacturing and utilities occupations (Statistics Canada, 2001).

There are a total of 480 private households in Valemount; 135 of these households consist of a couple (married or common-law) with children, 150 of these households consist of a couple (married or common-law) without children, 110 of these households are 'one-person' households, and the other 85 fall into miscellaneous categories (Statistics Canada, 2001). The median household income in Valemount is \$36,192; the median household income for one-person households is \$16,900 and for two-or-more person households the median income is \$45,079 (Statistics Canada, 2001). The total number of dwellings in Valemount is 480; 395 of them are owned dwellings and 85 of them are rented dwellings (Statistics Canada, 2001). The average value of a dwelling in Valemount is \$90,399, and the average monthly payment for rented dwelling is \$451 (Statistics Canada, 2001).

Indicators of Tourism Development

Tourism indicators can be described as characteristics that show that the Village of Valemount is currently involved in tourism or preparing to expand their tourism opportunities (Village of Valemount, 2001). Existing facilities and buildings such as hotels are examples of such tourism indicators. The residents of Valemount are aware that they are in a prime position and location to become a large tourist destination and it is apparent that Valemount is preparing to embrace the tourism industry in a large way. Proof of this is evident in many ways including: the numbers of studies that have been done on Valemount, new investments in the expansion of numerous large hotels, the plans for two large resorts, the mission statement of the Valemount Economic Development Commission, infrastructure improvements, and the numbers of people employed in the tourism sector (Village of Valemount, 2001).

In Valemount, tourism is a growing industry and it may hold the best opportunity for a successful future if developed properly and with adequate attention to resident concern. Positioned along a main tourism corridor, a world heritage site (Mount Robson Park), and a national park (Jasper National Park), Valemount has a competitive advantage in the tourism sector (Village of Valemount, 2001). Recent trends towards development and interest in eco-tourism, outdoor adventure travel, and a general diversion to activities with an element of environmental awareness bode well for Valemount and the surrounding area (Village of Valemount, 2001).

The mission of the Valemount Economic Development Commission (VEDC) is: "to secure Valemount and the area's future by encouraging the economic development of the area from

Alberta to Small River. [The commission will] promote diversification of the economy through the development of complimentary industry and tourism, and through the continued support of established business in an effort to enhance the quality of life of the community," (Village of Valemount, 2001, p. 6).

The existing indicators of tourism development are as follows. With respect to infrastructure, there has been

- Over \$1,000,000 in new street pavement,
- Over \$500,000 in new water lines and intake improvements,
- Over \$200,000 in new sewer lines and sewer plant improvements,
- Over \$100,000 in Village Office and Community Hall improvements,
- Over \$100,000 in parks and beautification improvements, and
- \$130,000 in improvements to Valemount airport

(Village of Valemount, 2001, p. 5).

These infrastructure improvements have helped to make Valemount a more visitor-friendly and attractive place to visit. Because of such improvements, visitors who may have only stopped briefly in Valemount for gas and food may now be more inclined to prolong their stay and experience what the town has to offer.

More recent tourism-related investments in Valemount include:

- Upgrade and expansion of the Holiday Inn (approximately \$5 million),
- Upgrade and expansion of the Best Western (approximately \$3 million),
- Improvements to the Caribou Grill Restaurant (approximately \$1.5 million)

(Village of Valemount, 2001, p. 5).

These developments will help to increase the appeal of Valemount even further and will help to increase tourist numbers in future years. Having adequate accommodation is especially important in order to house increasing tourist numbers during the peak season.

METHODOLOGY

The methodology for this research project followed a multiphase approach, as utilized by Mason (2000). This approach consisted of a literature review, a questionnaire, survey sample design, a pre-test and community hall meeting. A proposal was put forward to the UNBC ethics board, which was processed and accepted. This is a part of the research ethics review requirement for UNBC.

A lack of baseline data for communities undergoing tourism development is an area within the field of tourism research that has received little or no attention. This lack of pre-tourism data has made monitoring tourism a reactive rather than pro-active process. Recognizing this need, this research project seeks to gauge the community's attitudes before major developments occur, which could be used to monitor future changes.

Three data collection instruments were utilized for this study. The first, a binder (Valemount BC, 2001) filled with articles and issues relating to Valemount and its tourism industry, was a source of secondary data. The second, a community hall meeting, was held in order to generate qualitative data. The third, a questionnaire survey, was used to produce quantitative data.

A literature review was conducted relating to demographics, past attitudes research, place attachment and resident attitudes toward tourism development. The literature review was examined in order to define key variables for the research project. A list of variables was compiled, critiqued, and revised (See Appendix B, Table 1). These key variables were used to

generate a list of potential hypotheses that were then screened and those most relevant to our study were selected (See Appendix B, Table 2). A set of questions were produced in order to test the hypotheses. A final critique of the questions, their wording and relevance to the study, was conducted. The questions were then arranged into a logical order, starting with demographics, followed by community attachment and community satisfaction questions, and finished with open ended questions. Within the demographic section of the questionnaire, two questions raised in the literature review were addressed. Adding gender as a variable addressed the question of whether gender affected attitudes; political affiliation was of interest in relationship to attitudes. Once the questionnaires were completed, two pre-tests were conducted, affirming that the questions were clear and that the questionnaire made sense.

The questionnaire consisted of “yes” or “no” response questions, closed-ended questions, five-point Likert scale questions (“strongly disagree” to “strongly agree”), and open-ended questions. Several closed-ended demographic questions simply required the respondent to check the box regarding their political affiliation or income, for example. Some questions required written answers, such as the question on ethnic background: “Were you born in Canada? If other, please specify”. The five-point Likert scale was used in order to go beyond “yes”, “no” or “don’t know” answers to gauge the weight of the respondents’ attitude from “strongly agree” to “strongly disagree” (See Appendix C for questionnaire).

Because the Village of Valemount has been surveyed very frequently, the manner in which this study approached the respondents was a critical aspect of the field research. A formal letter was addressed to each household within the study area (boundaries of Valemount) describing the nature (class project) and relevance of the study. Two newspaper advertisements were placed in

local newspapers, namely The Robson Times and The Valley Sentinel, to remind residents of the survey times and invite them to the community hall meeting. The radio and community television network also advertised the survey (See Appendix D for advertisements).

The sample period began at the town hall meeting starting at 2:00pm on Friday, October 17th, followed by door-to-door surveys that evening. Surveys were also conducted the next day, concluding at 4:00pm on Saturday, October 18th, 2003. The community hall meeting was held to gather qualitative data on community attitudes and give a public voice to residents. Everyone in the community was invited to attend. There were approximately 40 residents who attended the meeting. Each member of the research team addressed the community with one question from a series of 14 selected questions (See Appendix E). These questions were directly related to community attitudes toward the tourism development. Discussion of each question was encouraged. The answers given were recorded and compiled into a list (See Appendix E).

The researchers conducted a systematic random sample of the town by going door-to-door throughout the community. Every fourth house was approached, and if there was no answer, the researcher went to the next house. Respondents were either questioned directly by the researcher, or asked to fill out the questionnaire, which was later gathered. Some residents accepted mail back surveys if they did not have time to complete the survey during the sample period. Some storekeepers were surveyed at their work place.

Methods of Data Analysis:

The data from the surveys were coded and entered into the SPSS program under the question headings. A factor analysis of the data was run using the SPSS program, generating five main categories of attitude variables for testing. These factors have been further grouped together to

form one general attitudes category, called total attitudes, which is the average value of all five factors. Their values range from -1 to +1 (-1 negative, 0 indifferent, and +1 positive). Descriptive statistics were used to test these variables against the hypothesis for the demographic information and the community attachment components of the study.

The demographic information was analyzed using a two-tailed Pearson's bivariate correlation test to determine if there was a significant relationship between any of the individual demographic characteristics, resident satisfaction levels, and community attitudes towards tourism development. Community satisfaction questions were tested using descriptive statistics of mean, median, mode and standard deviation. A bivariate correlation was conducted to test the relationship between the level of satisfaction with the Village of Valemount and the five factor variables.

In order to test community members' attachment to place, basic descriptive statistics were applied to the data (mean, mode, SD) and then Pearson's bivariate correlation was used to test the relationships between categories. Length of residency, frequency of volunteering, property ownership, and number of family members in the community were the variables used to test place attachment. A formula was derived in order to determine if residents had high, medium, or low place attachment. The formula is:

$$\text{Community Attach} = \frac{\text{Property ownership} + \text{residency} + \text{relatives} + \text{volunteered}}{4}$$

Scores range between 0 to 1.

High level of attachment = > 0.7
Medium level of attachment = > 0.4 and < 0.7
Low level of attachment = < 0.4

Based on this analysis, residents were placed in categories of high, medium, or low place attachment, based on their respective scores (0-1.0).

To analyze the data relating to tourist behaviours among residents, a cross analysis of the resident attitudes categories (positive, neutral, and negative) was conducted, using the means of travel enjoyment, travel frequency, distance traveled, number of places traveled, number of nights stayed, and travel satisfaction. Other analysis was conducted to find frequencies using the descriptive statistics function.

The community meeting notes, which were recorded by the research team, were compiled into one set (See Appendix E). The information was not analyzed to produce a specific output but rather to add additional support or information to the discussion of results. The answers to the open ended questions were gathered from the initial 69 surveys that were completed from the research in Valemount. The frequencies of the answers were tabulated and, when applicable, similar answers were grouped under descriptive headings. In order to produce descriptive charts, the answer frequencies were converted into percentages of the question total or heading total. Answers were placed into appropriate categories, depending on the interpretation of the answers. For example, some residents may have answered that "natural beauty" was an asset for Valemount, where another resident may have responded in different terms, such as "pristine scenery". In this case, both respondents are saying the same thing, but are using different words.

DATA ANALYSIS

DEMOGRAPHICS

Demographic characteristics of Valemount were summarized using descriptive statistics. We performed a two-tailed Pearson's bivariate correlation test between each demographic characteristic and total attitude towards tourism development to determine whether or not there was a relationship between the individual demographic characteristics and community attitudes towards tourism development. Results showed that there is no significant relationship between any other the demographic characteristics of respondents and their attitudes towards tourism development in Valemount. That is, demographic characteristics have no effect on attitudes towards tourism development. Our null hypothesis is accepted.

It is worth noting, however, that there was a slight negative relationship between a few of the demographic characteristics (length of residency, residency of family members, number of family members in the community, volunteering, and number of volunteer hours) and attitudes, but that this relationship is not statistically significant. Respondent's length of residency, whether or not they had relatives living in town, the number of relatives a respondent had living in town, whether or not the respondent volunteers within the community, and the number of hours spent volunteering in the community affected their attitudes towards tourism development. In the case of these variables, the longer the respondent has resided in Valemount, the more relatives they had in town, and the more hours they spent volunteering in community events resulted in a slightly more negative attitude towards tourism development.

Gender

The majority of the respondents of our survey were female. While it was not a large margin of difference, there were 48 female respondents (56.5 %) and 37 males (43.5%) (Figure 1). A two-tailed Pearson's bivariate correlation test revealed no significant relationship between gender and total attitudes towards tourism development (0.77).

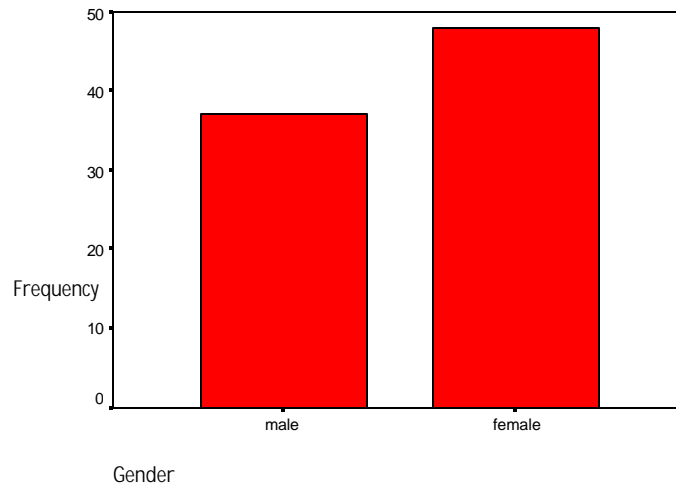


Figure 1: Division of gender among residents.

Age

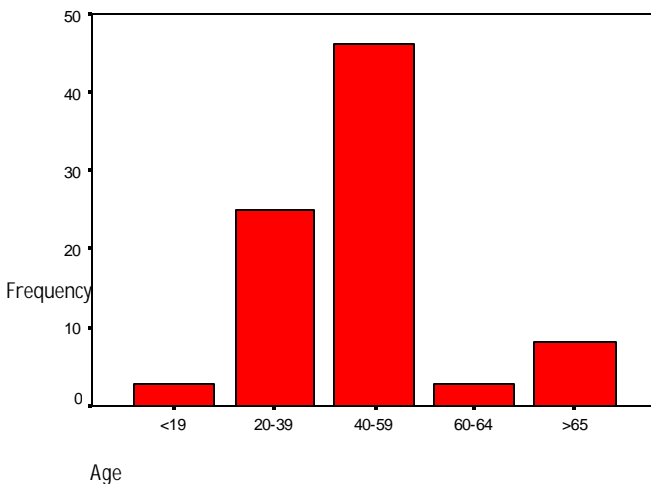


Figure 2: Division of age among residents.

Over half of the respondents were in the 40-59 years of age age-bracket (Figure 2). In total, there were 46 respondents (54.1%) between the age of 40 and 59, with the next largest number of residents falling in the age bracket of 20-39 years (25 respondents reflecting 29.4% of the total number of respondents) in this range. Only eight respondents fell in

the over 65 category (9.4%), with the remaining two age brackets (under 19 and 60-64) each containing three respondents (3.5%).

A two-tailed Pearson's bivariate correlation test revealed no significant relationship between age and total attitudes towards tourism development (-0.140).

Birthplace

Almost the entire sample population was born in Canada: 77 of the 85 respondents (90.6%). The remaining eight people were born in various regions of the world, all residing from different areas. Some responses were confusing in that respondents did not fully follow the instructions of the survey. Some respondents stated that they were from somewhere other than Canada and declared this place as Toronto, which falls into one of our categories. For the purpose of this study, the answers will be written out as given by the residents. Each of the following places named had 1 person (1.2%) state this as their birthplace. The places include: Germany, Italy, New York, Switzerland (written as two different categories), Toronto, the UK, and the US.

Cultural Background

83.3% of Valemount residents stated that their cultural background was Canadian. The remaining population claimed cultural backgrounds of Aboriginal, American, Finish, German, Irish, Italian, Scottish, Swiss and Ukrainian. These smaller groups make up 1-2.5% of the survey each.

Education Level

The educational background of Valemount is as follows: primary education graduates make up 2.4%, secondary education graduates make up 49.9%, college graduates make up 32.9%, university graduates make up 14.1%, and technical and trade graduates

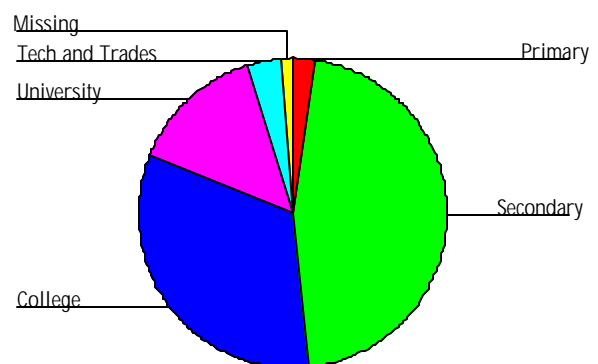


Figure 3: Level of education among residents.

make up 3.5% of our respondents (Figure 3).

A two-tailed Pearson's bivariate correlation test revealed no significant relationship between level of education and total attitudes towards tourism development (0.30).

Employment Status and Employment Sectors

Respondents of our survey are employed in many different sectors (Figure 4). Out of the 78 people who answered this question, 17.9% stated they were employed in the tourism sector, 15.4% stated they were employed in the forestry sector, 15.4% stated they were self-employed, 9% of respondents were employed in the commercial job sector, 7.7% were employed in government, 2.6% were employed in agriculture, and 1.3% were employed in miscellaneous other sectors.

The employment status of respondents varies greatly. 46.8% of respondents claim they have been employed in full-time jobs for over 5 years, 11.7% of respondents claim they have been employed in full time jobs for less than 5 years, 6.5% of respondents state they are employed in part time jobs, 9.1% of respondents state they are employed seasonally, 5.8% claim they are employed occasional 5.8%, and 20.8% of respondents claim they are unemployed.

2.6% of Valemount residents claim that they have family members that are employed in the tourism industry while 77.4% of respondents do not. A two-tailed Pearson's bivariate correlation test revealed no significant relationship between employment status and total attitudes towards tourism development (-0.044).

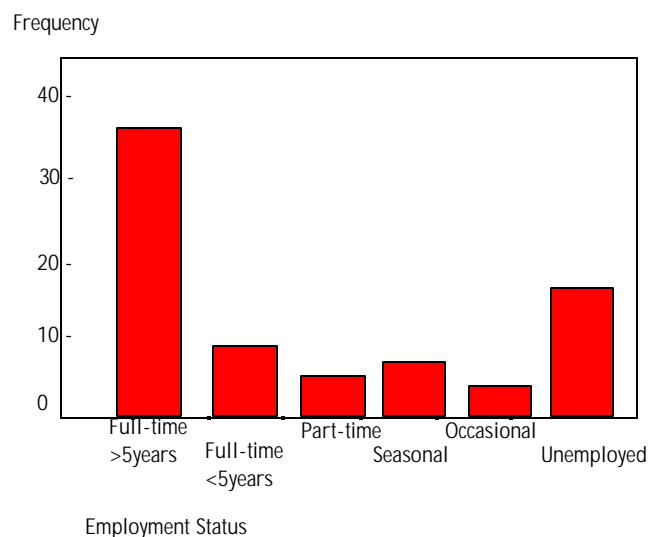


Figure 4: Employment status among residents.

Household Income

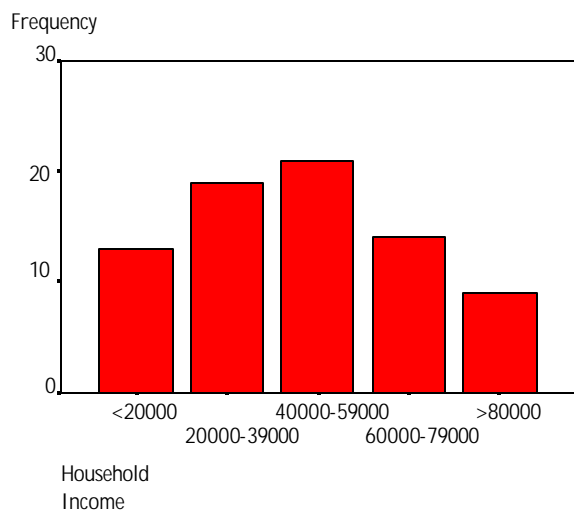


Figure 5: Household income among residents.

The household income of respondents was well distributed. Of the people surveyed, 17.1% had a household income of less than \$20,000 per annum, 25% had a household income between \$20,000 and \$39,000, 27.6% had a household income of between \$40,000 and \$59,000, 18.4% had a household income of between \$60,000 and \$79,000, and 11.8% of people had a household income of greater than \$80,000 (Figure 5).

A two-tailed Pearson's bivariate correlation test revealed no significant relationship between household income and total attitudes towards tourism development (0.181).

Economic Status of the Village of Valemout

Our survey showed that 61.4% of Valemout residents believe the economy of the village is declining, while 21.2% believe it is improving. 16.5% of residents believe the economy is the same as it had been in the past. A two-tailed Pearson's bivariate correlation test revealed no significant relationship between the perceived economic status of Valemout and total attitudes towards tourism development (-0.191).

Property Ownership

79.8% of respondents own their property while only 17.9% of respondents rent their property. In addition, 1.2% of respondents live in the property that is provided by their employer, and another 1.2% describes themselves as property managers. A two-tailed Pearson's bivariate correlation test

revealed no significant relationship between property ownership and total attitudes towards tourism development (-0.117).

Length of Residency

51.8% respondents have lived in Valemount more than 15 years, 10.6% of respondents have lived there for between 10 and 14 years, 12.9% of respondents have lived there for between 6 and 9 years, 10.6% of respondents have lived there for between 3 and 5 years, and 14.1% of respondents have lived there for less than 2 years. Respondent's length of residency has a slightly negative relationship with their total attitudes towards tourism development. Though this relationship is not significant, a two-tailed Pearson's bivariate correlation test shows a relationship of -0.300, indicating that the longer a respondent has lived in Valemount, the more likely their attitudes towards tourism development will be negative.

Residency of Family Members

Most of the respondents claim they have immediate relatives living in Valemount. Forty-six respondents (54.1%) answered *yes* to question 13 and 38 (44.7%) answered *no*. Only one person (1.2%) did not answer the question. Of the 46 people who stated they had relatives in the area, 25 respondents (29.4%) stated they had between 1 and 3 relatives, 5 respondents (5.9%) stated they had between 4-6 relatives, 5 respondents (5.9%) stated they had between 7-9 relatives, and 11 respondents (12.9%) stated they had greater than 10 relatives living in Valemount. Residency of family members and number of family members in Valemount had a slightly negative relationship with their attitudes towards tourism development. Though the relationships between having family members in town and attitudes towards tourism development, and the number of family members in town and attitudes towards tourism development were not significant, a two-tailed Pearson's bivariate correlation test revealed a relationship of -0.359 and -0.315 respectively. This indicates

that as the number of family members in town increases, a respondent is more likely to have a negative attitude towards tourism development.

Volunteering

Most of the respondents state that they have volunteered in community events. Sixty-three respondents (74.1%) answered *yes* to question 14, and 19 respondents answered *no* (22.4%). Three respondents (3.5%) left this question blank. Of the people who volunteered and answered the question regarding number of hours they spent volunteering, 28 respondents (32.9%) stated they volunteered rarely, 23 (27.1%) stated they volunteered occasionally, and 13 (15.3%) stated they volunteered regularly. Of the 63 respondents who admitted to volunteering, 21 (24.7%) did not answer the question regarding number of volunteer hours. Whether or not a respondent spent time volunteering in the community and the number of hours spent volunteering both had a slightly negative relationship with attitudes towards tourism development. Though this relationship was not significant, a two-tailed Pearson's bivariate correlation test revealed a relationship of -0.250 and -0.224 respectively. This indicates that as the amount of volunteering in the community increases, an individual's attitude towards tourism development becomes more negative.

COMMUNITY ATTACHMENT

Place dependence and place identity are two important theories branching from attachment to place research. As Tuan (1977) states:

Sense of place is a theory that seeks to describe the emotional or affective bond that an individual has for a particular area. What initially originates as undifferentiated space becomes place as we get to know it and endow it with value. (Tuan, 1977 p.6, in Williams et al. 1992)

Similarly, place dependence has been defined by Stokols and Shumaker (1981) as a form of attachment associated with the potential of one place to meet the needs of an individual better than other currently available settings. This is based on the perception that no other place could be as great for a particular activity, attributing a uniqueness quality to the place (Williams et al. 1992).

Place attachment, as found in the literature, depends on many variables. The variables used in the analysis of place attachment, in this study referred to as community attachment, include: length of residency, participation in volunteer activities, property ownership, and number of family members in the community. Community attachment in Valemount was compared with other variables to see if there were any relationships. Out of the 85 community members surveyed, 29 (34%) had high place attachment, 38 (45%) had medium place attachment, and 18 (21%) had low place attachment. Once this was calculated, values were assigned to the resulting numbers. See Table 1 for a summary of calculated place attachment values.

Table 1: Summary of Calculated Place Attachment Values

Community Attachment	Range of Values	Lowest Calculated Value	Highest Calculated Value
Low	0 to 0.4	0.18	0.35
Medium	0.45 to 0.65	0.45	0.65
High	0.7 to 1.0	0.7	1.0

In general, people with a higher place attachment were less likely to support tourism development in Valemount. People with higher place attachment were also less likely to be satisfied with the proposed tourism development in general. Correlation between community attachment and future development can be seen in Figure 6.

As community attachment increases, positive attitude towards future tourism development decreases. Therefore, the more attached a resident is to his or her community, the more negatively they will view potential development. In general, the attitudes toward the proposed development were positive; however, there were many community members with reservations.

Overall, the community members seem to be very

This may be a result of broken promises from previous developers and the fact that the community is worried about their small town turning into something similar to Jasper, Banff, or Whistler. The community members felt that slow progression in development was ideal. It should also be noted that although community members generally have medium to high place attachment, there is still no sense of community. One resident at the town hall meeting commented on the overall feeling of community within Valemout by mentioning that Valemout was a town, not a community.

There was also a very strong correlation between general values or attitudes and attitudes toward future tourism. This may mean that people with stronger attitudes in general may feel more strongly about the proposed tourism development. Overall, 47 (57%) of community members were satisfied with the proposed tourism development, while 23 (28%) were neutral, and 13 (15%) were opposed. On the basis of the collected data, we accept our hypothesis that community attachment will have an effect on attitudes towards tourism development.

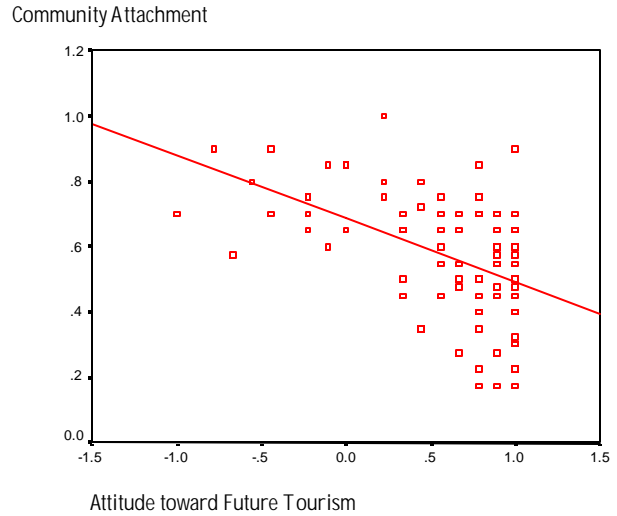


Figure 6: Level of Community Attachment versus Attitudes Toward Future Tourism

TRAVEL EXPERIENCE

This study proposed that residents' travel enjoyment and travel characteristics would have a direct effect on their attitudes towards tourism development. Our research, however, did not support nor disprove this proposition. The following data will illustrate the travel characteristics data and outline the significant findings.

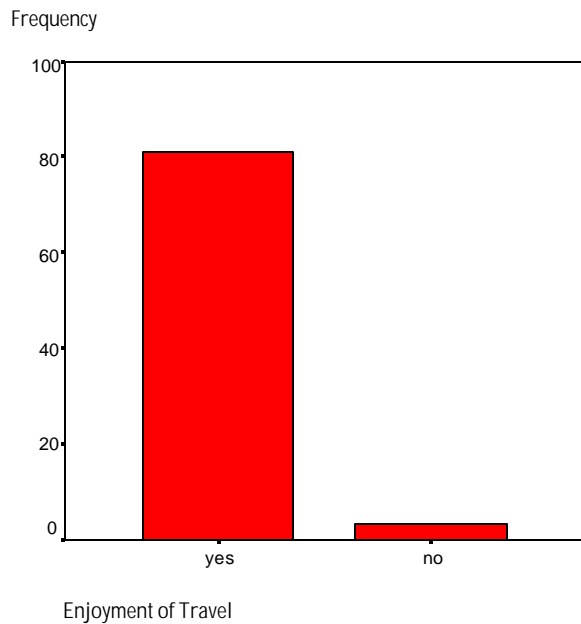


Figure 7: Enjoyment of travel among residents.

The majority of respondents (64.6%) traveled to between 1 and 6 destinations in 2002, while 10 of the 82 respondents (12.2%) did not travel anywhere in 2002.

The data gathered from the travel frequencies in the last five years question supports the notion that Valemount

Figure 7 displays some data that was to be expected, not just of residents in a small mountain community, but any community. Valemount residents enjoy traveling. Approximately 96.4% of the 84 respondents enjoyed traveling, which is a fairly significant result.

Upon examining the number of places Valemount residents traveled to in 2002, it became evident that these people either do not travel very often, or travel to the same destinations.

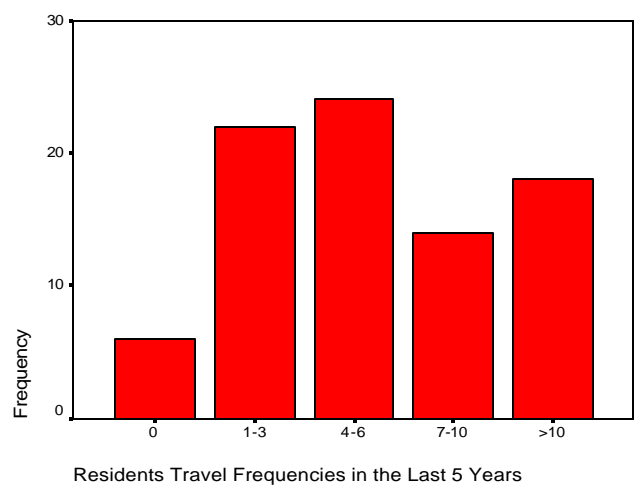
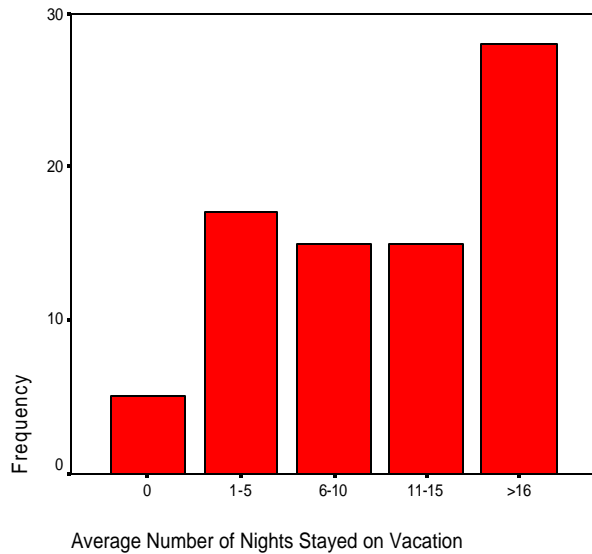


Figure 8: Residents Travel Frequencies for the Last Five Years

residents do not travel very often. Figure 8 outlines these findings by showing that 61.9% of the respondents had a travel frequency of less than six in the past five years. Also shown is that 18 of the 84 respondents (21.2%) traveled more than 10 times in the past five years.

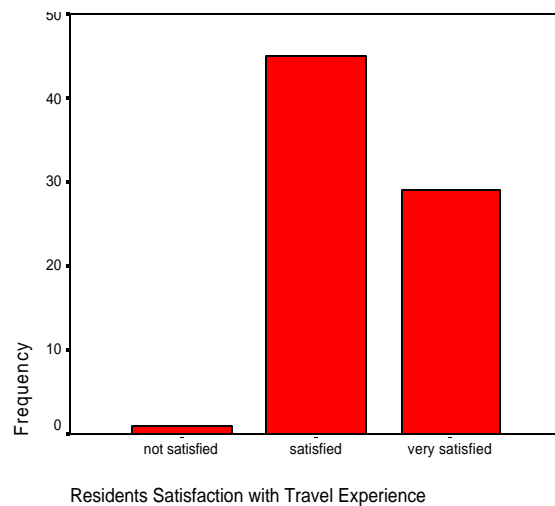
We then looked at the average number of nights stayed on vacation and found that 35% of the 80 respondents stayed longer than 16 days on vacation (See Figure 9). This was a significant jump from the previous three categories where there was a fairly even dispersion of nights stayed among residents between 1 and 15 nights stayed (58.9%). These categories (1-5, 6-10, 11-15) had an average frequency of 15.7 respondents.

Figure 9: Average Number of Nights Stayed on Vacation



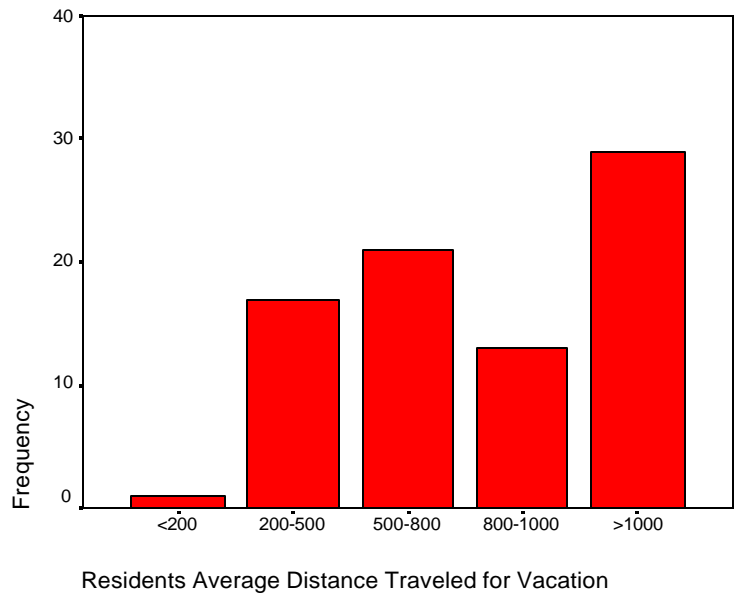
When residents were asked about their level of satisfaction in travel experience, 98.7% of the respondents were satisfied, and 38.7% of these people were very satisfied (Figure 10). It was interesting to find that such a small percentage of the respondents were not satisfied with their travel experience (1.3% or 1 respondent).

Figure 10: Residents Satisfaction with Travel Experience



A somewhat significant point that came out of this research is that in general, Valemount residents do not travel very far for vacation. It was found that 80% of the survey population (68 respondents) traveled between 800 and 1000 km on average for vacations, while the remaining 20% (17 respondents) travel between 500 and 800 km (Figure 11).

Figure 11: Residents' Average Distance Traveled for Vacation



The majority of travel destinations are within British Columbia and Alberta (Figure 12), with focus mainly in Edmonton (22 respondents) and the Thompson-Okanagan region (31 respondents). For the remaining percentage of respondents (25%), the prairies, eastern Canada, the USA and international areas are typical destinations.

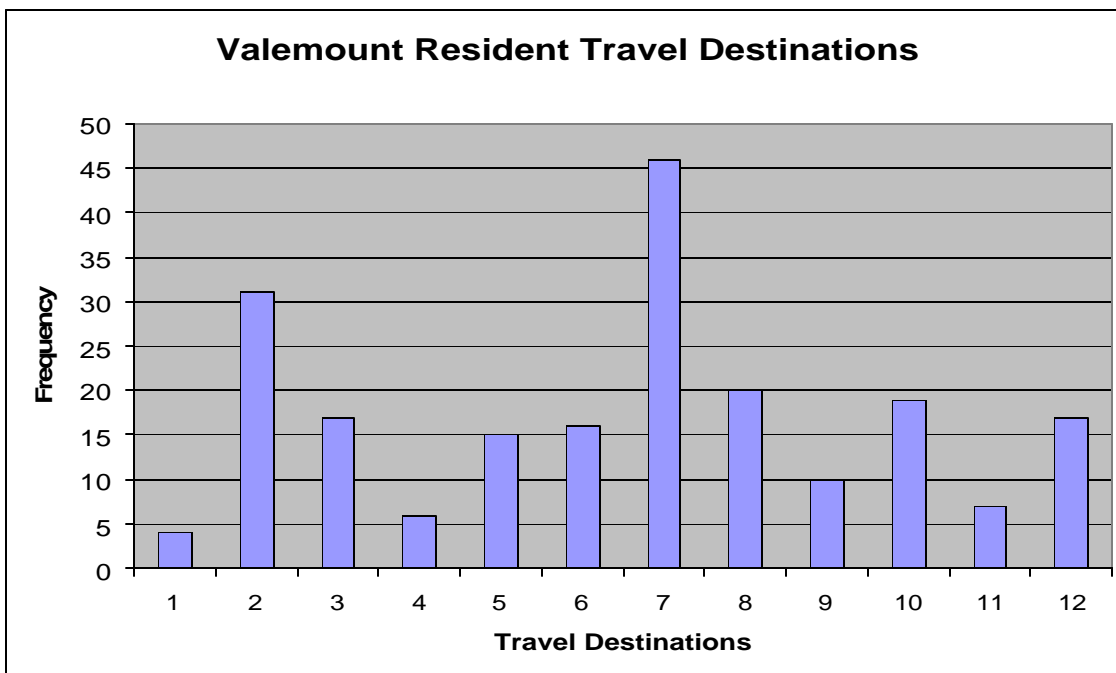


Figure 12: Valemount Resident Travel Destinations

Legend:	1- BC Rockies	7- Alberta: Edmonton and North
	2- Thompson-Okanagan	8- Alberta: South of Edmonton
	3- Vancouver Coast and Mountains	9- Prairies
	4- Cariboo and Chilcotin Coast	10- Eastern Canada
	5- Northern BC	11- USA
	6- The Islands	12- International

Again, this information makes clear the fact that residents of Valemount, on average, do not travel far for vacations. It should also be noted that respondents could give multiple responses to the question of travel destinations, which accounts for the inflated number of responses.

RESIDENTS' ATTITUDES TOWARD TOURISM

When trying to determine resident's attitudes towards current and future tourism development in Valemount, selected variables were taken from questions 25-28 in the survey. These variables were selected from a pilot factor analysis test, to determine which variable were significant for the study of resident's attitudes. All of the selected variables were then grouped together to make five overall attitudinal variables. The five factors selected are:

- A. Attitudes towards tourism-induced development from future opportunities
- B. Attitudes towards satisfaction from current opportunities
- C. Attitudes towards tourism-induced decreased access to recreation opportunities
- D. Attitudes towards tourism-induced increased cost of recreation opportunities
- E. Attitude towards tourism-induced environmental degradation

The results from these five factors were then averaged to determine overall resident attitudes.

Factor A is a function of the 9 questions from the survey that are related to attitudes towards future tourism developments:

- 1) Tourism will increase the quality of indoor recreation in Valemount
- 2) Tourism will increase the quality of outdoor recreation in Valemount

- 3) Tourism will increase recreational opportunities in Valemount
- 4) Tourism will increase business opportunities in Valemount
- 5) Tourism will increase social opportunities in Valemount
- 6) Tourism will increase educational opportunities in Valemount
- 7) I would like to see more tourism development in Valemount
- 8) I would like to see the number of tourists in Valemount double
- 9) I would like to see the number of tourists in Valemount triple

For each of the above variables, if the respondent answered 1 (strongly disagree), or 2 (disagree), the answer would be assigned a value of -1; if they answered 3 (neutral) the value assigned was 0; and if they answered 4 (agree), or 5 (strongly agree), the value assigned was +1. Values were then obtained from the above 9 variables (min -9, max +9), and this value was divided by 9 to come up with a value to classify attitudes. Using SPSS this was done for every respondent and an overall average attitude was created.

The overall mean for Factor A is 0.5673 and the standard deviation is 0.487 (Table 2). This shows that on average the residents of Valemount have an overall positive attitude towards future tourism-induced developments. These results show that the people in Valemount do in fact want more tourism development in their community in the future.

Factor B, attitudes toward satisfaction from current opportunities, was taken from five related questions from the survey:

- 1) I am satisfied with the current amount of shopping available in Valemount
- 2) I am satisfied with the current amount of community activities offered in Valemount
- 3) I am satisfied with the current available healthcare in Valemount
- 4) I am satisfied with the current available educational opportunities in Valemount
- 5) I am satisfied with the current economic status of Valemount

Table 2: Factor A* Results

Factor A	Mean	Standard Deviation	Frequency and Percent		
			Disagree (-1)	Neutral (0)	Agree (+1)
Increase Quality Indoor Recreation	0.306	0.8455	21 (24.7%)	17 (20%)	47 (55.3%)
Increase Quality Outdoor Recreation	0.694	0.6366	8 (9.4%)	10 (11.8%)	67 (78.8%)
Increase Recreational Opportunities	0.682	0.6213	7 (8.2%)	13 (15.3%)	65 (76.5%)
Increase Business Opportunities	0.835	0.4842	4 (4.7%)	6 (7.1%)	75 (88.2%)
Increase Social Opportunities	0.576	0.6792	9 (10.6%)	18 (21.2%)	58 (68.2%)
Increase Educational Opportunities	0.318	0.79	17 (20%)	24 (28.2%)	44 (51.8%)
More Tourism Development	0.765	0.5487	5 (5.9%)	10 (11.8%)	70 (82.4%)
Satisfied if # of Tourists Double	0.682	0.6585	9 (10.6%)	9 (10.6%)	67 (78.8%)
Satisfied if # of Tourists Triple	0.247	0.8578	23 (27.1%)	18 (21.2%)	44 (51.8%)

* Attitudes toward tourism-induced development from future opportunities

The respondent's answers were given similar values like that of Factor A. However the values were reversed. A value of -1 was given if they answered 4 or 5 (agree or strongly agree), and +1 if they answered 1 or 2 (disagree or strongly disagree), and 0 if they answered 3 (neutral). These values were once again combined and given a value between -5 and 5, and were then divided by 5 to find a value for each variable. The results are shown in Table 3.

Table 3: Factor B* Results

Factor B	Mean	Standard Deviation	Frequency and Percent		
			Disagree (+1)	Neutral (0)	Agree (-1)
Satisfied with current amount of shopping	0.576	0.6965	59 (69.4%)	16 (18.8 %)	10 (11.8%)
Satisfied with amount of community activities	0.565	0.6977	58 (68.2%)	17 (20%)	10 (11.8%)
Satisfied with available healthcare	0.388	0.8032	50 (58.8%)	18 (21.2%)	17 (20%)
Satisfied with educational opportunities	0.3294	0.79265	45 (52.9%)	23 (27.1%)	17 (20%)
Satisfied with Current Economic Status	0.671	0.7629	65 (76.5%)	12 (14.1%)	8 (9.4%)

* Attitudes toward satisfaction from current opportunities

Using the same method as mentioned earlier, a value was created to measure overall satisfaction. The average for Factor B was 0.5673 and the standard deviation was 0.497. These results are interesting because they show that people are generally not satisfied with the current opportunities and amenities available to them in Valemound.

The remaining Factors (C, D, and E) were also assigned values using the same method as Factor B, which was assigning a +1 to the disagree or strongly disagree category, and a -1 for the agree and strongly agree category. The overall averages for each variable were divided by the total number of variables for each Factor. The survey questions used to determine Factor C, attitudes toward tourism-induced decreased access to recreation opportunities were:

- 1) I believe that tourism development will decrease my access to indoor recreation
- 2) I believe that tourism development will decrease my access to outdoor recreation

The average for Factor C was 0.3412 with a standard deviation of 0.699. These results show that people feel that their access to recreational opportunities (indoor/outdoor) will not be decreased due to tourism development (Table 4). Once again this result is interesting because one of the main objections vocalized at the Town Hall meeting was related to the potential loss of outdoor recreation access, for example to Canoe Mountain, and the nearby Hot Springs.

Table 4: Factor C* Results

Factor C	Mean	Standard Deviation	Frequency and Percent		
			Disagree (+1)	Neutral (0)	Agree (-1)
Decrease Access Indoor Recreation	0.435	0.7629	51 (60%)	20 (23.5%)	14 (16.5%)
Decrease Access Outdoor Recreation	0.247	0.8578	44 (51.8%)	18 (21.2%)	23 (27.1%)

* Attitudes toward tourism-induced decreased access to recreation opportunities

Factor D, attitudes towards tourism-induced increased cost of recreation opportunities, was derived from the following survey questions:

- 1) I believe that tourism development will increase the cost of indoor recreation
- 2) I believe that tourism development will increase the cost of outdoor recreation

The overall average for Factor D was -0.2765 with a standard deviation of 0.709. These results show that residents are slightly worried that their costs of both indoor and outdoor recreation will increase due to future tourism developments (Table 5). This could be explained by changes related to an increase in tourism traffic, for example, more competition and higher equipment rental prices. Additional potential cost increases will also be self-induced. For example, if a

gondola or spa is built, it will cost money to use these facilities, but the costs will only be incurred if the residents choose to use the facilities.

Table 5: Factor D* Results

Factor D	Mean	Standard Deviation	Frequency and Percent		
			Disagree (+1)	Neutral (0)	Agree (-1)
Increase Cost Indoor Recreation	-0.188	0.8237	22 (25.9)	25 (29.4%)	38 (44.7%)
Increase Cost Outdoor Recreation	-0.365	0.7995	17 (20%)	20 (23.5%)	48 (56.5%)

* Attitudes toward tourism-induced increased cost of recreation opportunities

Factor E, attitudes towards tourism-induced environmental degradation, was determined by the following survey questions:

- 1) I believe that tourism development will degrade the environmental condition in Valemount
- 2) I believe that infrastructure from tourism development will compromise the natural beauty found in Valemount
- 3) I believe that the natural beauty of Valemount will suffer from an increase in the number of tourists in Valemount.

The overall average for Factor E was 0.2627 with a standard deviation of 0.688. These results show that the residents of Valemount do not think that tourism-induced development will significantly degrade their local environmental conditions (Table 6). Once again this result is surprising because residents at the Town Hall meeting seemed quite fearful of potential environmental impacts, such as wildlife corridor disturbances, and increased silt deposition in nearby fish-bearing streams.

Table 6: Factor E* Results

Factor E	Mean	Standard Deviation	Frequency and Percent		
			Disagree (+1)	Neutral (0)	Agree (-1)
Degraded Environmental Condition	0.165	0.8143	36 (42.4%)	27 (31.8%)	22 (25.9%)
Infrastructure Will Compromise Natural Beauty	0.329	0.7926	45 (52.9%)	23 (27.1%)	17 (20%)
Natural Beauty Will Suffer From Increased Tourists	0.294	0.8427	46 (54.1%)	18 (21.2%)	21 (24.7%)

* Attitude toward tourism-induced environmental degradation

After averaging the totals from each Factor (A, B, C, D, and E), a resulting value for overall attitude was created. The overall attitude factor is a function of the 21 variables used to determine the values of Factors A,B,C,D, and E. A value ranging from -21 to +21 was determined, and was further divided by 21. This was done for every respondent in order to come up with the overall attitude value. These results were then taken and grouped into four categories. Each category was then assigned a value ranging from 1 – 4. A negative attitude received a value of 1, an indifferent attitude a value of 2, a positive attitude a value of 3, and a very positive attitude a value of 4.

The average total attitude was 2.81 with a standard deviation of 0.779. These results show that overall the residents of Valemout have a positive attitude towards tourism and future tourism development.

Table 7: Overall Resident Attitudes Toward Tourism

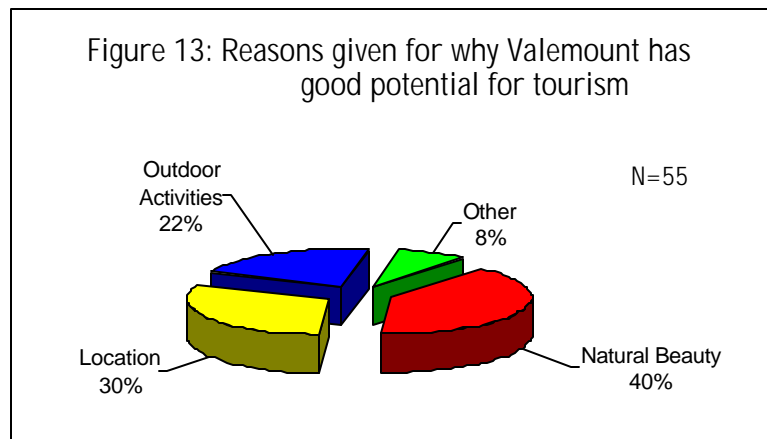
Total Attitude Categories	Frequency	Percentage	Cumulative Percentage
Negative	4	4.7	4.7
Indifferent	23	27.1	31.8
Positive	43	50.6	82.4
Very positive	15	17.6	100.0

Total	85	100.0	
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RESULTS OF OPEN-ENDED SURVEY QUESTIONS

Potential for tourism development:

Ninety-six percent (55 out of 57) of respondents feel that Valemount has good potential for tourism. Two percent (1 out of 57) thought there is no real potential for tourism in Valemount because there are problems with existing developments. The final two percent (1 out of 57) were undecided, because they felt that Valemount is too far from large centers to attract large numbers of people. This issue was addressed at the community hall meeting where it was expressed that Valemount's isolation is part of the attraction. Community members view the tourism potential as unlimited and the adventure of getting to Valemount could be sold as part of the package.



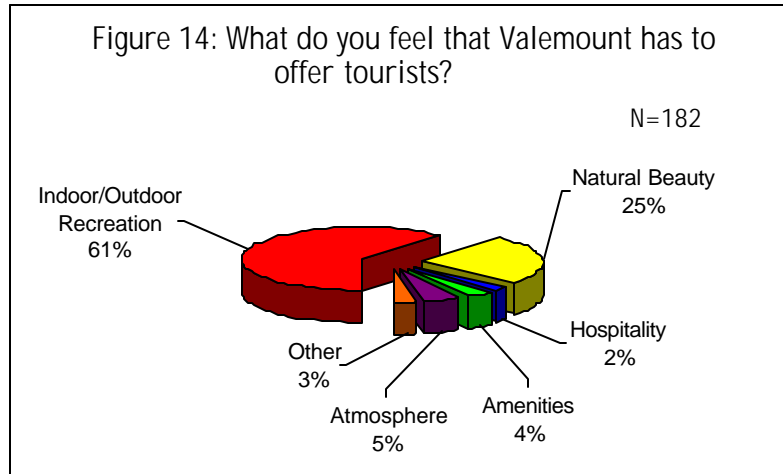
There were a great variety of answers given for why they thought Valemount has good potential for tourism. Forty percent (22 out of 55) felt that the natural beauty of Valemount is a great asset. Thirty percent (17 out of 55)

said its location, particularly in attracting the highway traffic between Edmonton and Vancouver, is a key factor. Twenty-two percent (12 out of 55) stated outdoor activities, such as accessible trails and four season recreation opportunities were something Valemount could offer. Some other reasons given were; good weather and community will (Figure 13)

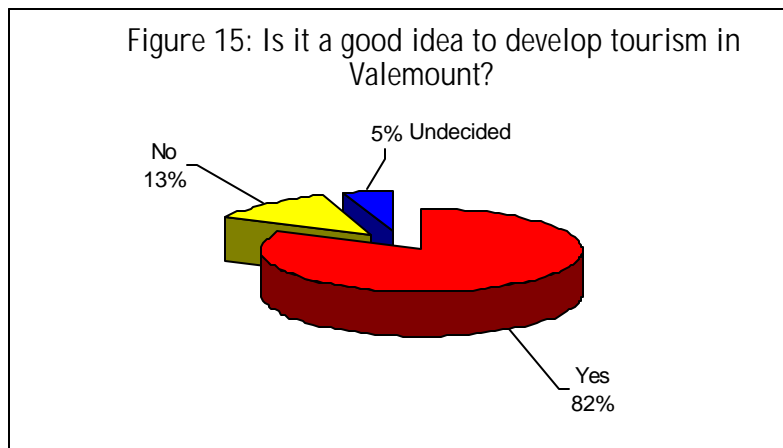
Respondents were asked what they felt Valemount has to offer tourists. Sixty-one percent (111 out of 182) thought that indoor/outdoor recreation such as: skiing, hiking, fishing, snowmobiling, climbing, bird watching and camping, are some opportunities available for tourists (Figure 14)

Low impact adventure tourism was mentioned at the community meeting as being a potential tourism money maker in the area that is currently underdeveloped. It was suggested that walking trails and birdwatching are areas that could be developed in Valemount.

Twenty-five percent (45 out of 182) thought natural beauty, such as rivers, lakes, wildlife, and freedom are elements that can be offered to tourists. Hospitality, atmosphere, and amenities were also presented as characteristics.



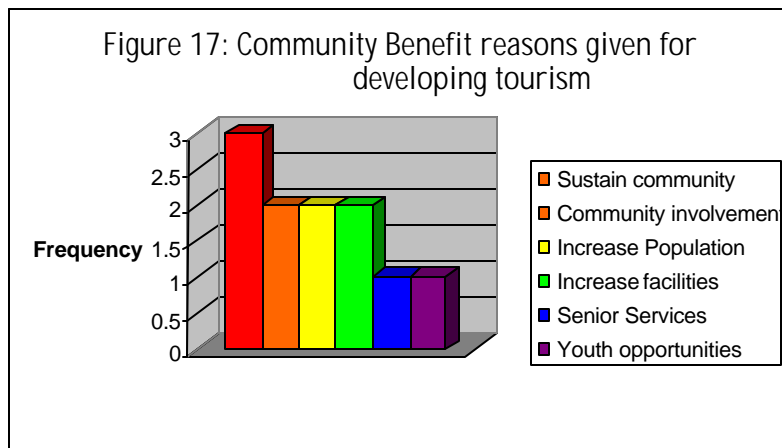
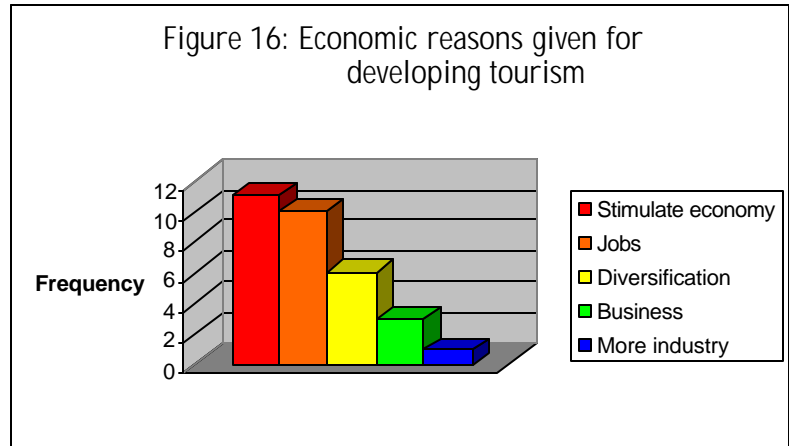
Overall, it seems as though Valemount residents feel that their town has a lot to offer incoming tourists. It was also mentioned that Valemount does have much to offer to tourists or residents in the way of night life. It was expressed that if more tourists are going to be coming, Valemount needs to offer some sort of nightlife.



When asked if they thought it was a good idea to develop tourism in Valemount, 82% (32) of the 39 responses stated yes, 13% (11 out of 39) were no, and the final 5% (2 out of 39) were undecided (Figure 15)

From the town meeting, the impression that set out was that it would be ridiculous not to develop tourism in Valemount, because if they do not do something to help their economy, their town may diminish.

There were many reasons given by respondents as to why it would be a good idea to develop tourism in Valemount. Figure 16 shows the types of economic reasons given by respondents. It was expressed that developing

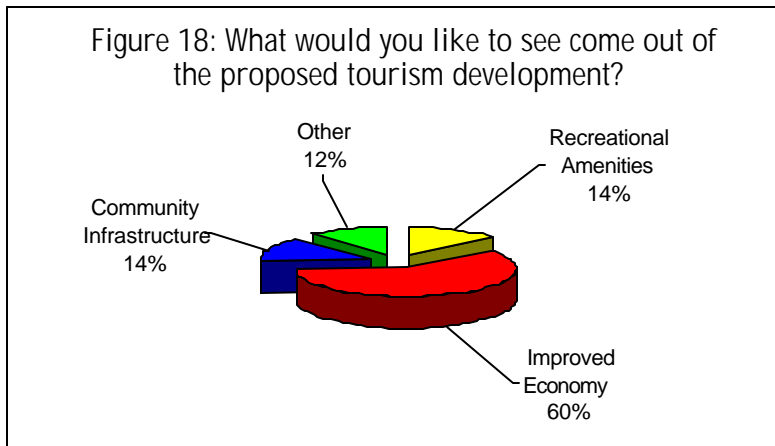


tourism will help Valemount economically by stimulating the economy, creating jobs, diversifying, and creating new business and industry opportunities. It was expressed that developing tourism in

Valemount will also benefit the community by helping it to be able to sustain itself, and increasing community involvement, population, facilities, senior services and youth opportunities. Figure 17 displays the community benefit reasons for developing tourism stated by respondents.

Views on the proposed tourism development:

Respondents were asked what they would like to see come out of the tourism development. Sixty percent (48 out of 80) wanted to see an improved economy (Figure 18) Of that 60%, 46% (22 out of 48) want to see more jobs in the community result from the development.



Fourteen percent (11 out of 80) want to see recreational amenities resulting from the tourism development (Figure 18). Of those that stated recreational amenities, 27% (3 out of 11) said they would like to see an increase

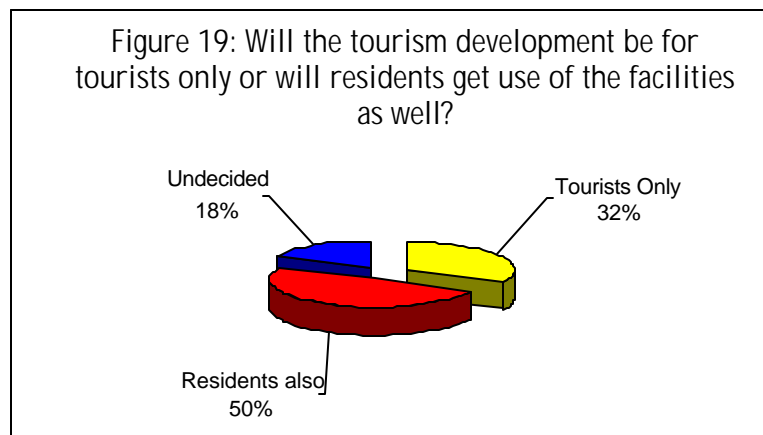
in community recreation, and 18% (2 out of 11) felt that more recreational opportunities for the community's children was important. Another 14% stated that they would like to see more community infrastructure such as more housing and facilities result from the tourism development. The final 12% want to see such things as cheap access to the development site, no damage to the natural beauty, and controlled use of recreation.

It was expressed at the community meeting that residents would like Valemount to be more in the spotlight and have more people know about the area in order to gain a good reputation. They desire this with caution however, and want recognition on a small scale because they do not wish to become Whistler or Banff.

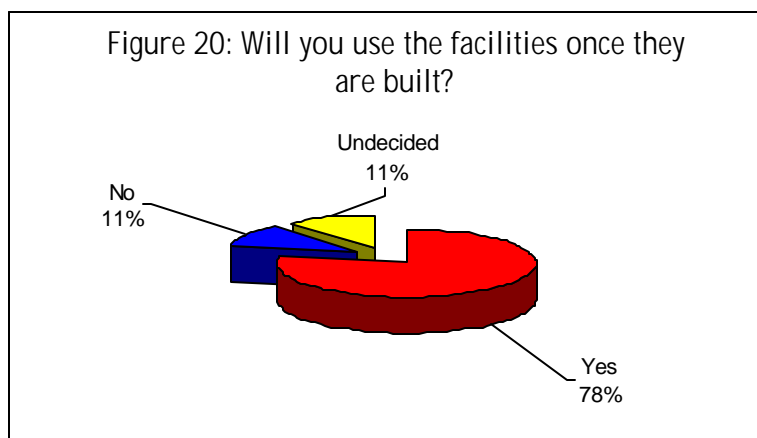
Respondents were asked if they felt that the tourism development would be for tourists only or if they feel residents will also get some use from it. Fifty percent (22 out of 44) believe that they will get use of the facilities, 32% (14 out of 44) believe the facilities will be for tourists only, primarily because it will be too expensive for locals. The 18% (8 out of 44) were undecided. (Figure 19)

There were several responses to this question that simply stated 'yes' or 'no'. These answers were invalid and omitted from the results because it was not clear what aspect of the question the response was referring to. This was a result of wording the question too complexly and for future use, this question could be divided into two separate questions to facilitate valid responses.

Residents at the community hall meeting were asked the same question. It was expressed that whether locals are able to utilize the facilities will depend on how the resort will accommodate them. Also mentioned



was that there will be some limitations to the access, such as, where the price may be too high, or where access will be limited with the presence of tourist numbers.



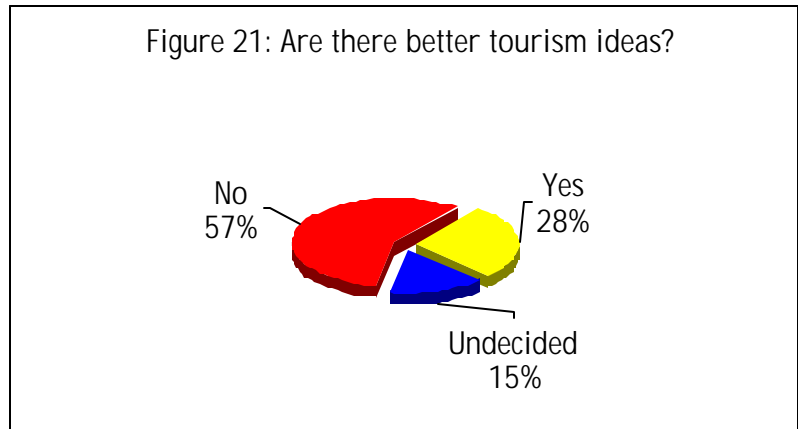
The cost to use the tourism development facilities was reiterated in the opinions of respondents on whether they will use the facilities once they are built. Seventy-eight percent (42 out of

54) think they will use the facilities once they are built. Eleven percent (6 out of 54) felt that they would not use the facilities and the final 11% (6 out of 54) were undecided (Figure 20). Twenty-nine percent (12 out of 42) of the yes responses were primarily depending on the price that they would be charged to use the facilities. If the facilities are too expensive for locals to use, we could see the results shown in Figure 20 change to the majority being 'no' rather than 'yes'. It was discussed at the community meeting that residents feel that they should insist on special privileges in regards to the facilities. However, because the facilities will not be within the village boundaries, they felt that they are vulnerable in this regard.

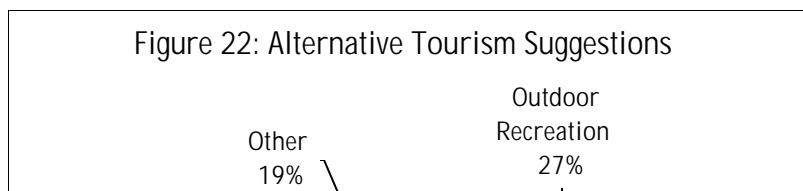
Potential for Better Solutions for Valemount:

Fifty-seven percent (23 out of 40) of respondents felt that there were not any better tourism projects for the area than what is currently being proposed. Fifteen percent (6 out of 40) were undecided (Figure 21).

Twenty-eight percent (11 out of 40) felt that there are better tourism projects for the area. (See Figure 21) Of these respondents, 27% (3 out of 11) suggested more outdoor/ecotourism endeavours or a ski resort.



Twenty-seven percent (3 out of 11) suggested developing the hot springs, which would be attractive to European tourists. Another 27% (3 out of 11) feel more four season recreation trails would be a better alternative (Figure 22).

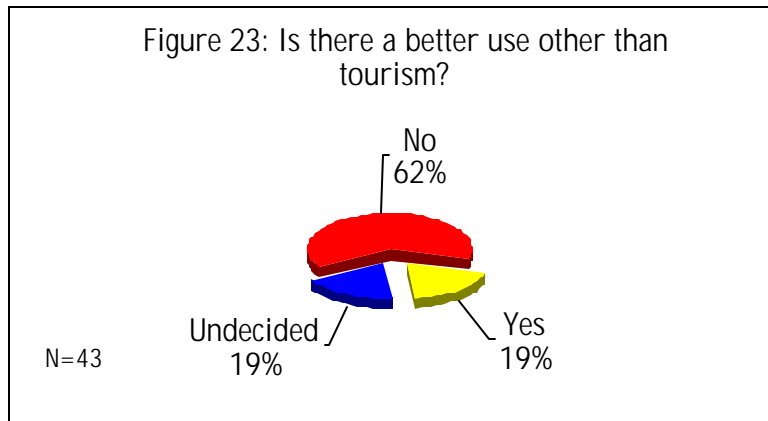


The final 19% (2 out of 11) feel that both anything is good and that everything needs more thought. (See Figure 22) This reiterated the discussion at the community meeting, where it was

mentioned that starting with large developments could be detrimental and smaller expansions should be done first. The idea of marketing Valemount as a whole product, rather than individual companies, was presented. Marketing of Valemount's recreation could be done, which would in turn promote the small recreation business operations. Also discussed was the desire for community co-operative management for projects. It was felt that projects need community investment, involvement, and support.

Respondents were asked if there are better uses for the area other than tourism. Sixty-two percent (27 out of 43) of respondents felt that there is not a better use for the areas (Figure 23). However, it was mentioned that tourism development should not occur on every mountain in the area. Discussion at the community meeting on this question included being aware of the potential leaks in tourism: where the money does not come into or stay in the community. Having a back up plan if the tourism endeavours are not successful was also mentioned.

Nineteen percent (8 out of 43) of respondents felt that there are better uses for the areas (Figure 23) Half (4 out of 8) of these respondents suggested that the forestry industry would be a better use. Small forestry business, logging, and tree farming were given as examples. Twenty-five percent (2 out of 8) suggested that the area would be better left as it is: natural and beautiful.



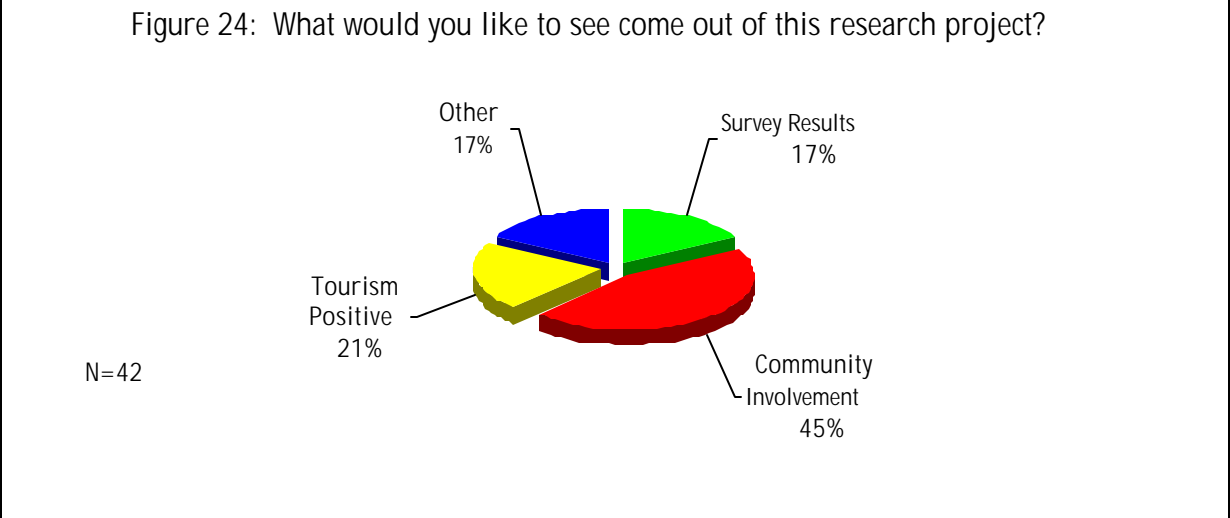
Community supported agriculture, natural medicine/botanical extraction, and a community park were suggested as alternatives at the community meeting.

The final 19% (8 out of 43) were undecided. Comments from these respondents emphasized diversification. Suggestions included a community forest and tourism link, and making part of the areas a berry farm. The idea of diversification was mentioned in the yes, no, and undecided categories of responses. Diversification of industries in order to have a stable economy seems to be a commonly desired element for residents whether they favour the proposed tourism developments in the area or feel something else would be better.

Views on What This Research Project may Provide:

Forty-five percent (19 out of 42) of respondents stated that they want this project to bring about community involvement and input into development (Figure 24) There is a hope that this project may assist in an understanding of the true attitudes of residents. The need for communication between residents, officials, developers, user groups and tourists was expressed at the community meeting. Twenty-one percent (9 out of 42) of respondents stated that they would like to see tourism positive attitudes in the results. There was a desire expressed that residents will recognize that tourism is important for the economic survival of Valemount. Also mentioned was that tourism positive results may instigate action to get the proposed projects started.

Seventeen percent (7 out of 42) of respondents stated that they would like to see the results of the research project. A copy of the final research paper for the Valemount public library and a presentation of results to the community were requested at the community meeting. Respondents also mentioned that the research results should be shown to the government and tourism developers. A final 17% (7 out of 42) of respondents mentioned elements that are considered to be outside the realm of this project. These include: more opportunities in the community; expansion of the town, and a cohesive plan for small scale development. One respondent simply stated that they were not sure what they would like to see come out of this project. These responses may indicate that a clearer or further explanation of this project's scope was required.



HYPOTHESIS TESTING

Hypothesis 1: Socio-economic and demographic variables have no effect on attitudes towards tourism development.

To test this hypothesis a two-tailed Pearson's bivariate correlation test was run using SPSS. This hypothesis was tested to determine whether there was a significant correlation between each demographic characteristic and total attitudes towards tourism development in order to determine

whether or not there was a relationship between the individual demographic characteristics and community attitudes towards tourism development (Table 7).

Results showed that there is no significant relationship between any other of the demographic characteristics of respondents and their attitudes towards tourism development in Valemount. That is, demographic characteristics have no effect on attitudes towards tourism development. Our null hypothesis was accepted.

Table 7: Influence of demographic variables on resident attitudes

DEMOGRAPHIC CHARACTERISTICS	CORRELATION TEST
Gender	0.077
Age	-0.140
Education	0.030
Political affiliation	0.076
Employment status	-0.044
Family in tourism	-0.102
Household income	0.181
Perceived economy of Valemount	-0.191
Property ownership	-0.117
Length of residency	-0.300*
Relatives in Valemount	-0.359*
Number of relatives in Valemount	-0.315*
Volunteering	-0.250*
Amount of time volunteering	-0.224*
* Indicates significant at the 0.05 level (two-tailed Pearson's bivariate correlation test)	

Hypothesis 2: *Community attachment will have no effect on attitudes towards tourism development.*

To test this hypothesis a Spearman correlation test was run using SPSS. This hypothesis was tested in order to determine whether there was a significant correlation between the five attitudinal variables, and the total attitudes variable with community attachment (Table 8).

The results showed that Factor A (attitudes towards tourism-induced future developments) had a significant negative correlation of -0.506. This negative correlation suggests that the higher the level of community attachment, the more negative their attitudes towards tourism-induced future developments will be. Based on this the above hypothesis cannot be rejected. However, other coefficients are too small to suggest any relationships, and thus it is safe to say that community attachment and attitudes toward tourism development are not correlated. The small negative correlation coefficient between total attitudes and community attachment supports this argument.

Table 8: Influence of community attachment on resident attitudes

ATTITUDINAL VARIABLES	COMMUNITY ATTACHMENT
Attitudes towards tourism-induced future developments (Factor A)	-0.506**
Attitudes towards satisfaction from current opportunities (Factor B)	-0.001
Attitudes towards tourism-induced decrease access to recreation opportunities (Factor C)	-0.245
Attitudes towards tourism-induced increase cost of recreation opportunities (Factor D)	-0.109
Attitudes towards tourism-induced environmental changes (Factor E)	-0.086
Total attitudes- average of above five (5) factors	-0.349
** Correlation is significant at the 0.01 level	

Hypothesis #3: *Residents' level of satisfaction with the Village of Valemount will have no effect on attitudes towards tourism developments.*

To test this hypothesis a Spearman correlation test was run between Factor A (attitudes towards tourism-induced future developments) with Factor B (attitudes towards satisfaction from current opportunities) (Table 9).

The results showed that there was no significant correlation between Factor A and Factor B. This is surprising because logic would dictate that the less someone is satisfied with their community (which we discovered the respondents are from previous tests), the more they would want tourism and the potential changes that tourism brings to a community. Since a positive correlation was not found, it shows that residents' level of satisfaction with the Village of Valemount does not have any effect on attitudes towards tourism developments and thus Hypothesis #3 cannot be rejected.

Table 9: Influence of community attachment on resident attitudes

Factors	Attitudes towards satisfaction from current opportunities (Factor B)
Attitudes towards tourism-induced future developments (Factor A)	0.021
** Correlation is significant at the 0.01 level	

DISCUSSION

Out of a total population of 1,195 people living in Valemount, we surveyed a total of 85 residents (48 females and 37 males), which represents approximately 7% of the total population, and is 17 % of the total number of households (85/500).

Our survey showed that the majority of respondents were between 40 and 59 years of age, which is consistent with the average age of Valemount residents found by Statistics Canada (Statistics Canada, 2001). Another survey recently conducted in Valemount is also consistent with these findings (Valemount Industrial Adjustment Committee, 2003). Statistics Canada shows the majority of Valemount residents are male (Statistics Canada, 2001), however in both our survey and the Community Survey (2003) the majority of respondents have been female.

As shown in our survey, the majority of responses came from community members who were born in Valemount (90.6%). Cultural status of the respondents was mostly Canadian, which is consistent with the statistics of Valemount provided by the community survey (2003), which show that of the total population, 92.4% were born in Canada.

Statistics from Statistics Canada reveals that a large portion of the Valemount population have low levels of education, with 51.2% having less than a high school diploma (Statistics Canada, 2001). Both our survey and the recent community survey have been successful in surveying a large portion of either college or university graduates. Of the respondents of our survey, 47% of them were college or university graduates; results from the community survey were close to this percentage (Valemount Industrial Adjustment Committee, 2003).

The survey for this study and the recent community survey asked residents very similar questions. While our survey questioned the status of the Valemount economy, the other survey looked at the prospect of bringing more industries and businesses into Valemount. Our survey showed 61.4% of respondents perceived their economic status to be declining, while the community survey showed that 89.6% of respondents to believe there is a need for new businesses in the town of Valemount (Valemount Industrial Adjustment Committee, 2003).

The majority of Valemount residents surveyed, both by our survey and the community survey, are long-term residents. Our survey showed that 51.8% of respondents have lived in town for more than 15 years and the community survey showed that 63.2% of their respondents have lived in Valemount for over 15 years (Valemount Industrial Adjustment Committee, 2003).

The job sectors that Valemount residents are employed in vary quite a bit. Statistics from Statistics Canada (2001) show that there are 655 people who are currently employed in different sectors, some which include: agriculture, retail, trade, finance, health and education, with the majority being employed in the sales and services industry. Of the respondents that we surveyed, the highest sector of employment was found to be tourism (17.9% of respondents stated they work in the tourism industry), followed by forestry and self-employment (15.4% each). The community survey showed that the majority of respondents were employed in the forestry industry (13.4%), with the food and beverage industry being the next highest with 9.6% of respondents (Valemount Industrial Adjustment Committee, 2003).

Our survey showed a great range in the employment status of our residents. The majority of our respondents stated they have been employed full time for more than 5 years (46.8%). The

community survey also showed that the majority of their respondents are also employed full time (22%), with part time employment following closely at 17.2% (Valemount Industrial Adjustment Committee, 2003).

Finally, household income was examined in our survey. This response had the most even distribution, the highest percentage 27.6% falling in the \$40,000-\$59,000 per annum range with 25% falling in the \$20,000-\$39,000 range. Statistics Canada shows that the median household income in Valemount is just over \$36,000 (Statistics Canada, 2001), which is consistent with our findings.

While looking over the community survey it was interesting to observe some of their questions and the respondent's answers. There are a few that we thought were worth mentioning due to their relation to our survey. One question asked was if the respondent was in favour of new industries and businesses in Valemount and which industries they encourage in the area. A Likert scale was used in this situation (1 equal to no encouragement and 5 equal to strong encouragement). For this question, non-mechanized outdoor recreation tourism scored an average value of 3.4, mechanized outdoor recreation tourism scored an average value of 2.8 and resort destination tourism scored an average value of 3.2 (Valemount Industrial Adjustment Committee, 2003). Another question which relates to our survey is the support of the government dollars being spent on certain services and structures. The majority of respondents to this question stated that they were in support of the current level of money being spent on recreational programs (Valemount Industrial Adjustment Committee, 2003).

By comparing our results to that of the community survey and to Statistics Canada findings we have found that we have received a fair representation of the community in our surveys. The community survey has shown that our findings are similar, as do the figures presented by Statistics Canada. The information from these sources helps to support and validate the information we found from the sample population of our study.

KEY VARIABLES REVISITED

Gender

Gender is a variable that is not commonly taken into account when looking at the effects demographic variables on local attitudes towards tourism development. After extensive research and a literature review of previous tourism studies we have been unsuccessful in finding information on the subject. There have been few studies done in this area of tourism and therefore it is not well-known whether or not gender has any effect on attitudes towards tourism development. This is an area that should be studied in more detail in the future. While gender has proven to be a subject that many areas try to avoid complicating themselves with, it is one that we believe could prove to be of significance in the recreation and tourism field. Through analysis of our research we have found that there was no relationship between gender of respondents and their views on local tourism development. Since there have been few other studies regarding this issue, it is difficult to say whether or not this is true in all cases of tourism development.

Age

Age is one of the demographic variables that are commonly examined in studies of residents' attitudes towards tourism development. There has been a fair amount of research done in this area and it has shown that there is often a relationship between age and resident attitudes on local

tourism development. According to a study done on residents of the Gold Coast in Southeast Queensland in Australia, there is a strong relationship between age and resident attitudes on tourism development (Tomljenovic and Faulkner, 2000). This study looked at elderly people's views on the subject of tourism and conducted research within the area. This study predicted that the elderly residents would be less accepting than the younger residents of local tourism development (Tomljenovic and Faulkner, 2000). However, this research showed that the majority of the elderly residents were either neutral on the subject of tourism or they were positive towards tourism development and thought it would benefit their community (Tomljenovic and Faulkner, 2000). The study found the reasoning behind this to be that the elderly residents had adjusted to the presence of tourists over time (Tomljenovic and Faulkner, 2000).

This study shows that age can affect the views that residents have on local tourism development. With respect to our study in Valemount, we found that age had little to no affect on the views of the local community towards tourism development. While may be true for our study, it does not hold true for all other cases. In some instances, age may play a large role in influencing the attitudes of residents towards tourism development in their community.

Birthplace

Through an extensive literature review we found that the relationship between resident's birthplace and their views on local tourism development has not been studied in depth. This is a variable that can easily be studied and by doing so can assist in future research. Our research has shown that there is no correlation between birthplace and resident attitudes towards local tourism development. This is a demographic variable with little influence on our study but it may be

important to study in the future, as it is unknown if place of birth plays a large role in influencing resident's attitudes towards tourism development.

Education Level

Education level provided a variable that demonstrated a relationship between our research in Valemount and similar other studies. The study by Walpole and Goodwin (2001) is significant. This study examined the attitudes of local communities surrounding Komodo National Park with respect to tourism development. It found that, like in North America, other cultures have a wide range of reactions to proposed tourism development (Walpole and Goodwin, 2001). Our study found this as well. In a community there is initially enthusiasm towards tourism development and this eventually moves towards resentment of tourists (this is a reflection of Bulter's tourism life cycle curve). Both the study by Walpole and our study show that culture does not have an effect on local attitudes towards tourism development.

There is limited research on the effects of education on attitudes towards tourism development, but some does exist. The study by Walpole and Goodwin (2001) found that many locals living near Komodo National Park had positive attitudes towards tourism development. This study also found that the people in these areas had relatively low levels of education (Walpole and Goodwin, 2001). Thus, education may play a role in influencing attitudes towards tourism development in that the greater the level of education an individual has, the less likely they will be supportive of tourism development. Our study differed in that it found that education level had no effect on resident's attitudes towards tourism development.

Employment Status and Employment Sectors

Our study found that resident employment status, household income levels, and family dependence on tourism for economic support do not strongly influence resident attitudes towards tourism development. Other studies have found strong correlations between these factors and community attitudes towards tourism and tourism development. However, other studies have also found that resident employment status does have an effect on resident attitudes. One study concluded that residents who are not employed at all are highly in favour of tourism development, perhaps as a means of finding economic support (Teye *et al.* 2002). Similarly those already employed in tourism-related jobs view tourism development as being beneficial to the community (Milman and Pizam, 1988).

People employed in any job sector other than tourism tend to view tourism development as having negative impacts on the local community (Teye *et al.* 2002). Residents who are employed in tourism related occupations do not view tourism as significantly improving the local economy or welfare (Teye *et al.* 2002). Young Italians living in a tourism resort town also have negative views of tourism development. The adolescent Italians express the desire to leave their home town in order to find employment in sectors other than tourism (Canosa *et al.* 2001).

Employment of Family Members

Family employment in the tourism industry did not have a very strong effect on resident perceptions towards tourism development in Valemount. A previous study found that people who stand to benefit from tourism development are more in favour of it. Haralambopoulos and Pizam (1996) found that people directly employed in tourism, or who have immediate family members employed in tourism are more in favour of tourism in general. This strong relationship between favour for tourism development and personal or family economic dependence on tourism was not

found in Valemount residents. Again, a study focusing on this aspect of favour for tourism might have more conclusive results.

Household Income

Resident household income was not found to be an especially strong indicator of favour towards tourism development in Valemount, but other studies have found a relationship. Residents with a high household income (greater than \$80 000 annually) were found to be less in favour of tourism development than people with a low household income (less than \$20 000 annually) (Teye *et al.* 2002). This may be because these people are not dependent on tourism for economic support and so focus on the negative aspects of tourism development, such as increased living costs or road congestion.

While resident attitudes do not appear to be significantly affected by the factors of personal employment status, family employment or house hold income levels in Valemount, these factors are important to resident attitudes towards tourism development elsewhere. Studies that focus primarily on the economics of tourism development in Valemount would probably have more conclusive findings than this study.

Economic Status of the Village of Valemount

Our study did not find any relationship between resident's perceptions of the current economic status of Valemount and their attitudes towards tourism development. There is little or no relevant historical literature to show whether or not this variable plays a strong role in determining resident's attitudes towards tourism development. Thus, studying the relationship between

resident's attitudes towards tourism development and their opinions about their local economy may be a good area of study in the future.

Property Ownership

Our study found that there is no effect between local residents' property ownership and attitudes towards tourism development in Valemount. Nearly 80 percent of local residents own their own property, and nearly 18 percent rent their property, while only a few percent of residents live in property that is provided by their companies. Our study found there to be no relationship between property ownership and attitudes towards tourism development in Valemount. Thus we conclude that property ownership does not have an effect on determining resident's attitudes towards tourism development for our study.

Some studies have shown that property ownership does have an effect on the attitude of resident's towards tourism development. According to Snaith and Haley (1999) residents who own their own houses have more positive perceptions toward tourism than do residents who rent their houses. These results indicate that residents in different areas respond differently to the same tourism development situation.

Length of Residency

Our research found there to be no correlation between local resident's length of residency and attitude towards tourism development in Valemount. More than half of the respondents of our survey have lived in Valemount more than 15 years, compared to other residents have lived in Valemount between 10 to 14 years, 6 to 9 years, 3 to 5 years, and less than 2 years. There is no

specific correlation between attitudes towards tourism development and length of residency in our study. Thus, the number of years does not determine the local residents' attitude towards tourism development. However, some other research has found that the length of residency has impacts in determining attitudes towards tourism development. Snaith and Haley (1999) found that residents with shorter length of residence in the community have more negative feelings towards tourism development than those with longer length of residency. Our study and the study by Snaith and Haley show that length of residency may or may not play a role in determining resident's attitudes towards tourism development.

Residency of Relatives

An extensive literature review revealed no previous studies that were similar to ours that tested whether or not the residency of family members of the respondents in Valemount and their employment in tourism-related work had any effects on their attitudes towards tourism development. Our study revealed that residency of immediate relatives played no significant role in influencing respondent's attitudes towards tourism development. This may be an interesting variable to test in the future as it would be interesting to determine if residency of immediate family members every plays a role in determining one's attitudes towards tourism.

Volunteering

Amount of time spent volunteering in a community is another variable that has received minimal attention in tourism studies. An extensive literature review generated few studies that provided concrete evidence that amount of time spent volunteering was correlated with attitudes towards tourism development. Amount of volunteer time is usually used as a measure of community attachment, thus many hours of volunteering equates to high community attachment which may

result in a person having a negative attitude towards tourism development. Our study provided no evidence that this was the case, as there was not a strong correlation between the amount of volunteering an individual does and their attitudes towards tourism development.

COMPARING RESULTS WITH THE INDUSTRIAL ADJUSTMENT SERVICES SURVEY (2003)

Valemount has been the recipient of many surveys in the past. One of the most recent surveys was a study performed by the Industrial Adjustment Services Committee (IASC) in 2003. This study was dissimilar because the respondent rate was 546 questionnaires, as opposed to the 85 in this study. Within the IASC study, some questions were asked which are theoretically comparable to a number of the questions that were asked in this study. The main comparison question that can be utilized from the IASC study is "which new industries or businesses would you encourage to come to this area?" The respondents were given a number of options to choose from. Three of these options dealt directly with tourism, non-mechanized outdoor recreation tourism, mechanized outdoor recreation tourism, and resort destination tourism. The results are presented in the same order as they appear in the survey.

The results showed that 71% were in favour of non-mechanized outdoor recreation tourism; 71% are in favour of mechanized outdoor recreation tourism; and 65% are in favour of resort destination tourism. Additionally, the industry that Valemount residents encouraged most strongly was the manufacturing/ wood products industry. The strong support of resort destination tourism is not surprising considering the main forms of tourism that is currently on the agenda for Valemount are two potential resort developments. These two potential developments would fit into

the resort destination tourism category. This research study found that 68.2% of Valemount residents support tourism-induced future developments which very similar to the 65% that was found in the Community Survey (2003).

An additional question within the IASC study also relates to some of the research undertaken for this study. "Do you support your federal, provincial, and municipal dollars being spent on these existing services and infrastructure?" The results of this question enable this study to determine how satisfied the community is with the current availability of the services within Valemount. This question covered certain sectors such as medical services, economic development services, existing parks and protected areas, and child care programs and facilities. The majority of the respondents answered that they would like to see an increase in monetary support for most of the services. By analyzing the results of the IASC study, it can be ascertained that if residents were satisfied with these community services, then most of them would have checked the box marked 'support at the current level' or 'support at decreased level.' This is congruent with the results of the current study because one of the main factors of the study surrounded community satisfaction, which was labelled 'attitudes towards satisfaction from current opportunities.' This variable was created from an average of a number of different questions which tested residents' levels of satisfaction towards shopping opportunities, educational opportunities, community activities, health care, and the economic status of Valemount. The results of all of the respondents' answers were then averaged, and showed that typically, Valemount residents are not satisfied with the current opportunities within their community. This finding is quite similar to the findings of the IASC study (2003).

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The focus of this study was on the Village of Valemount, which is located in the Robson Valley Forest District of the Central Interior of BC. The biophysical description of the Forest District is very similar to those of Banff and Jasper National Parks, and so should be able to support tourism to a similar degree as these tourist towns without destroying the natural landscapes. However, tourism development must be controlled to prevent extensive ecosystem degradation.

Our survey found that the population of Valemount has a fairly even gender split, with slightly more males than females. The majority of the houses are owned by the occupants, while only a small percentage is rented. Valemount has employment for people in a variety of occupations, most of which are in service or resource-based industries. A small percentage of the people are employed in tourism and recreation-related fields. There is a significant difference in the average incomes of male and female residents in Valemount. There is also a wide range of language and cultural backgrounds among the residents. The study found that most of the population was born in Canada, and a small percentage is immigrants to Canada.

The results of this survey and study are in general agreement with the results of similar studies conducted in the Valemount region, including the Valemount Community Survey of 2003 and Statistics Canada. Residents agree that tourism has a great potential for economic and social enhancement of the community and are mostly in favour of seeing tourism development in the future. It is recommended that tourism development be undertaken carefully so as to prevent uncontrolled development that can lead to environmental and social destruction in Valemount and in the surrounding Robson Valley Forest District.

This study tested a number of different hypotheses, some of which were rejected and some of which were accepted according to the final results. Generally, variables including gender, age, birthplace, cultural heritage, education level, employment status and sectors, employment of family members, household income, perceived economic status of Valemount, property ownership, length of residency, residency of family members, and amount of volunteer hours had no significant effect on resident's attitudes towards tourism development. There were found to be slight negative relationships between overall attitudes and length of residency, number of relatives in town, and number of volunteer hours (that is, as any of these listed factors increased, total attitudes towards tourism development became more negative), but these were not significant relationships. Thus, our first null-hypothesis (that socio-economic and demographic characteristics will have no effect on individual attitudes towards tourism) is accepted.

Tourism appears to be a major future concern of Valemount residents. The residents feel that Valemount has the potential for rapid tourism growth and are preparing the town for increasing tourism. The town has taken steps to enhance its tourist appeal by developing new infrastructure to accommodate large numbers of tourists and is spending money on improving existing infrastructure and facilities.

Our study showed that residents who had high levels of community attachment (measured by length of residency, participation in volunteer activities, property ownership, and number of family members living in Valemount) were less likely to support tourism development in Valemount. They were also found to be less satisfied with the proposed tourism development than those residents with low levels of community attachment. Our study showed that the more attached an individual is to his or her community, the more likely they are to have a negative attitude towards

tourism development. But the indications are not conclusive, perhaps due to a smaller sample size, therefore, our second null-hypothesis (that community attachment will have no effect on attitudes towards tourism development) cannot be rejected. Similarly, we cannot reject our third null hypothesis that resident's level of satisfaction with the Village of Valemout will have no effect on attitudes towards tourism development.

Overall, this study shows that generally, residents had positive attitudes towards future developments in Valemout, were not satisfied with the current number and types of amenities in town, did not feel their access to recreation would decrease as a result of tourism development, had slight concerns regarding the issue of increased recreation costs as a result of tourism development, and were not concerned that tourism development would degrade the natural environment. Overall, the majority of residents were positive towards tourism development and supported it.

Generally, the findings of this study were in correlation to findings from other related studies. The literature review revealed that increasing levels of community attachment often result in more negative attitudes towards tourism development, and this was found to be true in our study as well. To further investigate the importance of these variables, it is recommended that studies that focus explicitly on them be conducted. This study covers a range of variables without exploring any one of them in great detail. Further analysis of these variables might lead to more in depth conclusions, something that will have to be done by other studies. Studies specific to each of these variables might find that they do indeed have an effect on resident attitudes towards tourism development, but this study cannot conclude that.

Based on the finding of our study, we recommend similar baseline studies of residents in other small mountain communities that are looking toward tourism development. This may help to alleviate resident concerns and prevent some of the problems that often created in a town with uncontrolled tourism development.

APPENDIX B

Table 1- Coordination Schema for Variables and Measurement Units

Concept	Variables	Measurement Unit
Demographics	Gender	
	Age	
	Ethnicity/Heritage	
	Level of Education	
Economics	Income Level	
	Dependant on Tourism or not	
	Employment Status	
	Occupation of Family	
	Property Ownership	Own or Rent
	Perceptions of Economy	Statements
Place Attachment	Length of Residency	
	Satisfaction Level	Statements
	Aesthetic Values	Statements
	Local Recreational Opportunities	Type, Frequency, access, cost
	Proximity of residence to proposed tourism development	Distance in Km
Lifestyle choices	Peaceful, small town	
	Solitude	
	Perceived Cost of Living	
	Environmental Values	
	Past Travel Experiences	Nature, duration, location, satisfaction
Tourism Development Indicators	Number of Tourists and Resident Populations	Host to Guest ratio (last 10 years)
	Stage in Tourism Development	

Table 2- Hypotheses Statements

1	Socio-economic and demographic characteristics will have no effect on individual attitudes towards tourism.
2	Community attachment will have no effect on attitudes towards tourism development.
3	Resident's level of satisfaction with the Village of Valemount will have no effect on attitudes towards tourism development.

APPENDIX C

Cover Letter and Sample Questionnaire

October 17, 2003

Dear Valemount Resident!

My name is Sanjay Nepal, and I am a professor at the University of Northern British Columbia (UNBC). I am teaching an undergraduate (4th year course) RRT 410- Research and Analysis in Parks, Recreation and Tourism. For our class project, we have selected the topic: **“Resident Attitudes towards Proposed Tourism Development in Valemount.”**

Due to the current economic uncertainties, communities in Northern BC that were traditionally dependent on forestry, fishing, and mining, have had the opportunity to turn to tourism as a potentially viable economic alternative. While new tourism developments could be positive for the local economy, it may also be the cause for conflicts between and within communities.

Depending on your personal views, you may have strong attachment to this community and its surrounding environments. We understand that not everyone is in agreement about the type and nature of tourism development. Some like tourists and tourism; some don't. It is safe to say that it could depend on your personal values, and understanding about tourism issues.

Given the above background, **UNBC STUDENTS**, under my supervision, would like to conduct a small survey of Valemount residents. The purpose of this survey is to determine the factors that contribute to either a positive, negative, or indifferent attitude toward tourism development. This is a **CLASS PROJECT**; students will be developing the survey questionnaire.

We would greatly appreciate it, if you could participate in this questionnaire survey. Your support and cooperation are vital to the success of this Class Project. This will greatly benefit UNBC students, as it would help them understand real issues that communities in Northern BC are currently facing. We also hope that the data collected during this process will serve as a basis for monitoring tourism-induced changes in Valemount.

We hope you will be interested in participating. Any questions or comments regarding this survey can be addressed to: *Sanjay K. Nepal, Assistant Professor, Resource Recreation and Tourism Program, UNBC, Prince George, BC V2N 4Z9. Tel: (250) 960 5628; Fax: (250) 960 5538; email: nepals@unbc.ca*

Thank you for your time and support!

Sanjay K. Nepal

Respondent's Id:

Address/House Number (Optional)

Please check the box that most closely applies to you.

Participant Demographics...

- Q. 1.** What is your gender? Male Female
- Q. 2.** What is your age? ≤ 19 years 20-39 40-59
 60-64 ≥ 65
- Q. 3.** Where were you born? Canada Other (please specify: _____)
- Q. 4.** What is your cultural heritage? Canadian Other (please specify: _____)
- Q. 5.** What is your current level of education? Primary Secondary College
 University Other (please specify: _____)
- Q. 6.** Do you have a political affiliation? Yes No **(If No, Go to Q. 7)**
- a)** If yes, what is your political affiliation? Liberal NDP Conservative Alliance
 Green Other (please specify: _____)
- Q. 7.** What is your current employment status? Full-time (≥ 5 years) Full-time (< 5 years)
 Part-time Seasonal Occasional
 Unemployed **(If unemployed, Go to Q. 8)**
- a)** If employed, which of the following sectors are you employed in? Forestry Agriculture Mining Tourism
 Government Commercial Self-employed
 Other (please specify: _____)
- Q. 8.** Are any of your immediate family members employed in tourism sector? Yes No
- Q. 9.** What is your household income? (*The* < \$20 \$20 – \$39 \$40 - \$59

figures are in thousands)

\$60 - \$79

≥ \$80 thousand

Q. 10. How do you perceive the current economic status of Valemount?

Improving

Declining

Same as before

Participant Involvement in Valemount...

Q. 11. Do you own or rent the property where you are currently living?

Own

Rent

Other (please specify: _____)

Q. 12. How many years have you lived in Valemount?

≤ 2 years

3-5

6-9

10-14

≥ 15

Q. 13. Do you have any immediate relatives living in Valemount?

Yes

No (***If No, Go to Q. 14***)

a) If yes, how many?

1-3

4-6

7-9

≥ 10

Q. 14. Have you ever volunteered in any community events?

Yes

No (***If No, Go to Q. 15***)

a) If yes, how often?

Rarely (< than once a month)

Occasionally (2-3 times a month)

Regularly (once a week)

Q. 15. Do you primarily participate in recreation activities that are indoors or outdoors?

Indoor

Outdoor

Neither

Both equally

Q. 16. How many times per month do you participate in recreation activities?

0

1-3

4-6

7-9

≥ 10

Q. 17. Do you recreate close to the proposed tourism development site

Yes

No (***If No, Go to Q. 18***)

a) If yes, how close (in kilometers) do you recreate from the proposed tourism development site?

0

≤ 5

6-10

11-15

16-20

≥ 21

Q. 18. Do you enjoy traveling?

Yes

No

Q. 19. How many times have you traveled for

0

1-3

4-6

vacations within the last five (5) years?	đ 7-10	đ > 10	
Q. 20. How far (in kilometers) do you typically travel for your vacations?	đ < 200	đ 200-500	đ 500-800
	đ 800 - 1000	đ > 1000	kilometers
Q. 21. In the year 2002, how many places did you travel to as a tourist?	đ 0	đ 1-2	đ 3-4
	đ 5-6	đ > 6	
Q. 22. Where did you travel in the year 2002? (Please specify locations)	<hr/> <hr/> <hr/> <hr/> <hr/>		
Q. 23. During your travels in the year 2002, how many nights did you stay?	đ 0	đ 1-5	đ 6-10
	đ 11-15	đ > 16	
Q. 24. Were you satisfied with your travel experience?	đ Not satisfied at all		
	đ Satisfied	đ Very satisfied	

Please circle the number that most closely reflects your attitude.

Q. 25. Currently in Valemount...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a) I am satisfied with the current number of hotels in Valemount	1	2	3	4	5
b) I am satisfied with the number and diversity of restaurants in Valemount	1	2	3	4	5
c) I am satisfied with the shopping amenities in Valemount	1	2	3	4	5
d) I am satisfied with the current level of community activities available in Valemount (arts, dances, etc)	1	2	3	4	5
e) I am satisfied with the recreational/leisure opportunities in Valemount	1	2	3	4	5
f) I am satisfied with the health care available in	1	2	3	4	5

Valemount

g) I am satisfied with the educational opportunities in Valem	1	2	3	4	5
h) I am satisfied with Valemount's current economic status	1	2	3	4	5
i) I am satisfied with the amount on tourism development over the previous five (5) years	1	2	3	4	5
j) I am satisfied with the level of influence I have had regarding the new tourism development	1	2	3	4	5
k) I am satisfied with the proposed tourism development	1	2	3	4	5

Please circle the number that most closely reflects your attitude.

Q. 26. Valemount in the Future...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a) I would like to see more hotels built in Valemount in the future	1	2	3	4	5
b) I would like to see more tourism development in future years	1	2	3	4	5
c) I would be happy to see the number of tourists in Valemount double in the next five (5) years	1	2	3	4	5
d) I would be happy to see the number of tourists in Valemount triple in the next five (5) years	1	2	3	4	5
e) I feel that I will have access to the amenities associated with the proposed tourism development	1	2	3	4	5

Please circle the number that most closely reflects your attitude.

Q. 27. Tourism Development in the future...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a) Tourism development will increase the quality of indoor recreation opportunities	1	2	3	4	5
b) Tourism development will increase the quality of outdoor recreation opportunities	1	2	3	4	5
c) Tourism development will increase the cost of indoor recreation activities	1	2	3	4	5
d) Tourism development will increase the cost of outdoor recreation activities	1	2	3	4	5

e) Tourism development will decrease access to indoor recreational opportunities	1	2	3	4	5
f) Tourism development will decrease access to outdoor recreational opportunities	1	2	3	4	5
g) Tourism development will provide increased recreational opportunities	1	2	3	4	5
h) Tourism development will provide increased business opportunities	1	2	3	4	5
i) Tourism development will provide increased social (e.g., community events and activities) opportunities	1	2	3	4	5
j) Tourism development will result in an increase in the quality of available health care	1	2	3	4	5

Please circle the number that most closely reflects your attitude.

Q. 27. Cont'd... Tourism Development in the future...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
k) Tourism development will result in an increase in the quality of educational opportunities	1	2	3	4	5
l) Tourism development will significantly degrade the environmental condition of the area	1	2	3	4	5
m) Tourism development will result in an increase to living costs (everyday expenses)	1	2	3	4	5

Please circle the number that most closely reflects your attitude.

Q. 28. Natural Aesthetics of Valemount...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a) Natural beauty is a key factor for my residency in Valemount	1	2	3	4	5
b) Tourism infrastructure will significantly compromise the natural beauty of Valemount	1	2	3	4	5
c) The natural beauty of Valemount will suffer with increased numbers of tourists	1	2	3	4	5

Please answer the following as you see fit:

Q. 29. Do you think Valemount has good potential for tourism? Why or why not?

Q. 30. What do you feel Valemount has to offer tourists?

Q. 31. Is it a good idea to develop tourism in Valemount? Why or why not?

Q. 32 What would you like to see come out of the proposed tourism development?

Q. 33. Do you feel that the development is primarily for tourist use, or do you feel that residents will also get use out of the facilities? Why or why not?

Q. 34. Will you use the facilities once they are built? Why or Why not?

Q. 35. Do you think there are better tourism ideas or projects that could be done instead of what is currently being proposed? If yes, what would it be?

Q. 36. Do you think there is a better use, other than tourism, for the areas that are potentially being used for tourism development? If yes, what would it be?

Q. 37. What would you like to see come out of this research project?

Q. 38. Do you have any comments?

**YOUR HELP IS GREATLY APPRECIATED!
THANK YOU FOR YOUR TIME!**

APPENDIX D

Research Project Promotional Documents

You are invited to attend the following Discussion Forum

**Tourism Development in Valemount:
What is in it for Local Residents?**

When: October 17, 2003
Where: Valemount Community Hall
Time: 2:00 – 4:00 pm

Agenda:
UNBC Professor Sanjay Nepal and his 4th year students will present their tourism survey research program in Valemount. They would like to invite local residents to take part in an informal discussion about the potential and challenges of tourism development in Valemount.

Who should attend? Residents who are interested in tourism, or are affected by issues about sustainable community development, economic opportunities, and environmental and social considerations in Valemount. Everyone is welcome, whether you are for tourism, or against it.

Please contact Dr. Sanjay Nepal at (250) 960 5629;
Fax: (250) 960 5538; Email nepals@unbc.ca.
University of Northern British Columbia (UNBC),
Prince George, BC V2N 4Z9

*the Valley Sentinel
Oct 15 '03*

Dear Valemount Residents! *The Robson Valley
Times Oct 14 '03*

You are invited to attend the following Discussion Forum on

Tourism Development in Valemount: What is in it for Local Residents?

When: October 17, 2003

Where: Valemount Community Hall

What Time: 2:00 – 4:00 pm

Agenda:

UNBC Professor Sanjay Nepal and his 4th year students will present their tourism survey research program in Valemount. They would like to invite local residents to take part in an informal discussion about the potential and challenges of tourism development in Valemount.

Who should attend?: Residents who are interested in tourism, or are affected by issues about sustainable community development, economic opportunities, and environmental and social considerations in Valemount. Everyone is welcome, whether you are for tourism, or against it.

Please contact Dr. Sanjay Nepal at (250) 960 5629

Fax: (250) 960 5538;

Email nepals@unbc.ca.

University of Northern British Columbia (UNBC),

Prince George, BC V2N 4Z9

APPENDIX E

Resident Attitudes Towards Tourism Development in Valemount Community Meeting, October 17, 2003, 2:00-4:00 pm

Discussion Questions and Answers

Q.1. Do you think Valemount has good potential for tourism? Why or why not?

- Potential is unlimited, Many reasons for optimism
 - Phenomenal outdoor potential
 - The weather is getting better (with climate change): air is good
 - Valemount could possibly be a retirement community
 - Real estate is reasonable
- Control on making sure there are no conflicts in the future
 - integration of parts and pieces in environment and society, Make sure we are well prepared
 - chamber of commerce reconstituted
 - trail system drawn up
 - water supply – sewage, preparing infrastructure for tourism.
- Matter of getting people to Valemount
 - Travel is an issue
 - Need to target passing through as well as destination markets
 - Need train/bus access improvement
 - Isolation is part of the attraction
 - Have to sell the adventure of getting to Valemount as part of the package
 - Surrounded by the biggest blocks of protected areas in the world
 - “Don’t build it and they will come” – Wayne Van Velzen
- people are in favour of enhancing current ecotourism aspects
 - not another Jasper, Banff, or West Edmonton Mall

Q.2. What do you feel Valemount has to offer tourists? Are there any recreation/tourism opportunities that are here but not developed yet?

- Potential for all attractions:
 - Cycling
 - it has become busy in ice fields, potential for it here
 - i.e. a relay from Tete Jaune Cache to Clearwater
 - Skiing
 - must take economical advantage of this resource
 - Low impact adventure tourism is underdeveloped – it is a money maker
 - walking trails, low impact interpretative trails
 - no easily marked trails with benches
 - Increase signage
 - birdwatching
 - high income of birdwatchers-need to capitalize on this market
 - Have an amazing marsh, 2nd best for diversity in Canada – is under represented
 - Canoeing
 - Snowmobiling
 - Heli-skiing
 - Heli-hiking
- “It would be an economic mistake on the town’s part to bypass the opportunities”
- Need to get all aspects of the industry working together – alliances, coordination between adventure and hotel industry etc.
 - Marketing comes from businesses
 - need to take a chance: risk involved
- Don’t stick with just one industry
- Will the money be brought into town and stay in town?
- Infrastructure not available

Q.3. Is it a good idea to develop tourism in Valemount? Why or why not?

- "It would be ridiculous not to." – resident on tourism development in Valemount
 - there is no option not to
 - People in Valemount feel that their community could diminish
- Appropriateness of development is the question
 - Canoe Mountain – use to be able to use the road to drive to the top, the road has been closed
- Lack of control of the overall picture is a possible reason not to develop
- Want the development company to be a good corporate citizen
 - What will the company do for residents of Valemount?
 - What is the value to residents?
 - What can the development offer them?
 - Safeguard against extreme development i.e. Disneyland
- Town has to be willing to evolve with changes in time
 - Become more efficient
 - Create priorities
 - "We have to go whole heartedly, and really want it." - resident on tourism as a viable industry in Valemount
- Concern to be addressed:
 - How will resource extraction and tourism go hand in hand?
 - How will this affect other industries?

Q.4. Do you think that the proposed tourism development will generate some negative environmental impacts, which could affect the community?

- More traffic and more people = increasing impacts
 - Potential to degrade/eliminate wildlife corridors
 - Closing up the valley with development and people
 - Decrease in fish/wildlife habitat
 - Gondola project/golf course pesticides affect fish hatchery
 - Increased negative runoff into streams and lakes
 - Visual quality will decrease

- Each recreational project will have spin offs in different directions.
 - Massive spin-offs: condo or timeshare opportunities up the mountain
- Population may be very transient
 - There is no sense of community or ownership/community attachment (no sense of place)
 - Garbage management
- The glamour may wear off

Q.5. Do you think that the proposed tourism development will likely result in negative economic and social impacts?

- Valemount policing: A tourist/vacation atmosphere leads to increased 'partying', more policing required
 - Increase in costs or taxes for residents
 - Transient population
 - Increase in crime
- Staffing housing is an issue
 - Will community build or developers?
 - Community opportunity for student use in Winter – seasonal use
 - Presently very few rental areas even for students
 - Transient workers/people tend be irresponsible with their accommodations
 - are not people wanted in the community (vandalize areas, no respect)
 - Will they want to stay in Valemount?
- People will want to stay – great potential for a better quality of life
 - Stimulate community
 - Bring new people into town
 - More opportunities that will keep people in the area
 - "Lifestyle impact will be very positive"
- Impacts of an increase in population could be much more positive
 - Increase demand/need for:
 - Pharmacy
 - Theatre at the high school

- Sports complex
- Pool
- Theatre

Q.6. Do you feel the community is prepared for the environmental and social challenges that come with this type of development?

- More than 50% said yes
- People are not aware of all aspects
 - “[As a community] we aren’t aware of all the issues, socio-economic, environmental... [I] don’t think we have enough infrastructure (administration/economic base), to be in control of the future.”
- City is not ready to be in control of major development
 - “The city is under-staffed. We may not have a strong enough economic structure.”
 - attempting to improve infrastructure
- Diversification
 - Not a strong enough economic sector - don’t put all eggs in one basket
 - People aware of development going in and opening up new businesses
 - Need control and not haphazard development
 - “Diversification means more than two things in my mind.” -referring to forestry and tourism
- Air quality is an issue

Q.7. Do you think with the proposed tourism development, Valemount residents will have greater recreation opportunities than it has now?

- Yes, but there is increased cost
 - “It might cost us to recreate, where it’s free now.”
- There are positive spin-offs
 - Increase in population allows development in recreation
 - People here are more ‘outdoor oriented’
 - Kids need things to do; it keeps them out of trouble.

Q.8. Do you feel that the development is primarily for tourist use, or do you feel that residents will also get use out of the facilities? Why or why not?

- Will depend on the resort
 - Money (i.e.: Whistler, some companies/people are barely making it)
- There will be some limitations to the access
 - Price to use may be too high
 - Tourist presence and time shares will limit access

Q.9. Do you think there could be ways to allow local residents special privileges (in terms of access and cost) for using the proposed services and facilities?

If this happens, will residents be more favourable to the proposed tourism development?

Depends on how interactive they are in the community

- Important that there is a relationship between the residents and the development industries
- Provisions for running the development should be provided locally
- Insist on special privileges for residents
- Feeling of inevitability: it has to come (i.e. Banff and Jasper residents do not have to pay park fees)
- Problem: Facilities are not within Village boundaries
 - Community is vulnerable – lack of strong economic base
 - Residents have no confidence in discussed conditions

Q.10. What would the Valemount community like to see come out of this proposed tourism development?

- To be in more in the spotlight
 - Have more people know about this area
 - Recognition on a small scale
 - Acquire a good reputation
- Small town atmosphere without big city problems
 - Do not want to become like Whistler, Jasper, and Banff etc.
- Population increase – means expanded revenue tax base: enhanced lifestyle and services

- Pharmacy
- Shoe stores
- 24hour gas station
- Continued access to facilities, i.e. Hot Springs, Interpretative canoe trail
 - arrangement with Sunrise to use facilities
 - control of access to mitigate degradation

Q.11. Do you think the Valemount community can influence the type, scale and nature of tourism development around this area? Why or why not?

- It is difficult to influence Government without regulations or policies for development
 - Not enough people and resources
- Developing good relationship with people from outside
 - Businesses and residents need to alliance to control industries
 - Everyone must be united
 - Of key importance to have a more open process and better communication
 - "It doesn't matter how much you squawk, it's now more about building a relationship." - resident on being progressive in approach
- Feelings of wanting to be a community, not just a town
 - No feeling of community
 - "This is a town, not a community." - elderly resident on the unity of Valemount

Q.12. Do you think there are better tourism ideas or projects that could be done instead of what is currently being proposed? If yes, what would it be?

- Community co-operative management for projects
 - Community investment
 - Community involvement
 - Local support
- Starting with large development could be detrimental
 - Smaller expansions first
 - Promote the small business recreation operations
 - Market Valemount recreation

- Market Valemount as whole product instead of individual companies
 - Community featured by BCTV, etc.

Q.13. Do you think there is a better use, other than tourism, for the areas that are potentially being used for tourism development? If yes, what would it be?

- Enhancing community supported agriculture
- Natural medicines/botanicals extraction
- Community park
- Keep in mind the driving through business:
 - Have multi day hikes now, but need shorter day or half-day use hikes/sites (1-2 hours).
 - Pull out/stopping sites for people to use
- Be aware of potential leaks in tourism – money does not come into or stay in the community.
- Need infrastructure
- Is there a backup plan if the development is not successful?

Q.14. What would you like to see come out of this research project?

- Awareness of:
 - All issues surrounding the development
 - Socio-economic
 - Environmental
 - The need for communication between residents, officials, developers, user groups and tourists.
- Results
 - A copy of the final research project available for the public to see and use.
 - i.e. in the public library.
 - A presentation of the findings to the community.
- What has resulted in similar communities?

Q.15. Do you have any questions for us?

- What have we learned from doing the project?
 - “We have had the experience of hands on use of research methods.”

- Practical application of what we learn in university.

END OF REPORT