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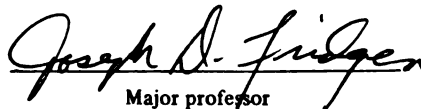
COMMUNITY PERCEPTIONS AND
ATTITUDES TOWARD TOURISM:
"LAS ALEROS" MERIDA, VENEZUELA

presented by

DOMINGO ALBERTO MEDINA DAGERT

has been accepted towards fulfillment
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**COMMUNITY PERCEPTIONS AND ATTITUDES
TOWARD TOURISM: "LOS ALEROS" MERIDA, VENEZUELA**

by

Domingo Alberto Medina Dagert

AN ABSTRACT OF A THESIS

Submitted to

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Joseph D. Fridgen, advisor

ABSTRACT

COMMUNITY PERCEPTIONS AND ATTITUDES TOWARD TOURISM: "LOS ALEROS" MERIDA, VENEZUELA

By

Domingo Alberto Medina Dagert

The reconstructed rural Andean community of the 1930's in Mérida, Venezuela, called "Los Aleros" was the focus of this study. This tourism attraction is unique in Venezuela. The research problem was to assess the social, cultural, economic and environmental impacts of "Los Aleros" on the communities that surround the attraction (Tabay, Mucuruba and Cacute) as they are perceived by the local residents.

A cross-sectional survey was conducted through face to face interviews with residents of the communities of Tabay, Mucuruba and Cacute. These interviews provided information about the perceived impacts of Los Aleros and who is being impacted. General attitudinal scales were developed based on previous studies (Lui & Var,1986, Long, Purdue & Allen,1990). Other sources of evidence such as personal interviews with key informants addressed how and why the town was built, the type of development that was involved and the impacts that have been generated in the communities.

A two stage cluster sampling technique was applied. One hundred and ninety six households were systematically chosen from a list of census blocks and households from each of the three communities (Tabay, Mucuruba and Cacute). One hundred and seventy seven surveys were completed for a 90.7% response rate. Factor analysis is used to reduce the data, and to identify natural

subscales or underlying constructs (factors) in order to determine the structure of community attitudes. One way analyses of variance and t-tests were used to test significant differences among demographic subgroups by factors and to determine if there are patterns of relations among the variables.

The findings suggest that 15 years after Los Aleros was created, the residents of the communities of Tabay, Mucuruba and Cacute have a positive attitude toward Los Aleros and tourism and its resultant social, cultural, economic and environmental impacts. There was little variation in attitudes about Los Aleros or tourism impacts more generally among various demographic and socio-economic subgroups. Six constructs resulted from factor analyzing Los Aleros impact statements. These factors were in order of level of agreement: Development of Recreational area (4.03), Social benefits (3.96), Natural environment preservation (3.83), Cultural promotion & preservation (3.68), Community benefits (3.41) and Economic impacts (3.20). Overall the mean of the factors is 3.68 based on a scale of 1 (totally disagree) to 5 (totally agree). Although the communities recognize the economic benefits from Los Aleros, considerable importance is attributed the town-museum concept as an activity that does not deteriorate the environment and that develops and operate in ways that contribute to maintain the social characteristics of the area while promoting and preserving the Andean culture. The attitudinal pattern reflects the lack of dependency of these communities on the economic activities of Los Aleros. There are elements from the experience of "Los Aleros" that can serve as strategies for tourism development in rural areas.

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CHAPTER I

INTRODUCTION

The Tourism Industry and the Community

The tourism industry is recognized as the second largest industry in the world and the largest industry in the U.S., and it is likely to increase in size in the future based on demographic data (Richter, 1989). The revenue from worldwide domestic and international travel was estimated to be \$2 trillion in 1990 (U.S. Travel & Tourism Administration, 1991), and tourist arrivals around the world continue to grow. Because of its potential economic benefits, some small communities, third world island and non-island microstates and other underdeveloped nations view tourism as an attractive option for resolving their economic problems (Wilkinson, 1989; Richter, 1989; Macnaught, 1982; Cater, 1987).

Some small islands have sociodemographic and resource constraints and little economic choice but to accept traditional tourism development, characterized by mass volume of visitors, control by multinational companies, and large-scale facilities (Wilkinson, 1989). The fact that tourism plays a major role in so many island economies underlines this view of "inevitability". Other industrialized island microstates (e.g., Jamaica and Trinidad) with broader economic bases, invest in tourism as a means to diversify their economy (Wilkinson, 1989).

Similarly, rural communities in the U.S., with declining populations and revenues, seek ways to diversify their economies through tourism. Leaders in these communities seek a tourism development that parallels their rural values, preservation of community character and quality of life. Many of these communities are powerless to control major developments, and lack the skills necessary to ascertain the likely impacts on the community (Richter, 1989).

It is believed that tourism as an "industry" can contribute to the economic development of such communities, and that these direct and indirect economic benefits do have positive social impacts, creating employment, a better standard of living, health services, educational opportunities and community integration (Wilkinson 1989; Boissevain, 1979). But some researchers (Macnaught 1982; Wilkinson 1989) argue that there is an exaggeration of tourism's positive economic impacts, and that the multiplier effect on the economy is not as high as is often predicted or reported.

Cater (1976) stresses that impact studies are complicated by the difficulties of weighing the relative costs and benefits as they occur across these dimensions. This is particularly well illustrated by the fact that the economic benefits of tourism have been over valued while there is a relative lack of studies of environmental and sociocultural impacts. There is also a concern that the positive impacts attributed to tourism are short-term benefits while the potential social and cultural negative impacts are the long term consequences that need to be considered (Wilkinson, 1989; Macnaught, 1982; Turner & Ash, 1975).

If these negative impacts occur, some researchers believe (Macnaught, 1982), that the economic foundation and vitality of tourism will be destroyed. In other words, the business of tourism depends on the cultural, scenic, historic and aesthetic value of the community, and if these are impacted negatively, the desire of people to travel to the destination will decline. Cater (1976) affirms that it is very easy to engage in long term costs for immediate short term benefits, and it is the long term interests which are so often sacrificed. Short term effects are generated primarily through direct activity (and related multiplier effects), whereas long term effects may affect the nature and feature of a city or community well into the future.

There is a considerable debate about whether tourism generates negative social, cultural and environmental impacts, or if these impacts are just an effect of normal societal modernization, other forms of economic development or the natural dynamics of societies (McElroy & Albuquerque, 1986). Some believe that tourism is only a catalyzer of the evolution of societies but that it is not the principal cause of social impacts. Macnaught (1982) states that "tourism accelerates changes already underway" (pp. 372).

Consequently, this debate raises a common question among researchers; if tourism generates negative impacts, then is it possible to plan large scale tourism and preserve the social, cultural and environmental aspects of the community?. Until now it seems that the tourism industry focuses its attention primarily on the economic issues, and often overlooks in its planning process, the political, social, cultural and environmental aspects that can affect communities in the long term.

Relation between Attitudes and Behavior

There has been extensive discussion in regard to the relationship between attitudes and behavior. In the sixties and early seventies most researchers were skeptical and pessimistic about predicting human behavior by assessing attitudes. Studies reviewed by Wicker (1969), showed low correlations between attitudes and overt behaviors leading them to conclude that individual attitudes do not influence verbal expressions or behavior (Hill, 1992). However, some of these correlation are considered in psychology to be large enough under a variety of conditions to suggest that important causal forces are involved.

In the seventies conceptual, methodological and measurement limitations were improved, and several mathematical models and self-report models began to show moderate correlations between attitudes and behavior. Fishbein and Ajzen influenced the research on attitudes with their model of reasoned action in an attempt to demonstrate the relationship between attitudes and behavior. The model has been tested and evidence has been found to support the model mainly under experimental and laboratory conditions. But still this model has not included other variables considered determinants of behavior.

Other researchers focused on attitude change and proposed a different perspective on the relationship between attitudes and behaviors. Now researchers agree that attitudes have a modest value in predicting behavior, and behavior has a modest value in predicting attitude change (Eagly & Chaiken, 1993).

Eagly & Chaiken (1993) state that attitudes are tendencies to evaluate an object with some degree of favor or disfavor, and that attitudes are expressed through cognitive, affective and behavioral responses which lead to expectations that people's attitudes are positively correlated with the evaluative implications of their overt behaviors. They explain, ..."people who hold positive attitudes should engage in behaviors that approach, support, or enhance the attitude object, and people who hold negative attitudes should engage in behaviors that avoid, oppose, or hinder the object" (Eagly & Chaiken, 1993, p. 219).

There seems to be a general agreement among social scientist about the relationship between attitudes and behavior. Neither reliable nor valid measures for assessment of attitudes or behaviors have been developed. On the other hand, research has provided indications that attitudes represent only one of several important variables that determine overt behavior. Therefore based on these limitations, only positive moderate correlations are expected by social researchers when assessing the relationship between attitude and behavior (Eagly & Chaiken, 1993).

Attitudes as an Indicators of Social Change

Hill (1992) states that the analysis of the relationship between individual attitudes and behaviors is equally valuable when studying such relationships at the system or community level. The levels of analysis may differ between individual and community attitude and behavior relationship from their specific conceptual and methodological aspects. However, Hill believes that the findings concerning the individual should be applied with those related to collectives. In other words, the studies and models that try to assess individual attitude and

behavior consistency can be applied to the inquiry of communities attitude-behavior.

Social change at the macro-societal level has been a subject of study for social researchers for years. Attitudinal data have been used as a way to monitor and assess such changes. The focus of this kind of study has been to determine the interrelationship between aggregated data measures of attitude and indices of the behaviour of groups or communities. The hypothesis is that if attitudes change during the process of development of social action, then important social events should have an impact on the attitude of those people involved in such actions (Hill, 1992). That is, attitude-behavior information from communities or societies can be valuable indicators of how events such as political decisions, strategies for development of regions, actions that set new forms of organization, etc., affect and determine social changes. Most studies of this nature have concentrated on longitudinal inquiries. A limitation of many of these studies is that they cannot establish causality. This is due in part to the inability to determine the temporal order of the variables under study.

Recognizing the limitations of attitudinal research should encourage social researchers to improve the conceptual, methodological and measurement aspects in order to enhance the value of assessing attitudes. However, the last argument about attitudes still has not been written and there is a lot to be accomplished.

Host Community Attitudes toward Tourism

Murphy (1985), believes that the extent to which a community takes advantage of the opportunities that tourism offers, and proactively responds to

the process of tourism development depends mainly of residents' attitude toward the industry. The expectation is that the more favorable a community's general attitude is toward tourism, the more likely it is that the community will engage in supportive action. Local residents' attitudes toward tourism should be related to such behaviors as public support, involvement in community tourism development, volunteering, keeping up the image of the community and treating tourists well.

Host community's perceptions of and attitudes toward tourism and the type and level of tourism development in a community are important factors that should be considered in a case study approach as important information in measuring impacts. The relationships between these variables will help to understand how different forms and levels of tourism development impacts local residents' perceptions.

Attitudes of a host community are considered a major factor governing the touristic attractiveness of a country or area (Marsh & Henshall, 1987). This factor has been found in selected studies (Sheldon & Var, 1985) to be the most important factor in predicting a destination choice. Sectors of the tourist industry are recognizing their dependency in some respect on the local population, and the need to monitor its attitudes and behavior toward tourists and tourism. For example, Pizam (1978) believes, that in areas being impacted negatively by tourism, the local residents retaliate by exhibiting hostile behavior toward the tourist. This causes a reduction in the attractiveness of the destination area for the tourist, which proportionally affects the income potential and employment opportunities of the local tourism industry. It is critical that residents and

tourism industry leaders understand the consequences of tourism impacts in the host community.

Several researchers have discussed the value of measuring residents' attitudes toward tourism. Liu & Var (1986) state that attitudes and perceptions of residents are essential in providing valuable input in dealing with the strategic, managerial and developmental decisions regarding tourism. Beslisle & Hoy (1980) state that by identifying negative impacts as perceived by the residents, such information is useful in setting up programs to minimize friction between tourists and residents, and in formulating plans to gain resident support for tourist ventures. Attitudinal surveys are considered useful by Pearce (1991) in discerning the impacts felt by different groups within the community, and how the characteristics of these groups influence their attitudes.

For Long (1991) residents perceptions of cost, benefits and effects of tourism is a subjective indicator of tourism impacts because different communities may have different saturation points or tolerance level toward tourism activities. These perceptions can be inaccurate when compared to more objective indicators. However, he believes that resident perceptions can help to understand what factors must be taken into account in planning for community tourism development. Long (1991) adds that residents' attitudes emphasize the importance of local involvement in the planning, implementation and evaluation processes in order to reduce as much as possible the negative effects of tourism development on community ideals.

Gaining a better understanding of the local residents' perceptions and feelings toward tourism will enable governments or communities to plan more

carefully for the future of tourism (Sethna, et al., 1978). Therefore, attitudes and perceptions of a host community toward tourism are an indicator or variable that need to be measured as part of a case study to assess the kind of positive or negative impacts a community is experiencing as a result of tourism activities. This information is important because it takes into account a community's feelings and opinions in relation to development processes that might be affecting or will be affecting its life in the near future. It also is a way to determine which development strategies contribute to minimizing negative impacts in a community, while enhancing the benefits to be obtained from tourism activities. A better understanding of attitudes toward tourism can eventually enable policy-makers, to forecast potential impacts and establish plans of action to minimize those impacts.

Problem Statement

Planning tourism development appropriately is important in order to maximize the benefits and minimize the potential negative economic, social, cultural and environmental impacts over the long run. A host communities' perceptions and attitudes toward tourism development is one of the many variables within a case study approach that needs to be monitored. Such monitoring permits an understanding of the kinds of impacts a community is experiencing, how it is changing over time and what variables are influencing these attitudes. Only by understanding how impacts are generated will it be possible to develop strategies according to the needs of the tourism system and the needs of the host community.

The State of Mérida in Venezuela has concentrated on tourism as another form of economic development; and, it is in the early stages of planning and implementing new policies and strategies to develop their tourism industry. The reconstructed Andean town of the 1930's called "Los Aleros" is becoming a major tourism attraction in the Andes region because of it's novelty and uniqueness; and, it is developing year by year in new ways to satisfy the demands of tourist. A very similar development is being constructed in another population center near the city of Mérida as a consequence of the relative success of Los Aleros. Little is known about the positive and negative impacts that Los Aleros and tourism in general has generated in the communities of Tabay, Mucuruba and Cacute that surrounds the "town-museum".

The purpose of this thesis is to study the impacts of tourism at the community level, and to understand community residents' attitudes toward the tourism development which has occurred in the Andean town of "Los Aleros". To address this question, cross-sectional face-to-face interviews were used to gather information from residents of the three communities (Tabay, Mucuruba and Cacute). Other sources of evidence, such as personal interviews with key informants, addressed how and why the town was built, the type of development that was involved and the impacts that have been generated in the communities.

Tourism development models and models of residents' attitude behavior toward tourism will be used as frameworks to conceptualize and explain Los Aleros experience. The experience of Los Aleros suggests strategies for operationalizing sustainable tourism in other rural areas in Venezuela or elsewhere.

Study Objectives

- To identify and assess the socio-cultural, economic and environmental impacts of "Los Aleros" as perceived by residents of Tabay, Mucuruba and Cacute in Mérida, Venezuela.
- To identify and assess the socio-cultural, economic and environmental impacts of tourism in general as perceived by the residents of Tabay, Mucuruba and Cacute in Mérida, Venezuela.

Research Questions

From the review of literature the following research questions will guide the discussion and final conclusions of this study:

- In what stage of tourism development is located "Los Aleros" attraction?.
- What are the local residents' attitudinal/ behavioral response toward "Los Aleros" and tourism development in general?
- Which factors have contributed to generate the kind of host community attitudinal/behavioral response toward "Los Aleros" and toward tourism development in general?

Study Definitions

The following conceptual definitions are used for the purpose of this study:

Attitudes: a psychological tendency that is expressed by an individual when evaluating a particular entity with some degree of favor or disfavor (Eagly and Chaiken, 1993).

Social impact assessment: any study which attempts to determine the impacts of a particular physical development on the day to day quality of life of persons whose environment is affected by the development, other than those for whom the development is expressly designed to serve; such study may be prospective or retrospective (Boothroyd, 1975).

Tourism impact analysis: research designed to measure the positive and negative economic, psychological, environmental, and social effects of travel and tourism activity (The Ontario Research Council on Leisure, 1977).

CHAPTER II

LITERATURE REVIEW

Introduction

This chapter reviews the literature in the area of tourism impacts. It focuses on the theoretical framework and research on attitudes and perceived impacts of tourism. First, relevant literature on the positive and negative impacts attributed to tourism is reviewed to understand the complexity of the tourism phenomena and its effect. Second, research on attitudes and perceived impacts of tourism is presented, emphasizing their objectives, hypothesis, methods and findings. Third, Butler's model of tourism development is reviewed and its utility in the analysis of perceived tourism impacts is discussed. Fourth, local residents adjustment and reactions toward tourism development are discussed through Doxey's index of tourist irritation, and Butler's model of host attitudinal/behavioral responses to tourist activity. These models also serve as frameworks to analyze tourism impacts. Fifth, case study methodology is justified as a research approach to study tourism impacts. Sixth, tourism in the Venezuelan Andes is introduced as background information and Merida's geographical characteristics and economic activities are briefly presented. Seventh, Los Aleros development process is described as background information to understand the how and why of its creation and the kinds of impacts is being generated in the communities that surround the attraction.

Finally, research questions are stated to orient the analysis and the discussion of the findings of this research.

Tourism Impacts

According to Murphy (1985), ..." tourism is an industry which uses the community as a resource, sells it as a product, and in the process affects the lives of everyone" (p.120). Attributed to the tourism industry are economic, social and environmental benefits as well as costs. These benefit-cost effects categorize the impacts on a destination area positive or negative.

Positive Economic Impacts

Positive economic impacts of tourism occur mainly through primary and, secondary effects. Mathieson & Wall (1982) define the primary effects as the immediate and direct effects generated by the expenditures of domestic and foreign tourist in the destination area. These expenditures include hotel, restaurants, car rental, recreational activities, special events, shopping, etc. Tourist spending brings to the host community income generation, foreign exchange earnings, job opportunities, and entrepreneurial activities. From the tourism receipts, tourist related businesses and services pay salaries to their employees, pay government taxes and purchase goods and other services to satisfy tourist demands. This is what Mathieson & Wall (1982) call secondary effects. These are effects of direct tourist expenditures as they filter through the economy. Two types of secondary effects are categorized: indirect and induced effects. Indirect effects are produced when tourist related businesses expend primary revenues in purchasing supplies to run their business or when such revenues are transferred to other domestic or foreign suppliers of goods and

services. Induced effects are produced when the revenues gained by suppliers of tourist goods and their employees in form of wages, salaries and rent are spent in the local community (Mathieson & Wall, 1982).

Positive Social Impacts

In regard to the positive social impacts of tourism, Crandall (1987) identifies socio-economic and socio-cultural impacts. Examples of some socio-economic impacts include: the individual economic independence that is a product of job opportunities and improved standards of living due to tourists or other benefits from new goods and services planned for tourist such as health services, transportation, roads, recreational facilities, water and sewage systems.

Among social-cultural impacts, Crandall (1987) emphasize the cross-cultural exchanges that are a result of the interaction between host and guests. Cross-cultural exchanges can foster an understanding of cultures' political, social, economic and environmental dimensions through the exchange of information, opinions and ideas between tourist and residents. In this interaction and exchange, Crandall believes that local residents can feel stimulated to improve their standards of living by working harder and continuing to educate themselves, by being motivated to reach the standard of living or the socio-economic status of the tourist.

Another social-cultural impact occurs when tourism fosters the maintenance and preservation of historical and cultural traditions, infrastructure and festivities of the host community, as represented in their arts and crafts, monuments, dances, music, customs, rituals, food and language. This can help in

building community feelings of belonging and self identity by preserving the uniqueness of the culture.

Positive Environmental Impacts

Similarly, positive environmental impacts include the enhancement of the aesthetics of a community by remodeling and reconstructing a tourist destination and improving its image and attractiveness. Another positive impact is the protection of natural areas and ecosystems, preserving natural resources in order to develop and maintain recreational opportunities for future generations. Preserving these natural environments and educating local residents and tourists about their relationship to these environments can encourage voluntary and private efforts and funding from tourists, tour operators and governments to enhance and sustain protected natural environments.

Appropriate planning is necessary to maximize benefits from touristic activities and to minimize negative sociocultural and environmental effects. Indeed, tourism is considered by some researchers (Crandall, 1987) as an influential change agent in the system of a host community that has the potential of generating social problems. The literature underlines the negative side of tourism and its complexity. The economic impacts of tourism are subject to a great variety of variables. These variables include the level of economic development of the tourist destination, the nature and attractiveness of the tourist destination, the degree to which tourist expenditures filters through the local economy, and how well the tourist destination can adapt to the seasonality of tourist arrivals (Mathieson & Wall, 1982).

Negative Economic Impacts

Some of the negative economic impacts pointed out by Mathieson & Wall, (1982) are the overdependence on tourism, increased inflation and property values, the tendency to import goods, the seasonality of production and the potential low rate of return on investments. The tendency to import goods, are leakages in the economic system of a tourist destination. Buying goods and services from out of the country or community, means that the jobs related with the production of those supplies are also out of the country (Ryan, 1991). On the other hand, tourism development implies investment, costly infrastructure, services and attractions that might be difficult to justify because of the seasonality of production and the potential low rate of return on investments.

The negative socio-economic and socio-cultural impacts that Crandall describes, are also subject not only to economic factors but also by unmeasurable variables that set an undefined threshold of tolerance of tourist by residents of a tourist destination area. Variables considered by Mathieson & Wall (1982) include: the degree of difference in socio-economic and cultural status between tourist and host, and the capacity of the host community to support large numbers of tourists without straining local services and facilities or without disturbing local activities. Another factor is the rate of tourism development in the area. That is, how fast and how intense tourism develops in the area. The pace of development is critical to control for proper planning, adjustment to changes in physical, psychological and local activity patterns. Development should be evaluated in order to provide feedback to the system and to improve the overall tourism planning and development process.

Other factors that Crandall (1987) includes that can contribute to the threshold of tolerance of tourists in a community are: the length of stay of tourists, the activities of such tourists, the degree of local involvement in tourism affairs, the strength of the local culture and the historical context and political stability of the host community.

Negative Social Impacts

As for the negative socio-economic impacts, Crandall (1987) comments that individual economic independence can generate problems within traditional families because it can change the status between family members and change its traditional power structure. Another impact is migration to tourism areas for employment creating competition for local jobs, or emigration by local people because of labour force displacement. There is change in the use of land such as from agriculture to tourism, obligating workers to look for jobs out of the area, or look for temporary jobs during tourist seasons. This can cause a loss of labour in the traditional economical sectors of the region. Crandall refers to this as changes in forms of employment, and the local people that change their traditional jobs to tourism jobs run the risk of being unemployed if tourist demand falls or shifts to other destinations.

Change of land values and ownership is also a potential negative impact that has to do with labour force displacement. High land prices as a result of tourism development can limit local residents ability to purchase such lands. Subsequent opportunities are available only to wealthy domestic and foreign companies and businesses, leaving them to pick and choose which lands to use in what manner.

The development and enhancement of local services planned for tourist can bring inflation to a region because prices can raise not only because tourist are willing to pay, but because some local businesses and services tend to speculate in order to maximize their profit during tourist season, affecting the community in their daily economic activities.

In the area of socio-cultural impacts, an increase of unwanted activities is often attributed to tourism. Such undesirable activities include: drug dealing, prostitution, gambling and other crimes. Tourist attitudes, their form of dress and their behavior can sometimes be offensive to specific cultures generating resentment among the local residents toward tourists.

The acceptance and adoption by local residents of tourist's way of life, ideas, attitudes and behaviours can generate what Crandall defines as social dualism or demonstration effect. In some cases social dualism can create conflict by introducing new social norms, consumption patterns and behaviors that are not understood, or are undesired in a community that is trying to keep traditional values and customs. The adoption of a tourist way of life can produce negative feelings of frustration in a community lacking the economic system to warrant jobs and educational opportunities for its residents (Mathieson & Wall, 1982; Crandall, 1987).

Another impact discussed in the literature (Ryan, 1991; Murphy, 1985; and Mathieson & Wall, 1982) is the loss of value and significance of local arts and crafts, music, ceremonies, customs and traditions by local residents. This occurs when cultural elements are converted to "commercial commodities". When the cultural elements of a particular community are produced just to attract and

satisfy tourist needs there is a tendency to devalue their meaning. For instance, when rituals are not performed repeatedly in the traditional ways, or when arts and crafts are replicated artificially, authenticity is lost or diminished.

Negative Environmental Impacts

Finally, tourism can bring environmental impacts or costs as a result of pollution, congestion, littering and infrastructure wear & tear. This can include the reduction in the quality of air, water, land, flora and fauna in a specific tourist area characterized by a disruption in the balance of its ecosystem (Frechtling, 1987).

Positive and negatives impacts discussed above can be observed in different environments, settings and tourism destinations across the world. In each setting different levels of positive and negative impacts occur. The balance between benefits and costs of tourism is critical in the process of defining tourism as a legitimate alternative for economic development. Until now tourism is a complex phenomenon with potentially unreversible negative consequences. These consequences not only influences the touristic product (the physical, social, cultural and environmental features of a destination area) but the tourism industry itself that is trying to profit by marketing and selling its fragile and sensitive product. These consequences are reflected in the community in many objective and subjective ways such as in socio-economic indicators and socio-psychological reaction from local residents.

Perceived Tourism Impacts

According to Marsh & Henshall (1987), it is important to conduct research into the attitudes of residents concerning tourism and social interaction with tourist, because attitudes of residents may or may not favor tourist-resident interaction. From the strategic planning point of view, Marsh & Henshall (1987) believe that the contact between people is "at the heart of the tourist product", and that any model of tourism that is being planned to be implemented, must be "socially acceptable to residents". This is important because each type of tourism development sets different levels of interaction between host and guests, and this requires a specific attitude by local residents in order to facilitate the success of the model chosen by a specific area.

Belisle and Hoy (1980), studied Santa Marta's local population's perception of tourism impacts, identifying the positive and negative aspects of the industry and, hence, establishing a general profile of the population's satisfaction. They also determined the influence of selected variables on the population's responses such as: distance, socioeconomic status, age, education, and sex.

Two hypotheses were tested and these were: (1) that the perception of tourist impact varies with the distance a person lives from the tourist zone and (2) with the resident's socioeconomic status. A questionnaire for a structured interview was conducted on a stratified sample of 108 respondents, according to distance from the Santa Marta tourist zone and socio-economic status. It was found that despite the perception of serious negative aspects, Santa Marta residents consider the overall impact of tourism to be beneficial. As distance from

tourist zone increases, the impact of tourism is perceived less favorably. Overall, the residents want their government to offer more economic incentives and eliminate any restrictive measures in order to stimulate tourism in the area. The positive attitudes of the Santa Marta residents toward tourism may be a function of the early stage of tourism development in this area.

Liu & Var (1986) conducted a survey to determine resident attitudes to the economic sociocultural, and ecological impacts of tourism development in Hawaii. Six hundred and thirty six questionnaires were obtained by a random sample of residents of Oahu, Hawaii, Maui, and Kauai. The results were: a strong perception of the positive economic benefits of tourism, high agreement on the cultural benefits, and ambivalence toward environmental benefits. Regardless of the negative impacts that the tourism literature mentions, residents are reluctant to attribute social and environmental cost to tourism, but they do agree on the fact that crime and prostitution increases because of tourism.

Comparing the levels of agreement, the study observed the following ranked tradeoffs of tourism development: high standard of living; environmental protection; economic benefits, social costs; cultural benefits. A contradiction is observed when residents give more importance to the environmental than to the economic benefits without being willing to lower their standard of living to achieve such a goal. On the other side, crime prevention, as an example, is the highest priority for the Hawaiian residents when they were asked how tax dollars should be spent.

Compared to the economic effects, a smaller percentage of significant differences was found in the social and cultural effects questions. Occupation,

island residency, ethnicity and income varied among respondents. Sex, job type, and length of residency do not reflect many significant differences. A general perception was the declining aloha spirit, a crucial element of the culture of the Hawaiian Island, however, it was not attributed to tourism.

Another study completed by Long, Perdue and Allen (1990) examined residents of 28 rural Colorado communities, observing the differences in resident tourism perceptions and attitudes across communities categorized on the basis of the community's (rural Colorado) existing level of tourism. The researchers conducted a survey focusing on three general types of tourism questions: the perceived impact of existing tourism, the desirability of additional tourism development, and the appropriateness of special tourism user fees and taxes.

The results indicated that the perceived impacts of tourism, both positive and negative, increased with levels of tourism development. Based on the data it appears that after a certain point resident attitudes toward additional tourism development becomes less favorable. This point seems to be when approximately 30% of local retail sales are derived from tourism, thus, a threshold is established. A final result was the favorable attitude of the residents toward the application of differential user fees and taxes with increasing levels of tourism development. This may be perceived as a benefit by reducing costs for local residents' use of park and outdoor recreation facilities and a reduction of their property and sales taxes. It can also indicate less disposition by resident to support "high tourism" development through general revenue tax funds.

Milman & Pizam (1988) conducted a telephone survey of 203 households, in a study of Central Florida residents perceptions of the social consequences

and impacts of tourism. Strong support for the tourism industry was found among its residents. However, negative impacts such as traffic, individual and organized crime, drug and alcoholism were perceived to occur but were overshadowed by the economical benefits as employment, income, standard of living, the town's overall tax revenue and quality of life. The highest support for Central Florida tourism came from people who believed the industry represented an important factor in the image and economy of their community.

Pearce (1980) studied the anticipated reaction to foreign visitors in Harrison County, West Virginia. This area was being considered for a tourism development program. A telephone survey was conducted and 846 of 1574 households completed the questionnaire (54% response rate). The objectives of the study were to address the following questions: (1) How accepting of tourists from foreign countries will traveler destination residents perceive their community members to be? , and (2) What demographics and socioeconomic characteristics of survey respondents are related to their perceptions of the acceptance level which their community members will feel toward tourists from foreign countries?. Analysis of the possible relationships between twelve demographic and socioeconomic characteristics of the respondents and their expectations concerning host community acceptance of tourist from foreign countries disclosed only one statistically significant relationship. Survey participants who reported living in urban areas assessed the community's probable reaction to foreign travelers most positively, while a movement away from urban centers was associated with more negative expectations. Although a generally high level of acceptance was predicted by the residents, only 11% of the 846 respondents anticipated negative reactions from their residential community.

A study by Pizam (1978) empirically established the existence of negative impacts of tourism in Cape Cod, Massachusetts. The study consisted in interviewing 1,636 residents and 212 entrepreneurs to measure their perceptions of tourism impacts upon several different domains. Heavy tourism concentration on a destination area leads to residents' negative attitudes towards tourists and tourism in general. Findings confirm the relationship between an individual's economic dependency on tourism and their overall attitude towards tourism. The less dependent a resident is economically on tourism, the more negative their attitude is toward tourism. Entrepreneurs who have the highest contact with tourists and whose business or employment is independent of tourism have negative attitudes toward tourism. Entrepreneurs' tourist contact and their economic dependency on tourism are the best predictors of their attitudes toward tourism. The entrepreneurs' overall attitude toward tourism would be a function of certain socioeconomic demographic characteristics such as age, income, occupation, place of employment, etc.

A much larger portion of the residents sampled felt an overall negative effect from the impact of tourism on Cape Cod than those who felt an overall positive effect. Entrepreneurs had almost identical feelings as the residents regarding the most negative impacts of tourism on the Cape. However they saw tourism as having many more positive impacts on the quality of life on the Cape, than the residents did. They were not limited to the economic type only.

Thomason, Crompton & Kamp (1979) conducted a study attempting to determine impact of winter visitor as perceived, by residents and particular interests groups, on host communities in the Texas Gulf Coast. Using a series of 24 unstructured personal interviews (with representatives of area residents,

entrepreneurs and public providers of tourism), they discovered a general positive attitude in the community, supporting the efforts of the State and city tourists agencies in promoting winter tourism. Public service providers were more sensitive, feeling that the visitors placed some strain on community services. They found, not suprisingly, that the attitude of the entrepreneurs was the most positive, perceiving that the visitors place the least strain on the city resources.

Sethna et. al (1978), conducted a survey to a stratified random sample of citizens in the U.S Virgin Islands, to gain a better understanding of the local residents' perceptions of and feelings toward tourists and tourism. A total of 690 residents were interviewed to obtain their responses to a 56 - item questionnaire. The questionnaire provided eight statements in each of the following general categories: financial, moral, religious, social, physical, human, and cultural. The results revealed that Virgin Islanders feel generally positive about tourism and tourists, and that they have a favorable image of the industry. The respondents deny that tourism activity has adversely influenced their countryside, sexual morality, feelings for tourists, church attendance, or thier own opportunity to have a good time. Overall, residents had a positive feeling, approving tourists visitation. Tourism is considered important in the financial stability of the islands, but residents want to retain local control of tourism growth and development. Residents also do not want to sacrifice historical buildings to the commercial interests of the tourist industry.

Tourism Model of Development (Butler's Model Life Cycle)

Butler (1980) presents a framework that describes the specific phases in the evolutionary sequence of tourist destinations. The framework is based on the assumption that tourist destinations are dynamic, and that they evolve and change overtime. Butler (1989) believes that even though there is controversy on the unidirectionality of his model there is enough evidence to support the consistency of the evolutionary nature of tourist destinations as described by his model. He states that, ...“rates of growth and change may vary widely, but the final result will be the same in almost all cases” (1980, p. 6).

The framework developed by Butler is based on the product life cycle concept applied to tourism development. The product life cycle concept refers to the idea that a product goes through transitional phases similarly as the life cycle of human beings, animals and plants. In other words, products go through the evolutionary stages of birth, growth, reproduction and death. Butler explains that the sales of a product begins with an introduction to the market, then it experiences a fast growth rate, subsequently stabilizes and then inevitably declines.

The number of tourist and time are the axes of the cycle (Figure 1). The principle of this cycle is as follows: as time or the number of visitors increases, a general reduction in overall quality and attractiveness of the area is experienced, after physical and psychological capacity levels are reached. The curve of the cycle is expected to be different for different areas because it depends on factors such as rate of development, number of visitors, accessibility of the area,

government policy and the number of similar competing areas that exists in the region.

The phases that the tourist destination go through according to Butler's model are: exploration, involvement, development, consolidation, stagnation, decline and rejuvenation.

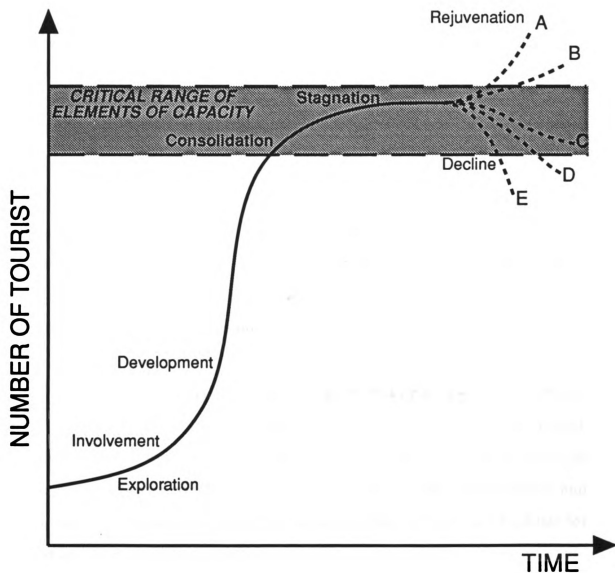


Figure 1. Butler's tourist area cycle of evolution

The evolution of a tourist destination area begins with an “exploratory stage” in which the area has no facilities nor services for tourists, and no planning for tourism exists. The demands of the tourist are very small, and the type of tourist that visits the area is mainly attracted by the novelty and the social, cultural and environmental uniqueness of the area. Visitors are welcome and received by the local community. The interaction between tourist and residents are considered to be intensive and tourists make extensive use of local facilities and services. Tourism at this stage has no influence on the physical and social changes occurring in the community. Ongoing change is a function of the community’s own evolution. Also, tourism generates very little economic benefits to the area.

Eventually, a tourist destination reaches the second stage called “involvement”. This stage occurs when facilities and services are developed for the tourist. The arrival of visitors increases progressively and continuously. Host-guest interaction continues to be high, facilitated by the involvement of residents in attending to and serving the tourist.

The tourism industry in the area becomes organized, and the area begins to be marketed to the outside. A regular pattern of visitation by tourist is defined. This seasonality of tourism begins to affect the social patterns of the local people involved in tourism. Accessibility and services are demanded of government, and public agencies make investments to enhance public services and facilities for tourist and tourism related activities.

Subsequently, the “development stage” of the tourism destination is reached, when the area has very well established a tourist market. Intense

advertising is observed promoting a defined image or set of images of the destination. The common mass tourist is attracted to the area, demanding specific services, commodities, and amenities.

A fast and intense growth of tourism facilities and infrastructure are noticeable, often controlled by external and multinational organizations in the case of international destinations. These facilities would eventually overtake the locally provided facilities established in the early stages of development. In this stage, tourism development is handled by major organizations and economical groups. Butler states, ..."local involvement and control of development will decline rapidly" (1980, p. 8).

Tourism development at this stage has brought significant physical changes to the area, and some sectors of the local population begin to disapprove of such changes. New attractions are marketed, adding or supplementing initial attractions, and imported cultural elements are introduced in the area. The amount of tourists in peak seasons can exceed not only the local population, but the capacity of local resources. In order to attend to tourist demand, there is the need to incorporate auxiliary facilities and services and import labour to support the tourism industry. Regulation and policies to control growth and expansion are needed, and in certain cases they are implemented.

The "consolidation stage" is the fourth phase in the evolution cycle. At this point, tourism represents an important activity for the local economy. Advertising and marketing strategies are used systematically in continuing efforts to attract new tourists and expand the tourist season. Although large numbers of tourist continue to arrive, and still exceed the local population, a

decline is observed in the rate of increase in the number of tourists. The capacity of local resources and services are reaching their limits.

A select few multinationals agencies and organizations have control and monopoly over the industry. Negative reactions and attitudes toward tourism can be expected as a result of the strain that large amounts of tourist put in local services, and infrastructure developed for tourist satisfaction and not for local use. These attitudes can be expressed in form of lack of support and disappointment, specially from local residents that do not depend or are not directly related to the industry. Also from those residents that might feel that the level of tourism development in the area restricts or limit their day by day activities.

When the capacity level to receive and absorb visitors and their demand for services are strained and exceeded, a touristic area has reached the "stagnation" stage. At this point, it is believed that negative environmental, economical and social impacts begin to outweigh the benefits for the local community. The image of the area will begin to deteriorate, and the destination is not fashionable anymore for tourists. Levels of visitation are hard to maintain, and the industry depends on other motivations for travel such as conferences, buisness, special events, etc. Original cultural and environmental attractions may be replaced by unauthentic imported products. A new image of the destination is developed, an image different from that which initially provided for the development of the destination.

The final phase called "decline stage" is characterized by declining visits, a loss of market share, and a deterioration of the infrastructure. The area is not so

attractive as other new touristic destinations. The seasonality or pattern of visitation will shift to shorter visitation periods such as weekends and day trips. Ownership turnover of properties will be more evident, and tourist facilities will be replaced eventually by non related structures, as the destination shifts from being a tourist place. As the area becomes less attractive visitation patterns decrease and tourism resources and facilities are under utilized and are hard to maintain.

As the market declines, facilities are likely to be sold at low prices, permitting local people to purchase such infrastructure and get involved in tourism. As a consequence the area might lose its tourism industry and the community will find itself with a great deal of negative impacts. Butler explains that a "rejuvenation" can occur. This would happen only if the tourism product that characterized the area is changed. In other words, a new type of destination is needed that can attract tourists again. Developed attractions and/or the exploitation of untouched natural resources oriented to new and different activities and forms of recreation, could attract specific travel markets. Butler explains that even the attractions of the rejuvenated tourist area can lose their competitiveness over time. Very unique areas or artificial attractions that can change their product to satisfy visitor preferences have the potential of perceptual attractiveness, remaining competitive with other attractions, and maintaining a continuous pattern of visitation. However, these areas attractiveness still are subject to tourist preference changes overtime.

Host Attitudinal/Behavioral Models

Host attitudes toward the tourism industry are considered a causal factor in how communities react, interact and benefit from tourism affairs. Indeed, Murphy (1985) believes that in order to maximize the socio-economic development of tourism, and minimize its potential negative effects, community involvement and support for tourism plans are required. Such involvement can shape the relations between the community and the industry, and can determine both community and tourism development.

Murphy (1985) underlines three variables that determine host population attitudes:

- Type of contact between residents and tourists.
- Relative importance of tourism to the individual and community development.
- Saturation point or threshold that the community can support.

All these factor vary from one destination area to another according to the extent that tourism is part of the local economy, to the extent that local resident are involved, to the extent that tourism meets community needs, and that to the extent the community has the resources to handle the demands of tourists.

The nature of the interactions between residents and tourists varies according to the types of tourists who visit, and the role of the resident. Interaction situations vary from business and service relationships, using and enjoying the same opportunities and services, to genuine relationships that evolve into friendships, with open communication and the exchange of ideas and

information. Such relationships are determined by tourists that respect the host culture and want to learn from it, and hosts who are pleased to receive the tourist and welcome other people with different cultural background. Also a host community willing to share its own culture.

Another factor is the relative importance of tourism to the individual and the community's economic and social development. This factor requires that residents understand the potential benefits of tourism, the extent of their involvement and dependency on the tourism system, and the extent to which they benefit directly. Saturation point or threshold that the community can support has to do with the physical carrying capacity of the tourist destination and the residents' psychological abilities to tolerate certain levels of tourist demand.

If the tourism industry understands the importance of the host community to the touristic system, the community's sensitivity to the potential negative impacts of tourism, then the industry has to plan in ways to respond not only to the tourist demands but to the community's needs. That is why the industry should strive to diminish social stress by planning limits on development and communicating the benefits of its activities to the community (Murphy, 1985).

Doxey Irritation Index

Mathieson & Wall (1982) and (Murphy 1985) cite the model of Doxey's Irridex and Butler's Host attitudinal/behavioral model as frameworks to explain social impacts based on residents' affective and behavioral reaction to tourist interactions and tourism development. The two models assume that changes generated by tourism development can generate attitudes that can lead to

positive or negative behavior toward tourism activities. Positive behaviors include: involvement in community tourism development, keeping up the image of the community, treating tourists well, public support of tourism activities, volunteerism, and investing in the tourism industry. However, Mathieson & Wall believe that these models are just hypothesis yet to be tested.

Doxey's model (Figure 2) relies on the assumption that impacts or social changes due to the development of tourism and tourist-host interrelations can be reflected or manifested through varying levels of local citizen irritation (Mathieson & Wall, 1982). Irritations can be considered a measure of host population's psychological reaction that they experience while the tourism cycle develops and generate changes in the community, spatially and structurally.

Mathieson & Wall (1982), state that irritations are the product of the number of tourists, their compatibility with the host population and the strain and conflict that they generate in the community. Doxey's model predicts changes of host population degree of irritation in a linear fashion across sequential time defined by the pace of tourism development in a specific tourist destination. The model is related directly to the concept of host community saturation point or threshold.

Doxey's model has to do with the value system of the community that is a critical value variable to be considered when studying social impacts (Mathieson & Wall, 1982). It is also a variable that conditions the saturation point or tolerance level to tourist. Murphy (1985) illustrates Doxey's irritation index in an attempt to show the sequential stages of the host population attitude (Fig. 2). According to the model, the host community experiences four levels or stages of affective

reaction to tourism: euphoria, apathy, annoyance, and the antagonism stage. Each stage varies accordingly to the stages of tourism development.

IRRITATION INDEX

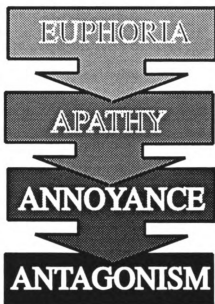


Figure 2. Doxey's Irridex model. Source: Murphy 1985, p. 124

The first stage called "euphoria" is characterized by a small scale, slow pace development of tourism activities with little planning and control over the process of development. The area is beginning to attract tourists and developing an image of its own as a tourism attraction. Very few tourist services or businesses exist. Visitors are a novelty and are welcomed by the residents. The type of tourists that tend to arrive at this stage of development are tourist that respect the local culture, want to merge and experience local traditions, customs and the way of life. The tourist-host relation is very friendly, residents are very hospitable and willing to share their culture, and there is a feeling of satisfaction

with the relationship. Tourism begins to bring jobs opportunities for local people, creating an alternative for economic growth.

The second stage in the irridex model is called “apathy”. In this stage the tourism industry continues to grow and expand. The pace of development is accelerated, and most of the planning and control of the tourism system is being made by external domestic and/or transnational businesses. The area has developed an image and is recognized as a tourist attraction. Services and businesses for tourism continue to develop as tourist demand increases. The tourism in the area is beginning to be taken for granted and tourists are not a novelty anymore. The host population is also beginning to be taken for granted by the tourism industry. A different type of tourist is attracted to the destination. This type of tourist is not concerned with the local culture, and the tourist-host relation is commercialized, service oriented and less personal. Residents continue to be hospitable but their satisfaction with tourism has reached its peak and is beginning to decline. The seasonality of the industry creates some disappointment within the community that is trying to adjust to dimensional and structural changes.

“Annoyance” is the third stage of the irridex model. This stage can be experienced when the physical and psychological saturation point or tolerance level of the community toward tourism is being reached. The tourist area experiences large amounts of tourist arrivals that put a strain on services. High levels of congestion bring conflict to local daily activities. Inflation and other negative impacts are being attributed to the industry. More infrastructure is developed in order to satisfy tourist demand and little effort is made to evaluate the impacts and feed this back to the industry to limit growth or plan other types

of development. Residents feel that their community has changed and stress levels are experienced. Negative impacts are beginning to be attributed to the tourism industry, and these outweigh the overall perceived benefits that characterized the industry in its early stages.

The last stage is “antagonism”. If the industry continues to grow unrestrained, unregulated and uncontrolled, tourism and tourists would be considered the main causes of conflict in the community and the major generator of the residents’ social and economical problems. The reputation and image of the destination deteriorates, and the area cannot attract as many tourists as in their later stage. Policy makers and tourism officials try to revive the area with new attractions, change of image, and change the product. Resident’s openly demonstrate their dissatisfaction with the industry showing hostility toward the tourists, not volunteering nor attending events, and overall not being hospitable to visitors.

According to Murphy (1985), the last two stages of the model imply that the local population perceive significant modifications to their way of life, their identity and culture, and that they are not willing to tolerate such changes. Again, Doxey in his model just suggest the linear sequence of attitude change, assuming that the direction of change is one-way. He does not discuss the time frame for such changes, he just indicates that the mood of the community will change over time while the industry developes. The predictibility of attitude change is practically impossible to establish based on this model because they depend on the tolerance capabilities of the community for each stage of development.

Butler's Host Attitudinal/Behavioral Model

Butler's host attitudinal/behavioral response model is a model adapted from a work developed by Bjorklund & Philbrick, designed to explained the process that occurs as a result of culture groups interacting (Mathieson & Wall, 1982). Butler applies the framework to the tourist-host interaction, in an attempt to explain the response of local residents .

In the model the tourist destination population can react with a positive or negative attitude and or behavior, and that their behavior varies from passive to active. In the two by two table (Fig. 3), four different forms of reaction can be expected, from different groups within a community. The proportion of people expressing specific reactions will vary from community to community, and such proportion can vary overtime in any direction in any stage of tourism development, conditioned by different variables.

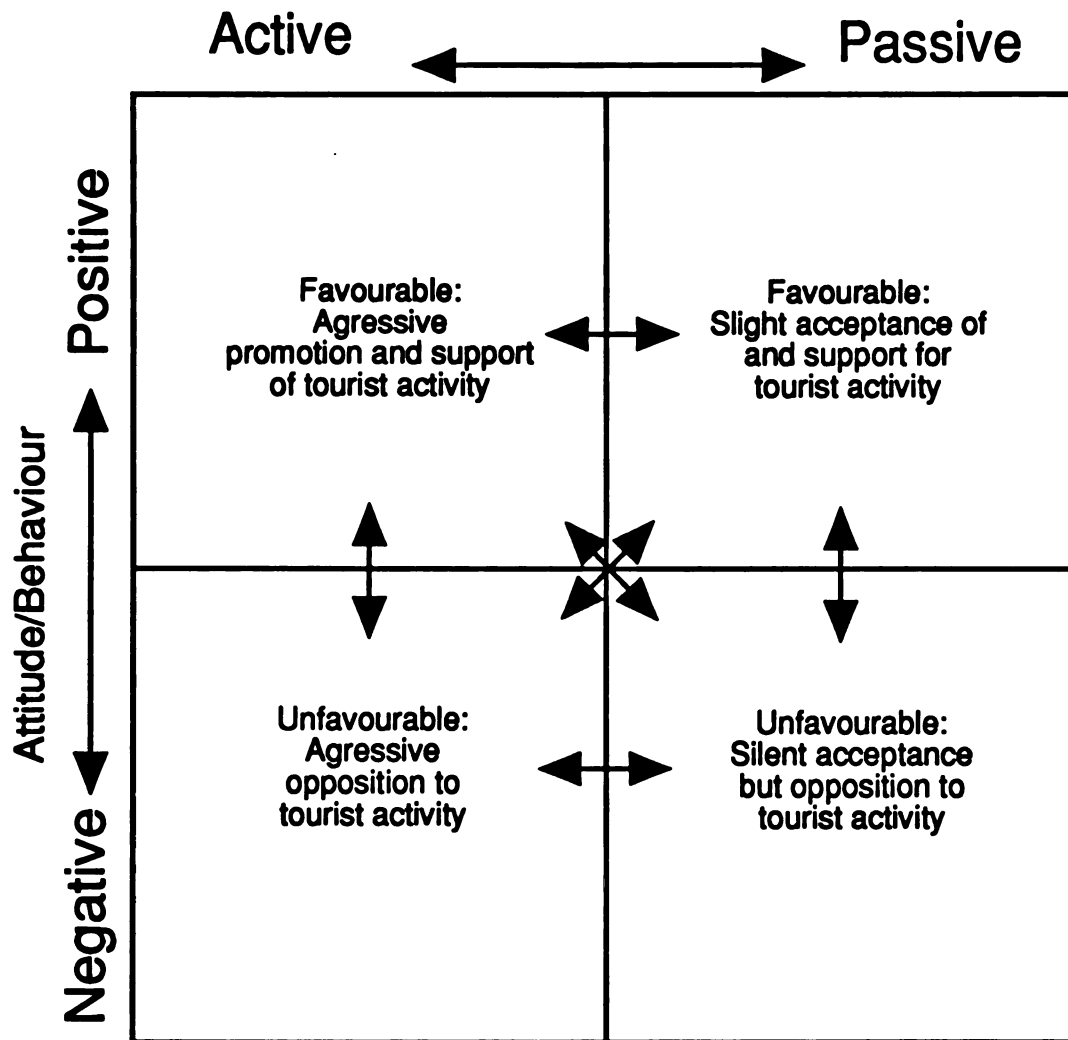


Figure 3. Butler's Host Attitudinal/Behavioral model of host population reaction to tourism development. Source: Mathieson & Wall 1982, p. 139

Studying Tourism Impacts: Case Study

Tourism and its resultant impacts are complex, somewhat unpredictable and include a broad range of key variables. Variables of interest include historical, political, physical, social, economical, cultural and environmental factors that are all interrelated. Multiple sources of evidence should be used in order to determine as accurately and as fairly as possible the potential impacts, and to corroborate and avoid misconceptions about these impacts (Long 1991). Indeed case study approaches are often recommended when there is a need to understand complex social phenomenon (Yin, 1989). Yin summarizes the criteria used when applying a case study approach. Usually a case study is useful when, ...how or why questions are being asked about a contemporary set of events, over which the investigator has little or no control (Yin, 1989, p. 20).

An assessment of the impacts of tourism in small communities through a case study approach would eventually provide a better understanding of the big picture of the potential cause-effect relationships among key variables. Crandall (1987) explains that a combination of several methodologies should be applied to assess social impacts because the concept of social impact assessment is subjective and this complicates the process of formulating concrete conclusions.

Tourism in the Venezuelan Andes

The Venezuelan Andes has always been a region with great potential for tourism development. The region is characterized by having innumerable touristic attractions and resources that include natural elements, as well as historical and cultural attractions. The high mountains, peaked with snow and

lakes are unique in this part of Venezuela, as well as the typical andean culture of the Páramo valleys. Thermal waters and places of scientific and archeological interest of the states of Mérida and Trujillo, constitute some of the most significant examples of the touristic potential of the region (Venturini, 1983). The Páramo offers a typical vegetation and species such as the frailejón, la trucha and the frontino bear. The landscape with mountains, glaciers and lakes offer recreational opportunities for fishing “truchas”, hiking, backpacking and climbing with beautiful scenery as a backdrop.

The state of Mérida is located in the western part of Venezuela and joins with the states of Táchira and Trujillo in the Venezuelan Andes. Mérida has an extension of 5,000 Km², and 60% of its population is located in urban areas. According to Venturini (1983), the spatial development of the region is characterized by a lineal development of small population centers located along the Chama River Valley, which run through the city of Mérida.

The state of Mérida consists of 22 autonomous municipals, and 38 municipals in which are located Santos Marquina and the municipal of Rangel. In these two municipals are the communities of Tabay, Cacute and Mucuruba (see Appendix D for Merida State map). These three communities contain the population of interest for this study. The capital of Santos Marquina municipal is Tabay, it was founded in 1689. This town is located between the Sierra Nevada and the Páramo of Escorial at 1,710 meters above sea level. The municipal of Santos Marquina has a population of 6,721 inhabitants and its capital Tabay 2,160 for 1981. The projection of the population for 1995 according to the calculations of Balza (1990) will be 9, 585 habitants for the municipal and 2,652 habitants for its capital. This is based on the growth rate of 1.45% per year (OCEI-Central

Office of Statistics and Informatics of Venezuela: Projection of Districts and Municipals period 1980-2000). The density of the population in this municipal is 92 inhabitants/Km² for 1990.

According to Balza (1990), seventy five percent of the population are involved in agricultural activities, fifteen percent in artisanship and thirteen percent in food production. Another activity is mining of sand and granzon. Venturini (1983) claims that Tabay has been experiencing a radical change of its function as a rural center, changing to be a supplier of workmanship and resources for the construction industry supplying the city of Mérida. In this region there is located approximately 70 industries almost all of them between Tabay and Mérida, in which their production is to satisfy the needs of the more heavily populated urban centers.

The capital of Rangel municipal is Mucuruba. The municipal of Rangel had a population of 18,166 inhabitants and its capital Mucuruba had 1,093 residents in 1981. Cacute the other community of interest had a poplation of 319 habitants. The projection of the population for 1995 according to the calculations of Balza (1990) will be of 23,112 habitants for the municipal. This is based on the growth rate of 1,45% (OCEI- Central Office of Statistics and Informatics of Venezuela: Projection of Districts and Municipals period 1980-2000). The density of the population in this municipal was approximately of 21 inhabitants/Km² in1990.

In the Rangel municipal the economic base is mainly agriculture represented by the production of potatoes, carrots, trigo, arvejas, cebada, strawberries and blackberries. Most campesinos concentrate their efforts just in

cultivating and producing. The artisanship in the municipium has developed satisfactorily, and it plays an important role in the economy because they attract tourist to the area (Balza 1990). Mucuruba supplies sugar, milk, fruits and honey in the area for the preparation of "dulces". On the other hand, there is practically no industries in the area and very limited commerce. The area also has problems with a lack of basic services that could contribute to the development of the communities such as medical care, educational opportunities, transportation and recreational facilities.

The Rangel municipal is very important for the tourism of the state because it is located in the Páramo where there are many small population centers and touristic attractions and events that can attract tourist all year around. It counts four hotels, seventeen restaurants, several "posadas", recreational areas and parks.

The city of Mérida is the primary center of the State. The economic base of Mérida relies on the commerce and services that the city offers, with significant influence from the University of the Andes. The University constitutes the principal impetus for the rest of the urban activities in the city and region (Venturini, 1983). The city of Mérida has the most important base of development of touristic services of the state because it has one of the most important attractions of the region. The presence of this attraction has concentrated touristic services in Mérida. This attraction is the highest cable car in the world (Teleférico de Mérida) that connects the city with the highest peaks, reaching an altitude of 4.756 meters.

In 1983, tourism was insignificant in the regional economy because it only generated 4% of the growth national product. In 1983, the region of Mérida had a deficient infrastructure. It had 260 hotels with 5,000 rooms and 10,000 beds, that determines a theoretical capacity of 3.5 million bed night per year. It also had insufficient places of recreation and limited restaurants. The Andes receive approximately 700,000 tourist every year, increasing a progressively by year after year. The average touristic expenditure per capita was 200 bolivares per day (Venturini, 1983).

According to Venturini (1983) the tourist flow for 1983 had been produced after individual efforts to construct more hotels and attractions. However he believes that there was no true planning for the sector nor was there a touristic organization leading the way to create specific infrastructure, activities and services as well as promotion activities to stimulate significant new flows of visitors.

Currently the state of Mérida has a Corporation of Tourism that is responsible for the planning, programming and the promotion of tourism in the state. One of its primary projects is to finance private efforts to develop "Posadas" (small local motels) around Mérida in order to satisfy the needs for beds during the high tourist season (December, June, March, April and August, OCEI, 1991). These posadas must have a specific colonial design and features, and offer restaurant and bar facilities. Another project that the Corporation is involved in, is in the reconstruction of historical sites and towns.

The Developmental of "Los Aleros"

This section attempts to answer in general why and how Los Aleros was constructed. A series of focused in-depth interviews (open-ended) were planned to be conducted with people that directly and indirectly participated in the developmental process of the town. The idea was to reconstruct the development process. The interviews would help to identify key elements of this experience of Los Aleros development process. Only one these interviews took place. People were not willing to be interviewed and the people of Los Aleros were busy in preparing themselves for the Holy Week and the tourism season.

Gerardo Montilla, the President of the company that runs Los Aleros agreed to be interviewed. He is responsible of the personnel and the administration of Los Aleros. The following is a description of the experience of Los Aleros according to Gerardo, and based on information from Pablo Emilio Moreno's book called "Los Aleros: The history of a history". The interview with Gerardo Montilla is a translation from spanish.

Los Aleros and its creator

For Moreno (1984), to visit Los Aleros, and to live the moment, is to go back into history, to feel the past and search in depth into the lives, habits and customs of the ancestors. That is why Moreno calls Los Aleros the town where the history has been retained, and that's why it is considered a town-museum. He explains that, "more than a spatial trip, is a trip in time to yearn for the experiences and style of a simple life, that slowly is being erased by the giddy erosion of a world characterized by violent changes" (1984, p. 5).

Alexis Montilla is recognized to be the creator and founder of Los Aleros. He comes from Chachopo, a town in the andean páramos of Trujillo (a state nearby Mérida), and because of this he has been always perceived as a member of the community that surrounds Los Aleros. When Gerardo was asked, where the idea of Los Aleros came from, he said that it was an idea of his father, and that according to his father, since he was a child in school, he used to play with designs, with little houses and cars made by himself. He would draw and design towns during his free time. Later on, during his youth, he would dream about doing something in reality someday. Gerardo explains that his father is very nostalgic about andean towns and the times of his parents, even more than those of his grandparents'. Gerardo adds, "I don't know the reason for the nostalgia for those times, both from their architectural aspect as well as for their customs and traditions" (Montilla, 1992).

Moreno (1982) writes that Alexis Montilla didn't know exactly how he would built the town, but was sure that it, "was going to be a town very particular, of far off stories, grandparents fairytales, of nights illuminated by kerosene lamps and fireflies. An austere town, welcoming and calm. A true reflection of yore towns, with their typical customs and traditions" (1982, p. 12).

After several years of sacrifice, moving to one place and another, working in different jobs, Alexis Montilla is able to establish his own businesses (El Caney, El Caneicito y Los Tejados de Chachopo) and have economic independence. The income and benefits of these small restaurants will help Alexis and his family to cover the cost of constructing the town. Gerardo states:

In general there were no barriers or limitations to constructing the town. Once the construction stopped for one month, because there were no resources to finish the town. Los Aleros was constructed with the income and benefits of the restaurant El Caney and Los Tejados de Chachopo (Montilla, 1992).

Moreno (1984) also affirms that Alexis Montilla has always demonstrated a vocation for displaying out the andean traditions through his restaurants and collection of antiques. He organizes events, fairs, parades, in which he exhibits typical “carrozas”, old cars and folkloric musical groups that show the regional values and meanings of his people.

In 1979 the construction of Los Aleros began. According to Gerardo, the idea was conceived long time ago by his father. It was a family project in which sons and cousins of Alexis Montilla as well as his wife engaged in its construction. The role of these people at the time of the construction, was to contribute with ideas, based on what was already conceived by Montilla. Gerardo comments on the family role, ...”they would suggest changes, contribute with new ideas, in sum, bring up to reality the idea, the dream that my father had from the beginning” (Montilla, 1992).

From the beginning none of the family members, including Alexis Montilla had any idea of the potential impacts that Los Aleros would have. Gerardo said:

We told our father at times that he was crazy, that this was not the moment because we were going through an economical crisis not very favorable, and that it was not the best moment to engage in the construction of Los Aleros; it cost money (Montilla, 1992).

Finally they saw the opportunity, the pros and cons, and slowly became motivated. They realized that their father had decided to begin with the construction and that they could not turn their backs on him. Gerardo comments:

We started to like the idea, and we got facinated. Every day there were new ideas, new comments, and we had that illusion, something completely new. Nobody had done something similar, and this was the principal motivation. The only incentive within the organization was the illusion that we were doing it. The illusion of going there, seeing it and being able to tell it to others. The incentive was our own satisfaction (Montilla, 1992).

In regard of how participation was distributed in the construction of Los Aleros, Gerardo explained that in the begining, Los Aleros was characterize by a lack of planning or design for the town:

... it was 100% empiricist. Everything was done according to the topography of the terrain. We always had made jokes about my father. He first would made the things that would go into the houses and then the houses. There was no specific task for each of us, nor any type of organization. Everything was being made according to how things were going. If something was built, and we didn't like it, we had to tear it down and do it again (Montilla, 1992).

Gerardo believes that they never needed technical or professional assistance during the construction nor do they need it now for the operation of Los Aleros. Most of the problems and decision making were done by them and until now everything has functioned well. But according to Moreno (1984), Alexis Montilla looked for special "technicians" in far villages that knew the old architectural style of the houses, they were needed to construct the town, and they knew the techniques necessary to make it happen. Five architects were the responsible of giving shape to Los Aleros. A specific type of soil was required to build the walls of the houses. These walls consisted of tamped soil, so this soil needed to have certain characteristics that could develop the project with certain architectonic security and authenticity. Therefore, according to the "technicians"

the soil in the center of the town was the most appropriate. They saved time and money in looking for soil in another place having to in transport it.

In August, 1979, the first wall of the town was constructed and it took almost 5 years to finish the principal structure. During the early stages of development of Los Aleros, a lot of people, family members and close friends contributed and worked in Los Aleros without expecting something in exchange. In July, 1984, they were able to inaugurate the town-museum of Los Aleros.

Once the basic core of houses that comprise the town was finished, the idea of charging people to visit the place was somehow decided. For Gerardo this was not clear, it was not planned. In 1984, when the town was inaugurated, the cost of the entrance was Bs. 5 per person. This was managed without much control. There was no accounting of any kind, and there was no organization. In 1989 and 1991 there was a big increase in the number of visitors. According to Gerardo, there was nothing to offer to the visitor. Slowly the town of Los Aleros grew, much of it based upon visitor suggestions. Due to the number of tourists they begun to realize the size of the enterprise in which they had engaged, and that they needed to define and decentralize functions. Gerardo adds that their resources and income were probably badly distributed. They needed to know if the business was profitable. Gerardo explains, "we never calculated the expenditures and income, nor did we calculated the cost -benefit of the activity. That is when we said we needed to have a strict accounting and administration as an enterprise, that is as it should be" (Montilla, 1992).

After three years from its inauguration, Los Aleros begun to get organized as an enterprise. Gerardo comments that now they are so organized that, "our

presence is no longer necessary at Los Aleros, because we have personnel that are in charge of all that. Entertainment, administration, contability, etc.” (Montilla, 1992).

In the first 2 or 3 years, there was always a deficit related to covering the expenses of Los Aleros. After that, they were able to balance their cost and revenues, and now 30 to 40 percent of the income is reinvested in the town for repairing buses, to maintain the infrastructure, construct new houses, etc. At the beginning they had only one bus to transport tourists, and now they have nine.

One of the aspects that Moreno most underlines about Los Aleros is its landscape and its natural environment. He says that none of what constitutes Los Aleros was done artificially. He explains that everything was made from the nature, and the arrangements necessary for the architectonic infrastructure did not change the conditions of the landscape. The soil that were used to construct the town, was extracted from the center of the town, where today is the “Siote” lagoon. This was considered as the only movement of ground necessary to build the attraction. The rest according to Moreno was respected. He explain that, “You can still find the original trees, stones and paths. The water from streams that comes from the mountain were used to create a small river across the town to end at the lagoon” (Montilla, 1992). Gerardo adds to this, “There was a lot of respect for the environment. The trees were not cut down. If we needed to cut any of them we would plant another one in a different place” (Montilla, 1992).

The rest of los Aleros are the antiques collected by Alexis Montilla for almost 20 to 25 years. Alexis Montilla would go around the Andes and different

parts of Venezuela to look for and buy any relic or antiques such as old vitrolas, pianos, catre, sinfonia, pictures , tinajero, pendulo, taburete, etc..

Alexis Montilla have played an important leadership role in the organization of Los Aleros. This has been a key factor, and a dimension within the organization that needs to be studied. The leadership of Alexis Montilla seem to have been democratic, based on strong convictions and guided by specific objectives. This leadership has brought atmosphere of total and constant cordiality within the organization. Furthermore, being a family, they are also business partners. Since the company has been funded there has been a constant compenetration between the members. Gerardo explains:

...we are always in contact, and we meet in a regular bases to discuss any doubts or changes that needs to be done. Everybody has their area of action well defined and make our own decisions when necessary. My father has always conducted his business very empirically. We are the ones that have convinced him to create an office to handle the mail, recruit personnel, etc. At the end of each tourism season we evaluate what has happened?, in what have failed? what needs to be improved?, and what has worked? (Montilla, 1992).

Los Aleros has been a learning experience for all involved, from the construction and organization to the servicing of visitors. The experience permitted the current administrators of the town to work independently of Alexis Montilla, buy decentralizing responsibilities and creating admisnistrative units to handle income, personnel, maintenance, etc. Also, they have established ways to evaluate the tourist enterprise after each season in order to improve service and hospitality.

Another key factor that seem to have contributed to the success of Los Aleros, is the work and creativity of the people that play different characters and

have different tasks at Los Aleros. Each of them have shared their own unique abilities and skills, contributing with the uniqueness and authenticity of the attraction. Gerardo said that:

The personnel that work in Los Aleros has green light to create, suggest ideas and changes, under the condition that they communicate this to us and we approve it, although sometimes there has been no need to communicate to us their decisions.

...the most particular of los Aleros are their characters. Each of them have taken their role very seriously, and they have learn to love their job and the business (Montilla, 1992).

Gerardo explains that his personnel is now more in touch with the visitor and that they are more capable to see what are the needs in order to improve the service and the experience to the tourist.

When Gerardo was asked how would he defined as unique of los Aleros, he said that it was something particular. Los Aleros was the only touristic complex in Venezuela that works this way. That is, transports the visitor from one place and time to another time period in the past.

The Community

Gerardo agrees that in the construction of Los Aleros there was a significant involvement of the community, and that currently there still is. Gerardo says that sixty to seventy percent of the people that work in Los Aleros live in the communities that surrounds the attraction. There is another small percentage that are from Mérida, students, and other people dedicated to other activities but work at Los Aleros during the tourism seasons. The community was not so involved with the decision making in regard to how to give a better

service to the tourist, and in regard to the kind of services offered. Gerardo explains that this is because Los Aleros is a private enterprise and most of the decisions are made by the owners. Serving the visitor has been one of the most important aspect that Gerardo have taken care off. He said that they have learn this by travelling to touristic attractions out of Venezuela.

During the construction, Los Aleros had collaboration from Merida's local government, with public and private institutions that facilitated their development. A mutual cooperation with official organizations such as the National Guards, the Ministry of the Environment, the Police and the INOS (National Institution of Sanitary Labor) also supported the project. Construction businesses collaborated with the organization by finding materials and giving them credit.

Impacts in the Community

Gerardo states that Los Aleros have always collaborated with the community from all points of view. Specifically donating money and collaborating with the visits that the schools do to the town. Weekly 80 to 100 children from diffrent schools around the state, visit the Aleros without paying. Gerardo continues:

The community have received our help. Probably it has not been sufficient from some points of view. We have received a lot of support and collaboration from the community. There are always 2 or 3 people that feel mad because of the traffic that occurs in certain moments during the season (Montilla, 1992).

There always been a good reception from part of the community. Gerardo believes that indirectly approximately 600 to 700 people benefit from Los Aleros.

Small buses and taxi drivers, artisan and small street vendors that go there to offer their products, are the ones that benefit most according to Gerardo. He explains that they have commercial places, and that they give concession to these people. These people buy products from other people in the area, and sometimes serve as intermediaries.

Some of the impacts that Gerardo attributes to Los Aleros, is the growth of a line of Por Puestos (buses) of Tabay. One of the population centers has grown because of Los Aleros. A lot of people come in taxi. There are new small tourism developments that have been approved such as "Valle Hermoso" (Restaurant and playground), artisanship factories and some hotels that have open near Los Aleros. Gerardo also believes that Tourism in Mérida has incremented since Los Aleros success, and that a lot of people go to Mérida just to see the town-museum, and now the new attraction, the "Venezuela de Antier". Gerardo adds, "I believe that we have constructed a pole of tourism development in Mérida. Thirty and forty percent of the people that visit Los Aleros arrange their visit through travel agencies" (Montilla, 1992).

Maintaining the attraction

Constantly los Aleros is being modified, in order to present to the visitor something new such as new attractions and recreational activities as well as new services. Gerardo explains that "if you go to los Aleros twice in a year, the next time you visit Merida, you won't be interested to visit the town because you know you are going to find the same things. We take this into account carefully, to present something new. For each season, I am sure you will find a new attraction. In this sense, we always have been changing the presentation that we

do to attract the visitor again, but always maintaining the same treatment with the tourist, the same ideology in regard to the visitor, as they are in their house or better.

In general Los Aleros have attempted to rescue the old traditions and values, recreating the times of the 1930's, but the administrators have recognized that they have to respond to the tourist. In order to attend the needs of the visitors, they needed to use modern technology to deliver a better service. Such is the case of the use a refrigerators and a modern kitchen for the restaurant, as well as the construction of a new restroom.

Gerardo believes that if he could go through again the experience of developing Los Aleros, he would not change anything. On the contrary knowing its current impacts he would add more things. For example he would make a bridge across the river so he could construct a new parking lot and a new station so people do not need to park in the transandean road and avoid traffic and the danger that implies walking on this road.

Unexpected results

At the begining there was no expected results. Gerardo was collaborating on an idea of his father without knowing where they were going. They never advertised Los Aleros. It became widespread because while people visited the attraction they would communicate this to others face to face. Of course there was a lot of interviews through the newspapers and television but just to inform the people of Los Aleros existence.

The success of Los Aleros as an enterprise permitted the Montilla's family to invest in another touristic project but with a similar concept as Los Aleros. Gerardo states:

The most unexpected results is the "sister" that has resulted from Los Aleros that is "La Venezuela de Antier". Until 4 years ago we never expected that my father would have another idea because it was enough with the crazyness of Los Aleros. But something different got into his head, not only an andean site, but also 7 or 8 other regions of Venezuela in the same time period as in Los Aleros (1920's and 30's). As with Los Aleros, we engaged ourselves in this new project without thinking what was going to happen. Of course we were more prepared and organized from all points of view. Now we had the "know-how" in the sense of getting organized, because of our precedent experience (Montilla, 1992).

Gerardo feels now that they have a commitment with the development of Merida's tourism and that Los Aleros plays an important role in the industry. In general he concludes that the organization of Los Aleros has been succesful, not only because it generates profit, but because they have complied with the objective that they had in mind. That is to satisfy the needs for recreation of the visitors, with something new and different. Also Gerardo feels that they were able to rescue certain real architectual, cultural, artistic and folcloric values of Merida and specifically from the 1930's.

Summary

This chapter reviewed the literature in the area of tourism impacts to emphasize the different types of positive and negative effects attributed to tourism. Tourism as an economical activity can bring significant economic benefits to a tourist destination, but if it is not well planned it has the potential in the long run to generate negative socio-cultural, economic and environmental impacts in a community with very small probabilities of reversing those effects.

The research reviewed about impacts of tourism are the basis for the design of this study. The literature reveals several important factors that influences resident attitudes and perceptions of tourism as an activity for development. For example, perception of tourism impacts seem to vary with the distance a person lives from the tourist area (Beslisle and Hoy, 1980). Perceived positive and negative impacts seem to vary according to different levels of tourism development (Long, Perdue and Allen, 1990). Another factor that conditions how people perceive tourism impacts is peoples economic dependency on tourism activities (Pizam, 1978; Milman & Pizam, 1988). Intensive concentration of tourism activities in a destination area is another factor that is related to residents negative attitudes towards tourists and tourism. Very few of the studies if any found socio-economic variables to be a factor that influences residents perceptions.

The models outlined in this section are the basis for theoretical grounds to understand tourism development. They are reviewed with the objective to serve as frameworks to conceptualize and analyze the findings of this study. Butler's model of tourism development focuses on stages of tourism development based on the number of tourist that visit an area over time. Doxey's irridex model concentrates on residents reactions and levels "irritation" for different levels of tourism development in an area, and Butler's model of host attitudinal/behavioral is concerned with the different residents' attitude-behaviour responses to tourist activity.

A justification of the use of case study methodology to study tourism impacts is presented. Case study is a way to determine as accurately as possible

the impacts of tourism in an area using several sources of evidence. It is considered a comprehensive approach to understand complex phenomenas such as tourism.

The tourism in the Venezuelan Andes is described in this section as well Los Aleros development process. This information intends to set the background necessary to understand the context and characteristic of the object of this study and to help to analyze the results of the research.

CHAPTER III

METHODOLOGY

Introduction

This chapter contains the methodology of this research. A description of the survey research methods, data collection and instrument development are presented in the following manner: First the field research preparation is presented. This section deals with the different tasks in the preparation of the field work including the study area and the research site. It also includes the institutional contacts made for this study and their roles in the research.

Second, the data collection procedures are discussed. This section includes the sampling procedures comprising the definition of the study population, the sampling units per sampling stage and the sampling frame. Also, the selection and training of the interviewers process is described. The last part of this section has to do with the explanation of the actual implementation of the survey in the three communities and the survey instrument development process is outlined.

Third the data analysis chosen for this study is discussed. This section presents the statistical methods used in the analysis of the data, specifically factor analysis as a tool for reducing the amount of data, and analysis of variance which was used to determine if subgroups were being impacted differently.

Field Research Preparation

The Study Area

"Los Aleros" is a reconstruction of a typical Andean town of the 1930's . It was built for tourism purposes in 1979, and currently, it is one of the major tourism attractions of the state. It is located in the state of Mérida, specifically in the Rangel district. It is located 20 kilometers away from Merida, the capital of the state, 10 kilometers away from Mucuruba, the capital of the municipium and 5 km away from Tabay, the capital of the Santos Marquina district. Tabay, Mucuruba and Cacute are the major population centers surrounding "Los Aleros".

According to a National Market Study of Tourism and Recreation Supply, "Los Aleros" is considered a tourism complementary enterprise of the type of recreation and amusement. That is, an organized enterprise dedicated to attend to the needs of the tourist regarding recreation and food service, as well as travel business and tourism promotion. Recreation and amusement enterprises are defined as those services provided as pasive and/or active distractions for the tourist.

"Los Aleros" was selected for this study, because it represents a unique case of tourism in Venezuela. The case of "Los Aleros" seems to be a successful experience that might illustrate tourism development strategies. It is a small scale, community oriented process, that may provide a model or alternative for other rural areas to use in their development efforts. It appears to be controlled

locally, it is accesible, open for study, and a site that a theory of development might apply to.

The case study of "Los Aleros" is an exploratory study of a tourism system developed in a rural community in Merida, Venezuela. It is belived that a community development process has taken place, with some characteristics of self-help development, and that this kind of development has brought significant benefits to the community. The purpose of the study is to understand the developmental process of "Los Aleros" as a tourism system and to determine what kind of impact this kind of development generates for the community. As part of the case study, multiple sources of evidence will be used to determine the social, economic and environmental impacts of "Los Aleros" in the communities that surrounds it.

Institutional Contacts for the Study

Several institutions and professionals contributed to this study. The Central Office of Statistics and Informatics (OCEI) facilitated the sampling frames for the populations of Tabay and Mucuruba. Specifically, this organization provided maps of Census Blocks and their respective list of household inventory (register of structure) for the population centers of Tabay and Mucuruba based on the 1990 census. The Corporation of the Andes (CORPOANDES) provided maps for the communities of Tabay and Mucuruba. The reproduction of the survey instrument was partially sponsored by the Corporation of Tourism of Mérida (CORMETUR) and it also contributed with interviewers. The Institute of Statistics and Computer Science at the University of the Andes contributed assisted the reseacher in establishing the sample size for the study and technically in the conduction of the community survey.

Data Collection

Sample Design

A two-stage cluster, stratified and proportionate to size sampling was selected for this research because it was very difficult and time consuming to compile an exhaustive list of the elements comprising the target population.

Sampling Frame

Maps of Census Blocks and their respective list of household inventory (register of structure) for the population centers of Tabay and Mucuruba were found in the Venezuelan Central Office of Statistics and Informatics (OCEI). This data was based on the 1990 census. The study was conducted two years after the census, so the sample was drawn from these sample frames, with an error of (3.6%) according to the relative growth of the area. The map of blocks and list of households for the population center of Cacute was developed by the researcher. There was no time nor money to do a census with the clusters selected. The idea was to stratify sections of the community, tracts on the map into socioeconomic sectors, but Venezuela's census information doesn't include information in terms of social class, property values, quality of structures, nature of property ownership and/or size. So the plan was to stratify the area into sectors based on criteria defined by leaders of each community. But because it was very difficult to come up with a criteria with the leaders in each community (transportation, communication and diverse points of view) the researcher decided to stratify the maps according to geographical criterias defined by the OCEI, that is each sector should contain approximately 200 households. The stratification of the clusters

and household sample into geographical sectors assumes relative homogeneity, and blocks were selected from them.

Survey Population

Adults (16 years and older) residents of the populations centers of Tabay, Mucuruba and Cacute were to be interviewed. The dates were the 10, 11 and 12 of April of 1992. The primary sampling unit, were census blocks within each population center. The secondary sampling unit was a sample of households within the selected blocks and finally adult residents (16 years and older) of the households were interviewed.

For the purpose of the study, the communities of Tabay, Mucuruba and Cacute were divided into seven sectors, using the OCEI criteria, that each sector to be considered a sector should have approximately 200 households. Of the 7 sectors defined, only three of them did not comply with this criteria, and they were not able to be treated or added because of their geographical definition and size. These sectors were: sector 4 (188 households); sector 6 (128 households); and sector 7 (67 households). These sectors were not added because they were separated from each other geographically and were considered heterogeneous because of their different distance to respect to "Los Aleros".

The total population size was 1,262 households according to the sampling frame. The total sample size for the community was set at 196 households. This sample size was calculated by the Institute of Statistics and Computer Science at the University of the Andes.

First Stage Sampling

For the first stage of sampling, blocks were selected with probability proportionate to size to warrant the selection of a representative sample of elements. Probability proportionate to size sampling provides according to Babbie (1991), for the selection of more clusters, ensures the representation of elements contained in large clusters, and gives each element in the population an equal chance of selection. The sample was designed so as to select 28 households from each sector, even though the seven sectors differed in their total numbers of households. Since the procedures were replicated for each sector, the following explanation is an example of the sample selection procedures used for sector 2.

Selecting 196 household from the community, meant that 28 clusters or blocks would be selected, with 7 households taken from each block. From the household inventory for the population centers of Tabay and Mucuruba, and from the list of households of Cacute generated by the researcher, 1.263 households were the estimated population size. With this list it was possible to determine the number of households on each sector and blocks, so that a probability proportionate to size block sample could be selected.

Each sector of the community had some census blocks that contained large numbers of households. Some consisted in large blocks in geographical size, and others had large number of households concentrated in small blocks. Following Babbie's (1991) methodology, it was decided that each sector that contained clusters with 100 or more households, would automatically be included in the sample so they could be represented. Each such block was listed, and according to their sector sampling ratio, households would be selected for the study.

Some blocks in each of the sectors contained very few households. In order to increase their chance of selection, and to comply with the design for the selection of 7 households from each selected block, those blocks with fewer than ten households, were added to the adjacent cluster until 10 households or more and then treated as one cluster for the purpose of sampling. The number of households expected on the small blocks was added to the number of households of the adjacent block. The combined blocks had a chance of being selected proportionate to its new size. By adding the adjacent small blocks, also helped to maintain the relative homogeneity of the blocks.

After treating the large and small census blocks, a total of 51 clusters were defined (see Appendix C. List of sectors and clusters). From these 51 clusters, 4 blocks were to be selected from each sector. First, the order of the clusters or blocks in the list was randomized, then a table such as the following was created from the household estimates for each block (Table 1).

Table 1. Sample List of Sectors and Clusters

Tabay Sector 2	Census Blocks	Cluster	Number of Households	Cumulative Total	Cumulative Range
Selected	11	5	56	282	227 - 282
	12-13	6	21	303	283 - 303
	14	7	14	317	303 - 317
Selected	19	11	55	372	318 - 372
Selected	15	8	58	430	373 - 430
	17-18	10	12	442	431 - 442
Selected	16	9	11	453	443 - 453
Subtotal		7	227		

The first column in the Table 1 identify the clusters selected. The second column identify the census blocks, and the third column the list of new clusters after treating for small blocks. The fourth column contains the cluster size based on the number of households. The fifth column gives the cumulative total across the clusters, and the final column in the table shows the cumulative range of numbers assigned to each block on the basis of its size.

Since 4 blocks were to be selected, the cumulative total for the sector was divided by four. A random number between the first number of the cumulative range and the resulted number of the division was then selected. For example for the Sector 2 (see Table 1. above), the sector contained 227 households. Since 4 blocks were to be selected, the cumulative total for the sector was divided by four, giving 56.75 ($227/4$). A random number between the first number of the cumulative range (227) and 283.75 ($227 + 56.75$) was selected. This was 280. Cluster number 5 with a range of 227 - 282, contained this random number, so it was selected into the sample of blocks. The random number (280) was then added to 56.75. Cluster number 11 with a range 318 - 372 had this new number (336.75), so it was the second block selected into the sample. The new number was then added again to 56.75. Cluster number 8 with a range of 373 - 430 contained this other new number (393.5), so it was the third block selected into the sample. And finally, the other new number (393.5) was then added to 56.75. Cluster number 9 with a range 443 - 453 contained this number (450.25) and was the fourth cluster selected for the sample.

This same procedure was replicated for the rest of the sectors. Only on those sectors with blocks larger than 100 the procedure changed slightly because these blocks were automatically included in the sample.

Second Stage Sampling

The procedures described above resulted in the selection of 28 clusters throughout the community. Seven households were to be interviewed on each block selected. To accomplish this objective, maps were prepared in order to clearly identifying each of the selected blocks (see maps appendix). The maps used were the ones found in the OCEI, and the one of Cacute designed by the researcher. There was no time or money to go to each block selected and do a census of households to prepare a more accurate list . List of the households were taken from the 1990 census and from the one developed by the researcher. These lists provided an estimate of the number of households on each block.

To select the households from a given block, a systematic sampling technique was applied. A sampling interval was calculated on the basis of the estimates of households from the list. The selection of households was accomplished by selecting a random number between the first household listed and the sampling interval. The household with that random number was selected. Then every n th household in the list was selected in the sample until completing the 7 to be selected. From these procedures 196 household were selected for the study.

Before selecting the households, the list from the OCEI were cleaned. Only households were listed, taking out of the list houses that had different use such as restaurant or any kind of business. This kind of information was included in the census. Table 2 is an example of the list used for sampling households from blocks.

Table 2. Sample List of Households

Sector 2, Block # 5		
Hh Number	Lot Number	Complete Address. (Street or Avenue, Urbanization or Barrio, Name and/or number)
227	001	Transandina con Calle Vieja la Plazuela. Casa color Azul, sin número. La Plazuela.
228	002	Calle la Plazuela entre Calle Vieja y carretera vieja la Plazuela. Casa color amarilla, sin número. La Plazuela.
.	.	.
.	.	.
.	.	.
282	067	Transandina entre Carretera Vieja la Plazuela y Calle Vieja. Casa color, sin número. La Plazuela.

The list provided by the OCEI were not accurate. Sometimes there were no color or number specification for the households. In order to resolve this situation, houses were located by their lot number. Some houses had their lot number on a stone on one side of the house, and others were identified by counting the houses. The households were counted walking clockwise around the block, beginning from the corner of the block specified by the first household in the list, and finishing returning to the starting point.

Selection and Training of Interviewers

Five interviewers were selected by the Corporation of Tourism of Mérida (CORMETUR). All the interviewers were senior students of tourism at the University Institute of Technology of Merida (IUT). The team of interviewers consisted of four women and one man, and all seem to have some experience and training in interviewing. Most of them have been involved in collecting data for CORMETUR for planning purposes.

A training course for the interviewers was set on April 9th, 1992 at the offices of CORMETUR in Mérida. The objective of the course was to explain the details and objectives of the study to the interviewers. The content of the course included:

- Welcome and introduction to the course.
- General information about the questionnaire.
- The interviewer and the interview.
- Purpose of training interviewers.
- Points of discussion:
 - Neutral role.
 - Identification
 - Appearance
 - Demeanor
 - Interviewer instructions.
 - Familiarity with the questionnaire.
 - Following the exact wording of the items.
 - Reporting the answers accurately.
 - Probing or checking answers.
- Study of the questionnaire and its specifications.
 - Familiarity with the questionnaire.
 - Interview practice.
- Interview schedules, maps and list of households.

Also part of the training was to familiarize the interviewers with the interview schedule, procedures, and have an opportunity to practice using the questionnaire and interviewing each other (Appendix B: Training Guide).

Implementation of the survey

Maps were prepared in order to clearly identifying each of the selected blocks (Appendix C). List of the seven households to be interviewed on each block selected were prepared. Interviews were conducted on April 10th, 11th, and the 12th of 1992, Friday, Saturday and Sunday respectively. By doing the interviews over the week end, the researcher expected to have a good

representation of men and women in the sample. A variable that needs to be considered for the analysis, was that the weekend in which the questionnaire was administered, it was the beginning of the Holy Week in Venezuela, for most people this is vacation time, and a large number of tourist are expected to visit the State of Mérida.

Interviews were completed sector by sector, going from the highest sector (sector #5 Mucuruba) in the mountain to the lowest sector in Tabay (#4). All the interviewers had the opportunity to interview at least 1 or 2 households per sector. This process of going sector by sector with the group of interviewers facilitated the communication among the interviewers and the researcher. It also facilitated the control of households being interviewed and the transportation of the interviewers.

Survey Instrument Development

This section will address the construction of the survey instrument for this study. The focus will be in how was developed, its characteristics, and the variables that intends to measure. Also, a brief discussion about the reliability and validity of the instrument is discussed.

Pool of Items and Scale Development

No theory was considered before the development of the survey instrument scale, however the survey was based on prior literature and conceptual formulations of tourism impacts, and an attempt was made to operationalize them.

To obtain a range of items that would measure people's attitude toward "Los Aleros" and tourism impacts, and to develop a general scale, the researcher collected two survey's applied in previous studies. The instruments were shared by the researchers of the following studies: Long, Purdue & Thompson (1990) Rural resident tourism perceptions and attitudes by community level of tourism, and from the study by Liu, Juanita & Var, Turgut (1986): Resident attitudes toward tourism impacts in Hawaii.

The purpose of the survey was to measure four constructs that conceptually represented an overview of attitudes toward tourism impacts. The constructs were Economic, Social, Cultural and Environmental impacts. This guided the selection of items. The items selected were translated into Spanish, and some of them were changed and adapted to refelect the attitude object of interest (Los Aleros). Other items were formulated based on the literature review. The result was a 73 - item questionnaire, developed to measure peoples perception and attitudes toward "Los Aleros" and tourism impacts in the communities that surround Los Aleros (Appendix A. "Los Aleros, Tourism and the Community". A Community Opinion Survey Response Frequencies in Questionnaire Format"). The survey questionnaire contained the following five sections:

- 1. Background Information.** Several questions were developed to obtain demographic information. The variables measured were: age, location of residence, tenure in the community, gender, marital status, household size, education, whether the subject owns or rents, occupation, occupation related to tourism industry, other household member related to tourism industry, tenure of relation with tourism industry, and monthly income.

2. Perception of the impacts of Los Aleros. Perceptions of specific impacts associated with Los Aleros were measured with a 5 point Likert like set of items. Subjects were asked to respond to a list of specific impact statements by specifying if they “totally agree” (5), “agree” (4), “not sure” (3), “disagree” (2), and “totally disagree” (1). This section consisted of 25 questions, broken down into seven economic impacts questions, seven social, seven cultural and four measuring environmental impacts.

3. Perception of the impacts of tourism in general. Perceptions of specific impacts associated with tourism were also measured with a 5 point Likert like items. Subjects were asked to respond to a list of specific economic, social, cultural and environmental impact statements. This section consisted of 23 questions, broken down into ten economic impacts questions, four social, two cultural, four environmental and three local control questions.

4. Desirability of increased tourism development. This issue was measured with another 5 point Likert like items. Subjects were asked questions in relation to tourism development in their community. For example, should their community attract more tourists, plan for tourism, and are they willing to participate in its planning, and if they would benefit from more tourism. A total of five questions comprised this section of the questionnaire.

5. Community change: Perceptions of the characteristics of their community were measured by asking if their community was an agricultural, industrial, touristic, residential or retirement area. Using the same format, it was asked how would they like their community to be in the future, and how did they think it

would be in the future. Following these questions, perception of changes in the community were measured relative since the subjects live in the area, and changes in the next five years. For both questions, subjects evaluated their community, based on three categories, whether their community had become a worse, the same or better place to live.

The pool of items were reviewed by four professors in different disciplines. The review consisted mainly of the wording of the items evaluating their ambiguity, conciseness, and clarity for the target population. It also consisted on reviewing the questionnaire format and design. The variables measured in this study are listed in Table 3 along with the question numbers design to operationalize each variable.

The reviewed items were then administered to a sample of the community. Due to time and resource constraint, only five people from each area (Tabay, Mucuruba and Cacute) participated in the pretest of the questionnaire. Items were evaluated based on how people reacted to the statements, if they understood the questions, and if the wording was appropriate. Also it was observed items means and relative variances. As indicated before, from this process 73 items conformed the final questionnaire.

Table 3. List of Variables and the Number of the Question that Operationalize them

Variable	Question #
SECTION I. BACKGROUND.	
Age	Q-1.
Address	Q-2
How long have you lived at this address?	Q-3.
Gender	Q-4.
Marital status	Q-5.
People living in the household	Q-6.
Children attending school	Q-7.
Education level	Q-8.
Housing type	Q-9.
Primary occupation?	Q-10.
Occupation related to the tourism industry	Q-11.
Time in that occupation	Q-11.1
Household members occupation related to the tourist industry	Q-12.
Time in that occupation	Q-12.1,
Household monthly income	Q-13.
SECTION II. "LOS ALEROS"	
Economic impacts of Los Aleros	Q-14, 16, 24, 25, 27, 28, 29 & 33
Social impacts of Los Aleros	Q-15, 20, 21, 22, 26, 35 & 38
Cultural impacts of Los Aleros	Q-18, 23, 30, 31, 32, 36 & 37
Environmental impacts of Los Aleros	Q-17, 19 & 34
SECTION III. TOURISM DEVELOPMENT	
Economic impacts of Tourism	Q-40, 44, 46, 48, 49, 51, 55, 59, 60 & 61
Social impacts of Tourism	Q-41, 47, 52 & 58
Cultural impacts of Tourism	Q-39 & 57
Environmental impacts of Tourism	Q-45, 50, 54 & 56
Tourism Local control	Q-42, 43, & 53.
Tourism development in the community: Desirability for more tourism	
Attract more tourist	Q-62
Community planning for tourism	Q-63
Participation in planning tourism	Q-64
Benefits from tourism	Q-65
Community characteristics and change	
Community characteristic	Q-66.
Community change since living in the area	Q-67.
Community change next five years	Q-68.

Summary

Type of Impact	Positive Impact	Negative Impact	TOTAL
Background	13		13
Aleros Impacts			
Economic	8		8
Social -Cultural	8	6	14
Environmental	1	2	3
Tourism Impacts			
Economic	7	3	10
Social -Cultural	3	3	6
Environmental	1	3	4
Local control	2	1	3
Desirability for more tourism	4		4
Comm. character	1		1
Comm.change	2		2
TOTAL	50	18	68

Question numbers refer to the questionnaire in Appendix B. "Los Aleros, Tourism and the Community".

Validity and Reliability of the Instrument

Content validity is the extent to which a specific set of items reflects a content domain. In measuring attitudes it is difficult to determine exactly which is the universe of potential items and when a sample of items is representative. According to DeVellis, a scale has a content validity when its items are a randomly chosen subset of the universe of appropriate items. In measuring attitudes toward Los Aleros and toward tourism impacts, a list of items were chosen from instruments applied in other studies (Long, Purdue & Thompson, 1990; Liu, Juanita & Var, Turgut ,1986), and from the literature review. Most of the items were translated into spanish and adapted to the attitudinal object. The instrument was developed in Venezuela and there was no opportunity for items to be presented and reviewed by experts for relevance to the domain of interest.

On the other hand, the reliability of the scales used to measure people attitude toward Los Aleros and tourism impacts were assessed. This was done by calculating the inter-item correlation or internal consistency of the items for each scale using cronbach alpha coefficient. Items are reliable to the extent that they are free from random error. Scales are reliable to the extent they have reliable items that share a common latent variable (DeVellis, 1991). Internal consistency reliability is a function of how strongly the items correlate with one another (and hence with the latent variables), and how many items are in the scale. It was determine how intercorrelated the items were by observing their correlation matrix that was run using SPSS (Statistical Package for the Social Sciences. For the purpose of analyzing the data and to correct negative correlations among items, those items that were negatively set, their scores were reversed. The result of the reliability test for each of the scales is presented in the following chapter.

Data Analysis

Three levels of analysis are performed in order to achieve the objectives of this study. The first level was to calculate descriptive statistics on all the variables, frequencies, percentages, means and standard deviations. This procedure permitted a descriptive analysis of the distribution of the population for all the demographic variables. It also permitted to analyze individually each item of the scales. This included not only the overall population response to the item, but also to evaluate each item that conformed each scale. This consisted in observing the behavior of the items in terms of how high their variance is, and how close the mean of each item is to the center of the range of possible scores. This is done to see how well each item discriminate among individuals and are detecting certain values of the construct they intend to measure.

APPENDIX D

Maps of Mérida State and the communities of Tabay, Mucuruba and Cacute

The second level of analysis was to identifying a perceptual pattern of the respondents toward Los Aleros and tourism impacts in the community. Factor analysis with a principal component solution, and a oblique rotation was used on the variables representing the current level of Los Aleros impacts and for the variables measuring tourism impacts.

Factor analysis is a statistical tool or technique used to identify factors that can represent relationships among a set of interrelated variables. De Vellis (1992) explains that factor analysis serves several related purposes. First, it determines how many latent variables or constructs underlie a set of items. Second, it provides a means of explaining variation among original variables using a smaller number of created variables (factors), helping to define substantive meaning of the factors that account for the variation among a larger set of items. DeVellis explains that this helps to reduce or condense information so that the variation can be accounted for by using a smaller number of variables.

In this study, factor analysis is used mainly for exploratory purposes. In other words a tool to explore the nature structure of the data, and a way to reduce the number of variables in the study for its analysis. The factor analysis was run only with the reverse coded and reliable items of Los Aleros general scale.

The third and final level of analysis is to determine any significant differences among the demographic subgroups. One-way analysis of variance is used to determine the influence of selected independent variables on the resulting factors (average scores of each respondents on the 6 factors).

The one-way analysis of variance statistically tested whether the means of the subsamples are significantly different from each other. For the purpose of comparing subgroups, and to have a better distribution among the selected independent variables, the variables age (Q-1), length of residency (Q-3), education (Q-8), and monthly income (Q-13) were aggregated, reducing the number of subgroups. The demographic variables include:

Gender: Male, Female.

Age: Less than 20 yrs., Between 20 and 39, Between 40 and 59, 60 yrs. or more.

Community: Tabay, Mucuruba and Cacute.

Length of Residency: 1 to 5 years, 6 to 10 years, 11 years or more, lifelong resident.

Occupation: Education/ Health/ Social work, Homemaker/ General Labor, Housekeeper, Managerial Executive/ Professional, Office worker, Farmer, Retired, Sales representative, Skilled Craftsman, Artisan, Artist, Student, Other.

Education: Primary School, Secondary School, Technical and College degree, and no degree.

Job type: Tourism related, Non-tourism related.

Income: Less than Bs. 6.000, Between Bs.6.000 and 10.000, Between Bs.11.000 and 15.000, Between Bs.16.000 and over, and N/ A.

CHAPTER V

RESULTS

Introduction

In this chapter the results of the attitudinal study are presented. First, the sample is described. Second, the descriptive results of the perceived impacts of Los Aleros and the perceived impacts of tourism in general are shown and compared across demographic groups. Third, the results of the survey sections in regard to tourism local control, and desirability for more tourism development is discussed, followed by peoples' perception of the community. Fourth, Los Aleros attitude factor structure is explained, underlying the overall attitude pattern of the community, and the results of the reliability test for each of the scales is outlined. Fifth, the results of the analysis of variance for each factor is discussed. Finally, the results of the attitudinal tourism impact analysis is presented.

Description of the Study Sample

The response rate for the survey was 90.3% . This is attributed to the fact that the data were gathered through face to face interviews. One hundred and seventy-seven interviews (out of 196 households) were completed between the 10th and 12th of April, 1992. The sample was divided between Tabay (56%), Mucuruba (28%) and Cacute (15%). All of the respondents came from the communities that surround "Los Aleros" (Table 3.1).

Table 3.1. General Population Census (1981) and Sample by Address

		Population		Sample	
Address	# Households	n	%	n	%
Mucuruba	257	1.093	31%	50	28%
Cacute	61	319	9%	26	15%
Tabay	439	2.160	60%	100	56%
Other:				1	1%
Total	757	3572	100%	177	100%

Demographic characteristics of the sample are summarized in "Los Aleros, Tourism and the Community": A Community Opinion Survey Response Frequencies in Questionnaire Format" (see Appendix A). The sample is disproportionate by gender and age group. Females represent 69% of the sample (Table 3.2). This high percentage of women in this sample is due to the fact that most women in these communities are housekeepers, and men tend to work out of the house. Implementing the survey during the weekend, it was expected to have a better representation of men, but this did not occur, suggesting that men in this area work also during the weekend, or women tend to deal with most matters related to the household.

The majority of the sample (68%) is between 16 and 39 years old (Table 3.2), as well as married (54%). Over half (64%) of the sample has between 0 to 2 children currently living in their household, and eighty one percent (81%) of the sample have 1 to 5 adults living in their household and the rest have 6 to 14 adults.

Primary and Secondary school (82%) are the highest levels of education achieved by the respondents (Table 3.2). The majority of the respondents (81%) were house-owners.

Table 3.2. Sample Characteristics

Characteristics	n	% (N= 177)
Gender		
Female	123	69%
Male	54	31%
Age		
< 20 yrs.	32	18%
20 - 29 yrs.	54	30%
30 - 39 yrs.	35	20%
40 - 49 yrs.	19	11%
50 - 59 yrs.	17	10%
60 - 69 yrs.	15	8%
70 yrs or more	5	3%
Marital Status		
Single	69	39%
Married	95	54%
Separated	2	1%
Divorced	4	2%
Widowed	7	4%
Education		
Primary School	80	45%
Sec. School	65	37%
Technical degree	2	1%
College degree	5	3%
Graduate degree	1	<1%
None	24	13%
Occupation		
Education, Health, Social Work.	13	7%
Homemaker, General Labor	5	3%
Housekeeper	81	46%
Managerial Executive, Professional	1	<1%
Office worker	8	4%
Farmer.	10	5%
Retired.	3	2%
Sales representative.	12	7%
Skilled Craftsman, Artisan	9	5%
Artist	0	0%
Student.	26	15%
Other	9	5%

(table continues)

Table 3.2. Sample Characteristics. (Cont.)

Characteristics	n	% (N= 177)
Residency		
<3 years	29	16%
3 to 5 years	13	7%
6 to 10 years	20	11%
11 years or more	39	22%
Lifelong resident	76	43%
Monthly salary		
<Bs 6,000	52	29%
Bs 6,000 y Bs10,000	55	31%
Bs11,000 y Bs15,000	17	10%
Bs16,000 y Bs20,000	5	3%
Bs21,000 y Bs 25,000	6	3%
Bs26,000 y Bs 30,000	2	1%
Bs 31,000 or more	3	2%
N/ A	20	11%
No response	17	9%

Housekeeping (46%), students (15%) and education/health and social workers (7%) are the largest occupational groups represented (Table 3.2). Of all the samples occupations, 71% of them are not related to the tourism industry of the State of Merida, and three quarters of the sample (75%) does not have any households' members related to the tourism industry. Of the fifty one residents that responded that their occupations were related to tourism, very few (5%) have 11 years or more in their occupations. This suggests that the majority of those respondents are related relative recently to tourism through their jobs.

In regard to length of residency, 43% of the sample lived all their lives at their current address, 22% lived eleven or more years in the area, and 34% moved to the area within the past 10 years. Finally, 70% of the sample have a monthly income lower than Bs16.000 (213 \$U.S; Bs. 75/ dollar for 1992).

Attitudes toward Los Aleros Impacts

As specified in the data analysis section, attitudes of specific impacts of Los Aleros were measured with a general 5 point Likert like scale questionnaire. Responses to the 25 survey items showed a general profile of the attitudes from the respondents in regard to the social, cultural, economic and environmental impacts of Los Aleros.

The results of this part of the questionnaire were tabulated grouping the variables that were measuring the social-cultural, economic and environmental impact. The items were ranked by mean values. The higher the expressed value of the mean, indicates a greater agreement of the statement and vice versa.

The 25 variables were tested by t-test for gender and job type, and analysis of variance for age, community, residency, occupation, education and income. The t-test and the one-way analysis of variance statistically tested whether the means of the subsamples are significantly different from each other. For some independent variables it was necessary to aggregate subgroups in order to compare them between each other. Subgroups have each independent sampling errors, and the size of the sample affects their true representation of the mean of the population and might be biasing such a parameter. Therefore, the variables age (Q-1), length of residency (Q-3), education (Q-8), and monthly income (Q-13) were aggregated, reducing the number of subgroups and increasing their sample size.

Socio-Cultural Impacts

There is a general agreement on the positive socio-cultural benefits of Los Aleros (Table 4.1). In regard to tourist-host community interaction, a good relation seems to be perceived. Resident's behaviors are believed to be courteous and friendly to tourists (95%), and that tourists are courteous and friendly to the community (88%). A minority of the sample feels that tourists disrupt the peace and tranquillity of their parks and community (4.5%). The cultural impacts of Los Aleros are perceived to be positive, but there is an area that can be reinforced. Over half of the respondents (55%) believe that Los Aleros promotes cultural exchange among residents and tourists. However, very few respondents thought that tourists that visited Los Aleros were aware of the customs and ways of life of their community (23%). This could be an area of emphasis for the programming of Los Aleros activities.

Respondents were reluctant to believe that Los Aleros has changed the customs and way of life of their community (14%), and very few believed that Los Aleros disrupts the cultural identity of the community (5%). Instead, the majority of respondents thought that Los Aleros promoted the Andes' culture (85%) and rescued the historical environments of the state of Merida (73%). Los Aleros also encouraged a variety of cultural activities for the local population (61%).

On the other hand, 70% of the respondents felt that they do not receive any kind of benefits from Los Aleros, contradicting the fact that less than half of the sample (45%) felt that local residents were the people who benefit the least from the touristic activities of Los Aleros. This was supported by sixty percent of

the sample (60%) that believes that the population feels that Los Aleros brings benefits to the community. These results are difficult to interpret because of the generality of the item in question. Benefits could be understood as economic or social benefits, or both.

Table 4.1. Aleros Social Cultural Impacts

Item / Rank ^b	Impact Statements	Mean ^c	Std. Dev.	Residents ^a % Agree ^d
20 / 1	The residents of this community are courteous and friendly to the tourists.	4.37	.62	95%
36 / 2	Los Aleros promotes the Andes culture.	4.13	.85	85%
22 / 3	The tourists that visit Los Aleros are courteous and friendly when they pass by your community.	3.93	.69	88%
31 / 4	Los Aleros rescues the historicals environments of the State of Merida.	3.84	.86	73%
26 / 5	You feel that you do not have any kind of benefits from Los Aleros.	3.70	1.35	70%
32 / 6	Los Aleros promotes cultural exchange among residents of your community and the tourists.	3.38	1.10	55%
18 / 7	Los Aleros encourages a variety of cultural activities by the local population (crafts, arts, music, etc).	3.36	1.06	61%
35 / 8	You believe that the population feels that Los Aleros brings benefits to the community.	3.27	1.13	60%
38 / 9	The local residents are the people who benefit the least because from the touristics activities of Los Aleros.	3.11	1.15	45%
23 / 10	The tourists that visit Los Aleros are aware of the customs and ways of life here in your community.	2.95	.95	35%
15 / 11	The level of personal insecurity and vandalism in the community has increased because of the touristic activities of Los Aleros.	2.07	.93	11%
30 / 12	Los Aleros has changed the customs and way of life of your community.	1.98	.99	14%
21 / 13	The tourists that visit Los Aleros disrupt the peace and tranquility of our parks and community.	1.85	.74	4.5%
37 / 14	Los Aleros disrupts the cultural identity of the community.	1.85	.78	5%

^a Results represent responses from 177 residents of Tabay, Mucuruba and Cacute.

^b Questions are ranked by mean values.

^c Scale ranges from 5 = totally agree to 1 = totally disagree.

^d Percent agreeing are those answering 4 or 5 point on the scale. Nonresponses are not included.

Finally, in relation to specific negative social impacts, the sample did not agree (11%) with the idea that the level of personal insecurity and vandalism in the community had increased because of Los Aleros touristic activities.

In only 6 (5.3%) of the 112 tests (t-test and oneway analysis of variance) completed, showed significant differences among subgroups. Gender, age, community, education and job type show greater subgroups variances among individual items. On the contrary, residency, occupation and income do not show significant differences at all.

Economic Impacts

The survey results showed (Table 4.2) a split agreement on the positive economic benefits of Los Aleros. Jobs' opportunities (90%) and local business benefits (78%), were the most agreed upon benefits. However, respondents believed that the government should invest in other sectors of production rather than investing in attractions like Los Aleros (71%). This could be thought as a contradiction, but people may believe that other sectors of economic growth need attention.

Less than half of the respondents agreed that Los Aleros contributes to the Merida's State economy (45%), and were split in their belief that it contributed to the community's' economic growth (51%). Few respondents agreed that their standard of living had increased due to Los Aleros (34%), and finally, revenues from Los Aleros were not considered more important than other production sectors in the community (29%).

Table 4.2. Aleros Economic Impacts

Item / Rank ^b	Impact Statements	Mean ^c	Std. Dev.	Residents ^a % Agree ^d
14 / 1	One of the important aspects of Los Aleros is that it has created more job opportunities for the community .	4.10	.75	90%
25 / 2	Local businesses are the ones which benefit most from tourists that visit Los Aleros.	3.88	.97	78%
28 / 3	Government should invest in other sectors of production rather than investing in attractions like Los Aleros.	3.77	1.11	71%
33 / 4	Los Aleros contributes to the Merida's State economy.	3.25	1.03	45%
29 / 5	Los Aleros contributes to the economic growth of the community.	3.14	1.16	51%
27 / 6	The standard of living increases considerably because of the money that tourists that visit Los Aleros spend in the community.	2.99	.99	34%
24 / 7	Revenues from Los Aleros are more important than other production sector in the community.	2.73	1.05	29%

a Results represent responses from 177 residents of Tabay, Mucuruba and Cacute.

b Questions are ranked by mean values.

c Scale ranges from 5 = totally agree to 1 = totally disagree.

d Percent agreeing are those answering 4 or 5 point on the scale. Nonresponses are not included.

These results suggest that although the community perceives positive economic benefits from the activities of Los Aleros such as jobs opportunities and local businesses's benefits, they view the attraction as an activity that is diversifying the local economy but is not the most important one. This perception limits a dependency on tourism activities, and maintain other areas of economical growth in the community such as agriculture.

Of the seven questions on economic impacts, significant differences at the 5 percent level were found only 4 (7.14%) out of the 56 tests (t-test and oneway analysis of variance). Difference were found on specific items for age, community and job type.

Environmental impacts of Los Aleros

As with the other two types of impacts, the respondents have a positive attitude about environmental impacts. Table 4.3 shows that the majority of the respondents agreed that Los Aleros promoted the creation of other recreational parks (85%), and that it preserved the natural environment (71%). Also, the majority of the respondents did not support the statement that Los Aleros had contributed to a deterioration of the ecological environment (7.6%). In regard to traffic problems in the community, more than three quarters of the respondents did not agree that tourists that visits Los Aleros added to this kind of problem in their community (23%).

Table 4.3. Aleros Environmental Impacts

Item / Rank ^b	Impact Statements	Mean ^c	Std. Dev.	Residents ^a % Agree ^d
16 / 1	The creation of Los Aleros, has promoted the creation of other recreational areas (parks, playgrounds).	4.03	.83	85%
34 / 2	Los Aleros preserves the natural environment of the State of Merida.	3.68	.83	71%
17 / 3	Tourist that visit Los Aleros add to the traffic problems in the community.	2.42	1.09	23%
19 / 4	Los Aleros has contributed to a deterioration in the ecological environment.	2.02	.81	7.6%

a Results represent responses from 177 residents of Tabay, Mucuruba and Cacute.

b Questions are ranked by mean values.

c Scale ranges from 5 = totally agree to 1 = totally disagree.

d Percent agreeing are those answering 4 or 5 point on the scale. Nonresponses are not included.

The four items on environmental impacts showed statistical significant differences among specific subgroups. Six (18.75%) of the 32 tests (t-test and oneway analysis of variance) completed, showed greater subgroups variances by gender, community, education, job type and income in individual items at the .05 level.

Summarizing, of the 200 tests (t-test and analysis of variance) completed for the 25 Aleros impact variables by the 8 demographic subgroups, only 8% (16 items) were significant at the .05 level. By demographic subgroups, the most significant differences were observed on job type (4 items), followed by community, gender and education (3 items), and income (1 item). Length of residency and occupation did not show any items with significant differences. For any single question, the maximum number of significant differences was 4 out of 8 demographic variables, and this occurred only for question 16. However, when a large number of means are repeatedly compared and tested, there are increasing probabilities that significant differences will be observed. In other words, it is to be expected that 5 type I errors would occur in 100 subgroup comparison. In any case, those moderate indications of subgroup differences suggest a fruitful area for future research.

It is possible that the small number of significant differences encountered among subgroups by Los Aleros impacts is due to the degree of homogeneity in the communities positive attitudes toward Los Aleros impacts. On the other hand, it is also possible that due to sampling error, considerable amount of variance within subgroups might be affecting the results of the tests.

Attitudes toward Tourism Impacts

This part of the questionnaire addressed peoples' attitude toward tourism impacts. As explained in the methodology chapter, perceptions of specific impacts associated with tourism were measured with a general 5 point likert like scale. Responses to each 23 survey items of this third part of the questionnaire, showed a general profile of the attitudes from the respondents in regard to the social, cultural, economic and environmental impacts of tourism as well as respondents attitude toward local control of tourism, desirability for more tourism, and at the end peoples' perception of the community. The results of this part of the questionnaire were tabulated and analyzed as with the Aleros data.

Socio-Cultural Impacts of Tourism

As with the results of Los Aleros, tourism seems to be perceived in a positive way. In relation to the socio-cultural impacts of tourism, the majority of the sample (Table 5.1) felt that meeting tourist is a valuable experience (99%), that tourism increases the number of recreational opportunities for local residents (85%), and that tourism development increases the quality of life in an area or community (78%).

On the other hand, over half (64%) of the respondents believed that ordinary people don't benefit from tourism, suggesting that tourism benefit more the local businesses or other sectors related to tourism. This particular item is considered too general and ambiguous because the kind of benefit in question is not defined, allowing any interpretation from part of the respondent.

Table 5.1. Tourism Social Cultural Impacts

Item / Rank ^b	Impact Statements	Mean ^c	Std. Dev.	Residents ^a % Agree ^d
39 / 1	Meeting tourists from all over Venezuela and the world is a valuable educational experience.	4.69	.51	99%
51 / 2	Tourism development increases the number of recreational opportunities for local residents.	4.03	.87	85%
41 / 2	Tourism development increases the quality of life in an area or community.	3.75	.92	78%
52 / 3	Ordinary people don't benefit from tourism.	3.51	1.20	64%
57 / 4	Tourism has not changed the costumes and way of life of the communities.	3.06	1.25	54%
58 / 5	Tourism exploits certain worker groups.	2.76	1.08	30%
47 / 6	Tourism development increases insecurity and vandalism in this community or area.	2.03	1.02	15%

a Results represent responses from 177 residents of Tabay, Mucuruba and Cacute.

b Questions are ranked by mean values.

c Scale ranges from 5 = totally agree to 1 = totally disagree.

d Percent agreeing are those answering 4 or 5 point on the scale. Nonresponses are not included.

Of the respondents, 54% agreed that tourism has not changed the costumes and way of life of the communities, and only 30% of the sample believe that tourism exploits certain groups of workers. Finally very few respondents (15%) perceive that tourism is the cause of an increase in insecurity and vandalism in the community.

The six items that measure the social cultural impacts of tourism showed in three (6.25%) of the 48 tests (t-test and oneway analysis of variance) completed, greater subgroups variances by gender, community, and job type in individual items at the .05 level .

Economic Impacts of Tourism

The results of this section indicate that the community perceives economic benefits coming from tourism (Table 5.2). In general the community understands the potential of tourism to generate economic benefits, and supports the idea of facilitating visits from tourists. Respondents did not support (11%) the statement that tourism does not create employment opportunities. The majority (92%) agreed that tourism benefits the arts and craft business in their community, and agreed (75%) that increasing the number of tourists visiting an area improves the local economy.

Table 5.2. Tourism Economic Impacts

Item / Rank ^b	Impact Statements	Mean ^c	Std. Dev.	Residents ^a % Agree ^d
46 / 1	Tourism benefits the arts and crafts business in your community.	4.29	.79	92%
61 / 3	Tourism development generates speculation in the services (transport, hotels, restaurants).	3.81	1.01	77%
48 / 4	Increasing the number of tourists visiting an area improves the local economy.	3.75	.89	75%
55 / 5	Tourism development increases property values.	3.38	1.09	57%
40 / 6	Tourism development unfairly increases real estate costs.	3.37	.97	54%
60 / 7	Tourism development has resulted in a change of the use of the land (agriculture - tourism).	2.91	1.14	41%
44 / 8	Tourists should pay more money than local residents to visit parks and recreational facilities.	2.59	1.34	36%
49 / 9	Tourist should pay a special tax on hotel and motel room fees.	2.50	1.24	29%
59 / 10	Tourism does not create employment opportunities.	1.97	.98	11%

^a Results represent responses from 177 residents of Tabay, Mucuruba and Cacute.

^b Questions are ranked by mean values.

^c Scale ranges from 5 = totally agree to 1 = totally disagree.

^d Percent agreeing are those answering 4 or 5 point scale. Nonresponses are not included.

In regard to the tourist, respondents are reluctant to agree that tourists should pay more money than local residents to visit parks and recreational facilities (36%) and also very few agreed that tourist should pay a special tax on hotel and motel room fees. These findings indicate support for tourism and imply high expectancy from the industry.

Less than half of the respondents (41%) believe that tourism has resulted in a change in the use of the land (agriculture - tourism). The community recognize that at this level, tourism has not affected significantly the use of lands implying that agriculture continuous to be a strong means of economical production.

Despite that more than half (57%) believe that tourism development increases property value, on the negative side, tourism is viewed by the respondents (77%) as a factor that generates speculation in services such as transportation, hotels and restaurants; and over half of the sample felt that tourism unfairly increases real estate costs (54%).

The nine items that measures the economic impacts of tourism showed in ten (12.55%) of the 80 tests (t-test and oneway analysis of variance) completed, greater variation between subgroups by gender, community, education, job type and income in individual items at the .05 level.

Environmental Impacts of Tourism

The sample feels impacts are positive in regard to the environmental effects of tourism. Table 5.3 shows that the majority of the respondents agreed that tourism development improves the appearance of an area or community

(89%), and did not agreed that it has resulted in a congestion of recreational and community areas (36%). Also, only a third of the respondents (35%) agreed that tourism development increases the traffic problems of an area or community, and that tourism leads to deterioration of the environment (33%).

Table 5.3 Tourism Environmental Impacts

Item / Rank ^b	Impact Statements	Mean ^c	Std. Dev.	Residents ^a % Agree ^d
50 / 1	Tourism development improves the appearance of an area or community.	4.19	.78	89%
45 / 2	Tourism has resulted in a congestion of recreational and community areas.	2.78	1.13	36%
54 / 3	Tourism development increases the traffic problems of an area or community.	2.75	1.13	35%
56 / 4	Tourism leads to deterioration of the environment.	2.59	1.23	33%

a Results represent responses from 177 residents of Tabay, Mucuruba and Cacute.

b Questions are ranked by mean values.

c Scale ranges from 5 = totally agree to 1 = totally disagree.

d Percent agreeing are those answering 4 or 5 point on the scale. Nonresponses are not included.

The four items that measures the environmental impacts of tourism showed in five (15.62%) of the 32 tests (t-test and oneway analysis of variance) completed, greater subgroups variances by gender, community, education, and job type in individual items at the .05 level.

Summarizing, of the 160 test (t-test and analysis of variance) for the 20 tourism impact variables by the 8 demographic subgroups, only 11.25% (18 items) are significant at the .05 level. By demographic subgroups, job type shows the most amount of items significant (7), followed by community (5), gender (4), education (2 items), and income (1 item). As with the data of Los Aleros, length of residency and occupation did not show any item with significant difference. Age also did not show items with significant difference. For any single question,

the maximum number of significant differences was 3 out of 8 demographic variables, and this occurred only for question 55 and 54. Again, these significant differences among subgroups by tourism impacts are considered to be very small. It is expected to make 5 type I error for 100 test comparing the same subgroup differences. Still, there is some indication of subgroup differences among independent variables that needs to be considered in future studies.

Overall the subgroup differences results by tourism impacts might reflect high degree of homogeneity in the communities positive attitudes toward tourism. At the same time, as with Los Alamos statements, sampling error, within subgroups might be affecting the results of the tests.

Tourism, Local control, and Desirability for More Tourism Development

Respondents have an overall strong positive attitude towards local control of tourism and their desirability for more tourism (Table 5.4). In regard to desirability for more tourism, the majority of the sample agreed (97%) that this community should try to attract more tourists to the area, and they will be glad if this community plans for tourism (98%). Also respondents expressed their willingness to participate in planning tourism in their community (93%), and recognize that they will benefit from more tourism development in their community (76%).

In relation to local control of tourism, respondents agreed that non-residents should be allowed to develop tourism attractions in an area or community (77%), but a greater majority (87%), agreed that the local community should control tourism development in its own community. Somehow this is

contradicted by the fact that very few respondent (15%) agreed with the statement that local community should restrict tourism development.

Table 5.4 Tourism Local Control and Desiribility for More Tourism

Item / Rank ^b	Impact Statements	Mean ^c	Std. Dev.	Residents ^a % Agree ^d
62 / 1	This community should try to attract more tourists to this area.	4.51	.58	97%
63 / 2	You 'll be glad if this community plans for tourism.	4.43	.57	98%
64 / 3	You would like to participate in the planning of tourism in your community.	4.33	.66	93%
43 / 4	The local community should control tourism development in its own community.	4.16	.84	87%
65 / 5	You would benefit from more tourism development in this community.	3.91	1.00	76%
42 / 6	Non-resident should be allowed to develop tourism attractions in an area or community.	3.84	1.00	77%
53 / 7	The local community should restrict tourism development.	2.06	1.07	15%

a Results represent responses from 177 residents of Tabay, Mucuruba and Cacute.

b Questions are ranked by mean values.

c Scale ranges from 5 = totally agree to 1 = totally disagree.

d Percent agreeing are those answering 4 or 5 point on the scale. Nonresponses are not included.

These findings suggest a strong support for the tourism from part of the community, but with the desire to get involved and have control on tourism development projects that are going to affect their lives directly or indirectly.

The seven items that measuring local control and desiribility for more tourism showed in five (8.92%) of the 56 tests (t-test and oneway analysis of variance) completed, greater subgroups variances by age, community, and job type in individual items at the .05 level (Table 7.4 and 7.5).

Perceptions of the Community

Perceptions of the characteristics of the respondent's community were measured by asking if their community was an agricultural, industrial, touristic, residential or retirement area. Using the same format, it was asked how would they like their community to be in the future, and how they think it will be in the future. Following these questions, perception of changes in the community were measured relative since the subjects live in the area, and changes in the next five years. For both questions, subjects evaluated their community, based on three categories, whether their community has become a worse, the same or better place to live.

Over half of the sample considers that their community is currently an agriculture area (Table 5.5). Less than half of the sample (45%) would like their community to be a touristic area in the future and 39% would like their community to remain as an agricultural area. Half of the sample (50%) believes that in the future their community will be a touristic area and 31% believe that it will remain an agricultural area.

Table 5.5 Perceived Characteristic of Respondents Community

	Agricultural Area	Industrial Area	Touristic Area	Residential Area	Retirement Area
Today your community is a...	55%	0%	23%	22%	0%
In the future you would like your community to be...	39%	10%	45%	6%	0.6%
In the future you think that your community will be...	31%	5%	50%	15%	0%

According to these findings agriculture is the traditional medium of production in the area and its likely to remain the same as an important economical sector, but people would like some development of other economical areas and foresees a growth of the tourism industry in their communities.

In regard to the change of the community, respondent's hold a positive and optimistic attitude (Table 5.6). Those residents that considered their community to have become a better place to live (47%), outnumbered slightly, those residents that considered that their community had stayed the same since they had lived there (43%). Contrary to that, over half of the residents (53%) feel that in the next 5 years their community will become a better place to live.

Table 5.6 Percent Perceived Change in Community

Perceived change	Present	In 5 Years
Has become a worse place to live.	10%	18%
Has stayed the same.	43%	28%
Has become a better place to live.	47%	53%

Factor Analysis of Los Aleros Impact Items

A factor analysis was conducted on the general scale of Los Aleros impact statements in order to determine natural sub-scales and to describe a perceptual pattern of the respondents. Those items that were correlating poorly consistently with other items were eliminated for the purpose of factor analyzing the scale. Table 6, shows the results of the factor analysis. In this study, factor analysis is used mainly for exploratory purposes. In other words, as a tool to explore the dimensional structure of the data and as a mean to reduce the number of variables for the analysis.

A principal component solution, and a oblique rotation was used to run the factor analysis on the 17 variables representing the current level of Los Aleros impacts. The rotated solution yielded 6 factors with eigenvalues greater than 1.0 , explaining 59.3% of the variance of the data. An oblique rotation was used because the assumption is that factors may be correlated (DeVellis 1991).

The six factor structure were of different nature such as cultural promotion and preservation, social benefits, community benefits, development of recreational areas, economic impacts and natural environment preservation. Factors were selected with the criteria that each item contained in a factor, must have a factor loading equal or greater than (.5).

Table 6. Factor Structure for Perception of Los Aleros Impact Statement

Item	Aleros Impact	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
	Factor Eigenvalue	2.92	2.13	1.57	1.28	1.14	1.03
	Percent of total variance explained by factor	17.2%	12.5%	9.2%	7.5%	6.7%	6.0%
	FACTOR 1: Cultural promotion & preservation						
18	Los Aleros encourages a variety of cultural activities by the local population (crafts, arts, music, etc).	.762					
32	Los Aleros promotes cultural exchange among residents of your community and the tourists.	.634					
36	Los Aleros promotes the Andes culture.	.545					
31	Los Aleros rescues the historicals environments of the State of Merida.	.530					
	FACTOR 2: Social benefits.						
30	Los Aleros has changed the customs and way of life of your community.		.715*				
15	The level of personal insecurity and vandalism in the community has increased because of the touristic activities of Los Aleros.		.601*				
37	Los Aleros disrupts the cultural identity of the community.		.594*				
21	The tourists that visit Los Aleros disrupt the peace and tranquility of our parks and community.		.548*				
17	Tourist that visit Los Aleros add to the traffic problems in the community.		.522*				
	FACTOR 3: Community benefits.						
14	One of the important aspects of LosAleros is that it has created more job opportunities for the community .			.729			
38	The local residents are the people who benefit the least because from the touristics activities of Los Aleros.			.704*			
35	You believe that the population feels that Los Aleros brings benefits to the community.			.561			
	FACTOR 4: Development of Recreational areas.						
16	The creation of Los Aleros, has promoted the creation of other recreational areas (parks, playgrounds).				.855		
	FACTOR 5: Economic impact.						
33	Los Aleros contributes to the Merida's State economy.					.849	
29	Los Aleros contributes to the economic growth of the community.					.707	
	FACTOR 6: Natural environmental presevation						
19	Los Aleros has contributed to a deterioration in the ecological environ.						.690*
34	Los Aleros preserves the natural environment of the State of Merida.						.510

Total variance explained by factor analysis = 59. 3%.

* Items reverse-coded.

Factor Definition

Los Aleros impact factors are defined as common underlying and not directly observable concept or constructs that comprise a set of attitude statement related to specific type of impacts, attributed to Los Aleros. The factors are defined by observing which variables correlate to each other and therefore load together on a factor. That is, if they are measuring the same concepts. All six Aleros perceived impact factors were defined as following:

The first construct called “cultural promotion and preservation” includes Los Aleros encouragement of cultural activities (18), promotion cultural exchange (32), promotion of Andes culture (36) and rescue of historical environments (31). The second factor denominated “social benefits” comprehended variables that were reverse-coded. This include Los Aleros changes customs and way of life (30), increased personal insecurity and vandalism (15), disruption of cultural identity (37), disruption of peace and tranquility (21), and traffic problems by tourists (17).

The third construct or factor called “community benefits” include creation of more job opportunities (14), local residents benefits the least (38 reverse-coded) and benefits to the community (35). Factor four defined as “development of recreational areas” is conformed by one variable that is promote creation of recreational areas (16). The fifth construct of “economic impact” contained the variable Los Aleros contributes to Merida’s economy (33), and contribution to the community economic growth (29). The last construct called “natural environment preservation” was measured by Los Aleros deterioration of ecological environment (19 reverse-coded), and preserves natural environment

(34). Ordering the factors by level of agreement will have the pattern defined in Table 6.1.

Table 6.1. Order of Los Aleros Factors by Level of Agreement

Factor #	4 >	2 >	6 >	1 >	3 >	5 >
	Develop. of Rec. area	Social benefits	Natural Environ. preserv.	Cultural promotion & preserv.	Community benefits	Economic impacts
Mean	4.03	3.96	3.83	3.68	3.41	3.20
Std Dev.	.83	.57	.61	.66	.74	.92
Std. Error	.0622	.0427	.0457	.0495	.0555	.0690

Development of Recreational area (Factor4 \bar{X} 4.03, $n=177$, 95% CI: $3.90 \leq \bar{X} \leq 4.15$), resulted in the most agreed upon factor. This is explained because the development of new recreational areas and activities around Los Aleros is evident and observable. Attractions such as a restaurant-playground, and recreational activities such as horse riding have been developed as a result of Los Aleros touristic activities.

Social benefits (\bar{X} 3.96, $n=177$, 95% CI: $3.87 \leq \bar{X} \leq 4.04$), is the second most agreed upon factor. The stage of development in which Los Aleros is, has not reached levels where potential negative social impacts are perceived by the communities. Los Aleros is located out of the boundaries of the communities, therefore most interactions between tourist and host is done in the town-museum. This minimizes the congestion of tourist in these communities limiting their interaction to local businesses of arts and crafts by the road, and local restaurants. This also minimize the potential for undesirable activities that can generate some type of criminal activity in the area due to tourist visitation. The number of tourist is low enough and their length of stay is short enough that

residents do not perceive significant changes in their way of life or culture that might be considered negative, nor touristic activities that can affect and disrupt their daily activities.

The third most important factor is Natural Environment preservation (Factor 6, \bar{X} 3.83, $n=177$, 95% CI: $3.74 \leq \bar{X} \leq 3.92$). As with Factor 4, the preservation of the environment can be observed around Los Aleros. In general, the small scale, low intensity growth of the town has permitted the preservation of the original landscape before its construction. Although, trails have been built, and small infrastructures continue to be constructed. Still, the designed of these new infrastructure are well adapted and do not disrupts the environment nor the scenic view. The infrastructure fits the traditional architecture already found in the area.

The Cultural promotion & preservation construct (Factor 1, \bar{X} 3.68, $n=177$, 95% CI: $3.58 \leq \bar{X} \leq 3.77$), reflect the importance of Los Aleros as tourism attraction and its role in preserving the Andean culture. Residents recognize the promotion of the Andean culture through Lso Aleros, and how its activity have encouraged local craftman, artisan and musicians to rescue traditional arts and mantain the current ones. As a town-museum Los Aleros plays an important role of communicating and educating visitors about the Andean culture, its history, its tradition, folklore and uniqueness.

Community benefits (Factor 3, \bar{X} 3.41, $n=177$, 95% CI: $3.30 \leq \bar{X} \leq 3.51$) is the fourth factors most agreed upon. Los Aleros is perceived to be a good activity in the area generating jobs opportunities for people with different ages, gender and skills. Most of the people surveyed are working, have worked, or know

somebody or heard about somebody that have worked in the town. Residents recognize that the community benefit from Los Aleros directly or indirectly and that is a development that pertains to the area.

The least agreed upon construct but still perceived positively is the Economic impacts (Factor 5, \bar{X} 3.20, $n=177$, 95% CI: $3.06 \leq \bar{X} \leq 3.33$). Los Aleros certainly contributes to the economic growth of the community. Despite of generating jobs opportunities, Los Aleros give concession to small arts and crafts businesses to sell their products. The town attract a lot of tourist that spend not only in the town but in the surroundings. Tourist will take advantage of their visit to go to other small attractions in the communities and pay for services such as small hotels, restaurants and markets. This aspect also reflects the lack of dependency of the communities on Los Aleros. Los Aleros brings diversity to the economy of the area, but it is not more important than the other benefits.

Overall the average of the factors is 3.68, indicating a general positive attitude toward Los Aleros impacts. This mean is considered an estimate of the true population mean. In other words the overall population attitude. The 95% confidence interval for the average of the Aleros factors falls between 3.63 and 3.72. This suggest that of all possible randomly sampled means, the probability that the population mean falls within the interval calculated is .95. That is approximately 95 out of 100 sample confidence intervals will include the population mean.

Results of the Reliability Test for the Scales

In the factors analysis factors were define by referring to the content of those items, and discerning the nature of the latent variable that each factor represents. For the six factors that resulted, reliability test were conducted on the six homogeneous set of items.

Internal consistency reliability is a function of how strongly the items in a scale correlate with one another (and with the latent variable), and how many items you have in your scale. Internal consistency is concerned with the homogeneity of the items comprising a scale. The scales that resulted from the factor analysis were tested for their reliability using Cronbach alpha coefficient (Table 7).

In Factor1 and Factor2, the scales yielded undesirable alpha level (.6180 and .6040 accordingto DeVllis, 1991). However all the items have a moderate correlation with the total correlation indicating that they are measuring the same thing partially. Also, alpha does not increase by dropping any item. The undesirable alpha level is due to the small number of items for each scale, and the correlation are moderate due to being influenced by different latent variables.

In Factor3, Factor5 and Factor6, the scales yielded unacceptable (DeVllis, 1991) alpha level (.5257 , .5891 and .2212 respectively). All the items for Factor 3 and 5 have a moderate correlation with the their total correlation, indicating that they are measuring partially the same common concept. The unacceptable alpha level is due to the small number of items for each scale, and the correlation are

moderate are due to being influenced by different latent variables. The items that comprise Factor6 correlate very low. These items might be tapping different construct. These items need to be reviewed or eliminated for future scale development.

Table 7. Factor Scale Reliability

FACTOR / ITEM	Item-Total Correlation	Alpha if item deleted	Factor Alpha
FACTOR 1: Cultural promotion & preservation.			.6180
Item18	.3771	.5669	
Item32	.4057	.5457	
Item36	.4155	.5408	
Item31	.4130	.5410	
FACTOR 2: Social benefits.			.6040
Item30	.4506	.4957	
Item15	.3604	.5485	
Item37	.3962	.5353	
Item21	.3353	.5642	
Item17	.2877	.5997	
FACTOR 3: Community benefits.			.5257
Item14	.3734	.4193	
Item38	.3171	.4752	
Item35	.3662	.3808	
FACTOR 4: Dev. of Rec. areas.			
Item16	Cannot be processed		
FACTOR 5: Economic Impact.			.5891
Item33	.4205	.	
Item29	.4205	.	
FACTOR 6: Nat. Environ. Presevat.			.2212
Item19	.1244	.	
Item34	.1244	.	

Factor four was comprised by only one item. However, this item has a relative good variance and the mean does not fall in any of the extremes of the range of possible answers. This means that is a good item that can be included in

future scales because it can discriminate among respondents and can discern values of the construct that intends to measure.

One-way Analysis of Variance: Aleros Impact Factors

As stated in the data analysis section, after running the factor analysis, a one-way analysis of variance was run to determine any significant differences occurred among the selected demographic subgroup variables. In other words to determine if subgroups were being impacted differently. These variables were selected as independent variables to measure their effect on the Aleros impact factors (average scores of each respondent on the 6 factors variables).

The results demonstrate (Table 8) that gender, and job type are related significantly to perceived social benefits of Los Aleros in the community (F significance $p < .05$). Females (average score 4.02) tend to agree more than males (average score 3.83) that tourism in Los Aleros bring social benefits. People in non-tourism related jobs have a more positive perception (4.05) than people with jobs related to tourism (3.63) in regard to the social benefits, showing a significant difference. This might be explain because people in non-tourism related jobs do not depend on tourism as an economic activity and tend to be more perceptive of other kind of effect.

Table 8. Demographics Differences in Residents Attitude to the Aleros Impact Factors

Demographics	N	Factor 1: Cultural promotion & preservation	Factor 2: Social benefits	Factor 3: Communit y benefits	Factor 4: Development of Rec. areas	Factor 5: Negative Economic Impacts	Factor 6: Natural Environment preservation
Gender							
Female	123	3.62	4.02	3.39	3.94	3.13	3.84
Male	54	3.79	3.83	3.45	4.22	3.34	3.79
		t= -1.53	t= 2.01**	t= -.43	t= -2.08**	t= -1.42	t= .45
Age							
Less than 20yrs.	32	3.92	3.94	3.43	4.18	3.10	3.82
Between 20 and 39	89	3.60	3.98	3.32	4.06	3.14	3.84
Between 40 and 59	36	3.68	4.05	3.57	3.97	3.11	3.86
60 yrs. or more.	20	3.57	3.75	3.50	3.70	3.72	3.67
		F=2.06	F=1.31	F=1.06	F=1.57	F=2.57	F=.47
Community							
Mucuruba	50	3.54	3.96	3.17	3.76	3.17	3.71
Cacute	26	3.74	3.97	3.39	4.23	3.15	3.82
Tabay	100	3.72	3.96	3.54	4.11	3.20	3.88
		F=1.44	F=.005	F=4.31**	F=3.99**	F=.04	F= 1.34
Residency							
1 to 5 years	42	3.59	3.83	3.31	3.88	3.01	3.91
6 to 10 years	20	3.78	4.09	3.50	4.25	3.47	3.82
11 years or more	39	3.79	3.97	3.63	4.00	3.34	3.97
Ligelong resident	76	3.63	3.99	3.33	4.06	3.14	3.70
		F=.92	F=1.10	F=1.80	F=.98	F=1.61	F=2.09
Occupation							
Education/ Health/ Social work	13	3.80	4.12	3.64	4.23	3.42	3.80
Homemaker/ General Labor	5	3.90	3.96	4.13	4.60	3.30	4.00
Housekeeper	81	3.56	4.01	3.30	3.79	3.17	3.85
Managerial	1	5.00	4.00	4.33	5.00	4.50	4.50
Executive/ Professional							
Office worker	8	3.87	4.07	3.58	4.87	3.25	3.93
Farmer	10	3.82	3.62	3.10	3.80	3.45	3.90
Retired	3	3.50	3.80	3.33	3.66	2.50	3.83
Sales representative	12	4.04	4.08	3.47	4.41	3.25	3.83
Skilled Craftsman, Artisan	9	3.50	3.86	3.55	4.11	2.77	3.94
Student	26	3.86	4.06	3.44	4.07	3.19	3.75
Other	9	3.11	3.26	3.48	4.33	3.05	3.38
		F=2.33	F=2.25	F=1.22	F=2.74	F=.74	F=.73
Education							
Primary School	80	3.69	3.99	3.32	3.95	3.16	3.81
Secondary School	65	3.77	3.95	3.52	4.20	3.12	3.89
Technical and College degree	8	3.53	4.07	3.37	4.62	3.37	3.75
None degree	24	3.39	3.86	3.43	3.62	3.43	3.72
		F=2.10	F=.41	F=.86	F=4.72**	F=.82	F=.49

(tables continues)

Table 8. Demographics Differences in Residents Attitude to the Aleros Impact Factors. (Cont)

Demographics	N	Factor 1: Cultural promotion& preservation	Factor 2: Social benefits	Factor 3: Communit y benefits	Factor 4: Development of Rec. areas	Factor 5: Negative Economic Impacts	Factor 6: Natural Environment preservation
Job type							
Tourism related	51	3.63	3.75	3.61	4.19	3.31	3.77
Non-tourism related.	126	3.69	4.05	3.33	3.96	3.14	3.84
		t= -.56	t= -3.25**	t= 2.51	t= 1.78	t= 1.09	t= -.73
Income							
Less than Bs. 6.000	52	3.54	4.00	3.34	3.92	3.11	3.76
Between Bs.6.000 and 10.000	55	3.72	4.04	3.39	4.10	3.05	3.88
Between Bs.11.000 and 15.000	17	3.63	3.70	3.54	4.35	3.41	3.70
Between Bs.16.000 and over	16	3.96	4.06	3.62	4.56	3.59	4.09
N/A	20	3.82	3.78	3.48	3.55	3.47	3.67
		F=1.56	F=1.78	F=.60	F=4.31**	F=1.86	F=1.41

Note: ** significant $p < .05$

The community and job type are the only independent variables that have significant effect on the perceived community benefits from Los Aleros. The effect of distance seems to have an effect on how communities perceive these benefits. As the distance from Los Aleros increases, the perceived community benefits is less positive. Tabay has a more positive perceived impacts (3.54) than Mucuruba (3.17).

This can be explained because Mucuruba is located 10 km from the touristic attraction compared to Tabay that is located at 5 km. This support the findings of other studies, where the distance from the tourist zone increases, the impact of tourism is perceived less positively (Belisle & Hoy). Contrary to this finding is that those from the nearest population center to Los Aleros (Cacute) do not report greater perceived community benefits. Residents from Cacute seem to expect more from Los Aleros administration in regard to collaboration and donations. At the time of this study, a new restaurant-playground close to Cacute

was being more active in collaborating with the community than Los Aleros. This might explain the difference in regard to their attitudes.

The factor four, development of recreational areas showed significant differences among gender, community, education and income. Male more than female reported that they felt a positive impact in this area. Again the distance seems to have an effect on how communities perceive this kind of development. Most of the recreational development are close to Cacute, and the pattern here is more clear. As the distance increases from Los Aleros and basically from the recreational areas, the impacts tends to be less positive.

Education is another independent variable that seem to have an effect on the perceived development of recreational areas. The data show that people while more educated tend to perceive more positive the impact of this factor. Finally income also is an independent variable that seems to be related to factor 4. The pattern is that people with better income, tend to perceive more positive the impacts on the area of recreation development.

Fourty eight tests (t-test and analysis of variance) for the 6 Aleros impact factors by the 8 demographic subgroups were run (Table 8). Only 14.5% of these tests (7) are significant at the .05 level. By demographic subgroups, gender, community and job type shows the most amount of significant differences by factors (2), followed by education and income with one each. Age, length of residency, and occupation did not show any significant differences. For any single factor, the maximum number of significant differences was 2 out of 8 demographic variables, and this occured for question gender, community and job

type. The number of significant differences among subgroups by Aleros impact factors is considered to be very small.

Tourism Attitude Items: Factor Analysis

Factor analysis was also conducted on the general tourism impact statements. A principal component solution, and a oblique rotation was used to run the factor analysis on the 23 variables representing the current level of tourism impacts. The rotated solution yielded 3 factors with eigenvalues greater than 1.0 , explaining 62% of the variance of the data. However, the factors were very difficult to define. The items that were loading together with each of the factors did not have theoretical communalities, making the interpretation of the factor very difficult. Therefore, the factor analysis approach was dropped and no further analysis was done.

A major problem with the attitude statements in relation to tourism is that most of the items were tapping different concepts, generating unreliable scales. Future research needs to take into account the difficulty of measuring broad concept such as tourism.

CHAPTER VI

CONCLUSIONS

Introduction

In this final chapter, the conclusions, limitations implications and limitations of this research will be presented and recommendations for future research are underlined. First, the study and findings of this research is summarized. Second, the research questions outlined in Chapter I guide the conclusions of this study. The models of tourism development, and host attitude/behaviour presented in the literature review are used as frameworks to conceptualize residents of Tabay, Mucuruba and Cacute's attitudes toward Los Aleros and tourism. Third, from the researcher's personnel observation and informal interviews, key factors that seem to have generated the kinds of attitude responses toward Los Aleros and tourism are discussed.

Summary of the Study and Findings

The purpose of this research was to study the impacts of tourism as they are perceived by residents, and to understand resident's attitudes toward the Andean town of Los Aleros in relation to the development process that they have experienced. The study attempts to explain the Aleros experience and its perceived impacts in the communities that surround the attraction using

frameworks such as development theory, tourism development models and resident's attitude behavior models.

Planning appropriate tourism developments is important in order to maximize the benefits from its activities and minimize the potential economic, social, cultural and environmental negative impacts in the long term. Host community perceptions and attitudes toward tourism development are critical variables that need to be included in tourism planning in order to minimize impacts. Within a case study approach host community perceptions and attitudes toward tourism development need to be monitored in longitudinal studies, in order to understand the kind of impacts that a community is experiencing, how it is changing overtime, what variables are conditioning these attitudes and how these attitudes are influencing residents behaviour.

Assessing residents' attitudes and behavior is not only a research endeavor but strategy that is part of a community development approach because takes into account the community feelings and opinions in relation to development processes that might be affecting or will be affecting residents in the future.

The State of Mérida in Venezuela has concentrated on tourism as a another activity to diversify the region economical development, and it is in its early stages of planning and implementing new policies and strategies to develop their tourism industry. The reconstructed Andean town of the 1930's called Los Aleros is becoming one of the major tourism attractions in the Andes region. It's novelty and uniqueness, generate a strong demand by tourists, and the town is developing year by year to satisfy such demand. A very similar

development is being constructed in another population center near the city of Mérida as a consequence of the success of Los Aleros. Little is known about the positive and negative impacts that Los Aleros and has generated in the communities of Tabay, Mucuruba and Cacute that surrounds this “town-museum”.

The object of this study was Los Aleros and its development process. This tourism attraction is unique in Venezuela. The objectives of this study is to assess the social, cultural, economic and environmental impacts of Los Aleros and tourism on the communities that surrounds the attraction (Tabay, Mucuruba and Cacute) as they are perceived by the local residents.

A cross-sectional survey was conducted through face to face interviews with residents of the communities of Tabay, Mucuruba and Cacute. These interviews provided needed information about what are the perceived impacts of Los Aleros and who is being impacted. Other sources of evidence such as personal interviews with key informants addressed how and why the town was built, the type of development that was involved and the impacts that have been generated in the communities.

For the study, a two stage cluster sampling technique was applied. One hundred and ninety six households were systematically chosen from a list of census blocks and households from each of the three communities (Tabay, Mucuruba and Cacute). Factor analysis is used to reduce the data, and to identify natural subscales or underlying constructs (factors) in order to determine communities attitudinal structure. In order to determine how different subgroups were being impacted, one way analyses of variance and t-test are

used to test statistical differences among demographics subgroups by factors and to determine if there are patterns of relations among the variables.

Findings from the Survey

The residents of the communities of Tabay, Mucuruba and Cacute have a positive attitude toward Los Aleros socio-cultural, economic and environmental impacts (Tables 4.1, 4.2, and 4.3). They also reported similar attitudes toward tourism general impacts (Tables 5.1, 5.2, 5.3). This results are supported with the fact that residents strongly desire more tourism in the area and they feel that they will benefit from it. Also, they are willing to participate in the planning of tourism and would like that their communities control for such development (Table 5.4).

In this study, both for Los Aleros data and for the general tourism data, significant differences among subgroups are considered to be very small. It is considered that the significant difference found are because of the expected 5% of the test with statistical significance due to chance only. The other small percentage is some indication of some difference in the population mean subgroups but this needs to be reviewed. The variables job related to tourism (job type), gender and distance (community) from the tourist area showed some consistent evidence that they are variables that condition residents perception of tourism impacts. On the other hand, the variables age, gender, residency, occupation, education, and income did not reflect any significant difference at all.

Another explanation is that there might not be a difference at all among subgroups indicating and homogenous attitude. It is also possible that the

sample for some groups were too small, or that there was too much variability within sub-groups.

Six constructs resulted from factor analyzing Los Aleros impact statement (Table 6). These factors were in order of level of agreement: Development of Recreational area (4.03), Social benefits (3.96), Natural Environment preservation (3.83), Cultural promotion & preservation (3.68), Community benefits (3.41) and Economic impacts (3.20). Overall the average of the factors is 3.68 based on a scale of 1 (totally disagree) to 5 (totally agree). This reflects that the communities of Tabay, Mucuruba and Cacute have a general positive attitude toward Los Aleros touristic activities. Despite that the communities recognize the economic benefits from Los Aleros, they perceive more the town-museum as an economic activity that does not deteriorate the environment and that develops and operates in ways that contribute to maintaining the social characteristics of the area while promoting and preserving the Andean culture. The attitudinal pattern reflects the lack of dependency of these communities on the economical activities of Los Aleros. This is positive because even though the town is bringing diversity in the economy, it has the same characteristics of seasonality as any other touristic attraction.

Tests to compare differences in means (t-test and analysis of variance) for the 8 demographic subgroups by the 6 Aleros impact factors were conducted. The results showed significant differences at the .05 level in 7 test out of 48. The variable gender, community and job type showed the most amount of differences among subgroups in specific items. Again these differences are expected due to chance alone.

Three constructs resulted from factor analyzing the tourism impact scale. These factors were very difficult to define. The items that were loading together with each of the factors did not have theoretical communalities, making the interpretation of the factor very difficult. Therefore, the factor analysis approach was dropped and no further analysis followed.

Results of the Reliability Test for the Scales

For the six factors that resulted from Los Aleros general scale, reliability test were conducted on the six homogeneous set of items (Table 7). The small scales comprising Factor1 and Factor2, yielded undesirable alpha level (.6180 and .6040 according to DeVellis, 1991). The undesirable alpha level was due to the small number of items for each scale, and the correlations between them are moderate.

The scales for Factor3, Factor5 and Factor6, yielded unacceptable (DeVellis, 1991) alpha level (.5257, .5891 and .2212 respectively). All the items for Factor 3 and 5 had a moderate correlation with their total correlation. The unacceptable alpha level is due to the small number of items for each scale, and their inter-correlation are moderate. The items that comprise Factor6 correlate very low. Factor four was comprised by only one item. However, is a good item that can be included in future scales because it can discriminate among respondents and can discern values of the construct that intends to measure.

Conclusions

Based on the results several conclusions can be abstracted from the findings of this research. These findings suggest that 15 years after the creation of Los Aleros, the residents of the communities that surrounds it have an overall positive attitude toward the attraction. This attitude is attributed not only to the beliefs and perceived social, cultural, economic and environmental benefits that the community holds in regard to Los Aleros, but also because of its development process. Is important to underlined that the communities of Tabay, Mucuruba and Cacute recognize as more important those benefits related to the social, environmental and cultural aspects than the economic benefits.

In general, "Los Aleros" is an example of a tourist enterprise based on indigenous knowledge and community resources. Its a small scale, slow pace, low intensity and locally controlled development, located outside of the surrounding communities. However it is perceived as part of the community, but the community does not depend on the economic benefits. The objectives of Los Aleros has been primarily the rescue of the social, cultural and historical values of a town, as well as its environmental features. Los Aleros uniqueness, its contribution to the tourism of Mérida, and its consistent relation and collaboration with the community, have gained the support from public and private agencies and institutions as well from the community and the tourist.

The attitudes toward Los Aleros seem to be a community response to the kind of tourist development that was experienced. The response manifested by the community seem to be one of "acceptance". According to Dogan (1989) this kind of response is characteristic of tourism development that involves the local

population, who expect to gain socioeconomic benefits from it and where tourism is integrated into the community.

Three research questions were stated in Chapter I. The first question was at what stage of tourism development is "Los Aleros" located?. Using Butler's model of a tourism cycle evolution as a framework, and residents attitudes as one of the indicators, Los Aleros is located at the "development stage". At this stage of development Los Aleros is characterized by a well established tourist market. Los Aleros has a very well defined image that is part of the overall image of the state of Mérida. The kind of tourist that visits the town are mass tourists, that demand specific services and commodities that the town has needed to develop in order to satisfy their needs.

Growth of new facilities and infrastructure is observed but still under the control of the original owners. Physical changes are noticeable if compared with the initial stages of development, and some congestion and traffic problems have been created on the Panamerican road. New attractions have been added, probably supplementing some of the initial attractions. Until now, development seems to be controlled, keeping a slow pace but increasing in visitor numbers.

Residents' attitudes are positive toward the town and they are supportive of its activities. The development stage of Los Aleros still maintains a level that does not exceed the tolerance of residents. Looking to the future, the success of Los Aleros could be threatened by the excessive tourist demand, and by the limited capacity of local resources to meet future demand. Los Aleros has continuously changed its product in order to continue to attract tourists. This has

implied the development of more infrastructure and attractions that has modified the original design of the town.

If we believe in the inevitable process of the tourism product cycle defined by Butler's model , Los Aleros will be challenged with new changes and future growth. Los Aleros needs to plan ahead and think about the problems that excessive demand of tourist can bring to the area with the physical restrain and local resources. It is imperative to begin to think about the necessary managerial strategies to deal with these issues and sustain its success.

The second question is what are Tabay, Mucuruba and Cacute's attitudinal/ behavioral response toward "Los Aleros" and tourism development in general?. This question is addressed by using Doxey's irridex model and Butler's host attitudinal behavioral model as frameworks. In other words as models that help conceptualize the resulting attitudes of the communities toward Los Aleros and tourism in general.

Based upon the evidence observed in the study, it appears that the response of the residents towards the development of tourism in Los Aleros could be placed between "euphoria" and "apathy" along the continuum of Doxey's irridex model. Evidence in support of this conclusion is that Los Aleros is still a small scale tourism attraction, characterized by a slow pace of development, which is still controlled by the local people. This attraction does attract a considerable number of tourists, and has a well defined image, but it is still appreciated by local residents.

Furthermore, Los Aleros offers sufficient services for its visitors. There are some indication that tourist are being taken for granted and that tourist are not a novelty anymore. Visitors are not novelty anymore and they are still very welcomed by residents. However the type of tourist that arrive are of the kind of "mass tourist". Another type of tourist is attracted to this area. This type of tourist is not much concerned about the local culture, and the tourist-host relation is already more commercialized, service oriented and less personal. The tourist-host relation is open and friendly, and residents continue to be hospitable and willing to share their culture. Is possible that residents satisfaction with tourist has not reached its peak and consequently, residents expect more tourism activity in the area.

The town of Los Aleros continues to grow and expand but at a slow and controlled pace. Services and businesses for tourist around the area continue to develop as tourist demand increase. Los Aleros have been generating jobs opportunities for almost 15 years for the local people, but there is some indication that the local people are taken for granted by Los Aleros. The seasonality of Los Aleros activities seem not to disappoint the communities because they do not depend on its economic benefits at least directly.

In regard to Butler's host attitude/behavioral model, the communities of Tabay, Mucuruba and Cacute have a positive attitude toward Los Aleros but a somewhat passive to active behaviour. These communities are favorable toward, accept and support Los Aleros activities. However the town is perceived as an attraction that is a private enterprise that is part of the local area but the benefits to the community are limited.

The last research question is: which factors , have contributed to generate the kind of host community attitudinal/behavioral response toward “Los Aleros” and toward tourism development in general?. Several key factors can be abstracted from this process that have influenced the residents’ attitudes toward the town and has brought success to the business. “Los Aleros” is an example of a touristic enterprise based on indigenous knowledge and community resources. The ideas, technology and resources to construct Los Aleros came from within the region and community, this held down costs and provided independence from external sources. The leadership of Alexis Montilla has been a very important force, and its image of an indigenous community member that has developed a dream under difficult circumstances remains to be studied.

List of Factors that have Contributed to the Success of Los Aleros

- Unique attraction in the area.
- Development based in indigenous knowledge and community resources.
- Strong leadership.
- Small scale, slow pace, low intensity tourism development.
- Development locally controlled.
- Community involvement in its construction through volunteerism.
- Perceived to be an attraction as part of the community.
- Design respects the cultural and environmental context of the area.
- Has helped in capacity building through learning experience.
- Authentic product.
- Consistent relation and collaboration with the community.
- The community is not dependent on Los Aleros economical benefits.
- It has stimulated local cultural activities.

The size, pace and intensity of the development of Los Aleros has permitted the communities time to adapt to changes in the area and to be tolerant to the attraction and its activities. The “town-museum” is located an average of 12km apart from the communities that surround it. This avoids a high concentration of visitors in these communities. Los Aleros seems to be locally controlled because the enterprise is operated by people from the community and not by external organizations.

Community involvement in the construction of Los Aleros through volunteerism is another key factor in the success of Los Aleros. This has generated a feeling of ownership and belonging. It also has reduced costs and no need for external labor force. Los Aleros is perceived as part of the community, not because is located in the area, but because it has been developed by people of the community, with a design that respects the cultural and environmental context of the area without disrupting the landscape.

Los Aleros has permitted capacity building through the learning experience of constructing and operating the town. People involved with the construction, operation of the town and servicing tourist, have developed skills and experience that has allow them to apply them in other circumstances and in other projects.

Even though the “town-museum” has been criticized by people that have visited the town several times because of its changes and growth, Los Aleros has been able to offer an authentic product by primarily preserving the social, cultural and historical values of a town, as well as its environmental features. Its contribution to the tourism of Mérida, and its consistent collaboration with the

community have given to Los Aleros the support from public and private agencies and institutions as well as from the community and the tourist.

Los Aleros has created job opportunities for the communities that surround it. However, the community does not depend on the economic benefits that are generated by Los Aleros. For all its support, the town has stimulated other businesses permitting concessions, and encouraging a variety of cultural activities such as arts and crafts, and music. Los Aleros is a strong economic force for the nearby communities but not the only one.

Finally, Los Aleros is unique, and this attracts tourist. As defined by Gerardo Montilla, Los Aleros is the only touristic complex in Venezuela that transports the visitor from one place and time to another place and time in the past. Therefore, the findings suggest that Los Aleros could represent a successful "model" of tourism development . There are elements from the experience of "Los Aleros" that can be incorporated as part of tourism and community development and planning in rural areas.

Limitations of the Study

The limitations of the study involve several issues. Primarily no specific set of reliable and valid scales were developed to gather the information required in order to satisfy the study objectives. An appropriate pretest of the questionnaire and evaluation of the items were not conducted. This could have helped in developing more reliable attitudinal scales.

Second, because of the cluster sampling technique, in each sampling stage a new sampling error was introduced. Even though the sampling technique warranted that households had similar probabilities of being selected, respondents in each households were not selected randomly introducing a bias in the selection of respondents. The small sample and the last stage of sampling drew a sample representing very few specific subgroups which limited comparison between variables.

In regard to the limitations of this kind of research, most studies assessing host attitudes toward tourism focus only on the attitude itself, and do not focus on how these attitudes are formed. It is important according to Crandall (1987) that the survey not only reflect the researchers theory or framework on what impacts may have had on an area, but it is also important that it be designed with the values of the impacted area in mind, in other words, what is important to the community. Crandall does not explain this concept further, but it can be assumed that determining community values can help us in designing questionnaires that contain the necessary salient beliefs of a community toward tourism.

One criticism of this type of research is that it is subjective. What is reported is the respondent's perception of impacts and they may or may not reflect the reality (Pearce, 1991; Crandall, 1987; Long, 1991). Pearce (1991) recommends cross checking the perceptions with more objectives indicators of social, cultural, economic, and environmental issues.

The usefulness of this type of research is not clear. Specifically it is not clear how the information about attitudes of a host community can be used to minimize friction between tourists and residents, and in formulating plans to

gain residents support for tourism activities. Also there is a need for research to develop reliable measures of communities beliefs, feelings and behaviors toward tourism. This would assist in the determination of those attitudinal structures that shape communities attitudes.

There are several other problems that limit an understanding of tourism impacts. First, in many studies there is a lack of adequate experimental design which would enable the researcher to establish cause - effect relationships within communities before and after tourism development occurs (Macnaught, 1982). Only descriptive case studies have suggested hypotheses of possible relationships of this nature. Second, there is a lack of generally accepted sociological methodology for analyzing the impact of tourism (Macnaught, 1982). Third, it is difficult to understand impacts in isolation as well as to differentiate convincingly between social changes due to general economic and social developments and those changes unique to tourism (Macnaught, 1982). Finally, there are too many variables interrelated without indicators, which are very difficult to control, and whose contributions to the mentioned impacts are uncertain.

Therefore, because of the great number of variables and the actual unpredictability of impacts, and while techniques are being refined to study them, several sources of evidence should be used that look at both subjective and objective data, in order to corroborate findings and conclusions.

Implications for Tourism Planning

Tourism planners and promoters need to understand the potential negative impacts of tourism, and how this affects the industry, and most importantly the host community and its human and natural resources that comprise the tourism product. The character of host communities and their social, cultural, environmental and physical resources are at the center of the tourism industry business. These elements need to be sustained in ways that can satisfy the actual and future demands of the tourism industry. Negative impacts of tourism can change and destroy the product affecting both the development of industry and the prosperity of the community with little possibility of reversal.

Residents attitudes towards tourist destination serves as an indicator of social change and can be very helpful for monitoring negative impacts when they begin to emerge. If negative attitudes or perceptions are identified within a specific community, corroboration is required using more objective socio-economic indicators. If such perceptions are not supported by these other indicators, then a process of change of attitudes needs to be implemented at the level of the community. Attitudes and perceptions are useful in identify feelings, knowledge or behaviour that are determining residents attitudes toward tourism activities. Being able to determine these dimensions, it is then possible to design ways to change attitudes and or behaviours if necessary. In the case that residents negative perception or attitudes are corroborated, then the industry can set strategic managerial and developmental decisions to cope with the problems identified, and work in ways to minimize any counterproductive effects.

Assessing host communities' attitudes towards tourism helps to identify those impacts that are being felt by different groups within the community. This serves as a tool for needs assessment. This helps to design specific programs according to the needs and characteristics of those groups. Some strategies that can be useful to change attitudes or perceptions at the individual, community and industry level include:

- Inform and communicate facts about the industry benefits and problems.
- Develop programs of environmental and cultural sensitivity to create awareness of the potential cost-benefit of tourism oriented to reduce tension or problems between tourists and residents, and to formulate plans to gain resident support of tourist activities .
- Develop programs for all sectors involved in tourism to deliver direct experiences with the benefits and negative effects of the industry.
- Involve local people in the planning, implementation and evaluation of tourism in their community so they can be part of the decision making about issues that affects them directly.

The pace and intensity as well as the community development process needs to be taken into account in order to minimize negative impacts. These factors are critical because they have to do with how well residents can adapt to changes and be responsible in making decisions that will affect their lives in the future.

Therefore, it is important for community and tourism developers to monitor host communities' attitudes and behavior toward tourists and tourism as part of an overall evaluation of the industry. This will help to determine appropriate development strategies which reduce detrimental effects on the community. Only then, is it possible to formulate and plan sound tourism developments that can maximize benefits while minimizing potential negative impacts. Host communities' attitudes and behavior can be viewed as a strategy that takes into account the community feelings and opinions in relation to development processes that might be affecting or will be affecting residents in the near future.

Recommendations for Future Research

Attitudes toward tourism by themselves only tell us about what people know, want, feel and do in relation to tourists and tourism. If planners are concerned in how likely a community will engage in supportive action toward tourism, measuring just residents' attitudes would not tell them much about such behaviour. It is difficult to predict behaviour such as public support, involvement in community tourism development, volunteering, keeping up the image of the community, and treating tourists well, by just measuring attitudes. The consistency between attitudes and behaviour is subject to other variables such as people's behavioral and normative beliefs and the importance of those beliefs; attitudes and subjective norms that determine intentions to behave in a particular way, and the behaviour itself. As Ryan (1991) explains, attitudes toward tourism depend on many complicated variables that include beliefs of what residents think is true, and the importance of those beliefs; and the importance of norms and values attributed to potential outcomes of their behaviour. Attitudes of residents toward tourism and tourists is not always manifested because of these inhibiting factors, but may reflect their attitudes in behavioral ways that cannot be observed (e.g., orienting tourists). In general, residents' behaviour is a result of a series of compromises between conflict of interests of varying importance to them and their tolerance level and empowerment (Ryan, 1991). Therefore, if the idea is to predict behaviour, future studies should look at applying behavioral models such as the theory of reasoned action of Fishbein (1967), or the theory of planned behaviour by Ajzen (1985).

Standardized reliable and valid scales that can measure residents' attitudes need to be developed in order to be able to measure accurately

attitudes and be able to compare across studies. Operationalization of the variables for measurement guided by theory.

Is very difficult to manipulate the existence and absence of tourism development in a same area in order to determine causality between tourism and its impacts in a specific community. Therefore, quasiexperimental and or longitudinal studies are needed to monitor changes overtime. We may be able to infer causality by attempting to control for threats to internal validity.

This line of research needs to begin to develop theoretical and conceptual frameworks that can explain attitudes and perceived impacts of tourism. Ap (1990) proposed social exchange theory that is based on understanding the exchange of resources during interpersonal situation, and predicting the behaviour from that interaction. Another theoretical framework is social judgement theory that can help to explain peoples range of acceptable attitudinal positions toward different pace, level and intensity of tourism development.

Attention should be given to the influence of the development process that communities experience and how it affects communities and residents in regard to economic, social, cultural and environmental impacts. The form, type and pace of tourism development in rural areas need to be studied along with how these variables influence the social dynamics of communities. Such information will eventually enable policy-makers, in the comprehensive planning process of tourism systems in small communities, to forecast potential impacts and to establish plans of action for community development.

Case study approaches need to be developed and applied in order to understand the effects of tourism system in communities. Such methodologies have the potential to assess each of the dimensions of tourism and explain more accurately the effects of tourism in social dynamics. A better understanding of how tourism impacts are generated we will be able to develop strategies according to the needs of the tourism system and the needs of the host community.

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APPENDIX A

Los Aleros", Tourism and the Community: A Community Opinion Survey

Response Frequencies in Questionnaire Format

Los Aleros", Tourism and the Community

A Community Opinion Survey

Response Frequencies in Questionnaire Format

April, 1992

**Conducted by:
Domingo A. Medina**

with the assistance of the

***Instituto de Estadística Aplicada y Computación
de la Universidad de Los Andes***

and the collaboration of the

Corporación de los Andes (CORPOANDES)

Sponsored by

***La Corporación Merideña de Turismo
(CORMETUR)***

INTRODUCCION

This document presents preliminary results of the "Los Aleros, Tourism and the Community" survey. Only numerical responses, regarding response frequency are included here. The analysis, discussion and conclusions of this survey will be included in a separate document.

A two stage cluster sampling, stratified and probability proportionate to size was used in this study, because it was very difficult and resource and time consuming to compile an exhaustive list of the elements that comprising the target population. The survey questionnaire was administered in 196 (15.5% of the total population) households systematically sampled from a list of 1263 households in Mucuruba, Tabay and Cacute. Of the 196 interviews, 177 (90% of total of questionnaires) were successfully completed. This high rate of response, represents 14% of the total population. The reliability of the questionnaire and the margin of statistical error is still being processed, however, frequencies of response are considered generally reliable, and all should be useful for interpretation.

The following is a replica of the questionnaire filled out by the residents of Mucuruba, Cacute and Tabay in the State of Mérida. Except for this introduction, the wording on all pages and questions are a direct translation of the original questionnaire in Spanish. Percentages of response are listed, in place of the numbers that the interviewers circled to indicate the respondents answers. Next to each question there is a number after "n =", indicating how many people answered that question. For example, in Q-4, 177 people answered the question, 123 women (69%) and 54 men (31%). For most questions, the percentages add to 100%; in some cases, rounding off numbers results in sums of 99% or 99,5%.

These are responses to questions worded and written in Spanish, and given on particular days, specifically Friday 10, Saturday 11 and Sunday 12 of April of 1992. The researcher believes that responses could have been slightly different if the questionnaire would have been administered during the week because of the division of labor between men and women in the area. Another variable that needs to be considered, was that the weekend in which the questionnaire was administered, it was the beginning of the Holy Week in Venezuela, that it for most people vacation time, and a large number of tourist visit the State of Merida.

(Read to the respondent)

SECTION I.- BACKGROUND. In order to find out how different kinds of people feel about different issues, your answers to some background questions are very important. As with all information in this survey, your answers to the following questions will be kept **confidential**. No one in your community will ever see your individual answers and there is no way that those answers can ever be associated with your name.

Q-1. What is your age?

n=177

Less than 20 yrs.	32	18%
Between 20 - 29 yrs.	54	30%
Between 30 - 39 yrs.	35	20%
Between 40 - 49 yrs.	19	11%
Between 50 - 59 yrs.	17	10%
Between 60 - 69 yrs.	15	8%
70 yrs or more	5	3%

Q-2. Where do you live?

n= 177

Mucuruba	50	28%
Cacute	26	15%
Tabay	100	56%
Other:	1	0.6%

Q-3. How long have you lived at this address? (circle one number)

n= 177

Less than 3 years	29	16%
3 to 5 years	13	7%
6 to 10 years	20	11%
11 years or more	39	22%
Lifelong resident	76	43%

Q-4. Are you: (circle one number)

n=177

Female	123	69%
Male	54	31%

Q-5. Are you currently: (circle one number)

n= 177

Single	69	39%
Married	95	54%
Separated	2	1%
Divorced	4	2%
Widowed	7	4%

Q-6. How many people currently live in your household?

n= 175

Number of children

Between 0 - 2 children	114	64%
Between 3 - 5 children	57	32%
Between 6 - 9 children	5	3%

Number of adults (including yourself)

Between 0 - 2 adults	62	35%
Between 3 - 5 adults	80	46%
Between 6 - 8 adults	27	15%
Between 9 - 11 adults	5	3%
Between 12 y 14 adults	1	0.6%

Q-7. Do you have children attending school? (circle one number)

n=175

Yes	85	48%
No	90	51%
Missing	2	1%

Q-8. What is the highest level of education you have finished? (circle one number)

n=177

Primary School	80	45%
Secondary School	65	37%
Technical degree	2	1%
College degree	5	3%
College graduate	1	0.6%
None	24	13%

Q-9. What kind of housing do you live in ? (circle one number)

n= 177

Owned house.	144	81%
Owned apartment.	2	1%
Rented house.	29	16%
Rented apartment.	2	1%
A room.	0	0%

Q-10. What is your primary occupation? (circle one number)

n= 177

Education, Health, Social Work.	13	7%
Homemaker, General Labor	5	3%
Housekeeper	81	46%
Managerial Executive, Professional	1	0.6 %
Office worker	8	4%
Farmer.	10	5%
Retired.	3	2%

Sales representative.	12	7%
Skilled Craftsman, Artisan	9	5%
Artist	0	0%
Student.	26	15%
Other	9	5%

Q-11. Would you say that your occupation is either directly or indirectly related to the tourism industry in the State of Merida? (circle one number)

n= 177

Yes	51	29%
No	126	71%

If yes to question 11, how long have you been in that occupation for? (circle one number)

n= 177

Less than 3 years.	10	6%
3 to 5 years.	17	10%
6 to 10 years	15	8%
11 years or more	9	5%
N/A	126	71%

Q-12. Would you say that the occupation of any of your household members is directly or indirectly related to the tourist industry? (circle one number)

n= 177

Yes	45	25%
No	132	75%

If yes to question 12, how long has s/he or have they been in that occupation for? (circle one number)

n= 177

Less than 3 years	18	10%
3 to 5 years	9	5%
6 to 10 years	11	6%
11 years or more	7	4%
N/A.	132	75%

Q-13. What range was your total household monthly income? (circle one number)

n= 160

Less than Bs 6,000	52	29%
Between Bs 6,000 y Bs10,000	55	31%
Between Bs11,000 y Bs15,000	17	10%
Between Bs16,000 y Bs20,000	5	3%
Between Bs21,000 y Bs 25,000	6	3%
Between Bs26,000 y Bs 30,00	2	1%
Bs 31,000 or more	3	2%
N/A	20	11%
No response	17	9%

SECTION II. "LOS ALEROS": Los Aleros is one of the most successful tourism attractions of the State of Merida. In effect, it has been able to cautivate a large number of tourists and visitors. Los Aleros represent an important proyect because, it is believed, it has contributed to the social and economic development of the area. However it is important to assess its value and the effects that it has generated in the community that sorrounds it. Therefore, we would like to know your opinion in regard to this subject.

In the following section I will read a list of statements to which I would like you to respond according to HOW YOU FEEL ABOUT THE STATEMENT. Please respond according to the following five point scale: 5 means that you totally agree, 4 means that you agree, 3 means that you are not sure, 2 means that you disagree and 1 means that you totally disagree.

As an example, suppose you are considering this statement: "I like to help visitors who are lost". Perhaps you feel that giving assistance will take to much time. However, you also feel that visitors should be welcome as they contribute to the local economy. Suppose tou decided that you generally agreed with this statement; then you would respond as follows:

	Totally Agree	Agree	Not sure	Disagree	Totally Disagree
	5	4	3	2	1
	(circle one number for each)				
	Totally Agree	Agree	Not sure	Disagree	Totally Disagree
n=177					
Q-14. One of the important aspects of Los Aleros is that it has created more job opportunities for the community .	27%	63%	3%	7%	0%
n=177					
Q-15. The level of personal insecurity and vandalism in the community has increased because of the touristic activities of Los Aleros.	1%	10%	10%	52%	27%
n=177					
Q-16. The creation of Los Aleros, has promoted the creation of other recreational areas (parks, playgrounds)	27%	58%	7%	7%	0.6%
n=177					
Q-17. Tourist that visit Los Aleros add to the traffic problems in the community.	3%	20%	7%	53%	16%

		(circle one number for each)			
	Totally Agree	Agree	Not sure	Disagree	Totally Disagree
n=177					
Q-18 Los Aleros encourages a variety of cultural activities by the local population (crafts, arts, music, etc).	7%	54%	14%	19%	6%
n=177					
Q-19. Los Aleros has contributed to a deterioration in the ecological environment.	0.6%	7%	10%	59%	23%
n=177					
Q-20. The residents of this community are courteous and friendly to the tourists.	44%	51%	4%	1%	0%
n=177					
Q-21. The tourists that visit Los Aleros disrupt the peace and tranquility of our parks and community.	0.5%	4%	5%	60%	30%
n=177					
Q-22. The tourists that visit Los Aleros are courteous and friendly when they pass by your community.	12%	76%	7%	3%	2%
n=177					
Q-23. The tourists that visit Los Aleros are aware of the customs and ways of life here in your community.	2%	33%	29%	32%	4%
n=177					
Q-24. Revenues from Los Aleros are more important than other production sector in the community.	4%	25%	20%	42%	9%
n=177					
Q-25. Local businesses are the ones which benefit most from tourists that visit Los Aleros.	25%	53%	5%	16%	0%
n=177					
Q-26. You feel that you do not have any kind of benefits from Los Aleros.	37%	33%	2%	20%	8%
n=177					
Q-27. The standard of living increases considerably because of the money that tourists that visit Los Aleros spend in the community.	5%	29%	32%	29%	5%

		(circle one number for each)			
	Totally Agree	Agree	Not sure	Disagree	Totally Disagree
n=177					
Q-28. Government should invest in other sectors of production rather than investing in attractions like Los Aleros.	29%	42%	9%	18%	2%
n=177					
Q-29. Los Aleros contributes to the economic growth of the community.	8%	43%	11%	30%	7%
n=177					
Q-30. Los Aleros has changed the customs and way of life of your community.	1%	13%	3%	50%	33%
n=177					
Q-31. Los Aleros rescues the historicals environments of the State of Merida.	21%	52%	17%	10%	0%
n=177					
Q-32. Los Aleros promotes cultural exchange among residents of your community and the tourists.	14%	41%	19%	22%	4%
n=177					
Q-33. Los Aleros contributes to the Merida's State economy.	9%	36%	30%	20%	5%
n=177					
Q-34. Los Aleros preserves the natural environment of the State of Merida.	10%	61%	18%	10%	1%
n=177					
Q-35. You believe that the population feels that Los Aleros brings benefits to the community.	6%	54%	8%	24%	8%
n=177					
Q-36. Los Aleros promotes the Andes culture.	35%	50%	8%	6%	0.5%
n=176					
Q-37 Los Aleros disrupts the cultural identity of the community.	1%	4%	6%	57%	32%
n=176					
Q-38. The local residents are the people who benefit the least because from the touristics activities of Los Aleros.	12%	33%	12%	38%	3%

SECTION III. TOURISM DEVELOPMENT: People travel from all over Venezuela and the World to visit Merida State. Because of the potential economic benefits, many communities are trying to attract these tourists to their area. At the same time, other communities are trying to restrict development. Now, we would like to know your opinion in regard to how you feel about each of the following statements concerning tourism development.

	(circle one number for each)				
	Totally Agree	Agree	Not sure	Disagree	Totally Disagree
n=177					
Q-39. Meeting tourists from all over Venezuela and the world is a valuable educational experience.	71%	28%	0.5%	0.5%	0%
n=177					
Q-40. Tourism development unfairly increases real estate costs.	8%	46%	20%	25%	0.5%
n=176					
Q-41. Tourism development increases the quality of life in an area or community.	14%	64%	5%	15%	1%
n=176					
Q-42. Non-resident should be allowed to develop tourism attractions in an area or community.	24%	53%	7%	14%	2%
n=176					
Q-43. The local community should control tourism development in its own community.	37%	50%	4%	8%	0%
n=176					
Q-44. Tourists should pay more money than local residents to visit parks and recreational facilities.	9%	27%	2%	38%	24%
n=176					
Q-45. Tourism has resulted in a congestion of recreational and community areas.	3%	33%	11%	41%	11%
n=176					
Q-46. Tourism benefits the arts and crafts business in your community.	43%	49%	0.6%	7%	0%
n=176					
Q-47. Tourism development increases insecurity and vandalism in this community or area.	0%	15%	7%	42%	35%

		(circle one number for each)				
		Totally Agree	Agree	Not sure	Disagree	Totally Disagree
n=175						
Q-48.	Increasing the number of tourists visiting an area improves the local economy.	15%	60%	10%	14%	0.6%
n=175						
Q-49.	Tourist should pay a special tax on hotel and motel room fees.	7%	22%	6%	44%	21%
n=175						
Q-50.	Tourism development improves the appearance of an area or community.	34%	55%	5%	4%	1%
n=175						
Q-51.	Tourism development increases the number of recreational opportunities for local residents.	28%	57%	5%	9%	0.6%
n=175						
Q-52.	Ordinary people don't benefit from tourism.	20%	44%	5%	26%	4%
n=175						
Q-53.	Local community should restrict tourism development.	2%	13%	7%	42%	34%
n=175						
Q-54.	Tourism development increases the traffic problems of an area or community.	4%	31%	11%	42%	11%
n=175						
Q-55.	Tourism development increases property value.	13%	44%	15%	25%	3%
n=175						
Q-56.	Tourism leads to deterioration of the environment.	6%	27%	7%	41%	19%
n=175						
Q-57.	Tourism has not changes the costumes and way of life of the communities.	7%	47%	1%	33%	12%
n=175						
Q-58.	Tourism exploit certain worker groups.	7%	23%	13%	52%	5%
n=175						
Q-59.	Tourism does not create employment opportunities.	2%	9%	5%	50%	33%

		(circle one number for each)				
		Totally Agree	Agree	Not sure	Disagree	Totally Disagree
n=175						
Q-60.	Tourism development has resulted in a change of the use of the land (agriculture - tourism).	6%	35%	12%	38%	9%
n=175						
Q-61.	Tourism development generates especulation in the services (transport, hotels, restaurants)	22%	55%	6%	15%	2%

THE NEXT THREE QUESTIONS ARE ABOUT TOURISM DEVELOPMENT IN THIS COMMUNITY.

n=175						
Q-62.	This community should try to attract more tourists to this area.	55%	42%	2%	0.6%	0%
n=175						
Q-63.	You 'll be glad if this community plans for tourism.	46%	52%	0.6%	1%	0%
n=175						
Q-64.	You would like to participate in the planning of tourism in your community.	41%	52%	4%	2%	0%
n=175						
Q-65.	You would benefit from more tourism development in this community.	30%	46%	11%	12%	1%

**Q-66. Which of the terms on the right do you think best describes your community?
(circle one number for each)**

		Agricultural Area	Industrial Area	Touristic Area	Residential Area	Retirement Area
n=177						
a.-	Today your community is a..	55%	0%	23%	22%	0%
n=175						
b.-	In the future you would like your community to be...	39%	10%	45%	6%	0.6%
n=174						
c.-	In the future you think that your community will be...	31%	5%	50%	15%	0%

Q-67. Since you have lived here, how has your community changed?

n= 177 (circle one number)

Has become a worse place to live.	17	10%
Has stayed the same.	77	43%
Has become a better place to live.	83	47%

P-68. In the next five years, how do you feel your community will change?

n= 176 (circle one number)

Has become a worse place to live.	32	18%
Has stayed the same.	50	28%
Has become a better place to live.	94	53%

For the interviewer:

When you finish to fill up the questionnaire, put the questionnaire in the envelope that came with it and seal the envelope. Do not write on the envelope.

Indicate to the respondent: Thank you for taking the time to share your opinions about "Los Aleros" and about tourism. Your opinion will be very important for the value of this study. If the respondent have any final comments, please use the space below or the next page.

APPENDIX B
Interviewers Training Guide

INSTRUCTIVO PARA ENTREVISTADORES

***"Los Aleros", el Turismo y la
Comunidad***

Encuesta de opinión de la Comunidad

Abril, 1992

Auspiciado por

**La Corporación Merideña de Turismo
(CORMETUR)**

Información General:

Esta encuesta es parte de un estudio de caso explorativo de los Aleros en el Edo. Mérida. Es el estudio del desarrollo de un sistema turístico en una comunidad rural y sus efectos. Se cree que un proceso de desarrollo de auto-ayuda ha tomado lugar, y que este tipo de desarrollo ha generado ciertos efectos positivos y negativos en la comunidad. El propósito del estudio es entender el proceso de desarrollo de los Aleros desde el punto de vista de las teorías de desarrollo comunal y determinar que tipo de impactos este tipo de desarrollo ha generado. Múltiples fuentes de evidencia serán utilizados para documentar los impactos sociales, económicos, culturales y ambientales de los Aleros en las comunidades adyacentes. Específicamente esta encuesta pretende medir los impactos de los Aleros y del Turismo como es percibida por la comunidad.

Las referencias que soportan este estudio de caso vienen de la literatura, textos y revistas de investigación en las áreas de planificación turística, impactos del turismo y teorías de desarrollo comunitario.

Este estudio será conducido por Domingo Medina como parte de sus requerimientos para obtener el título de maestría. El proyecto es auspiciado por la Corporación Merideña de Turismo (CORMETUR), con la asistencia técnica del Instituto de Estadística Aplicada y Computación de la Universidad de los Andes y la colaboración de la Corporación de los Andes (CORPOANDES).

La Investigación por encuestas:

La investigación por encuestas esta basado en las teorías no realistas cognitivas y de comportamiento denominada estímulo-respuesta. Se presume que un ítem en un cuestionario significará exactamente la misma cosa para cada encuestado, y que cada respuesta dada debe significar lo mismo cuando es dada por diferentes encuestadores. Aunque esto es un objetivo imposible, preguntas en las encuestas estan diseñadas de tal manera que se aproxime a éste ideal.

Los Encuestadores y la entrevista:

El objetivo de los encuestadores es conducir entrevistas personales estructuradas en zonas asignadas en las poblaciones de Tabay, Cacute y Mucuruba.

El éxito de una entrevista personal depende mucho del encuestador(a). Un encuestador(a) necesita estar especialmente entrenado(a) en los procedimientos de la entrevista y en las especificaciones del cuestionario o instrumento. Luego el encuestador(a) entrevista a una muestra de la población predeterminada y

registra las respuestas. La entrevista es cara a cara con el entrevistado y el cuestionario es administrado verbalmente.

La entrevista personal estructurada consiste en un cuestionario detallado que el entrevistador(a) debe seguir al pie de la letra. El entrevistador(a) no está permitido(a) en adaptar o cambiar, preguntas o tópicos, o hacer otras preguntas que no están incluidas en el cuestionario. (Durante la prueba piloto se permite probar las respuestas, clarificar respuestas particulares y rephrasear preguntas ambiguas).

Cuestionarios administrados por entrevistadores en vez por un entrevistado, ofrece un número de ventajas:

- Entrevistas estructuradas típicamente genera altos índices de respuestas que encuestas por correo. Una entrevista propiamente diseñada puede lograr un índice de respuesta por lo menos del 80 al 85%.

- La presencia de un entrevistador generalmente disminuye la cantidad de "no se" o preguntas no contestadas. Si el minimizar estas respuestas es importante para el estudio, el entrevistador puede estar entrenado para sondear y probar las respuestas.

- El entrevistador(a) también puede proveer asistencia cuando hay confusión sobre algunos ítems en el cuestionario. Si el encuestado(a) claramente no comprende el intento de una pregunta o indica que no entiende, el entrevistador(a) puede clarificar y por ende recibir respuestas relevantes (tales clarificaciones deben ser estrictamente controladas, sin embargo, a través de especificaciones formales).

- El entrevistador(a) puede tanto hacer preguntas como observar. Por ejemplo, en una entrevista cara a cara el entrevistador(a) puede notar la raza o condición de una vivienda, si esto se considera demasiado delicado para preguntar.

Entrenamiento de los Encuestadores(ras):

Propósitos.

- 1.- Explicar los detalles, objetivos e importancia del estudio, y explicar el rol y asignaciones de los encuestadores(ras) .
- 2.- Familiarizar a los encuestadores(ras) con el cronograma de entrevistas, con el cuestionario, y el proceso de la entrevista.

La lista siguiente son discusiones breves sobre puntos importantes y factores potenciales de conflicto que deben ser considerados por el entrevistador(a).

a.- Rol Neutral. El entrevistador(a) esta en una posición que puede afectar las respuestas de los encuestados. Parcialidad en el entrevistador(a) debe ser controlada haciendo que el entrevistador tome una posición o rol neutral. Debe ser enfatizado que cualquier aprobación o desaprobación de las respuestas del entrevistado, así sea por cambios verbales, expresiones faciales o gestos entre otros, pueden influenciar la calidad de los datos que se estan recogiendo. En muchas discusiones y conversaciones las partes involucradas tienden a responder en términos de indirectas, sugerencias, gestos o disposiciones dadas o recibidas. Estos elementos deben ser mantenidos en un absoluto mínimo o los resultados de los datos serán más una función del entrevistador(a) que del entrevistado.

b.- Identificación. Una persona que va para una casa y quiere hacer preguntas, especialmente preguntas personales, socio-económicas, generalmente se le exigirá alguna forma de identificación. La identificación debe incluir al nombre del entrevistador(a) y al auspiciador de la encuesta. Esta identificación debe ser claramente visible al encuestado.

c.- Apariencia. Entrevistadores(ras) no deben verstirse en ningun extremo; esto significa ni muy "rico" o muy "pobre". Nítido(a), conservativo(a), casual y limpio(a), el entrevistador(a) presenta una norma aceptable aún cuando el entrevistado no este vestido de la misma forma. Ropa llamativa sobre un entrevistador(a) aparentemente adinerado, creará problemas y misconcepciones en áreas de bajo recursos, así como una persona pobremente vestida en una área de altos recursos. Se recomienda algun consenso sobre la vestimenta a usar entre los encuestadores.

d.- Conducta. El entrevistador(a) debe mostrar interés y atención, pero deber evitar dar la impresión de estar espionando en los asuntos, intereses y opiniones personales de los entrevistados. Una personalidad placentera y amistosa debe transmitirse al encuestado. El encuestador(a) siendo casual y relajado puede impartir esta actitud al encuestado, en la cual éste podría dar informaciones honestas. Probablemente lo peor que un entrevistador(a) puede hacer, es ser agresivo. Esta conducta de negociante debe ser desincentivada.

e.- Instrucciones del entrevistador. Un cronograma de entrevistas pobremente diseñado puede bajar la moral, tanto del entrevistador(a) como del entrevistado. Aunque el entrevistador(a) es el punto central en este método de encuestas, él o ella solamente son tan buenos como sus herramientas y familiaridad con ellas.

f.- Familiaridad con el cuestionario. Si el entrevistador(a) no esta familiarizado con el cuestionario, el estudio puede ser afectado e injustamente poner bajo

presión al encuestado. Por ejemplo, el entrevistador(a) puede tomar más tiempo que lo necesario y crear una situación no muy agradable. Familiaridad no puede ser lograda simplemente examinando por encima el cuestionario varias veces. El cuestionario debe ser estudiado con cuidado, pregunta por pregunta, y el encuestador(a) debe practicar leyéndolo en voz alta. El entrevistador(a) debe ser capaz de leer el cuestionario sin error y sin dificultad sobre las palabras y frases. Las oraciones o enunciados deben ser leídas con naturalidad como si constituyera una conversación natural, pero la conversación debe exactamente seguir el lenguaje estipulado en el cuestionario. El entrevistador no debe intentar memorizar el cuestionario.

De la misma forma el entrevistador(a) debe estar familiarizado con las especificaciones preparadas conjuntamente con el cuestionario. Inevitablemente, algunos items no serán compatibles con una situación particular de un encuestado, y preguntas pueden surgir en relación a como tales preguntas deben ser interpretadas en la situación dada. Las especificaciones proveídas al encuestador(a) deben dar suficientes orientaciones en tales casos, pero el entrevistador(a) debe estar suficientemente familiarizado con la organización y el contenido de las especificaciones para permitir una eficiente referencias a ellos. Es mejor para el entrevistador(a) dejar una pregunta sin contestar que pasar 5 minutos buscando a través de las especificaciones para clarificar o tratar de interpretar las instrucciones relevantes.

g.- Siguiendo la redacción exacta de los items. Un pequeño cambio en el fraseo de una pregunta determinada puede guiar a un encuestado a responder "si" en vez de "no".

h.- Reportando exactamente respuestas dadas. Siempre que una pregunta sea abierta, es decir, preguntas solicitando una respuesta propia por parte del encuestado, es muy importante que el entrevistador(a) registre esas respuestas tales como son dadas. Ningun intento debe hacerse para resumir, parafrasear o corregir errores gramaticales. Esto es importante porque el encuestador no sabe como estas respuestas van a ser codificadas antes de su procesamiento.

i.- Probar o chequear respuestas. Encuestados algunas veces pueden responder una pregunta de manera inapropiada. Por ejemplo, la pregunta puede mostrar un enunciado actitudinal y preguntarle al encuestado que responda "Totalmente de acuerdo, de acuerdo, no esta segura(o), en desacuerdo, o Totalmente en desacuerdo". El encuestado podría responder "yo pienso que eso es verdad". En tal situación, el entrevistador(a) debe responder "esta usted totalmente de acuerdo, o simplemente de acuerdo?". Si es necesario, el encuestador(a) puede explicar que tiene instrucciones precisas de chequear una de las categorias u opciones dadas. Si el encuestado firmemente se niega a escoger, el entrevistador(a) debe aceptar tal decisión y escribir la respuesta exacta dada por el encuestado.

APPENDIX C

List of Sectors and Clusters

List of Sectors and Clusters

Tabay Sector 1	Census Block	Cluster	Number of Households	Cumulative Total	Cumulative Range
Selected	1-2-3	1	21	21	1 - 21
Selected	7-8-9-10	4	35	56	22 - 56
Selected	4-5	2	11	67	57 - 67
Selected	6	3	159	226	68 - 226
Subtotal		4	226		

Tabay Sector 2	Census Block	Cluster	Number of Households	Cumulative Total	Cumulative Range
Selected	11	5	56	282	227 - 282
	12-13	6	21	303	283 - 303
	14	7	14	317	303 - 317
Selected	19	11	55	372	318 - 372
Selected	15	8	58	430	373 - 430
	17-18	10	12	442	431 - 442
Selected	16	9	11	453	443 - 453
Subtotal		7	227		

Tabay Sector 3	Census Block	Cluster	Number of Households	Cumulative Total	Cumulative Range
	32-33	19	27	480	454 - 480
Selected	28	15	27	507	481 - 507
	25-26-27	14	17	524	508 - 524
	22-23-24	13	16	540	525 - 540
Selected	34-35-36	20	15	555	541-555
	29	16	15	570	556 - 570
	20-21	12	25	595	571 - 595
Selected	30	17	17	612	596 - 612
Selected	31				
Subtotal		9	221		

Tabay Sector 4	Census Block	Cluster	Number of Households	Cumulative Total	Cumulative Range
Selected	38	22	19	693	675 - 693
	41-42-43-44	25	26	719	694 - 719
Selected	45	26	36	755	720 - 755
	46	27	12	767	756 - 767
Selected	39	23	34	801	768 - 801
Selected	37	21	51	852	802 - 852
	40	24	10	862	853 - 862
Subtotal		7	188		

Mucuruba Sector 5	Census Block	Cluster	Number of Households	Cumulative Total	Cumulative Range
	50-51-52	29	15	877	863 - 877
Selected	62	36	25	902	878 - 902
	59-60-61	35	19	921	903 - 921
Selected	58	34	19	940	922 - 940
	54	31	15	955	941 - 955
	56-57	33	20	975	956 - 975
	47-48	28	13	988	976 - 988
	64	38	10	998	989 - 998
Selected	55	32	26	1024	999 - 1024
	63	37	26	1050	1025 - 1050
Selected	53	30	18	1068	1051 - 1068
Subtotal		11	206		

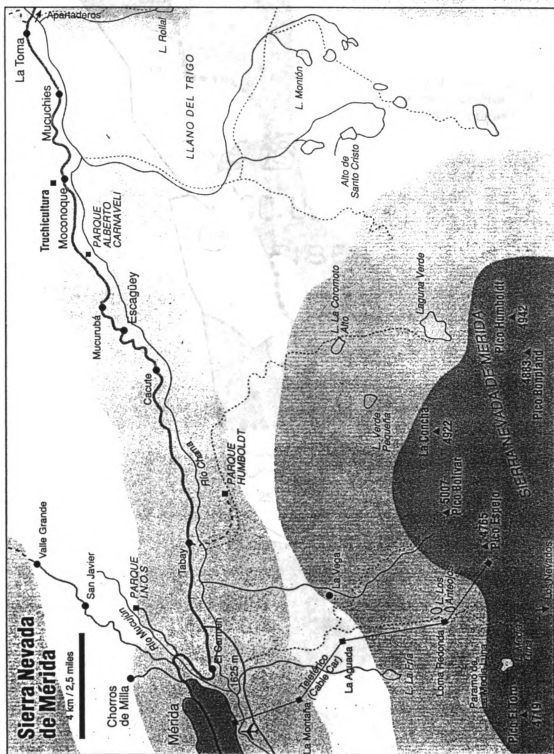
Mucuruba Sector 6	Census Block	Cluster	Number of Households	Cumulative Total	Cumulative Range
Selected	65	39	13	1081	1069 - 1081
	66-67	40	20	1101	1082 - 1101
Selected	70	43	15	1116	1102 - 1116
	73	43	15	1131	1117 - 1131
Selected	68	41	15	1146	1132 - 1146
	71	44	10	1156	1147 - 1156
Selected	72	45	17	1173	1157 - 1173
	69	42	23	1196	1174 - 1196
Subtotal		8	128		

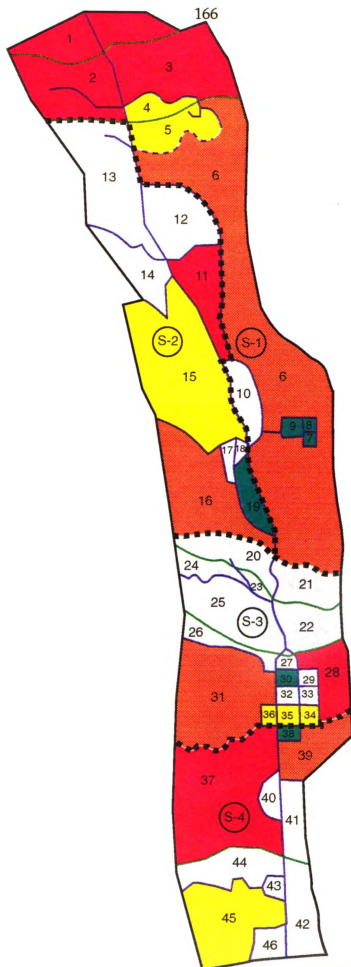
Cacute Sector 7	Census Block	Cluster	Number of Households	Cumulative Total	Cumulative Range
Selected	74-75	47	12	1208	1197 -1208
Selected	78	49	11	1219	1209 - 1219
	80-81	51	10	1229	1220 -1229
Selected	79	50	19	1248	1230 - 1248
Selected	76-77	48	15	1263	1249 - 1263
Subtotal		5	67		
Total		51	1263		

Summary of Sectors and Total of Households.

Tabay	Sector	Total # of Households	% per Sector	Total / Poplulation Center	% per Population Center
	1	226	17.89%	862	68.25%
	2	227	17.97%		
	3	221	17.49%		
	4	188	14.88%		
Mucuruba	Sector	Total # of Households	% per Sector	Total / Poplulation Center	% per Population Center
	5	206	16.31%	334	26.44%
	6	128	10.13%		
Cacute	Sector	Total # of Households	% per Sector	Total / Poplulation Center	% per Population Center
	7	67	5.30%	67	5.30%
TOTAL	7	1263	99.97%		100%

APPENDIX D**Maps of Mérida State and the communities of Tabay, Mucuruba and Cacute**





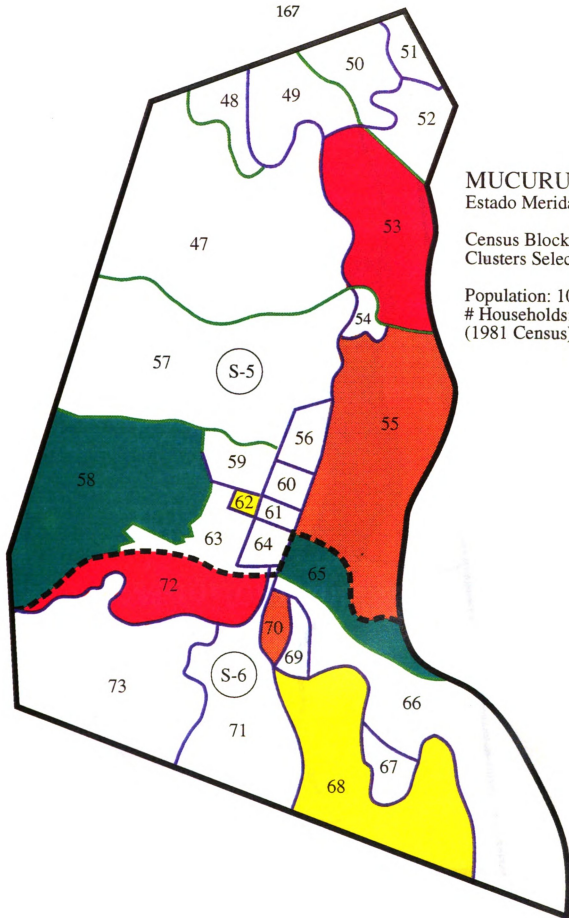
TABAY

Merida, Venezuela

Census Blocks &
Clusters Selected

Population: 2160
Households: 257
(1981 Census)

167

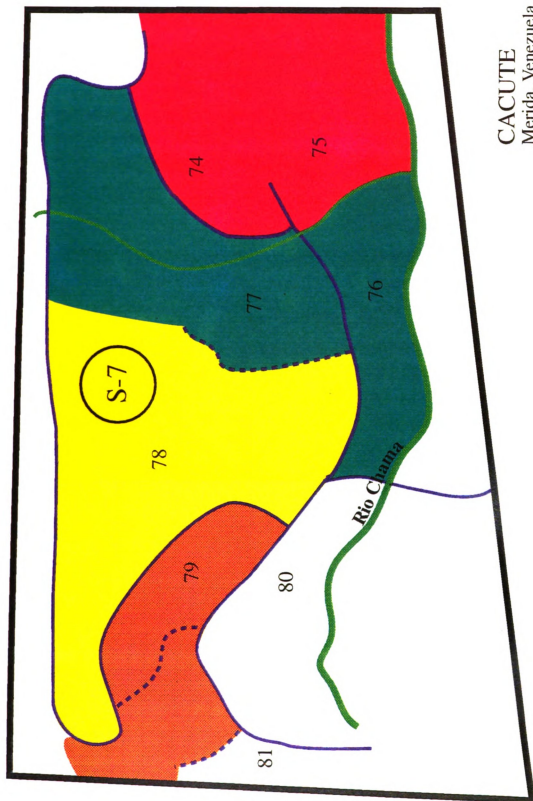


MUCURUBA

Estado Merida, Venezuela

Census Blocks &
Clusters Selected

Population: 1093
Households: 257
(1981 Census)



CACUTE
Merida, Venezuela

**Census Blocks &
Clusters Selected**

Population: 319
Households: 61
(1981 Census)

APPENDIX E
Questionnaire Codebook

"Los Aleros", Tourism and the Community 1992
Codebook On-site interview Survey

FILE 'a:TESIS3.sys'.

The SPSS/PC+ system file contains

177 cases, each consisting of

68 variables (including system variables).

SURVEY VARIABLES

ALL	TO	\$CASENUM	\$DATE	\$WEIGHT	AGE	ADDRESS	QUEST3
QUEST4	QUEST5	QUEST6.1	QUEST6.2	QUEST7	QUEST8	QUEST9	QUEST10
QUEST111	QUEST112	QUEST121	QUEST122	QUEST13	QUEST14	QUEST15	QUEST16
QUEST17	QUEST18	QUEST19	QUEST20	QUEST21	QUEST22	QUEST23	QUEST24
QUEST25	QUEST26	QUEST27	QUEST28	QUEST29	QUEST30	QUEST31	QUEST32
QUEST33	QUEST34	QUEST35	QUEST36	QUEST37	QUEST38	QUEST39	QUEST40
QUEST41	QUEST42	QUEST43	QUEST44	QUEST45	QUEST46	QUEST47	QUEST48
QUEST49	QUEST50	QUEST51	QUEST52	QUEST53	QUEST54	QUEST55	QUEST56
QUEST57	QUEST58	QUEST59	QUEST60	QUEST61	QUEST62	QUEST63	QUEST64
QUEST65	QUEST661	QUEST662	QUEST663	QUEST67	QUEST68		

SPSS Var.Name	Variable Description	Quest. #	Scale	Coding
AGE	Respondent's Age	1	Interval	1= Less than 20 2= Between 20-39 3= Between 40-59 4= 60yrs or more 9= Missing
ADDRESS	Respondent's Address	2	Nominal	1= Mucuruba 2= Cacuta 3= Tabay 4= Other 9= Missing
QUEST3	Living in this address. Residency	3	Interval	1= 1 to 5yrs 2= 6 to 10yrs 3= 11 years or more 4= Lifelong 9= Missing
QUEST4	Gender	4	Nominal	1= Female 2= Male 9= Missing
QUEST5	MARITAL STATUS	5	Nominal	1= Single 2= Married 3= Separated 4= Divorced 5= Widowed 9= Missing
QUEST6.1	# Children living in household	6.1	Interval	1= Between 0-2 children 2= Between 3-5 children 3= Between 6-9 children 9= Missing
QUEST6.2	# Children living in household	6.2	Interval	1= Between 0-2 adults 2= Between 3-5 adults 3= Between 6-8 adults 4= Between 9-11 adults 5= Between 12-14 adults 9= Missing

QUEST7	Children attending school	7	Dichotomous	1= Yes 2= No 9= Missing
QUEST8	Educational level	8	Nominal	1= Primary School 2= Secondary School 3= Technical and College degree 4= None degree 9= Missing
	Housing	9	Nominal	1= Owned house 2= Owned apartment 3= Rented house 4= Rented apartment 5= A room 9= Missing
QUEST10	Primary Occupation	10	Nominal	1= Education/Health/Social work 2= Homemaker/General Labor 3= Housekeeper 4= Managerial Executive/Professional 5= Office worker 6= Farmer 7= Retired 8= Sales representative 9= Skilled Craftsman, Artisan 10= Artist 11= Student 12= Other 99= Missing
QUEST11.1	Occupation related to tourism	11.1	Dichotomous	1= Yes 2= No 9= Missing
QUEST11.2	Time in this occupation	11.2	Interval	1= Less than 3yrs 2= 3 to 5yrs 3= 6 to 10yrs 4= 11yrs or more 5= N/A 9= Missing
QUEST12.1	Family member's occupation related to tourism	12.1	Dichotomous	1= Yes 2= No 9= Missing
QUEST12.2	Time in this occupation	12.2	Interval	1= Less than 3yrs 2= 3 to 5yrs 3= 6 to 10yrs 4= 11yrs or more 5= N/A 9= Missing
QUEST13	Monthly salary	13	Interval	1= Less than Bs. 6.000 2= Between Bs.6.000 and 10.000 3= Between Bs.11.000 and 15.000 4= Between Bs.16.000 and over 5= N/A 9= Missing

QUEST14	*No label*	14	Ordinal	1= Totally disagree 2= Disagree 3= Not sure 4= Agree 5= Totally agree 9= Missing
QUEST15		15		
QUEST16		16		
QUEST17		17		
QUEST18		18		
QUEST19		19		
QUEST20		20		
QUEST21		21		
QUEST22		22		
QUEST23		23		
QUEST24		24		
QUEST25		25		
QUEST26		26		
QUEST27		27		
QUEST28		28		
QUEST29		29		
QUEST30		30		
QUEST31		31		
QUEST32		32		
QUEST33		33		
QUEST34		34		
QUEST35		35		
QUEST36		36		
QUEST37		37		
QUEST38		38		
QUEST39	*No label*	39	Ordinal	1= Totally disagree 2= Disagree 3= Not sure 4= Agree 5= Totally agree 9= Missing
QUEST40		40		
QUEST41		41		
QUEST42		42		
QUEST43		43		
QUEST44		44		
QUEST45		45		
QUEST46		46		
QUEST47		47		
QUEST48		48		
QUEST49		49		
QUEST50		50		
QUEST51		51		
QUEST52		52		
QUEST53		53		
QUEST54		54		
QUEST55		55		
QUEST56		56		
QUEST57		57		
QUEST58		58		
QUEST59		59		
QUEST60		60		
QUEST61		61		
QUEST62		62	Ordinal	1= Totally disagree 2= Disagree 3= Not sure 4= Agree 5= Totally agree 9= Missing
QUEST63		63		
QUEST64		64		
QUEST65		65		

QUEST66.1	Your community is a...	66	Nominal	1= Retirement area
QUEST66.2	You would like your comm. to be...			2= Residential area
QUEST66.3	You think your comm. will be...			3= Touristic area
				4= Industrial area
				5= Agricultural area
				9= Missing
QUEST67	How has your comm. changed	67	Ordinal	1= Has become a worse place to live
QUEST68	How do you feel your comm. will change	68		2= Has stayed the same
				3= Has become a better place to live
				9= Missing

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