

Perceptions of Tourism and Quality of Life: A Case Study in Savannah, Georgia

An Honors Thesis submitted in partial fulfillment of the requirements for Honors in

Psychology/Sociology, College of Behavioral and Social Sciences

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By

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ABSTRACT

The World Travel and Tourism Council estimates that Travel and Tourism accounted for 10.3% of the world economy in 2019 and ¼ of all net new jobs over the past five years. Savannah, Georgia has experienced huge growth in the last decade due to tourism, with visitor spending on lodging alone increasing from \$466 million in 2009 to \$1 billion in 2019. The current study examined differences in perceived impact of tourism on quality of life using established predictors of tourism sentiments. An online community survey was conducted in Chatham County, Georgia ($N = 94$) using the Tourism Quality of Life scale. The survey evaluated residents' perceptions of importance, satisfaction, and tourism impacts in regards to various community quality of life indicators. Results indicated significant differences in participant's belief in the role tourism should play in the economy and scores of perceived impact of tourism on quality of life, $H(2) = 14.5$, $p = .001$, $\eta^2 = 2.45$ (large effect size). Results also indicated there were significant differences in scores of perceived impact of tourism on quality of life between participants who own or rent their homes, $U = 398$, $Z = -3.385$, $p = .001$, $r = -.0036$. A step-wise regression analysis showed that perceived benefit from tourism predicted perceived impact of tourism on quality of life scores, $R^2 = .468$, $R^2\Delta = .219$, $F(1,84) = 23.52$, $p < .001$, which was joined by home ownership in Model 2, $R^2 = .543$, $R^2\Delta = .076$, $F(1,83) = 8.993$, $p = .004$.

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Tourism and Perceptions of Quality of Life: A Case Study In Savannah, Georgia

Everybody enjoys traveling, but the impacts of travel and tourism on a community are rarely considered by visitors. Tourism is widely considered to be a social, cultural, and economic concept involving the movement of visitors to places outside of their usual environment. The purpose can be professional or personal. The World Travel and Tourism Council (2020) estimates that Travel and Tourism accounted for 10.3% of the world economy in 2019, as well as accounting for $\frac{1}{4}$ of all net new jobs over the past five years. In 2020, the entire global tourism industry came to a halt with the COVID-19 pandemic, revealing how much some communities depend on tourism to survive.

Savannah, Georgia has become an increasingly popular tourist destination, creating a need for more sustainable resident driven tourism policy. For the year of 2020 the area had an estimate of nearly 15.2 million visitors (Savannah Area Chamber of Commerce, 2021), and tourism has been considered one of the areas fastest growing economic sectors (Toma, 2023). In terms of employment growth, leisure and hospitality (tourism) was the leading sector for job creation in 2022, with an 8.3% increase.

Savannah is considered to excel in what is known as special interest tourism, exceeding national levels in benchmark factors such as exceptional culinary experiences, cultural activities, and historic places (Toma, 2023). Excelling in these categories by providing tourists with unique experiences is one of the factors responsible for Savannah's explosive growth in tourism. For the year 2022 hotel/motel sales tax increased 20% compared to the previous year, with retail sales increasing 15%. (Toma, 2023). Tourism industry jobs were tied for second with Education & Health Services for the largest share of the workforce in the metro area, yet tourism jobs (Accommodation and Food Services)

hold the lowest average weekly income at only \$447. Education services by comparison have an average weekly take home pay of \$1,915 (Toma, 2023). As reflected by the figures, tourism industry jobs make up a large proportion of Savannah's job market, yet they pay much lower compared to other industries in the area. In addition to this, sociocultural and environmental impacts of tourism have been shown to have an impact on communities who experience overtourism, creating hostility between residents and tourists. Having a resident driven, research based framework that aims to mitigate any potential negative sociocultural or environmental impacts from tourism is vital for sustainable tourism policy.

Prior sociological and anthropological frameworks for the study of tourism have examined the relationships between tourism, modernity, and authenticity. Cultural experiences are idealized or exaggerated models of social life seen in the public domain such as: films, fiction, conversation, public experiences, etiquette, etc (Maccannell, 1976). Tourism at all facets is a cultural experience. All cultural experiences have two components: the model and the influence. The model is the representation of life within the experience, while the influence is the belief or feelings that have changed, been intensified, or been created as a result of the experience of the model (Maccannell, 1976). In terms of tourism the model is represented by way of: the historical figure one hears about in a ghost story, the house observed on a tour, or a dish eaten at a restaurant. The way in which the model and influence are combined are considered the medium such as: a pamphlet for a ghost tour, a concierge booking a tourist a reservation at a nice local restaurant, or a travel documentary. These three elements of cultural experiences: the model, the influence, and the medium combine to create the cultural production.

Cultural productions are the basis of the tourism industry: festivals, tours, guided experiences sold as packages, dining at restaurants, and the list goes on. Cultural productions are not accurate representations of the culture in which they represent but rather idealized versions, void of the depth. Cultural productions imply the possibility of a cultural consensus, as a community is presenting their culture to tourists as a united unit. The concept of cultural consensus is an anti-cultural view as there is no natural consensus in society and culture (Maccannell, 1976). Cultural productions carry a ritualistic tone to them, allowing the participants to experience influence together, a form of collective effervescence.

Another sociological concept integral to the frameworks of tourism is authenticity. The sociological meaning of authenticity changes in context; however, with tourism in mind, one could frame it as referring to the idea that a tourist's behavior, actions, or appearance during their visit reflect the culture in which they are attempting to take part. Many sociologists discuss the concept of staged authenticity in the context of tourism, The primary component of the concept of staged authenticity is the separation of the "front" and the "back" regions of social gathering places. Front regions are places where cultural productions take place: the dining areas of restaurants, the tour buses, tourist attractions in general. The back regions of social gathering places is the place where members of those "performing" the act of the cultural production can retire from the cultural production and prepare, almost like a back stage. (MacCannell, 1976)

Tourists are motivated to experience the culture of the community in which they visit: however, communities often have tourist destinations that provide a sense of cultural consensus that is not a true reflection of reality. Tourists often partake in guided

experiences, seeing the experience a community wants them to see: experiencing staged authenticity.

Tourism and Quality of Life

Many tourism studies evaluate impacts or attitudes towards tourism. Andereck and Nyaupane (2010) address the differences between measurements of attitudes/impacts and using a Quality of Life scale to address tourism. Using quality of life as a measurement can help evaluate subjective human experiences and perceptions towards their community. Quality of life has been agreed to be a multidimensional concept, potentially measured by over 100 different models and definitions. (Andereck et al. 2007) The concept of quality of life is subjective and a deeply cultural experience. Some argue over whether quality of life should be viewed from a community perspective or an individual; however, the concept itself pertains to one's personal satisfaction with life and the environment around them (Andereck & Nyaupane, 2010). Quality of life studies evaluate the way in which tourism impacts the individual, rather than how tourism is perceived to impact the community or environment as in traditional attitude/impact studies. Linking quality of life and perceptions of tourism in one measurement is beneficial for identifying resident attitudes and perceptions toward tourism, as well as identifying where residential support is in terms of tourism developments and policy.

According to Andereck et al., (2007), tourism has been shown to impact resident quality of life in three distinct categories: economic (taxes, inflation, and job availability), sociocultural (community image, cultural events, awareness of cultural heritage), and environmental (crowding, noise pollution, wildlife destruction, litter). Tourism has commonly been thought to improve quality of life, providing things like festivals,

restaurants, cultural attractions, and recreational opportunities (Andereck et al. 2007).

Negative impacts of tourism on quality of life must be addressed as well, most often in the form of crowding, traffic, crime, cost of living, cultural clashes between tourists and locals, and changes in residents' ways of life.

Environmental impacts of tourism have consistently been found as a top concern to residents. The tourism industry relies on the attractiveness of a location to draw people in. Many tourism studies have ranked natural beauty as one of the highest ranked criteria for visitors (Liu et al., 1987). High concentrations of tourists in a single area has been associated with negative environmental impacts (Dogan, 1989). Potential environmental impacts from tourism are plentiful: air pollution from transportation, water pollution, wildlife destruction, disruption of natural habitat, deforestation, destruction of wetlands, etc (Andereck et al. 2005). Environmental impacts are also shown to impact human behavior. Cross cultural variance has been found in perceived negative impacts of tourism on the environment, with geographic and culture specific concerns (Liu et al., 1987). Many researchers call for the need for environmentally conscious and resident driven tourism policy, as globalized tourism has contributed to tourism development policy being created for economic gain without regard to the environment or local residents.

Economic benefits of tourism have been largely explored and often contribute positively to quality of life. In regions where economic benefits of tourism are undisputed, but cultural impacts are felt, oftentimes artificial cultural/geographic boundaries can be created by residents. This involves a "tourist zone" being created where the host culture is presented in a specific context, minimizing the impact of

tourism on local culture. Using this method, communities are often able to preserve cultural traditions, benefit economically from tourism, and avoid the sociocultural impacts mentioned above (Dogana, 1989). This concept of a tourist zone recalls Dean MacCannell's (1976) concept of staged authenticity, using the front (tourist zone), and the back (areas more geared toward residents). Tourism has been perceived to have many positive economic benefits such as: increased employment, investments, and local business profits (Andereck et al. 2005). Increased prices of goods and services has also been associated with tourism, leading to commercialization. Tourism development can lead to a change in economic powers of a community, creating political, power, and interest conflicts. Increased tourism development can create political factions who favor economic emphasis on tourism over other industries (Dogana, 1989). Political effects of tourism begin to blur the lines between economic impacts and sociocultural.

Sociocultural impacts of tourism have been found to often be more negative than their economic counterparts. Dogana (1989) addresses the psychological tensions that arise from the changes tourism brings to residents' daily routines, habits, and values. Many sociocultural impacts address the loss of authenticity, asserting that the host culture's traditions become weakened under tourism's influence (Dogana, 1989). Mass tourism leads to the loss of authenticity in food, folklore, ceremonies, etc. and a pseudo-culture, a cultural production, is created to suit the standards and desires of tourists. One of the most prolific consequences of tourism is commercialization. Commercialization is the act of trading currency for a good or service, which in the context of tourism, previously may have been provided locally to residents for free. Commercialization disrupts personal relationships, turning them into sources of economic

gain. Increased commercialization and disruption of personal relationships has been proposed to explain the increase in crime due to tourism development (Dogan, 1989). Examples of this can be seen in places like Thailand, where prostitution has become a tourist commodity.

Resistance to tourism is a sociocultural response to tourism development. Resentment is generated when residents feel that their peace is negatively affected by tourism, while not being able to utilize the same recreational facilities in their own community as the tourists. Aggression and envy in residents can be observed when the differences in lifestyle and wealth between tourists and residents are stark. This is especially profound if a previously rural area experiences increased changes and development due to tourism (Dogan, 1989). Negative feelings such as aggression toward tourists can occur if tourists are regularly observed to break cultural norms, such as dress, speech, or behavior.

It has been suggested that every culture and region has a threshold (carrying capacity) for tourism development before negative feelings begin to become widespread. Certain conditions have been identified as being more likely to lead to the carrying capacity of an area being met: 1) perpetual existence of a large number of tourists, 2) sharing of facilities and services with tourists, 3) stark contrast in socioeconomic status between residents and tourists, 4) increase in the amount of tourist facilities run by outsiders to the local culture, where nonresidents are receiving higher salaries compared to residents (Dogan, 1989). High density tourism has been associated with increases in violence on tourists as well as resentment in locals, as demonstrated in areas such as Greece, Hawaii, and the Caribbean (Dogan, 1989).

Conversely, tourism has been shown to have the potential to revitalize traditional culture and customs. Tourism provides a culture with the opportunity to showcase its traditions and institutions, preserving them from modernization. Identification with local culture becomes stronger when the culture itself becomes a tourist attraction, leading to greater acceptance of tourism (Dogan, 1989).

Resistance to tourism development has been found to be particularly strong in cultures with a colonial history. Local residents perceive European identifying tourists to be extensions of their previous colonists, and remember the previous invasions of their culture (Dogan, 1989). Variable heterogeneity and power structures of a host culture has been shown to determine the response to tourism in a community, as well as strategies of adaptation (Dogan, 1989). Different segments within a community population do not receive equal amounts of exposure to tourism, or receive the benefits from tourism. Cultural differences within populations may lead to differentiation between responses to tourism. Oftentimes this response correlates with how similar the tourists' way of life aligns with the local residents (Dogan, 1989). Communities with racial and class tensions have been shown to have the situation exacerbated by increased tourism activity, as oftentimes income from tourism activity is distributed to landowners and business people.

In the American South, the controversy of plantation tourism has become more prevalent. Dark tourism refers to tourism involving travel to places historically associated with death and tragedy. Research shows that plantation tourism often leads to marginalization and whitewashing of the very history it is supposedly there to teach (Potter, 2015). Tourism both domestic to the US and international has traditionally marginalized racial and ethnic minorities, with evidence that Black history is still being

trivialized at heritage sites by the tourism industry (Alderman, 2013). The largest sale of human beings in the United States took place in Savannah, Georgia in March 1857, known as the Weeping Time. Savannah has become known as a center of dark tourism, not for its ties to slavery but for being known as “the most haunted city in America”.

Savannah, Georgia: A Case Study

Savannah, Georgia has experienced huge growth in the last decade due to tourism, with visitor spending on lodging alone increasing from \$466 million in 2009 to \$1 billion in 2019. (Longwood, 2020). Being spared by Sherman’s March to the Sea, Savannah has one of the best preserved Historic Districts in the United States. Visitors are charmed by the easy-to-navigate grid system developed by James Oglethorpe and the eclectic mix of 18th and 19th century architectural styles. With open container alcohol laws, Southern charm, and a beach nearby, visitors have begun to flock to Savannah. However, in 2018, NPR reported that Savannah was at risk of losing its National Landmark designation due to overdevelopment of the Historical Downtown area.

Savannah’s Historic District exemplifies Dean MacCannell’s concept of staged authenticity, in addition to the concept of a tourist zone. Tourists flock to the Historic District, a cultural front, where they are presented with an idealized cultural consensus of what Savannah is. Residents no longer feel that the Historic District is for them, with many activities being viewed as outside of the price range of the average resident. Resistance to tourism development has been found when residents find themselves unable to use the same facilities or areas as tourists, or when tourists' lifestyles are viewed to be starkly different than those of residents.

Hotel rooms are beginning to outnumber housing availability, with 2,538 hotel rooms having been constructed across 22 brand new hotels to open in 2021 alone (CRBE, 2020) Hotels are being built frequently enough that an outlook report by Realty Group CRBE (2020) states that growth in Savannah will soon overcome demand. Many residents have expressed that the focus on hospitality has come at a cost to residents' quality of life in terms of housing. Some of the local sentiments can be reflected in this quote, "Savannahians want a city for locals where tourists feel welcome, not a city for tourists, where locals feel unwelcome" (Dawers, 2022, par. 14). The drop in housing availability at the expense of tourism is seen in the difference between the 2018 Savannah's housing inventory number—3,276—and the 2021 housing inventory—1,819—a difference of 1,457 (Zillow Research, 2021).

In addition to the threat to Savannah's National Landmark designation, the overabundance of tourism development has begun to be felt in the job market. Food service and drinking establishments, an essential part of the tourism industry, are the second highest job market for projected growth in Coastal Georgia, with 14.8% growth estimated from 2018 to 2028 (GDOL, 2021). The average wage for hospitality workers in Savannah is \$10.97 an hour (Ziprecruiter, 2023), with the average rent in Savannah being \$1,478 for a 1 bedroom apartment as of March 2023 (Zumper, 2023). It has been demonstrated that increased tourism is correlated with increased housing prices in an area; however, few studies examine the relationship between tourism and increased income within a community (Mikulić et al., 2021).

One theory suggests that the longer residents are exposed to tourists, the more likely their sentiments are to turn from welcoming to irritation, gradually working its way

up to hostility, relative to population size (Doxey, 1975). Some of those sentiments have been seen anecdotally in Savannah, Georgia for the past decade, as hotels increase in number and cost of living rises. The concept of carrying capacity and overtourism are discussed when a community has reached its breaking point in terms of tourism. Social carrying capacity refers to how many tourists can be in an area at once before it begins to become unacceptable to residents of the community (Tokarchuk et al., 2021). Once a community has reached its social carrying capacity, overtourism is taking place. Tourism pressure and overtourism have been found to be psychological measures, and that crowding due to tourism can be linked to changes in perception of quality of life (Gossling et al., 2020).

Chatham county residents have only been surveyed on tourism sentiments once previously prior to the current study. A tourism sentiment survey was conducted on Savannah residents in 2015 by Lowcountry and Resort Islands Tourism Institute at University of South Carolina Beaufort. A 26 question survey was mailed to 2,695 residents in seven zip codes using registered voting lists. The survey's goal was to measure residential perceptions regarding the following: frequency of visitor engagement, tourism's contribution to the economy, tourism management, tourism infrastructure needs, how tourism impacts residents, tourism industry program needs, impacts of the tourism industry on life and the community. This study had several major flaws. The study's final sample size was 295, with 95 residing in the downtown area. Of these, "...57% were over the age of 60, and 58% were Caucasian. Fifty-six percent were married and 85% did not have children under 18 living at home. Over 65% had a Bachelor's Degree or higher, 42% were employed full-time, 35% had household incomes

over \$75,000, and 59% indicated that their income was derived from the tourism industry.” (Salazar, 2015, p. 2) Inferential statistics were not reported. However, this study concluded that 90% of respondents believed that Savannah’s Historic District has helped create a strong tourism industry for Savannah (Salazar, 2015). This is less of a perception and more of a fact. Many of the findings of this study, done in collaboration with The City of Savannah, were overwhelmingly positive. An analysis of the survey measure will show that many of the questions were leading in nature such as “I am confident that the impact of tourism in Savannah is positive and should be actively encouraged.” The study states that qualitative analysis was done as well as quantitative analysis. For the qualitative analysis the responses were represented across the board as positive (without giving examples of responses), while the only negative concerns mentioned were trolleys and buses congesting traffic downtown. The study concludes with: “Respondents seem to have very specific ideas about the issues that affect them on a day-to-day basis, but do not seem to hold the City and its officials as either the scapegoat or savior for their concerns.” (Salazar, 2015, p. 15). While this study provides an interesting conclusion, this is not how sustainable tourism research that is inclusive of residential concerns is made.

The study conducted by Lowcountry and Resort Islands Tourism Institute had flawed methodology, leading to invalid results. This study was one of the only consideration of resident’s attitudes towards tourism used in a cost benefit analysis of tourism development by the City of Savannah (2017). The City of Savannah used this cost benefit analysis when creating their Tourism Management Plan, the primary policy guideline for tourism management in Savannah. The current study aimed to be more

precise in methodology and clear in operational definitions than previous studies, avoid leading questions, and present results without conflict of interest.

The Current Study

While resident attitudes have been surveyed, resident perceptions of tourism's impact on quality of life have not yet been evaluated in Chatham County, Georgia, an area where tourism is a significant contributor to the economy. The current study hopes to improve on previous resident sentiment surveys done in the area by using validated measures and variables guided by established literature on tourism and quality of life. Previous surveys done in the area were affiliated with parties who may possibly have an interest in the results. The current study has no conflict of interest and was not funded. Tourism research that is resident driven is necessary for sustainable tourism development and policy, in order to reduce the potential for negative sociocultural, economic, and environmental impacts of tourism.

The current study has three specific goals:

Goal 1: Evaluate perceptions of tourism's impact on quality of life on residents in Chatham County, Georgia. Evaluating the data set as a whole, using a composite tourism quality of life score will allow us to understand the nature of how the community overall believes tourism impacts their quality of life. Tourism policy must have an understanding of the sociocultural, environmental, and economic impacts of tourism on the residents of a community in order to remain sustainable.

Goal 2: Explore differences in perceptions among groups based on previously established predictors for tourism sentiments. Six different variables were analyzed for differences in perceptions of tourism's impact on quality of life: belief in the role tourism

should play in the economy, income dependence on tourism, personal benefit from tourism, community attachment, amount of contact with tourists, and home ownership. Currently no relationships have been identified between traditional demographics variables such as race, gender, homeownership, age, and tourism attitudes (Andereck & Nyaupane, 2010).

It has generally been found that people who believe the tourism industry should play an important role in the economy are more likely to perceive positive impacts of tourism. Many studies have found positive correlations between measured economic benefits of tourism and tourism attitudes (Lindberg & Johnson, 1997). Within current literature it is unclear whether people who believe tourism specifically should play an important role in the economy have more positive attitudes toward tourism or not. The current study will address this gap by specifically analyzing differences in impact of tourism on quality of life scores between residents who hold different beliefs in the role tourism should play in the economy.

Dependence on the tourism industry for income has been shown to be one of the only consistent predictors of tourism attitudes. Prior literature shows that those who depend on tourism for a stable income have a more positive attitude toward tourism (Andereck & Nyaupane, 2010). A study evaluating non-host community resident perceptions of spillover effects of the 2002 Winter Olympic Games found that residents who were economically dependent on tourism were more supportive of the Olympics being hosted in their community (Deccio and Baloglu, 2002). A 1996 study of Samos, Greece indicated that tourism was perceived to increase job opportunities for young people and women, improving the socioeconomic status of women within traditional

society as a result (Haralambopoulos and Pizam, 1996). The same study found tourism jobs were perceived to be viewed with a high degree of desirability, with 96% of participants stating that tourism jobs were desirable. The current study will address this concept by analyzing the difference in perceived impact of tourism on quality of life between residents whose incomes rely on tourism.

Community attachment has shown mixed results in previous studies. The current study operationalizes community attachment as the amount of years spent in living in the community; however, previous studies have sometimes defined it as being born in a community. Previous literature has found association between length of residency and attitudes toward tourism (McCool & Martin, 1994). However, this finding has not been consistently replicated. Some also claim that length of residency may not be an accurate measure of community attachment, and that community attachment should be based on social ties to a community. McCool and Martin (1994) refer to community attachment as “the effects of urbanization and industrialization on the social structure and function of communities” (p. 29). A prior study conducted in five adjacent counties in Virginia using structural modeling found that community attachment (measured using a four-question scale) had no causal relationship to perceived benefits, perceived costs, state of the local economy, or support of tourism. (Gursoy et al., 2002) The current study evaluates the relationship between community attachment-measured by the amount of years spent in living in the community-and perceived impact of tourism on quality of life. Length of residency was chosen as the measure of community attachment due to the high volume of transplant-residents (those who relocate to the area) to Savannah, Georgia.

The degree of contact residents have with tourists have loosely been shown to be positively correlated with positive attitudes toward tourism, meaning that the more contact with tourists a resident has a higher likelihood of positive attitude toward tourism (Andereck & Nyaupane, 2010). Resident well-being has been positively associated with social contact with tourists. (Fan, 2020). Social contact between tourists and residents can take form in multiple ways: tourists can encounter service workers, tour guides, hospitality workers, authorities, marketers, as well as encounter residents going about their day. The variety in this type of contact can lead to differentiation in impact attitude toward tourism, as some residents may have positive encounters with tourists, while others may have irritating encounters (Fan, 2020). The current study will evaluate differences in perceived impact of tourism on quality of life and degree of contact in terms of frequency with tourists.

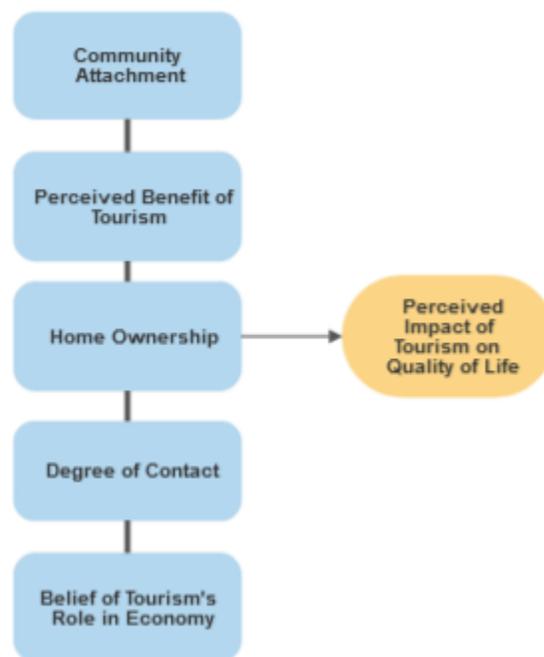
A home ownership variable was added into the already validated Tourism Quality of Life measures. Tourism has been shown to increase housing prices without a concurrent rise in income growth for residents (Mikulić et al. 2021). Average price of a single-family home in Savannah, Georgia has increased 4.14% from 2019 to 2021 (Savannah Chamber of Commerce, 2021). Home prices in Georgia overall were found to be 46% higher in the second quarter of 2022 than before the COVID-19 pandemic (Savannah Chamber of Commerce, 2021). Many of those who were aiming to buy a home during this time found themselves pushed out of the market, forced to rent. Rent prices, meanwhile, also had increased nationwide, with rental availability in Savannah very low. The current study is evaluating what proportion of participants are

homeowners versus renters, and then evaluating differences in perceived impact of tourism on quality of life between groups.

Goal 3: Evaluate how benchmark predictors affect tourism's impact on quality of life in Chatham County, Georgia. Identifying predictors for perceived impact of tourism on quality of life allows policy makers to make clear decisions when identifying areas of improvement for sustainable tourism policy.

Figure 1.0

Benchmark Concepts as Predictors for Tourism Quality of Life Scores



Method

Participants

Participants were recruited through Chatham County community based online forums such as Facebook groups, Nextdoor, Groupme, and Reddit. The Chatham County

area was chosen for participation rather than just the City of Savannah limits due to the fact that many residents live outside of the city, commute for work, and are affected by the city's tourism industry. Participants were not compensated for filling out the survey. A total of 142 residents began the survey, with $N = 94$ residents completing the survey. Another 48 residents were excluded from the original 142 of participants due to not completing the survey or incorrectly filling it out (34% attrition). Participants were 79.6% female, and 18.3% male, with 2% preferring not to disclose their gender. A "nonbinary/other" option was provided for gender with which no participants responded. As for ethnicity, participants were 83.7% White, 6.5% Mixed/Multiple Ethnic Groups, 5.4% Black, 2.2% Hispanic, 1.1% Asian, 1.1% Not Listed/Other. Participant age was ($M = 52.06$, $Mdn = 56.00$, $SD = 17.013$) with a range of 65. The study's predictor questions were used to gauge participants' prior existing relationship to the tourism industry. As this study is measuring perceptions toward tourism, rather than asking participants questions such as what is their income, participants were asked questions such as "Is your income dependent on tourism?" and "How much do you believe you benefit from tourism?" Most respondents (75% of participants) reported that they do not believe that their income is dependent on tourism, with 16.1% believing that their income is somewhat dependent on tourism, and only 8.6% believing that their income is dependent on tourism. Of the participants, 78.7% were homeowners, while 21.3% were renters.

Measures

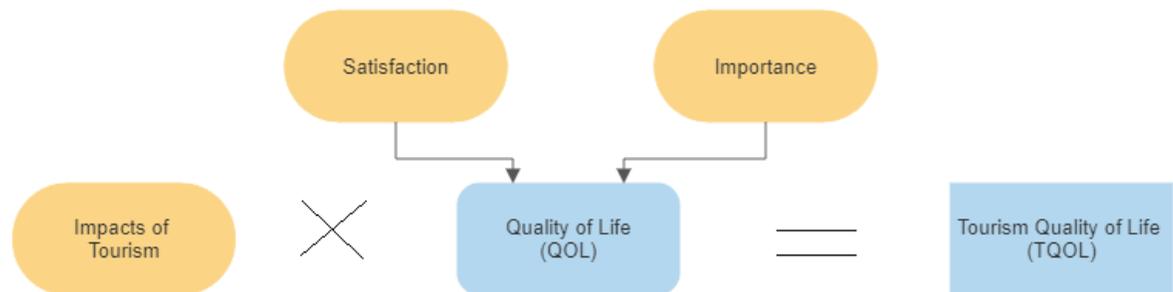
The Tourism Quality of Life scale (Andereck & Nyaupane, 2010) consisted of 5 parts: tourism belief predictors, demographics, community importance, community satisfaction, and tourism's perceived effect on community variables. The tourism belief

predictors asked participants questions such as: “How large of a role do you believe tourism should play in an economy?”, “Is your income dependent on tourism?”, and “How many years have you been a resident of Chatham County?” in order to gauge participants’ beliefs and relationship toward the tourism industry. A composite Tourism Quality of Life (TQOL) score was calculated using scores from the community importance, community satisfaction, and tourism’s perceived effect scales. These three scales asked participants to rate various community quality of life indicators using 8 different domains: community well-being, urban issues, way of life, community pride and awareness, natural/cultural preservation, economic strength, recreational amenities, and crime and substance abuse. Each scale gave participants the same community quality of life indicators. For importance, participants were asked “How important do you find the following in regards to your community?” With the options “Not at all important (1) Slightly important (2) Moderately important (3) Very important (4) Extremely important (5)”. The satisfaction scale asked participants “How satisfied are you with the following factors in your community?”, while the tourism impact scale asked participants “How do you feel tourism impacts the following in regards to your quality of life?”. Subscales were created using each domain within each scale (for example: importance of community well-being, satisfaction with way of life, tourism's impacts on natural/cultural preservation). A composite quality of life (QOL) score ($\alpha = .920$, $M = 3.6$, $SD = .388$) was computed by averaging the means of the importance scale ($\alpha = .921$, $M = 4.11$, $SD = .449$) and the satisfaction scale ($\alpha = .942$, $M = 3.1$, $SD = .617$). In order to create a variable that reflects the perceived impacts of tourism on quality of life (TQOL), the perceived

impacts of tourism scale (TOURMEAN) ($\alpha = .949$, $M = -.07$, $SD = .635$) was multiplied with the QOL scale to create a composite TQOL variable.

Figure 2.0

Creation of Tourism Quality of Life Variable

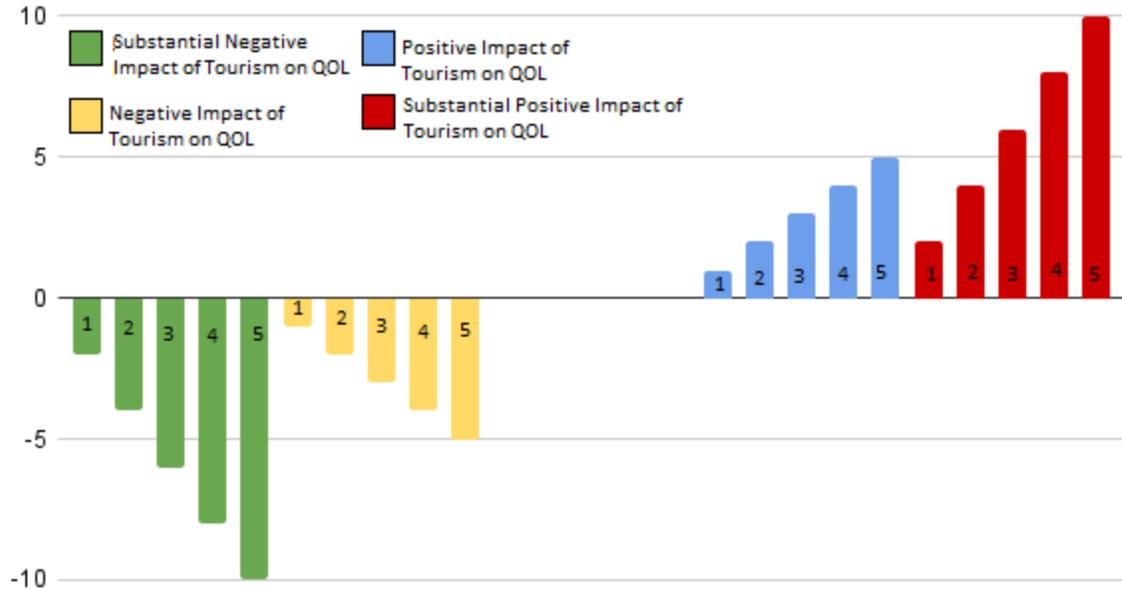


In order to create a TQOL scale in which both positive and negative perceptions of tourism's impact on quality of life could be reflected in the data, the mean impacts of tourism variable was recoded where 1 = -2, 2 = 1, 3 = 0, 4 = +1, 5 = +2. Recoding the mean impacts of tourism variable and multiplying the QOL allowed for a variable that reflected data in which perceived impacts of tourism on quality of life is reflected on a -10 to +10 scale where -10 reflects a high quality of life with tourism having a negative impact, and +10 is a high quality of life where tourism makes a positive impact.

Figure 2.1

Hypothetical Potential TQOL Scores

Potential TQOL Scores



(Note: Quality of Life scores are reflected on the bars)

A homeownership variable was added to the study on the basis of abnormal activity in the housing and rental markets after COVID-19. This variable had not been utilized in conjunction with Tourism Quality of Life previous to this study.

Procedure

The study was approved by the Georgia Southern IRB on October 11, 2022, and data were collected from October 11th until November 14th, 2022. Participants encountered the survey link through social media platforms or forums such as Facebook, Nextdoor, Groupme, and Reddit. Upon clicking the survey link, participants were brought to the informed consent and study information. Informed consent asked participants to verify that they read the study procedures and consent to participate, as well as asked participants to verify that they met the eligibility criteria of being an adult over 18 years of age and a resident of Chatham County. Participants were informed that the purpose of

the study was “to better understand the sentiments residents of Chatham County have towards tourism and the perceived effects on quality of life,” The study was administered through Qualtrics, and data were anonymized. After signing the informed consent participants were first asked to respond to six beliefs of tourism and relationship to the industry predictor questions. After the predictor questions participants were asked to complete the importance section of the study rating all 37 community variables on a 5-point scale. The same was done consecutively for the satisfaction portion as well as the tourism impacts section. After these three sections participants were asked their age, gender, and ethnicity. During debriefing participants were given information on how to follow up with the primary investigator if they were interested in study results, reminded participants of the purpose of the study, and thanked them for their participation. Participants were not compensated for participation.

Results

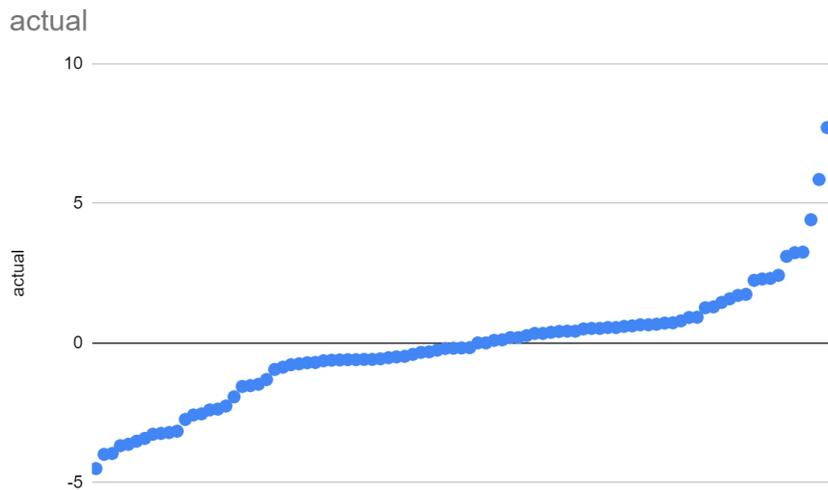
Tourism’s Impact on Quality of Life

The first hypothesis of the study sought to evaluate perceptions of tourism’s impact on quality of life on residents in Chatham County, Georgia. A composite score (TQOL) was created to measure this. Potential scores ranged from -10 to +10 ($M = -.131$, $SD = 2.35$). Data were stratified into two groups to determine the extent to which participants believed tourism contributed negatively or positively to their quality of life. About half ($n = 43$, or 46.2% of participants) had a positive TQOL score, indicating that they perceived tourism to have a positive impact on their quality of life. Conversely, 53.8% of participants ($n = 50$) had negative TQOL scores indicating that they perceived tourism to negatively impact their quality of life. With the data collected from the current

study, no conclusion could be drawn as to whether tourism is perceived to make a positive or negative impact on residents' quality of life.

Figure 3.0

Tourism Quality of Life Scores: Savannah



Nonparametric statistics were chosen for analysis due to the non-normal distributions of all variables being analyzed. The dependent variable, perceived impact of tourism on quality of life (TQOL) was leptokurtic in distribution. The Shapiro-Wilk Test of Normality used in instances of smaller sample sizes indicated that all variables of the data set being analyzed were non-normal. ($p < .001$, in all cases) The null hypothesis of the Shapiro Wilk Test assumes that the population sample is normally distributed. The p -value for each of our predictors and our dependent variable, the TQOL, were all $p < .001$, therefore it can be concluded that the data are non-normal. Some debate the use of the Shapiro-Wilk test as a determining factor for normality, due to its high sensitivity. For many of the variables, namely: dependence on tourism for income, community attachment, and home ownership, the skew, kurtosis and histogram pattern indicated non-normal distribution as well.

Group Differences in Tourism Quality of Life

Various methods of analysis were run in order to evaluate group differences between variables. Each variable was considered independently in order to determine the correct test.

The first analysis of the study examined participants' beliefs in regards to the role tourism should play in the economy. A Kruskal Wallis test was conducted to analyze the differences in TQOL ($M = -.131, SD = 2.35$) scores between participants who responded to the question: "How large of a role do you believe tourism should play in an economy?" with the response options being: No Role ($M Rank = 0$), Minor Role ($M Rank = 31.64$), Large Role ($M Rank = 51.61$) and Dominant Role ($M Rank = 60.75$). Participants were sorted into groups for analysis based on response. None of the participants believed that tourism should play zero role in the economy. A significant difference was found between groups in TQOL scores, $H(2) = 14.5, p = .001, \eta^2 = 2.45$ with a large effect size. People who believed that tourism should play a large role in the economy had significantly higher TQOL scores than those who believe that tourism should play a minor role in the economy, ($p = .002$) No significant differences were found between those who believe tourism should play a minor role in the economy versus those who believe tourism should play a dominant role. ($p = .174$) There was also no significant difference found between participants who believe tourism should play a large role or a dominant role in the economy. ($p = 1.00$)

Dependence on the tourism industry for income has been consistently shown to be one of the few reliable predictors of attitudes and beliefs towards tourism. The second analysis of the study used a Kruskal Wallis test to analyze the differences in TQOL ($M =$

-.131, $SD= 2.35$) scores between participants who responded to the question: “Is your income dependent on tourism?” With response options being: No ($M Rank=45.62$), Somewhat ($M Rank=48.47$), and Yes ($M Rank=50.38$). Participants were sorted into groups for analysis based on response. No significant difference was found between groups $H(2) = .324, p = .850, \eta^2 = .001$. This is contrary to previous research using this concept as a predictor for tourism attitudes.

Perceived benefit is another concept which has shown consistent results in terms of being a predictor of tourism beliefs and attitudes. The third analysis of the study utilized a Kruskal Wallis test in order to analyze the differences in TQOL ($M = -.131, SD= 2.35$) scores between participants who responded to the question: How much do you believe you benefit from tourism? With response options being a score of 1 (No benefit from tourism) ($M Rank=29.55$), 2, ($M Rank=33.22$), 3 ($M Rank=41.90$), 4 ($M Rank=68.12$), 5 (A lot of benefit from tourism) ($M Rank=70.82$). Participants were sorted into groups for analysis based on response. A significant difference was found between groups. $H(4) = 31.341, p < .001, \eta^2 = 10.79$ with a large effect size.

Table 1

Pairwise Comparisons for Perceived Benefit of Tourism

Pairwise	Adj. Sig**
1-2	1.00
1-3	1.00
1-4	.003*
1-5	.004*
2-3	1.00
2-4	.000*

2-5	.001*
3-4	.013*
3-5	.022*
4-5	1.00

**Significant at a .05 alpha level*

***All significance values have been adjusted by the Bonferroni correction*

Community attachment has been notably inconsistent as a predictor for tourism attitudes and beliefs. The fourth analysis was interested in the relationship between community attachment and TQOL ($M = -.131$, $SD = 2.35$) scores. Community attachment was measured by asking participants: How many years have you been a resident of Chatham County? ($M = 18.53$, $SD = 17.97$). A Spearman correlation indicated that there was no correlation between community attachment and TQOL, $r(90) = -.013$, $p = .899$. This is in line with current literature on tourism and quality of life, where no correlation has yet to be found between community attachment measured as length of residency and perceived impact of tourism on quality of life.

Current literature shows that higher degree of contact with tourists leads to more positive impacts on wellbeing and quality of life. A Kruskal Wallis test was conducted to analyze the differences in TQOL ($M = -.131$, $SD = 2.35$) scores between participants who responded to the question: How often do you come in contact with tourists? With response options being: Never (1) ($M Rank = 25.10$), Sometimes (2) ($M Rank = 51.65$), Pretty Often (3) ($M Rank = 46.52$), Every Day (4) ($M Rank = 41.27$), Always (5) ($M Rank = 66.33$). $H(4) = 8.411$, $p = .078$, $\eta^2 = 0.777$ No significant difference was found between groups. A Spearman correlation also showed no significant correlation between

degree of contact and TQOL scores, $r(90) = -.040$, $p = .702$, Both of these findings are contrary to current literature.

A variable on homeownership was added into the measures in the interest of recent variability in the housing market. A Mann Whitney U Test was conducted to see if there are differences in TQOL ($M = -.131$, $SD = 2.35$) scores between participants who own ($M Rank = 51.96$) and rent ($M Rank = 28.90$) their homes. A significant difference was found between groups: $U = 398$, $Z = -3.385$, $p = .001$, $r = -.0036$ with people who own their homes scoring significantly higher on the TQOL scale than people who rent their homes.

Finally, a step-wise linear regression analysis was utilized to evaluate the degree to which of the variables were best able to predict TQOL scores. Results from Model 1 indicate that perceived benefit from tourism predicted TQOL scores, $R^2 = .468$, $R^2\Delta = .219$, $F(1,84) = 23.52$, $p < .001$, which was joined by home ownership in Model 2, $R^2 = .543$, $R^2\Delta = .076$, $F(1,83) = 8.993$, $p = .004$.

Discussion

The study originally sought out to provide a resident driven framework for tourism policy by evaluating perceived impact of tourism on quality of life in Chatham County. Prior to discussing results, a key limitation would be helpful to address.

Recruitment proved to be a large barrier to a representative sample. Original plans for recruitment involved posting flyers in various public places in each zip code of the survey area, as well as utilizing in-person community outreach. This method of recruitment did not get approved, and social media was the only form of recruitment that was approved

with conditions that every post for recruitment in a social media group had to be moderator approved. The study's demographics are far from ideal and downright problematic. Black voices have been traditionally underrepresented in Southeastern tourism planning (Alderman, 2013), and this study continues to alienate underrepresented voices in tourism policy. Attrition also proved to be problematic for the study, as 34% of participants had to be ruled out due to ineligibility or not following directions. This is far above the ideal standard of no more than <5% attrition.

In regards to analysis, multivariate structural equation modeling would have been the ideal model; however, this study was on a fixed time constraint. Deviations were made from the validated analysis of the Tourism Quality of Life Scale (Andereck & Nyaupane, 2010) in regards to recoding. The original TQOL scale was on a -60 to +60 scale, with the QOL variable ranging from -10 to +10 (the current study's was 1 to 5) This was then recoded again into a scale of 1 to 20, which was then multiplied by the tourism factor to create the TQOL scale of -60 to +60. The current study decided to simplify this process and found that the validity of the data did not seem to be affected by this revision. Andereck and Nyaupane (2010) conducted ordinal logistic regression, factor analysis, and mediation analysis with their data, and many other studies evaluating similar concepts conducted structural equation modeling. Every variable analyzed in the current study was given independent consideration for a test that best displayed the data as well as met assumptions.

In terms of results, stratifying data points by negative and positive TQOL scores allowed us to evaluate the percentage of participants who believe tourism makes a positive impact versus a negative impact on their quality of life. Results indicated that

participants were nearly evenly split in terms of tourism having a negative impact on their quality of life versus a positive impact. Had a larger more representative sample been collected, perhaps more of a difference would have been seen.

Results showed significant differences in TQOL between participants who held different beliefs in the role tourism should play in the economy. Economic impacts of tourism are often perceived as beneficial, and many economic studies have been conducted in relation to tourism impacts. Our results indicate that those who believe tourism should play a large role in the economy felt that tourism positively impacted their quality of life. This particular question had not been analyzed in literature before, but tracks with similar findings, measures, and concepts in regards to perceived benefits of tourism.

Contrary to tourism literature our study did not find significant differences between groups in regards to perceived benefits of tourism. We believe this is a methodological error and can be explained by the flaws in our recruitment strategy. Of respondents only 30% of respondents responded that they believed they benefited from tourism (either a 4 or a 5 in scoring), which is extremely contrary to Savannah's job market figures with tourism being the third largest employment sector in the area. 31.2% of participants responded that they had neutral feelings on whether they benefited from tourism, indicating they probably had not reflected on it previously. Conversely, the beneficence variable was shown to predict TQOL scores in a step-wise linear regression. Had our population been more representative of the Chatham County population we believe our Kruskal Wallis hypothesis would not have been rejected.

Similar to perceived benefits, no difference was found between groups in income dependence on tourism. This is also contrary to tourism literature (Andereck & Nyaupane, 2010, Deccio and Baloglu, 2002, Haralambopoulos and Pizam, 1996), which might also be explained by our unrepresentative sample population. The common finding has been that those who rely on tourism for income have more positive beliefs about the tourism industry. However, had our sample been representative, I believe the opposite would be found. Similar to the degree of contact measure, those who rely on tourism for income are more likely to come in contact with tourists the most, and therefore more likely to resent or have irritating encounters with tourists. Those who depend on tourism for income, particularly in Savannah, where low wage tourism jobs make up a large proportion of the job market may also be possibly resentful of the tourism industry for working conditions, wages, or job diversity.

The community attachment variable showed no correlation between years of residency and TQOL. This is in line with current literature as no consistent link has been found between community attachment and tourism belief and attitudes (McCool & Martin, 1994, Andereck & Nyaupane, 2010, Gursoy et al., 2002). Many have argued about the measurement of community attachment and some believe that community attachment should be measured in terms of the strength of social ties to a community. This is a consideration for future research, as this result could have been due to measurement.

Results showed no significant difference or correlation between degree of contact with tourists and TQOL. This is contrary to tourism literature, as degree of contact residents have with tourists have loosely been shown to be positively correlated with positive attitudes toward tourism, meaning that the more contact with tourists a resident

has a higher likelihood of positive attitude toward tourism (Andereck & Nyaupane, 2010)

Similar to other variables, flawed sampling could explain the result of these tests. The mean age of our sample size was 52, while most of the tourism industry workers in Savannah are young adults, mostly college students. An independent study evaluating perceptions of industry workers specifically could be considered, as working in the tourism industry itself is a significant bias toward the rest of the variables.

The homeownership variable was added to the measures, created by the research team. The homeownership variable showed significant differences in TQOL scores, with homeowners having significantly higher TQOL scores than renters. The homeownership variable was also shown to predict TQOL scores. This variable was added into the study due to the variability in the housing market after COVID-19. After consideration, the measurement of this variable could have been more specific, as housing availability was the concept that was originally thought of when hypothesizing this variable. Even without specificity of measurement, the variable still showed significant findings and shows the need for further research. Using the question as it stands now, simply asking if participants own or rent their home, it could be potentially seen as an extension of the community attachment concept. More research is needed to explore the relationship between housing, housing availability, community attachment, and tourism.

Although our sampling issues provided significant limitations, this study can still provide a framework as to where future research is needed in terms of tourism and quality of life. Savannah is growing and expanding at a rapid pace, and sustainable tourism management is vital in order to create a community in which residents not only feel welcome, but that they are active participants in forming. Further research is needed

in terms of housing, and many of the variables that provided nonsignificant results could provide clearer answers with better sampling methods and a larger sample size.

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Appendix

Chatham County Tourism Sentiment Survey

Start of Block: Informed Consent

Q1

This research is being conducted by Marissa Renee, undergraduate student of Sociology/Psychology, mentored by Dr. Elizabeth Rahilly, Dr. Virginia Wickline, and Dr. Ned Rinalducci.

Purpose of the study: To better understand the sentiments residents of Chatham County have towards tourism and the perceived effects on quality of life.

Procedures: Participation in this research will include completion of a brief, anonymous, online survey that includes 1) your relationship to the tourism industry, 2) how important you believe the industry to be, 3) your satisfaction with various community aspects and how you believe tourism affects quality of life, and 4) demographic questions.

Discomforts and Risks: There are no risks to participants beyond those encountered in everyday life. If you feel uncomfortable, you may skip any question or close out of the study at any time without penalty or loss of benefits. Your identity will be kept anonymous - in no way will your identity be linked to your information. Your name and computer's IP address will not be collected. The responses are being collected with software that is designed to secure the data and provide you with confidentiality. Nevertheless, despite these safeguards, there is always a remote possibility of hacking or other security breaches that could compromise the confidentiality of the information you provide. For that reason, we encourage you to be sure that you complete this study from a computer with updated virus protection.

Benefits: As a result of participating in this study you may become more aware of your role in the tourism industry and its potential effects on your life.

Duration: This survey will take approximately XX minutes to complete. Statement of

Confidentiality: Only the Principal Investigator (Marissa Renee) and members of her research team members will have access to your anonymous survey responses, which will be stored on a password-protected computer, network drive, or Google drive. Your responses will be maintained in this secure location for a minimum of 3 years following completion of the study.

Future use of the data: Deidentified data from this study may be placed in a publicly available repository for study validation and further research. You will not be identified by name in the data set or any reports using information obtained from this study, so your anonymity as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies which protect the anonymity of individuals and institutions.

Right to ask questions: Research participants have the right to ask questions and have those questions answered. If you have questions about this study, please contact the researcher named above, whose contact information is located at the end of the informed consent. For questions concerning your rights as a research participant, contact Georgia Southern University Institutional Review Board at 912-478-5465.

Compensation: Participants who complete this study will not be granted any compensation.
Voluntary Participation: You do not have to participate in this research. You may end your participation at any time by closing out of the survey window on your computer. You do not have to answer any questions that you do not want to answer.

Penalty: You may decide at any time that you don't want to participate further and may withdraw without penalty or retribution.

You must be 18 years of age or older and must be a resident of Chatham County, Georgia to consent to participate in this research study. If you consent to participate in this research study and to the terms above, please check the boxes below.

Title of Project: Perceptions of Tourism and Quality of Life

Principal Investigator:

Marissa Renee (mr20721@georgiasouthern.edu)
Dr. Elizabeth Rahilly (erahilly@georgiasouthern.edu)
Dr. Virginia Wickline (vwickline@georgiasouthern.edu)

Dr. Edward Rinalducci (erinalducci@georgiasouthern.edu)

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Savannah, GA 31419, 912-704-8623

Completion and return of the survey imply that you agree to participate and that your data may be used in this research. If you agree to continue with this survey, please check all of the following statements:

Q2 I am at least 18 years old and a resident of Chatham County.

- Yes (1)
 No (2)
-

Q3 I have read the information above and give consent to participate voluntarily in this study.

- Yes (1)
 No (2)
-

Q4 I understand that I may skip questions or end the survey at any time I choose.

- Yes (1)
 No (2)

Q5 How large of a role do you believe tourism should play in an economy?

- No Role (1)
 - Minor Role (2)
 - Large Role (3)
 - Dominant Role (4)
-

Q6 Is your income dependent on tourism?

- No (1)
 - Somewhat (2)
 - Yes (3)
-

Q7 How much do you believe you benefit from tourism?

- 1 (None) (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (A lot) (5)
-

Q8 How often do you come in contact with tourists?

- Never (1)
 - Sometimes (2)
 - Pretty Often (3)
 - Every Day (4)
 - Always (5)
-

Q9 How many years have you been a resident of Chatham County?

Q10 Do you own or rent your home?

- Rent (1)
- Own (2)

End of Block: Predictors

Start of Block: Importance

Q11 How important do you find the following in regards to your community?

	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
The preservation of wildlife habitats (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The preservation of natural areas (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The preservation of cultural/historical sites (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air and water quality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of peace and quiet within my community (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The beauty of my community (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality recreation opportunities (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter control (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic control (traffic infrastructure, traffic times) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The prevention of crowding and congestion (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prevention of drug and alcohol abuse within my community (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prevention of crime and vandalism (12)	<input type="radio"/>				
Urban sprawl and population growth (13)	<input type="radio"/>				
Conflicts over zoning/land use (14)	<input type="radio"/>				
A feeling of belonging in my community (15)	<input type="radio"/>				
The preservation of my way of life (16)	<input type="radio"/>				
Having tourists who respect my way of life (17)	<input type="radio"/>				
Resident participation in local government (18)	<input type="radio"/>				
My personal life quality (19)	<input type="radio"/>				
Pride in my community (20)	<input type="radio"/>				
Opportunities to participate in local culture (21)	<input type="radio"/>				
Understanding of different cultures within my community (22)	<input type="radio"/>				
Festivals, fairs, and museums in my community (23)	<input type="radio"/>				
The image of my community to others (24)	<input type="radio"/>				

Awareness of natural and cultural heritage (25)	<input type="radio"/>				
Having live sports to watch in my community (26)	<input type="radio"/>				
Fair prices for goods and services (27)	<input type="radio"/>				
City services like police and fire protection (28)	<input type="radio"/>				
Public transportation within my community (29)	<input type="radio"/>				
Safety/Security within my community (30)	<input type="radio"/>				
Political environment within my community (31)	<input type="radio"/>				
Quality of Roads, bridges, utility services (32)	<input type="radio"/>				
The strength and diversity of the local economy (33)	<input type="radio"/>				
Diversity of job market within the community (34)	<input type="radio"/>				
Stores and restaurants owned by local residents (35)	<input type="radio"/>				
The availability of retail shops	<input type="radio"/>				

and restaurants
(36)

The value of my
house/housing
availability (37)



Page Break

End of Block: Importance

Start of Block: Satisfaction

How satisfied are you with the following factors in your community?

	Extremely dissatisfied (1)	Slightly dissatisfied (2)	Neither satisfied or dissatisfied (3)	Slightly satisfied (4)	Extremely satisfied (5)
The preservation of wildlife habitats (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The preservation of natural areas (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The preservation of cultural/historical sites (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air and water quality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of peace and quiet within my community (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The beauty of my community (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality recreation opportunities (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter control (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic control (traffic infrastructure, traffic times) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The prevention of crowding and congestion (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prevention of drug and alcohol abuse within my community (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prevention of crime and vandalism (12)	<input type="radio"/>				
Urban sprawl and population growth (13)	<input type="radio"/>				
Conflicts over zoning/land use (14)	<input type="radio"/>				
A feeling of belonging in my community (15)	<input type="radio"/>				
The preservation of my way of life (16)	<input type="radio"/>				
Having tourists who respect my way of life (17)	<input type="radio"/>				
Resident participation in local government (18)	<input type="radio"/>				
My personal life quality (19)	<input type="radio"/>				
Pride in my community (20)	<input type="radio"/>				
Opportunities to participate in local culture (21)	<input type="radio"/>				
Understanding of different cultures within my community (22)	<input type="radio"/>				
Festivals, fairs, and museums in my community (23)	<input type="radio"/>				
The image of my community to others (24)	<input type="radio"/>				

Awareness of natural and cultural heritage (25)	<input type="radio"/>				
Having live sports to watch in my community (26)	<input type="radio"/>				
Fair prices for goods and services (27)	<input type="radio"/>				
City services like police and fire protection (28)	<input type="radio"/>				
Public transportation within my community (29)	<input type="radio"/>				
Safety/Security within my community (30)	<input type="radio"/>				
Political environment within my community (31)	<input type="radio"/>				
Quality of Roads, bridges, utility services (32)	<input type="radio"/>				
The strength and diversity of the local economy (33)	<input type="radio"/>				
Diversity of job market within the community (34)	<input type="radio"/>				
Stores and restaurants owned by local residents (35)	<input type="radio"/>				
The availability of retail shops	<input type="radio"/>				

and restaurants
(36)

The value of my
house/housing
availability (37)



End of Block: Satisfaction

Start of Block: Tourism QOL

Q15 How do you feel tourism impacts the following in regards to your quality of life?

	Tourism negatively impacts (1)	Tourism makes a slight negative impact (2)	Tourism neither positively nor negatively impacts (3)	Tourism makes a slight positive impact (4)	Tourism positively impacts (5)
The preservation of wildlife habitats (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The preservation of natural areas (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The preservation of cultural/historical sites (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air and water quality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of peace and quiet within my community (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The beauty of my community (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality recreation opportunities (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter control (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic control (traffic infrastructure, traffic times) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The prevention of crowding and congestion (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prevention of drug and alcohol abuse within my	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

community (11)					
Prevention of crime and vandalism (12)	<input type="radio"/>				
Urban sprawl and population growth (13)	<input type="radio"/>				
Conflicts over zoning/land use (14)	<input type="radio"/>				
A feeling of belonging in my community (15)	<input type="radio"/>				
The preservation of my way of life (16)	<input type="radio"/>				
Having tourists who respect my way of life (17)	<input type="radio"/>				
Resident participation in local government (18)	<input type="radio"/>				
My personal life quality (19)	<input type="radio"/>				
Pride in my community (20)	<input type="radio"/>				
Opportunities to participate in local culture (21)	<input type="radio"/>				
Understanding of different cultures within my community (22)	<input type="radio"/>				
Festivals, fairs, and museums in my community (23)	<input type="radio"/>				

The image of my community to others (24)	<input type="radio"/>				
Awareness of natural and cultural heritage (25)	<input type="radio"/>				
Having live sports to watch in my community (26)	<input type="radio"/>				
Fair prices for goods and services (27)	<input type="radio"/>				
City services like police and fire protection (28)	<input type="radio"/>				
Public transportation within my community (29)	<input type="radio"/>				
Safety/Security within my community (30)	<input type="radio"/>				
Political environment within my community (31)	<input type="radio"/>				
Quality of Roads, bridges, utility services (32)	<input type="radio"/>				
The strength and diversity of the local economy (33)	<input type="radio"/>				
Diversity of job market within the community (34)	<input type="radio"/>				
Stores and restaurants owned by local	<input type="radio"/>				

residents (35)

The availability
of retail shops
and restaurants
(36)

The value of my
house/housing
availability (37)

End of Block: Tourism QOL

Start of Block: Demographics

Q17 Age

Q18 Gender/Sex

Male (1)

Female (2)

Nonbinary/Other (3)

Prefer Not To Say (4)

Q19 Which of the racial designations below best describe you?

- Black/African American (1)
- Asian/Pacific Islander (2)
- White (3)
- Latinx/Hispanic (4)
- Mixed/Multiple Ethnic Groups (5)
- Other/Not Listed (6)

End of Block: Demographics
