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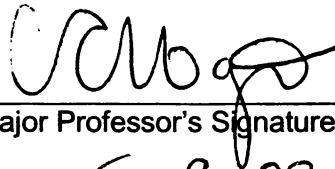
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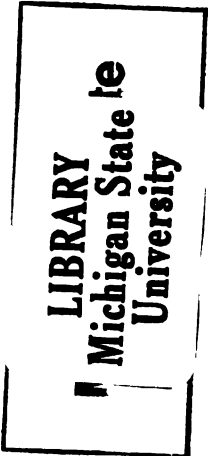
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**FACTORS INFLUENCING RESIDENTS' ATTITUDES TOWARD TOURISM
MARKETING AS A DEVELOPMENT STRATEGY**

By

Jeamok Kwon

A DISSERTATION

**Submitted to
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ABSTRACT

FACTORS INFLUENCING RESIDENTS' ATTITUDES TOWARD TOURISM MARKETING AS A DEVELOPMENT STRATEGY

By

Jeamok Kwon

The marketing and promotion of tourism have been both praised and criticized as a development strategy for their potential advantages (e.g., diversify an economy, create employment) and disadvantages (e.g., erode local natural and cultural amenities, destroy residents' sense of place) for a community (Reeder & Brown, 2005). Disadvantages may affect community residents by fostering negative attitudes toward the further marketing and promotion of tourism in their community. To mitigate negative attitudes associated with these problems (disadvantages), this study examined residents' attitudes toward and support for tourism promotion and marketing campaigns (TPMC) for several destinations. To address the study's objectives, a conceptual research model based on Eagly and Chaiken's attitude model (1993) was developed. The model was extended utilizing a place marketing approach, a social marketing framework, social exchange theory, Eagly and Chaiken's attitude theory, and reasoned action theory. The proposed model was tested with twelve hypotheses. Independent variables included: belief, emotional experience, involvement, tourism knowledge, personal benefit, and community attachment. The main dependent variable was attitudes toward TPMC.

Data were collected using a mail questionnaire across several destination areas (i.e., Emmet, Saginaw and Tuscola counties in Michigan, USA) at different levels of tourism development. The questionnaire was developed from a literature review of

existing studies addressing residents' attitudes toward tourism development and marketing and later modified based on input obtained from university researchers and officials in two of the three counties. A total of 3,008 households constituted the population and twenty-eight percent (28%) of the surveys were returned. A non-response survey was sent out following the main data collection period to assess any biases in the dataset. Eighteen percent (18%) of this sample (n=300) returned the non-response survey, and the results from non-respondents were found to be relatively indistinct from the main study results. The study model was tested utilizing a series of multiple regression analyses, the major analysis of this study.

The results revealed residents, who have a high level of belief, emotional experience, and involvement in decision-making of tourism development and promotion, are more likely to hold positive attitudes toward tourism marketing and promotion than those with lower levels. From the three different geographic areas, this study consistently found homeowners' beliefs in TPMC are stronger or more influential than the emotional experience and involvement in attitudes toward TPMC. Implications for planners and developers include a need for tourism marketing and promotion strategies to meet residents' demands that directly influence a level of "beliefs, emotional experiences, and involvement" opportunities for local residents or homeowners. Further study should expand to the measurement of residents' behavior in TPMC by considering new behavioral facets in the model, with which the study would be able to test and expand the study findings, particularly on understanding how residents' intentions impact behavior at tourism marketing and promotion, and also find empirical and theoretical evidences to support the TRA model (Ajzen & Fishbein, 1980) in a tourism marketing and promotion context.

I dedicate this dissertation to my mother, Chomjun Ahn. Not only did she provide support and encouragement throughout, but she has also supported my endeavors with her love and generosity. Without her ceaseless sacrifice and devotion for me, I would not be able to complete this challenging journey of my life. I love you, Mom!

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CHAPTER 1

INTRODUCTION

Background

Since its advent, the tourism industry has rapidly grown worldwide, resulting in economic and social benefits. This has led to more and more places becoming tourism destinations. Tourism development and growth is often welcome, but unmanaged tourism can cause intense pressures and problems (Dore & Crouch, 2003). Sustainable tourism does not often happen casually. Successful and sustainable tourism development is based on effective marketing and promotion strategies (Pritchard, 1982). Early researchers (Butler, 1980; Doxey, 1975; Murphy, 1985) showed the role that residents played in tourism growth. Current researchers (Andereck & Vogt, 2000; Buhalis, 1999; Jurowski & Gursoy, 2004; Liu & Wall, 2006) confirmed that when planners and developers create marketing strategies, it becomes even more crucial for them to consider the perceptions, attitudes, and opinions of local residents.

The marketing and promotion of tourism have been both praised and criticized as a development strategy for their potential advantages and disadvantages for a community (Reeder & Brown, 2005). The marketing and promotion of tourism are associated with “growth,” which can help diversify an economy and give under-employed manufacturing workers and farmers an opportunity to supplement their incomes and remain in the community. The marketing and promotion of tourism also can help to govern tax revenues and growth-induced economies of scale and gain access for residents to a broader array of private or public sector goods and services (e.g., medical care, shopping,

entertainment) (Reeder & Brown, 2005). In contrast to these advantages, the marketing and promotion of tourism are also associated with “growth” which can erode local natural amenities (e.g., despoiling scenic views) and result in pollution and related health problems, higher housing costs, road congestion and more crowded schools and towns. Cultural amenities (e.g., historic sites) can be threatened and small businesses can also be threatened by growth-induced “big-box” commercial development. Moreover, residents’ sense of place can be destroyed and may reduce support for local institutions, schools, and public services (Reeder & Brown, 2005).

There have been numerous examples of negative impacts of tourism development and marketing activities on indigenous peoples throughout history, and these problems continue to exist. For instance, native Hawaiian culture has serious problems due to tourism development with globalized promotion and marketing activities (GPMA) (Darowski *et al.*, 2006; Martin, 2002). Although the GPMA influenced and benefited local residents and the community in modernizing the islands and building resorts in pursuit of well-being for residents, many natives have found it difficult to maintain the livelihoods of their ancestors which are a significant part of their identities and well-being (Darowski *et al.*, 2006). These negative impacts create conflicts and resentment among local peoples and government (McLaren, 1999). In this context, community residents may hold negative attitudes toward the marketing and promotion of tourism in their community. To mitigate negative attitudes of residents for tourism marketing and promotion, numerous researchers have emphasized residents’ perceptions of and involvement in tourism marketing and promotion processes (Ap, 1992; Bramwell, 1998; King, McVey, & Simmons, 2000). Buhalis (1999) suggested that the marketing and

promotion of destinations should create tourism impact optimization and the maximization of benefits based on a community and residents' wants and wishes. If tourism promotion and marketing campaigns (TPMC) are to be a positive force in the lives of local residents, the TPMC is contingent upon local responses, involvement, and support (Liu & Wall, 2006). There has been little research that directly examines residents' attitudes toward and involvement in tourism promotion and marketing processes. Most available research has focused on residents' attitudes toward tourism development, not toward tourism promotion and marketing campaigns. To address the gap in the literature, this study examined residents' attitudes toward and support for TPMC for several destinations. This study offers a platform for better understanding of residents' perceptions for and attitudes toward place promotion and marketing campaigns and will also provides background knowledge for a future study of community and place marketing.

Statement of Research Problem

The aim of this study was to examine residents' attitudes toward and support for promotion and marketing campaigns of tourism, as well as to explore factors yielding positive or negative effects of residents' attitudes toward tourism promotion and marketing campaigns (TPMC) for several destinations. To achieve the study objectives, this study enhances theory tested in knowledge and understanding of residents' attitudes toward and support for tourism marketing and promotion, as well as provides developers and planners in the tourism industry with a detailed report of residents' values and a preferred direction for future tourism promotion and marketing strategies. This also

contributes to the understanding of alleviating residents' concerns and issues about TPMC and mitigating negative attitudes associated with the problems (e.g., destroying natural and cultural amenities).

Purpose of the Study

The problem addressed in this research is that the perceptions, attitudes, and opinions of local residents, regarding tourism marketing and promotion, are not fully understood. Resident stakeholders are one of the major target users in tourism or destination marketing, in which the needs and demands of identified target users (residents) should be considered to produce an effective advertising campaign, influencing successful marketing of a tourism product. Thus, there is a need of understanding residents' attitudes toward or support for tourism marketing and promotion that is a critical development strategy for a successful future plan.

Justification of the Study

Successful marketing of a tourism product is closely linked to an effective advertising campaign, which needs to consider the characteristics of its target audiences (users) including natural or cultural values (Ashworth & Goodall, 1990; Mohsin, 2005). Who are the major target users in tourism or destination marketing? Bramwell (1998) stated that the users of place products in cities and elsewhere include "residents" and leisure and business tourists who experience varying levels of product satisfaction and dissatisfaction. He also suggested that the development and marketing of place products should focus on meeting the needs and demands of identified target users including

“residents.” Buhalis (1999) and Sautter and Leisen (1999) suggested that marketing strategies and actions should take into account the wishes of all stakeholders or of both professional and personal interests of all the people who live and work in the area. It is wasteful when places invest their limited resources in developing and promoting a place product if the intended users (residents) are not fully satisfied with the resulting products (Philo & Kearns, 1993)

In addition to these researchers and scholars, many studies have suggested that resident stakeholders’ involvement and community-based planning and marketing should be a part of the early stages of tourism development (Andereck & Vogt, 2000; Buhalis, 1999; Butler, 1980; Doxey, 1975; Jamal & Getz, 1995; Jurowski & Gursoy, 2004; Liu & Wall, 2006; Murphy, 1985). However, few studies that directly examined residents’ attitudes toward and involvement in tourism planning and marketing processes have been found. Thus, this study proposed not only to understand the perceptions, attitudes, and opinions of local residents regarding TPMC, but also to identify factors yielding residents’ positive or negative attitudes toward the TPMC for the future plan.

To accomplish these objectives, this study utilized the place marketing approach (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993), social marketing framework (Buhalis, 1999; King, McVey, & Simmons, 2000), and social exchange theory (Ap, 1992; Skidmore, 1975) as theoretical approaches to tourism marketing and promotion processes. To further identify factors yielding residents’ positive or negative attitudes toward tourism marketing and promotion, this study focused primarily on the actors (e.g., residents’ involvement, satisfaction, personal benefit and cost, social science inputs—social or environmental issues) extracted from the three theoretical approaches.

Applying these factors in the conceptual model presented by Eagly and Chaiken (1993), two additional theories were studied to build a comprehensive model for this study. Eagly and Chaiken's attitude theory (1993) and reasoned action theory (Ajzen & Fishbein, 1975; 1980) have shown to be suitable theoretical frameworks for analyzing individuals' attitudes toward or support for an object or entity. Thus, these theoretical frameworks were extended to build a comprehensive research model to guide this study.

This study will provide greater understanding of residents' perception of and attitude toward tourism marketing and promotion. It will also serve to enhance our understanding and ability to predict residents' attitudes toward tourism marketing and promotion. The direct beneficiaries of this study will include both tourism developers and planners who need to understand residents' values and preferred future directions for tourism development and promotion.

Study Hypotheses

To achieve its objectives, this study developed a conceptual research model based on Eagly and Chaiken's attitude model (1993). The model was extended utilizing the place marketing approach, social marketing framework, social exchange theory, reasoned action theory, and additional theories related to, such as personal benefit, community attachment, and cause-related marketing. The proposed model was tested with the following hypotheses.

- H1:** There is a positive relationship between beliefs, emotional experience, and involvement and attitudes toward tourism promotion and marketing campaigns (TPMC).
- H2:** Beliefs in TPMC will be stronger or more influential than emotional experience in TPMC or involvement in decision-making of tourism development and promotion in predicting attitudes toward TPMC.

- H3:** There is a positive relationship between both objective and subjective tourism knowledge and beliefs in TPMC.
- H4:** The higher the level of residents' objective and subjective tourism knowledge, the stronger of a relationship between residents' beliefs in and attitudes toward TPMC.
- H5:** The higher the personal benefit from tourism, the more positive is residents' emotional experience (e.g., interest, satisfaction) in TPMC.
- H6:** The higher the personal benefit from tourism, the stronger the relationship between residents' emotional experience in TPMC and attitudes toward TPMC.
- H7:** A positive relationship exists between community attachment and involvement in decision-making of tourism development and promotion.
- H8:** Level of community attachment moderates the strength of the relationship between involvement in decision-making of tourism development and promotion and attitudes toward TPMC.
- H9:** There will be a significant difference among residents by those with positive, neutral, or negative attitudes toward TPMC, regarding support for types of cause-related marketing activities for future TPMC.
- H10:** The relationship between residents' attitudes toward TPMC and support for types of cause-related marketing activities is significant. The strength of the relationship will vary by county with a high stage tourism destination holding the strongest relationship compared to a middle stage or lower stage tourism destination.
- H11:** There will be a significant difference between residents by those with positive, neutral, or negative attitudes toward TPMC, regarding support for tourism products for the future plan of marketing and promotion.
- H12:** The relationship between residents' attitudes toward TPMC and support for tourism products is significant. The strength of the relationship will vary by county with a high stage tourism destination holding the strongest relationship compared to a middle stage or lower stage tourism destination.

Delimitations

This study was delimited to a random sample of three tourism areas in the state of Michigan (i.e., Emmet, Saginaw, Tuscola) counties' residents who are homeowners, including full-time and seasonal residents, at the household level of these counties, but attempted to exclude businesses, renters, trusts, lawyers, bankers, real estate, owners of property only, and multiple household properties. Only subjects who were listed in the 2006 winter property tax bill for each study area were eligible to be included in the sample.

Limitations

The study was limited by the following factors: (1) a survey instrument that may **have** been too long (8 pages) and complicated. The long survey may have caused **respondents** to not complete and return the original survey resulting in a low survey **response**; (2) the samples in this study were comprised of the general population (not **tourism** business owners or civic leaders), who may know or not know enough about **tourism** development and promotion issues. This may have reflected to adequately **answer** the survey or to not answer some of survey questions. Missing values were **excluded** from the analysis and this makes the total number of cases used for the main **part of** the analysis smaller than the original number of returned surveys; and (3) no **specific** tourism marketing and promotion campaigns were tested (i.e., a paid ad, **billboard**, or slogan).

Definitions

The following terms are defined for the purpose of this study. For many of the terms, a more operational explanation is detailed in Chapter 2.

Attitude: An attitude is “a learned disposition to respond in a consistently favorable or unfavorable manner with respect to a given object” (Fishbein and Ajzen, 1975, p. 6). “Attitudes are intellectual, emotional, and behavioral responses to events, things, and personas which people can learn over time” (Fridgen, 1991, p. 43).

Beliefs: Beliefs underlie a person’s attitude toward the behavior. Attitudes are made up of the beliefs that a person accumulates over his or her lifetime that a person forms from direct experience, outside information, and others which are inferred or self generated. Only a few of these beliefs actually work to influence attitude. These beliefs are said to be the “immediate determinants of a person’s attitude” (Ajzen & Fishbein, 1980, p. 63).

Community Attachment: “The social bond and local sentiment residents express toward their community” (Jurowski, Uysal, & Williams, 1997, p. 3).

Cause-Related Marketing Activity: “The process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to designated cause when customers engage in revenue-providing exchanges that satisfy organization and individual objectives” (Varadarajan & Menon, 1988, p. 60).

Emotional Experience: Emotional experience refers to the affective process to make an attitude toward an object. For example, “people who evaluate an attitude object

favorably are likely to experience positive affective reactions in conjunction with it and are unlikely to experience negative affective reactions” (Eagly & Chaiken, 1993, p. 11).

Involvement in Decision Making: Involvement in decision making can refer to the extent or degree of local participation in tourism development processes (Kasarda & Janowitz, 1974) and is considered as one actor to influence decision outcomes that affect others (Madrigal, 1993). Local residents’ involvement can control the pace of development and produce more individualistic tourism products in a community (Taylor, 1995).

Place Marketing: “Place marketing can be defined as a process whereby local activities are related as closely as possible to the demand of targeted customers. The intention is to maximize the efficient social and economic functioning of the area concerned, in accordance with whatever wider goals have been established” (Ashworth & Voogd, 1994, p. 41).

Organization of Study

The presentation of this research is organized into five chapters. Chapter 1 consists of a general background and introduction to the basic theories, which are underpinnings to develop the conceptual research model of this study. Subsequent to this introductory chapter is a review of the literature germane to the research.

Chapter 2 includes the literature review where the theoretical frameworks and empirical examples (i.e., place marketing approach, social marketing framework, social exchange) are discussed. Those theories confirm and support the importance of residents’ involvement in tourism marketing and promotion processes, as well as provide

several factors which should be considered in a better understanding of residents' attitudes toward tourism marketing and promotion. Attitude theory and the reasoned action theory, which were confirmed as suitable theoretical frameworks for analyzing individuals' attitudes toward or support for an object or entity, were also reviewed. A review of existing literature in these areas was intended to disclose the research gap on the topic of residents' attitudes toward tourism marketing and promotion processes, and also to facilitate a selection of the variables and specification of the relationship among those variables utilized in the proposed model for this research. At the end of the literature review, a synthesis of literature is presented, followed by the proposed hypotheses of the study.

In Chapter 3, the methodological specification of the study is presented. This **chapter** describes characteristics of the study sites, sample, data collection and procedure, **survey** instrument, response rate, non-response study, reliability test, followed by **statistical** procedures of data analysis. The data were analyzed in three steps: 1) the first **step** employed descriptive statistics for profiling the sample and their attitudinal and **behavioral** characteristics in tourism marketing; 2) the second step used Ajzen and **Fishbein's** measurement protocol (1975; 1980) to measure residents' attitudes from **beliefs** in tourism promotion and marketing campaigns (TPMC); and 3) the third step **performed** a series of multiple regression analyses (i.e., multiple linear regression, **multivariate** regression with interaction) to test the relationships among the variables and **test for** moderating influences. Multiple linear regression analysis tested the study **hypotheses** for the causal relationship among the variables used in the study model. **Multiple** regression with interaction terms examined the hypotheses for moderating

influences. Two test statistics were additionally employed as follows: independent sample t-tests to examine differences between a categorical independent variable regarding a continuous dependent variable; and one-way ANOVAs with post hoc bonferroni tests to determine the existence of differences in a continuous dependent variable among categorical independent variables.

Chapter 4 discusses the results of data analysis and testing of hypotheses.

Initially, the socio-demographic profiles of the sample, along with their attitudinal and behavioral characteristics in tourism marketing, are depicted. Then, the results of the hypotheses tests, using a series of multiple regression analyses, independent sample t-tests, and one-way ANOVAs with post hoc bonferroni tests, are presented with summary presentations of the relevant test statistics, coefficients, and test results. Chapter 5 contains conclusions and a discussion of the study, along with a summary of the study, discussion of key findings, implications and limitations of the study findings, as well as future research directions.

CHAPTER 2

LITERATURE REVIEW

In this chapter, the literature is reviewed in terms of theoretical frameworks and empirical examples, which confirm and support the importance of residents' involvement in tourism marketing and promotion processes, as well as provide several factors which should be considered for a better understanding of residents' attitudes toward tourism marketing and promotion. For organizational purposes, the literature is presented under the following topics: 1) marketing and promotion in tourism; 2) the importance of residents in tourism destination marketing; 3) Eagly and Chaiken's attitude theory; 4) the theory of reasoned action; 4) social exchange theory; 5) personal benefit facet; 6) community attachment; and 7) cause-related marketing.

Marketing and Promotion in Tourism

Marketing is defined as a social and managerial process by which customers obtain what they need and want through creating and exchanging products and values with others (Kotler, Bowen, & Makens, 2006). Effective and sustained communications with customers are now seen as critical to successful marketing for any organizations (e.g., global airlines, tourism destinations, museums) (Morgan & Pritchard, 2001). To develop relationships with customers, the mix of communication activities (e.g., advertising, sales promotion, public relations) is considered an important factor (Rossiter & Bellman, 2005). Through communication activities, organizations can address and

interact with a variety of audiences (customers), principally “to *inform* prospective customers about their products; *persuade* them to prefer certain brands, products or venues, or perform a variety of behaviors; and *induce* customer action so buying behavior is directed toward their offering and purchase occurs sooner rather than later” (Morgan & Pritchard, 2001, p.7).

In tourism sectors, communication activities are even more vital than in other industries. According to Morgan and Pritchard (2001), the tourism product is mostly intangible, inseparable, variable and perishable. That is, “there is nothing tangible for the customer to examine beforehand or to take away afterwards; the service is inseparable from its production; the experience is variable and often subject to factors beyond the marketers’ control; and finally, the product is perishable and cannot be stored for future sale” (p. 10). Thus, the mix of communication activities such as promotions becomes critical, having a greater role in establishing the nature of the product than in most other markets (Morgan & Pritchard, 2001). The customer buys a theatre ticket, or visits tourism destinations on the basis of symbolic expectations (i.e., perceptions, image) established promotionally through words, pictures, sounds, and so forth (Rossiter & Bellman, 2005). Tourism experiences are literally constructed in the customer’s imagination thorough advertising and the media (Gammack, 2005).

Accordingly, when planning marketing and promotion campaigns, tourism advertisers and planners should focus on issues such as consumers’ attention factors (e.g., social issues, interests, demands), which modify attitudes, and the purchasing behavior of consumers (Gold & Ward, 1994; Morgan & Pritchard, 2001; Rossiter & Bellman, 2005). Particularly, for a place product, tourism promotion should meet the needs or wants of

identified customers or users, as well as maximize the efficient social and economic functioning of an area concerned in accordance with whatever goals that have been established for the subject (Bramwell & Rawding, 1996). In this context, the main targets (i.e., customers, tourists, residents) must be identified at the beginning of planning and marketing for the place product (Harrill, 2004; Liu & Wall, 2006; Murphy, 1985).

Importance of Residents in Tourism Destination Marketing

For successful tourism marketing, it is imperative that governments pay attention to resident stakeholders, who are identified as an important target market, in particular for a place product (Bramwell, 1998; Buhalis, 1999; Gold & Ward, 1994; Jamal & Getz, 1992; Kotler, Haider, & Rein, 1993; Liu & Wall, 2006; Murphy, 1985). Local residents are frequently represented as the main target (customer) of place marketers (Kotler, Haider, & Rein, 1993; Liu & Wall, 2006). The involvement of local residents is often regarded as the key to sustainable development and marketing since residents are a part of the tourism product and they also share in benefits and costs (Taylor, 1995). Fridgen (1991) suggested that planning and marketing for tourism require the creativity of the entire community, thus, local residents have the right and the obligation to become involved in the processes that will shape their future.

There are many theoretical approaches that suggest the importance of residents' roles in tourism marketing. Place marketing approaches (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993), social marketing frameworks (Buhalis, 1999; King,

McVey, & Simmons, 2000), and social exchange theory (Ap, 1992; Skidmore, 1975) are representative of these social place theories.

Place Marketing Framework

The place marketing framework (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993) is one of the theoretical approaches that has gained attention in tourism and destination development. The framework is identified as a model that involves residents' input in any tourism marketing process. The place marketing framework suggests that the development and marketing of place products should focus on meeting the needs and demands of identified target users including residents and leisure and business tourists (Bramwell, 1998). The key principle of the marketing approach is that products in a place should be connected to the demands of targeted customers, including residents, as closely as possible. The priority goal of this approach was to maximize the efficient social and economic functioning of areas involved (Bramwell, 1998; Gold & Ward, 1994).

Bramwell's interpretation of the place marketing approach is linked with Kotler, Haider, and Rein's framework (1993) of marketing places. Like Bramwell (1998), Kotler, Haider, and Rein (1993) indicated that one of the main targets of marketing places is residents and workers. The authors implied that "place marketing must generate support from its citizens (residents)...for making the place hospitable and enthusiastic about attracting new companies, investments, and visitors to its community" (p. 20). The place marketing approach involves places as a collection of products with planning and

marketing being guided by satisfying the needs and demands of identified target users (Kotler, Haider, & Rein, 1993).

In general, product users evaluate products according to whether the products meet needs, demands, and expectations. There is generally a gap between the users' expectations of the product and their perception of its actual performance, which can lead to user satisfaction or dissatisfaction. In this context, prominence should be given to understanding residents' perceptions of and their involvement in any tourism marketing processes (including tourism promotion and development) to minimize residents' dissatisfaction as well as gaining their positive support for tourism product marketing (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993).

Societal Marketing Approach

Another theoretical approach explaining the importance of residents' reactions to tourism planning and marketing is the societal marketing approach (Buhalis, 1999; King, McVey, & Simmons, 2000; Ryan, 1991b). Generally, the societal marketing concept holds that an organization's task is "to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumers' and the society's well-being" (Kotler, Haider, & Rein, 1993, p. 25).

According to the societal marketing concept, marketing decisions are made by considering the wants and long run requirements of consumers, companies, and society's long run interests (Kotler & Armstrong, 1984). In practice, Buhalis (1999) adopted the societal marketing framework and then proposed that the planning and marketing of

tourism destinations should balance the strategic objectives of all stakeholders, as well as the sustainability of local resources. Traditionally, tourism marketing concentrates on increasing visitation and treats tourism like any other commodity. This approach often fails to recognize residents' needs or wants and the limitations of each destination, as well as its particular geographical, environmental, and socio-cultural characteristics (Buhalis, 1999). By contrast, tourism planning literature focuses more on the impacts of tourism and limitations of tourism development, often ignoring market dynamics and the requirements of entrepreneurs and residents at a destination and the place of origin (Buhalis, 1999; Burns, 1999; Ryan, 1991b).

Societal marketing strategies must be adopted by the tourism marketing and planning processes (Ryan, 1991b) since successful tourism aims to generate satisfaction from all stakeholders (e.g., tourists, hosts, entrepreneurs). Tourism has been viewed as one of the most difficult entities to manage and market due to the complexity in local stakeholders' relationships (Sautter & Leisen, 1999). Managing and marketing tourism is challenging because a variety of stakeholders are involved in the development and production of tourism products (Buhalis, 1999). The demands or wants of local (community) stakeholders about tourism development (marketing) are mostly different and diverse from community attachment (e.g., the length of residency, place of birth) (Kasarda & Janowitz, 1974), which is identified as an important factor in forming residents' involvement in decision making and perceptions of tourism development (Taylor, 1995), social structure, and function of community (McCool & Martin, 1994). Hence, marketing strategies and actions should take into account the wishes of all

stakeholders or professional and personal interests of all the people who live and work in the area (Buhalis, 1999; Sautter & Leisen, 1999).

Moreover, King, McVey, and Simmons (2000) interpreted this societal marketing approach as necessary for a close dialogue between marketing and socio-cultural inputs and commitment to community consultation as a key component of the process of market development. They also acknowledged that the marketing inputs should embrace stakeholders (including residents) as well as consumers (e.g., tourists). Social science inputs (e.g., socio-cultural/economical/environmental assessment, social impact assessment, or gender analysis) have grown rapidly in recent years (Ryan, 1991b). They are now seen as major components to be incorporated into more broadly-based tourism. For this growth, King, McVey, and Simmons (2000) suggested that a key task of a marketing consultant is to develop visions for destinations based on community and ecological values. The authors also introduced safeguards to ensure that tourism planning and marketing reflects domestic, social, cultural concerns, and the aspirations of stakeholders (e.g., local residents). Their study reflects that the entire range of impacts such as social and environmental issues, safety and security of visitors and hosts (residents), and sensitivity to local culture, should be considered for tourism plans (i.e., developing, planning, marketing) (Evans, Fox, & Johnson, 1995).

The concepts of place marketing and social marketing theory are consistent with the idea that resident stakeholders should be involved in tourism development processes (e.g., developing, planning, marketing, service delivery) and their attitudes toward tourism and perceptions of its impact on their community should be assessed (Allen, Long, Perdue, & Kieselbach, 1988). Both frameworks consistently suggested several

factors (e.g., residents' involvement, needs, demands, and interests of target users, residents' satisfaction) which should be considered in tourism marketing processes (see Table 1).

Table 1: Factors Concerned in Tourism Marketing Process

Factors	Place Marketing Framework	Social Marketing Approach	Social Exchange Theory
Residents' involvement	Bramwell (1998) Gold & Ward (1994) Kotler, Haider, & Rein (1993)	Buhalis (1999) Evans, Fox, & Johnson (1995) King, McVey, & Simmons (2000) Ryan (1991b)	Ap (1992) Skidmore (1975)
Needs, demands, and interests of target users	Bramwell (1998)	Sautter & Leisen (1999) Buhalis (1999)	Madrigal (1993) Martin (1996)
Benefits and costs for a community	Bramwell (1998) Gold & Ward (1994) Kotler, Haider, & Rein (1993)	Kotler, Haider, & Rein (1993)	Allen et al. (1988) Jurowski, Uysal, & Williams (1997) McGehee & Andereck (2004) Ritchie (1988) Taylor (1995)
Residents' satisfaction	Bramwell (1998) Gold & Ward (1994) Kotler, Haider, & Rein (1993)	Kotler, Haider, & Rein (1993)	
Residents' or society's long run interests		Kotler & Armstrong (1984)	
Social science inputs (e.g., social, environmental, or culture issues)		Evans, Fox, & Johnson (1995) King, McVey, & Simmons (2000) Ryan (1991b)	Madrigal (1993) Martin (1996)

Social Exchange Theory

Place marketing frameworks (Bramwell, 1998; Kotler, Haider, & Rein, 1993) and social marketing approaches (Kotler, Haider, & Rein, 1993) emphasize the benefits and costs for a community which links to the theory of social exchange (Ap, 1992; Skidmore, 1975). With place and societal marketing approaches, concepts of social exchange theory have gradually been encompassed in the practice of tourism planning and marketing processes. Although social exchange theory has focused on addressing residents' attitudes toward tourism development, the implication of the social exchange theory

could be extended to address residents' attitudes toward tourism marketing and promotion.

Social exchange theory is concerned with “understanding the exchange of resources between individuals and groups in an interaction of situation where actors supply one another with valued resources” (Ap, 1992, p. 668). The concept of social exchange theory supports that people (residents) evaluate an exchange based on “the costs and benefits incurred” as a result of this exchange. For instance, residents who perceived benefits from an exchange were likely to evaluate that exchange to be positive, whereas residents who recognized costs from an exchange were likely to evaluate that exchange to be negative (Jurowski, Uysal, & Williams, 1997; McGehee & Andereck, 2004; Taylor, 1995).

The main elements of the exchange process can be identified as economic, environmental, and socio-cultural. From an economic point of view, social exchange theory can be associated with growth machine theory, which suggests that residents who can profit economically from tourism are more favorable toward tourism and further tourism growth (Madrigal, 1993; Martin, 1996). Several researchers (e.g., Allen, Long, Perdue, & Kieselbach, 1988; Lankford & Howard, 1994; Ritchie, 1988) have suggested the balance between residents' perceptions of the costs and benefits of tourism development is a major factor of visitor satisfaction and thus is vital for the success of tourism. This reflects that awareness of residents' perceptions of tourism development and its impacts can help planners and developers identify real concerns and issues for appropriate plans and policies for successful development, marketing, and operations of existing and future tourism programs (Andereck & Vogt, 2000; Ap, 1992).

Many factors required in tourism promotion and marketing process have been identified by numerous researchers (see Table 1). To further identify factors yielding residents' positive or negative attitudes toward tourism marketing and promotion, this study focused primarily on those factors extracted from the place marketing framework (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993), social marketing approach (Buhalis, 1999; King, McVey, & Simmons, 2000), and social exchange theory (Ap, 1992; Skidmore, 1975) (see Tables 1 & 2). Table 1 summarizes the factors that previous studies have addressed in the tourism marketing process and Table 2 outlines theoretical frameworks used in studies that emphasize the importance of residents' involvement in tourism marketing processes.

Table 2: Theoretical Frameworks Used in Studies Emphasizing the Importance of Residents' Involvement in Tourism Marketing Processes

Study	Theory
Ap (1992)	Social exchange theory
Ashworth & Voogd (1994)	Place marketing framework
Baidal (2004)	The community oriented approach (bottom-top schemes)
Bramwell (1998)	Place marketing framework
Bramwell & Rawding (1996)	Place marketing approach
Buhalis (1999)	Social marketing approach
Burns (1999)	Social marketing approach
Dore & Crouch (2003)	Destination marketing (promotion) approach
Harrill (2004)	A bottom-top planning scheme
Jamal & Getz (1995)	Collaboration theory
Jurowski, Uysal, & Williams (1997)	Social exchange theory
King, McVey, & Simmons (2000)	Social marketing approach
Liu & Wall (2006)	A bottom up approach
Madrigal (1993)	Social exchange theory
McGehee & Andereck (2004)	Social exchange theory
Ryan (1991b)	Social marketing approach
Sautter & Leisen (1999)	Participatory approach
Tosun (2006)	Participatory development approach

For place marketing, social marketing, and social exchange theories, the importance of residents' benefits and costs and involvement in tourism promotion and marketing process has been illustrated by researchers (refer to Table 1). Applying these factors in the conceptual model presented by Eagly and Chaiken (1993), two additional theories (i.e., Eagly and Chaiken's attitude formation theory and the theory of reasoned action) have been studied to build a comprehensive model for this research.

Eagly and Chaiken's Attitude Theory

Research on attitudes has been popular throughout the social sciences. Attitudes are one of the most heavily cited areas of research and often studied in a cross-disciplinary manner (Eagly & Chaiken, 1993). Attitudes are internal biases that are relatively short in terms of time and become a pre-disposition in response (positive or negative) toward an object (Azjen & Fishbein, 1975; Eagly & Chaiken, 1993; Lutz, 1991; MacKenzie & Lutz, 1989). Characteristics of attitudes include the notion that they are not directly observable and can only be inferred (from a research and consumer behavior standpoint) from an overt response or until they are truthfully expressed. Attitudes do not really exist until a person responds as an evaluation of objects or entity; until then, a person does not really have an attitude (Azjen & Fishbein, 1975; Eagly & Chaiken, 1993; Lutz, 1991). The idea that attitudes are formed on the basis of cognitive, affective, and behavioral (conative) components has been proposed in numerous discussions of attitudes, particularly in the area of marketing (Eagly & Chaiken, 1993; Ford & Smith, 1987; Lutz, 1991) (Figure 1).

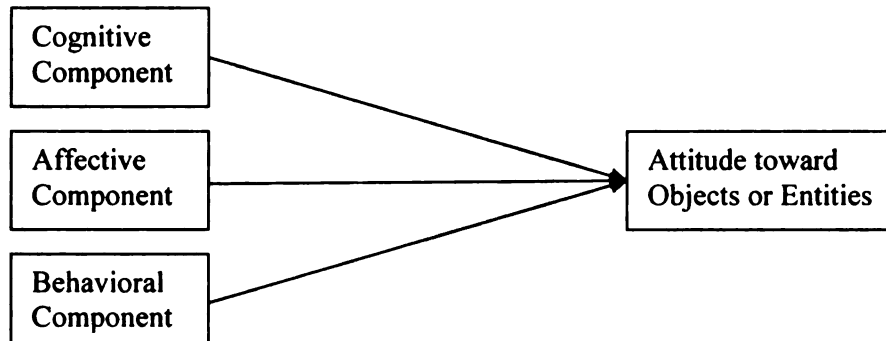


Figure 1: A Model of Attitude Formation (Eagly & Chaiken, 1993)

Figure 1 illustrates that a cognitive learning process is assumed to occur when individuals gain information about the attitude object and thereby form beliefs (Eagly & Chaiken, 1993). Information (knowledge) is gained by direct experience (participation, involvement) and indirect experience with objects (Simmons & Lynch, 1991). The affective process is based on emotional experiences or preferences. In general, “people who evaluate an attitude object favorably are likely to experience positive affective reactions in conjunction with it and are unlikely to experience negative affective reactions” (Eagly & Chaiken, 1993, p. 11).

Also, the behavioral process is based on overt actions that people exhibit in relation to the attitude object. For instance, people who evaluate an attitude object favorably tend to engage in behaviors that foster or support the object, and people who evaluate an attitude object unfavorably tend to engage in behaviors that hinder or oppose the object (Eagly & Chaiken, 1993; MacKenzie & Lutz, 1989). In sum, the cognitive component contains thought, knowledge, or beliefs about the attitude object. The

affective component consists of emotional experience or feeling that individuals have in relation to the attitude object. The behavioral component encompasses individuals' action with respect to the attitude object (Azjen & Fishbein, 1975; Eagly & Chaiken, 1993; 1980; MacKenzie & Lutz, 1989). In this context, Eagly and Chaiken's attitude formation model (1993) has been modified as follows (Figure 2). This model was initially used to develop the conceptual research model of this study.

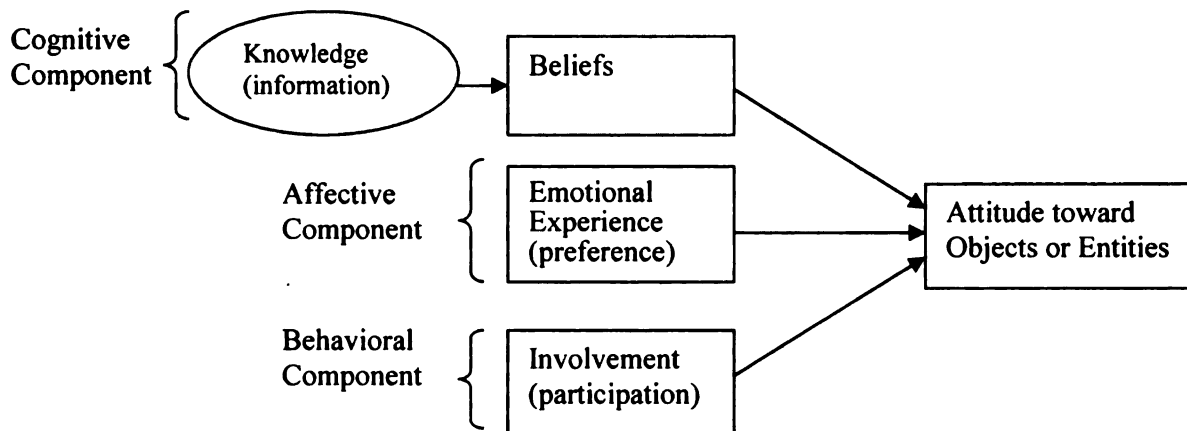


Figure 2: A Modified Model of Attitude Formation (adapted by Eagly & Chaiken, 1993)

Knowledge, Belief, and Attitude Pathway

As mentioned earlier, a cognitive factor (beliefs) occurs when individuals process information about the attitude object which then forms beliefs (Eagly & Chaiken, 1993). The individuals' information (knowledge) is gained by direct and indirect experiences with objects (Eagly & Chaiken, 1993; Ford & Smith, 1987; Huber & McCann, 1982; MacKenzie & Lutz, 1989). This cognitive aspect of attitude is related to "*functional knowledge theory*." The knowledge function of attitude can be seen as a general affective

dimension that, in part, governs selective perception by the individual (Lutz, 1991). If an attitude object is generally positively evaluated, the knowledge function would cause the individual to discount negative information encountered about the object; the opposite would be the case for a generally disliked object, in other words, positive information would be ignored; if objects are poorly understood by individuals, a negative attitude toward the object may develop.

According to Graeff's (1997) study in the area of marketing, consumers evaluate products based on available information or knowledge. Higher-knowledge consumers should be more likely to evaluate (form evaluative thought about) product attributes because they can infer consequences of those attributes (Graeff, 1997; Maheswaran & Sternthal, 1990). Lower-knowledge consumers should be less likely to evaluate product attributes (they cannot infer consequences of the product attributes) because of their limited knowledge (Maheswaran & Sternthal, 1990). These empirical studies imply the existence of a relationship between individuals' knowledge and evaluation (beliefs) about an object or entity.

Furthermore, the level of factual knowledge has been identified as an external variable that links to the evaluation of objects or entities (Tarrant, Bright, & Cordell, 1997). Even if the effect of knowledge on evaluation about entities is not conclusive, there have been numerous studies that suggest a link between the two variables exists. For instance, Bright and Manfreda (1997) suggested that individuals with a high level of knowledge about objects have more positive evaluation of the objects than those with a lower knowledge level. Researchers (Ford & Smith, 1987; Huber & McCann, 1982; MacKenzie & Lutz, 1989; Ross & Creyer, 1992) have also claimed consumers can

change their beliefs or behaviours by making them more knowledgeable about attitudinal objects (products). If an individual has more knowledge about an object, the level of beliefs should be higher, thus, producing a more favourable attitude or behaviour. In this context, as depicted in Figure 2, this study hypothesized there is a relationship between individuals' knowledge and evaluation (beliefs) about an object or entity, as well as a relationship between "beliefs and attitudes." Additional theoretical evidence for this hypothesis is described in the following section titled "theory of reasoned action."

The Prediction of Attitude from Emotional Experience

As Eagly and Chaiken (1993) suggested, an affective factor is based on emotional experiences or preferences. Both positive (e.g., delight) and negative affect (e.g., anger) influence on products can arise from positive and negative experiences with the product or service attributes (Derbaix & Pham, 1991). Positive and negative affects have been found to make independent contributions to satisfaction or dissatisfaction judgment in products or services (Bradburn, 1969; Horley & Little, 1985). For instance, people who have positive affect reactions to experience with a product or service attributes are more likely to evaluate an attitude object favorably (satisfactorily), and people are unlikely to evaluate the attitude object favorably from negative affect reactions (Eagly & Chaiken, 1993; Oliver, 1980; 1993; Westbrook, 1987).

According to Czepiel and Rosenberg (1977, p. 93), "consumer satisfaction is an attitude in the sense that it is an evaluation orientation that can be measured." Czepiel and Rosenberg (1977) argued that the attitude cannot exist prior to actual consumption or experience, that is, attitude is comprised with affective components (e.g., delight, anger,

favor, satisfaction) and is usually reflected in behavior. Another central ingredient of satisfaction is the evaluative process; individuals' satisfaction is the outcome of its speculation between anticipated performance and perceived level of actual performance (Miller, 1977). In other words, satisfaction is a subjective judgment resulting from a perceived discrepancy between expectation and actual performance evaluation (Noe, 1987). In this context, value and preference are a key element that directly influences the formation of satisfaction or dissatisfaction.

In general, marketing researchers agree that consumer satisfaction is created by exceeding expectations, delivering quality, and targeting consumer preferences (Barsky, 1995; Kozak & Rimmington, 2000; Westbrook & Newman, 1978). Satisfaction from a past experience with preferences or perceived values in product or services attributes is positively related to current satisfaction that impacts on attitude connected to the future intention and behavior (Beaman, Kozak, & Huan, 2001). As the literature illustrated above suggests, satisfaction (emotional experience) can be one of the important elements in forming or predicting individuals' attitudes and future behaviors. Based on these concepts above, this study expected that emotional experience operationalized by satisfaction facets will predict attitudes toward tourism marketing and promotion, as depicted in Figure 2.

The Prediction of Attitude from Involvement

The behavioral factor is based on the overt actions that people exhibit in relation to the attitude object (Eagly & Chaiken, 1993; MacKenzie & Lutz, 1989). According to researchers (Dimanche, Havitz, & Howard, 1993; Havitz & Dimanche, 1999; Kim, Scott,

& Crompton, 1997; McIntyre, 1989; 1992; Park, 1996), involvement is viewed as a core concept in explaining individuals' participation in activities and their action with respect to the attitude object. Involvement has been conceptualized both in relevance of products and actions by many researchers. For instance, Driver, Krumpe, and Paradice (1990) conceptualized involvement as behavioral commitment which differentiated individuals in term of their activity. Hupfer and Gartner (1971) depicted that involvement is related to "a general level of interest in or concern about an issue" without reference to a specific position. Similar to this definition, Slama and Tashchian (1985) defined consumer involvement as "a general measure of self-relevance of purchasing activities to the individual." Suggesting a close link between consumer involvement and psychological motivation, involvement is defined as "person's perceived relevance of the object based on inherent needs, values, and interests" (Houston & Rothschild, 1978; Zaichkowsky, 1985). In this context, this study deemed that the variable involvement can be represented as an indicator of a behavior factor.

Moreover, Ajzen and Driver (1992) stated that high involvement in an activity is associated with strong attitudes and behaviors. In other words, involvement plays a significant role in forming psychological variables and behaviors. Personal relevance, as a central aspect of consumer involvement, is conceived as a motivational force that evokes the formation of attitudes toward or behavior in objects (Ajzen, 1996; Park & Mittal, 1985). Applying those concepts, this study proposed that involvement in activities (e.g., decision-making process of tourism development and marketing) will predict attitudes toward tourism marketing (as shown in Figure 2).

Theory of Reasoned Action

Belief, Attitude, and Intention Pathway

From the field of social psychology, the roots of reasoned action theory explain how and why attitudes impact behaviors. That is, how and why individuals' beliefs do change action. Ajzen and Fishbein (1980) theorized that attitudes and behaviors were positively correlated. The theory of reasoned action (TRA) suggested that an individual's behavior is determined by their attitude towards the outcome of that behavior and by the opinions of the individual's social environment. "An individual's behavior is determined by his/her intention to perform the behavior and that this intention is, in turn, a function of his attitude toward the behavior and his/her subjective norm" (Ajzen & Fishbein, 1980, p. 62). In sum, the TRA model depicts the beliefs → attitudes → intentions pathway and demonstrates that an individuals' intention (support) is linked to attitudes. Intentions are also assumed to accurately capture the motives that predict actual behavior (Vogt, Winter, & Fried, 2005).

Ajzen and Fishbein (1980) showed that attitudes are comprised of the beliefs that an individual accumulates over his/her lifetime. Some beliefs are formed from direct experience or outside information and others are inferred or self generated. However, only a few of these beliefs actually work to influence attitude. These beliefs are called salient beliefs and they are said to be the "immediate determinants of a person's attitude" (Ajzen & Fishbein, 1980, p. 63). An attitude, then, is an individual's salient belief about whether the outcome of his or her action will be positive or negative. If individuals have positive salient beliefs about the outcome of their behavior then they are said to have a

positive attitude about the behavior and vice-versa. Also, an individual's positive or negative feeling is associated with performing a specific behavior. In general, an individual will hold a favorable attitude toward a given behavior if he/she believes that the performance of the behavior will lead to mostly positive outcomes (Ajzen & Fishbein, 1975). On the other hand, if an individual believes that mostly negative outcomes will result from the behavior, he/she will hold a negative attitude toward the behavior. To predict attitudes from beliefs, Ajzen and Fishbein (1975; 1980) suggested four steps. The first step is the elicitation of a subject's salient belief. The second step is to measure how a subject evaluates the outcome of each salient belief by using a seven-point good-bad scale. The next step is to measure belief strength by asking a subject to indicate the likelihood that performing a behavior will result in a given outcome. Lastly, the product of each outcome evaluation multiplied by the corresponding belief strength will be summed. The outcome will be used to predict an individual's attitude, and the attitude can then generate an individual's intention to act.

Using the TRA model, many researchers in the area of buying behavior (e.g., Armitage & Conner, 2000; Fazio & Williams, 1986; Fazio & Zanna, 1982; Petty, Cacioppo, & Schumann, 1983; Petty & Krosnick, 1995) have presented correlation values between attitude and intention (support) and between attitude and behavior. Researchers found that behavior is well predicted by intention, attitudes and normative beliefs. Researchers have also shown reasonable support for the TRA framework within the context of buying behavior in predicting and explaining the attitude-intention-behavior relationship. Researchers also found a significant affect of individuals' attitudinal ambivalence in the attitude-intention-behavior relationship, demonstrating

that less ambivalent attitudes toward objects (products) are more predictive of behavioral intentions and behavior itself than more ambivalent attitudes.

As discussed above, reasoned action theory (Ajzen & Fishbein, 1975; 1980) with empirical examples has shown to be a suitable theoretical framework for analyzing individuals' attitudes toward and support for an object or entity. Numerous studies have used these theories to predict individuals' attitudes toward or perception of an object or entity related to marketing and promotion (advertising) (see Table 3). Therefore, this study applied these concepts to examine how residents' attitudes toward tourism marketing and promotion are related to intentions to support cause-related marketing activities and tourism products in a future plan.

To extend Eagly and Chaiken's attitude formation model (1993) (refer to Figure 2), this study added three characteristic variables including the personal benefit, community attachment, and cause-related marketing. The selection of these variables was based on suggestions by a number of researchers (e.g., Ap, 1992; Lankford & Howard, 1994; Lawrence, 1993; Long, 1991; Madrigal, 1993; McCool & Martin, 1994; Mohr, Webb, & Harris, 2001; Perdue, Long, & Allen, 1990; Shell, 1989; Siehl, 1990; Skidmore, 1975; Toennies, 1887; Varadarajan & Menon, 1988) as described in the following sections.

Table 3: Studies Applying Attitude Theory ^a and Reasoned Action Theory ^b to Predicting Individuals' Attitudes toward Marketing and Promotion (Advertising)

Study	Theory	Main focus
Gupta & Pirsch (2006)	Reasoned action theory (used three components) ^c	Studied the affect of attitudes toward cause-related marketing on purchase intent.
Lwin, Williams, & Lan (2002)	Reasoned action theory (used cognitive component)	Predicted attitudes toward social marketing in organ donation.
Mackenzie (1986)	Attitude theory (used cognitive components)	Investigated the impact of advertisement on individuals' perception of and attitudes toward advertisements.
Pike & Ryan (2004)	Reasoned action theory (used three components)	Identified factors in effective destination positioning.
Smith (1993)	Reasoned action theory (used cognitive component)	Explored the ability of attitudes toward advertisements to integrate brand information.
Smith & Swinyard (1983)	Attitude theory (used three components)	Identified attitude-behavior consistency in advertising.

a: Attitude theory indicated the concept presented by Eagly and Chaiken (1993) (p. 23)

b: Reasoned action theory developed by Ajzen and Fishbein (1975; 1980) (p. 30).

c: The three components include: cognitive, affective, and behavioral (conative) components (p. 24).

Personal Benefit Facet

Many studies (e.g., Ap, 1992; Lankford & Howard, 1994; Perdue, Long, & Allen, 1990; Skidmore, 1975) provided theoretical evidence to consider “personal benefit” in predicting and explaining the formation of a level of emotional experiences (e.g., satisfaction, favor, interest) and attitudes toward tourism promotion and marketing (as depicted in Figure 3). As mentioned in an earlier section, social exchange theory can evaluate the exchange process which is complex and dynamic. It can also be utilized to explain both positive and negative attitudes. The main premise of social exchange theory is that individuals evaluate an exchange based on the costs and benefits associated with

that exchange. That is, people who perceive benefits from an exchange are likely to evaluate that exchange to be positive, conversely, people who recognize costs from an exchange are likely to evaluate that exchange to be negative (Jurowski, Uysal, & Williams, 1997; McGehee & Andereck, 2004; Taylor, 1995).

In terms of tourism, residents who can profit economically from tourism are more favorable (e.g., interested, satisfied) toward tourism and further tourism growth (Madrigal, 1993; Martin, 1996). The way that residents perceive the economic factor (or environmental and socio-cultural factors) of the exchange process determines how they respond to tourism development or planning and marketing (Andriotis & Vaughan, 2003; Madrigal, 1993; Martin, 1996). In the past decade, many researchers (e.g., Ap, 1992; Getz, 1994; Gursoy, Jurowski & Uysal, 2002; Jurowski, Uysal, & Williams, 1997; Gursoy & Rutherford, 2004; Perdue, Long, & Allen, 1990) developed models analyzing residents' perceptions and attitudes toward tourism by using social exchange theory as a theoretical base.

Based on the concepts of social exchange theory and empirical studies, this study added the personal benefit → emotional experience (e.g., interest, satisfaction, favor) → attitudes pathway into the conceptual study model (refer to Figure 3) to test residents' attitudes toward tourism promotion and marketing in a future destination plan. This study hypothesized that if residents perceive benefits from tourism, they will more likely be satisfied with tourism (development or promotion), as well as they will hold more positive attitudes toward further tourism development and marketing.

Community Attachment

Research (e.g., Long, 1991; Siehl, 1990; Toennies, 1887) on communities addressing urbanization and community attachment has provided theoretical evidence that the sense of belonging felt by the residents of a community is an important component of residents' quality of life. These researchers suggested that understanding this sense of attachment to community must be an important consideration in planning and developing community-based tourism. However, the concept of community attachment has not received much attention in the tourism research literature even though it is seemingly an important issue in the assessment of the social impacts of tourism (McCool & Martin, 1994).

In the area of sociology, community attachment has been defined as the extent and pattern of social participation and integration into the community and sentiment or affect toward the community (McCool & Martin, 1994). Community attachment is viewed as a social construction with its own life cycle, possessing ecological, institutional, and normative dimensions (Goudy, 1982; Kasarda & Janowitz, 1974). Past researchers (e.g., Goudy, 1982; Kasarda & Janowitz, 1974; Sampson, 1988) used several items such as length of residency, place of birth, level of social aspects (e.g., family ties, friends close by, local culture and traditions) as measures of community attachment, and they found that these items are highly correlated. Also, several studies attempted to develop an association between attitudes toward tourism, and community attachment, and found a positive association between the two variables (Davis, Allen, & Cosenza, 1988; Liu & Var, 1986; Sheldon & Var, 1984; Um & Crompton, 1987).

Unlike sociology studies, few tourism studies have examined the associations between community attachment found in the sociology literature and attitudes (McCool & Martin, 1994). Thus, this study attempted to explore an association between community attachment and attitudes toward an attitudinal object. Based on suggestions from the cited empirical examples, this study added a community attachment → involvement (participation) → attitudes pathway into the study model (refer to Figure 3) to test residents' attitudes toward tourism promotion and marketing. This study hypothesized that if residents have a high level of community attachment, they will be more likely to be involved (participate) or integrated into community-based tourism planning and marketing, thus resulting in more positive attitudes toward tourism activities (e.g., development, marketing and promotion).

Cause-Related Marketing

With respect to individuals' intentions (support), "the cause-related marketing approach" has been introduced by numerous researchers in the area of marketing (Lawrence, 1993; Mohr, Webb, & Harris, 2001; Shell, 1989; Varadarajan & Menon, 1988). Varadarajan and Menon (1988) offered the most comprehensive cause-related marketing conceptualization and defined it as "...the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organization and individual objectives" (p.60). Cause-related marketing programs can generate favorable intent, behavior, or product choice

among the sponsoring firm's customers and favorable customer attitudes toward the sponsoring firm (Lawrence, 1993; Mohr, Webb, & Harris, 2000; Shell, 1989).

In addition to place marketing approaches (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993), mentioned in an earlier section, cause-related marketing activities are increasingly becoming a meaningful part of corporate marketing plans (Gupta & Pirsch, 2006). Cause-related marketing initiatives aim to influence individuals' attitudes toward a company or organization and the causes they support. This should correspond to a positive evaluation of the sponsored product, leading eventually to an individual's increased intent to support or positive behavior toward an object or entity (Lawrence, 1993). Researchers in the area of marketing (Lawrence, 1993; Mohr, Webb, & Harris, 2001; Shell, 1989; Varadarajan & Menon, 1988) suggested a cause-related marketing approach as a (product) development strategy. Support by local stakeholders in marketing activities (e.g., positioning, image, promotion, choices) or tourism products (e.g., hotels, restaurants, parks) can differ within a community or across communities (Andereck & Vogt, 2000; McCool & Martin, 1994).

Additionally, Butler (1980) and Doxey (1975) suggested residents' attitudes toward tourism (development or marketing) may be directly related to the stage of tourism development of a host community. These stages differ in terms of destinations' attributes, residents' attributes or their capacity to absorb tourists, and the level of economic lifecycle. Hence, understanding residents' perceptions of or support for tourism marketing activities or tourism products within a community or across communities is necessary for future planning or implementation of marketing activities and tourism product development. Based on the theoretical evidence, this study

attempted to examine a relationship between attitudes toward tourism promotion and marketing and support for cause-related marketing activities and tourism products for a future development plan. Residents' perceptions of and support for the marketing activities and tourism products were then examined across several destinations to test for destination lifecycle stage effects.

In sum, these theoretical frameworks, mentioned in all sections above, were used to build a comprehensive research model to guide this study (Figure 3). To accomplish the study objectives, the dependent variables are residents' attitudes toward tourism promotion and marketing campaigns (TPMC), support for cause-related marketing activities, and support for products in future TPMC. The independent variables are: beliefs in TPMC, emotional experience in TPMC, and involvement in decision making. Additional variables such as level of knowledge about tourism, personal benefits from tourism, and community attachment—which are expected to moderate the independent variables—were considered in the study model. The selection of these independent variables was based on suggestions and empirical testing by a number of researchers (Ajzen & Fishbein, 1975; 1980; Ap, 1992; Bramwell, 1998; Buhalis, 1999; Dore & Crouch, 2003; Eagly & Chaiken, 1993; King, McVey, & Simmons, 2000; Lankford & Howard, 1994; Madrigal, 1993; Lwin, Williams, & Lan, 2002; McCool & Martin (1994); Perdue, Long, & Allen, 1990; Pritchard, 1982; Ryan, 1991b; Varadarajan & Menon, 1988).

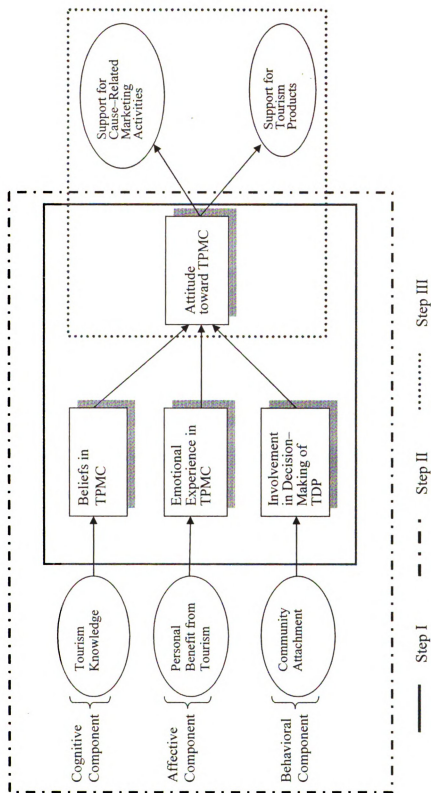


Figure 3: Proposed Model of Residents' Attitudes toward Tourism Promotion and Marketing Campaigns (TPMC)

Synthesis of the Literature and Hypotheses

Building on the conceptual research model based on Eagly and Chaiken's attitude model (1993), and utilizing the place marketing approach (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993), social marketing framework (Buhalis, 1999; King, McVey, & Simmons, 2000), social exchange theory (Ap, 1992; Skidmore, 1975), and reasoned action theory (Ajzen & Fishbein, 1975; 1980), this study proposed twelve hypotheses.

Eagly and Chaiken (1993) asserted attitudes can be formed primarily or exclusively on the basis of any one of the three types of components (cognitive, affective, and behavioral components) (see figure 1 and 2), whereas the older three-component definitions of attitude have implied that these aspects must be consistently in place for a true evaluative tendency to emerge. Smith and Swinyard (1983) studied attitude-behavior (conative component) consistency in advertising and showed that the attitude and behavior consistency effects are formed on the basis of consistency of the cognitive and affective components contributed. Mackenzie (1986) proposed that cognitive responses—such as individuals' cognition and knowledge about objects—have primarily influenced (mediated) their perception of and attitudes toward advertisements compared to affective and conative responses. Most studies of destination marketing reported that cognitive dimensions, such as maximizing an offer of information about the destination's strengths and services, are evaluated as a major component to foster visitation to a destination (Pike & Ryan, 2004). Thus, this study hypothesizes:

- H1:** There is a positive relationship between beliefs, emotional experience, and involvement and attitudes toward tourism promotion and marketing campaigns (TPMC).
- H2:** Beliefs in TPMC will be stronger or more influential than emotional experience in TPMC or involvement in decision-making of tourism development and promotion in predicting attitudes toward TPMC.

In Eagly and Chaiken's attitude theory (1993), a cognitive learning process is assumed to occur when people gain information about the attitude object and thereby form beliefs (Eagly & Chaiken, 1993). Ajzen and Fishbein (1980) stated attitudes are comprised of the beliefs that a person accumulates over their lifetime. Some beliefs are formed from direct experience or outside information and others are inferred or self generated. Thus, this study hypothesizes:

- H3:** There is a positive relationship between both objective and subjective tourism knowledge and beliefs in tourism promotion and marketing campaigns (TPMC).
- H4:** The higher the level of residents' objective and subjective tourism knowledge, the stronger of a relationship between residents' beliefs in and attitudes toward TPMC.

According to social exchange theory (Ap, 1992; Skidmore, 1975), people who perceived benefits from an exchange are likely to evaluate that exchange positively, whereas people who recognized costs from an exchange are likely to evaluate that exchange negatively (Jurowski, Uysal, & Williams, 1997; McGehee & Andereck, 2004; Taylor, 1995). Social exchange theory can be associated with growth machine theory, which suggests that residents who profit economically from tourism are more favorable (interest and satisfaction) toward tourism and further tourism growth (Madrigal, 1993; Martin, 1996). Based on the theories, this study hypothesizes:

H5: The higher the personal benefit from tourism, the more positive is residents' emotional experience (e.g., interest, satisfaction) in tourism promotion and marketing campaigns (TPMC).

H6: The higher the personal benefit from tourism, the stronger the relationship between residents' emotional experience in TPMC and attitudes toward TPMC.

Buhalis (1999) stated that managing and marketing tourism is challenging because a variety of stakeholders are involved in the development and production of tourism products. The demands or wants of local (community) stakeholders about tourism development (marketing) are different and diverse from community attachment (e.g., the length of residency, place of birth) (Kasarda & Janowitz, 1974; McCool & Martin, 1994), which is identified as an important factor in forming residents' involvement in decision making and perception of tourism development (Taylor, 1995), social structure, and function of community (McCool & Martin, 1994). Hence, marketing strategies and actions should take into account the wishes of all stakeholders or of both professional and personal interests of all residents who live in or own a house (Buhalis, 1999; Sautter & Leisen, 1999). In this respect, this study hypothesizes:

H7: A positive relationship exists between community attachment and involvement in decision-making of tourism development and promotion.

H8: Level of community attachment moderates the strength of the relationship between involvement in decision-making of tourism development and promotion and attitudes toward tourism promotion and marketing campaigns.

According to reasoned action theory (Ajzen & Fishbein, 1980), "an individual's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of his attitude toward the behavior and any subjective norms" (p.

62) (e.g., attitude → intention → behavior). In this context, without an individual's attitude an individuals' intention to act may not be generated. Based on these relationships, this study explores residents' intent to support types of marketing activities–based on cause–related marketing and tourism products for the future TPMC.

The hypotheses are:

- H9:** There will be a significant difference among residents by those with positive, neutral, or negative attitudes toward tourism promotion and marketing campaigns (TPMC), regarding support for types of cause–related marketing activities for future TPMC.
- H11:** There will be a significant difference between residents by those with positive, neutral, or negative attitudes toward TPMC, regarding support for tourism products for the future plan of marketing and promotion.

The demands or wants of local stakeholders about tourism products (e.g., hotels, restaurants, parks) and marketing activities (e.g., cause–related marketing activities) can be different within a community or across communities (McCool & Martin, 1994). The social and economic function of tourism may also be different depending on the community. Butler (1980) and Doxey (1975) suggested that residents' attitudes toward tourism may be related directly to the stage of tourism development within the host community. These stages vary in terms of the destinations' attributes, residents' attributes or their capacity to absorb tourists, and the level of economic lifecycle. For instance, as the tourism industry increases, residents' attitudes change and become more negative, moving from euphoria to apathy, annoyance, and then a final stage of antagonism where residents openly express their irritation toward tourists (Doxey, 1975). Hence, an understanding of residents' perception of or support for tourism products and

the types of marketing and promotion within a community or across communities is necessary for the future planning of TPMC. Thus, this study hypothesizes:

- H10:** The relationship between residents' attitudes toward tourism promotion and marketing campaigns (TPMC) and support for types of cause-related marketing activities is significant. The strength of the relationship will vary by county with a high stage tourism destination holding the strongest relationship compared to a middle stage or lower stage tourism destination.
- H12:** The relationship between residents' attitudes toward TPMC and support for tourism products is significant. The strength of the relationship will vary by county with a high stage tourism destination holding the strongest relationship compared to a middle stage or lower stage tourism destination.

CHAPTER 3

METHOD

This study investigated perceptions, attitudes, and opinions of local residents regarding tourism promotion and marketing campaigns (TPMC) and explored factors yielding positive or negative effects of residents' attitudes toward marketing a community. This chapter discusses the methodological specification of the study, including characteristics of the study sites, sample, data collection and procedure, survey instrument, response rate, non-response study, and reliability test, followed by statistical procedures of data analysis.

Methodological Specification of the Study

Study Sites

Residents' perceptions and attitudes toward the existing tourism promotion and marketing campaigns (TPMC) and future TPMC were evaluated across three destination areas at different levels of tourism development. Specifically, the geographical regions under study included three counties (i.e., Emmet, Saginaw, Tuscola in Michigan, USA). Among these counties, Saginaw County represents a high level of economic diversification, tourism development, and tourist visitation. The county has urban and rural areas. Emmet County represents a middle level of economic diversification, tourism development, and tourist visitation. The county has urban and rural areas. Tuscola County is the least developed area among the three counties. The county is rural

and the tourism industry in the county is almost non-existent. Table 4 describes the characteristics of the geographical regions in detail. Figure 4 shows a specific location of the three study counties in Michigan State.

Table 4: Characteristics of Geographic Areas Under Study ^a

Emmet County	Saginaw County	Tuscola County
Mix of urban & rural	Mix of urban & rural	Primarily rural
Population: 31,437	Population: 210,039	Population: 58,266
Total area: 486 mil ²	Total area: 816 mil ²	Total area: 914 mil ²
Water area: 414 mil ²	Water area: 7 mil ²	Water area: 101 mil ²
Housing units: 18,554	Housing units: 85,505	Housing units: 23,378
Renter-occupied housing units: 3,075	Renter-occupied housing units: 21,040	Renter-occupied housing units: 3,417
Owner-occupied housing units: 9,502	Owner-occupied housing units: 59,390	Owner-occupied housing units: 18,037
Seasonal use housing unit : 5,039	Seasonal use housing unit: 301	Seasonal use housing unit: 724
Median household income: \$ 40,222	Median household income: \$ 38,637	Median household income: \$ 40,174
Median house value: \$ 131,500	Median house value: \$ 85,200	Median house value: \$ 87,100
A middle level of economic & tourism development	A high level of economic & tourism development	A lower level of economic & tourism development
Tourism spending (TP) in 2000: 121.9 millions	Tourism spending (TP) in 2000: 191.2 millions	Tourism spending (TP) in 2000: 23.0 millions
TP by segment: motel (59.7); day trips (25.2); SEAS home ^b (25.4); visit F&R ^c (8.0) millions	TP by segment: motel (100.2); day trips (34.1); SEAS home (1.3); visit F&R (53.34) millions	TP by segment: motel (1.7); day trips (2.7); SEAS home (3.1); visit F&R (14.8) millions
Retail sale receipts in 2002: \$ 1,529,549,000	Retail sale receipts in 2002: \$ 11,140, 523,000	Retail sale receipts in 2002: \$ 984,159,000
Total economic activity per capita in 2002: \$ 47,057	Total economic activity per capita in 2002: \$ 53,088	Total economic activity per capita in 2002: \$ 16,889

a: Source of this data from U.S Census Bureau, 2000 and a study of Michigan tourism spending by county in 2000 from tourism research center in MSU.

b: "SEAS home" indicates parties staying overnight in seasonal homes.

c: "Visit F&R" indicates parties staying overnight with friends and relatives.

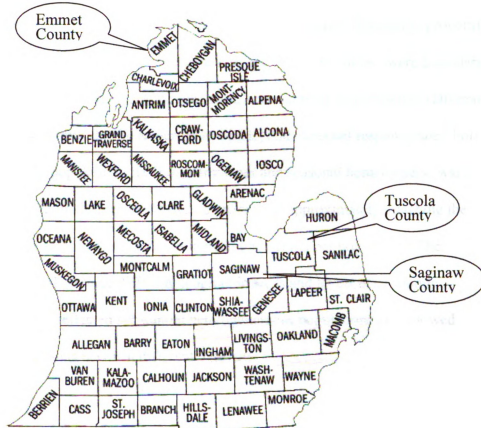


Figure 4: Map of the Three Study Sites (i.e., Emmet, Saginaw, Tuscola Counties) in Michigan State

Population and Sample

The population for this study was homeowners, including full-time and seasonal residents at the household level. The study subjects were a random sample of households drawn from the 2006 winter property tax bill. A total of 3,008 households from the three counties; Emmet ($N = 1,008$); Saginaw ($N = 1,000$); and Tuscola ($N = 1,000$) were randomly selected. The samples included year-round homeowners, seasonal homes, condos, farms with a homestead, rental properties, and properties with an SEV of

\$25,000 and more; however, they excluded properties held by businesses, renters, trusts, lawyers, bankers, real estate, owners of property only, and multiple household properties.

In addition, when determining sample size, the following factors were considered: sampling error, population size, desired precision, heterogeneity of population (Dillman, 2000; Singleton & Straits, 2005), resources available, and expected response rate. For instance, the size of population mix (e.g., permanent and seasonal homeowners) was consistently selected in all three study sites, a proportion approximately matching the 2000 Census. The sample was filtered to include one person per household. The population was based on three different geographic areas and levels of economic diversification. This reflected substantial heterogeneity of populations and allowed meaningful comparisons between different data sets.

Data Collection and Procedures

To collect data, a self-administered questionnaire was developed based on previous studies and theories and then reviewed by officials of tourism planning in two of the three counties. A Dillman mail survey procedure (2000) was used with three mailings. The questionnaire was mailed out with a cover letter and a pre-stamped reply envelope on May 4, 2007. The cover letter included a statement guaranteeing respondents' data confidentiality and protection of their privacy. A postcard reminder was sent on May 12, 2007. A second letter and a replacement questionnaire were sent on May 28, 2007, to reduce the non-response rate. To increase response rates, incentives to respond were provided by the counties and varied from county to county (e.g., restaurant or outlet mall gift certificates, passes for county fair). Once the data collection

period ended, a non-response study was conducted to assess any biases in the dataset, as well as a comparison of the respondent sample to Census data.

This study employed a quantitative approach using survey research methods, specifically a self-administered questionnaire. The majority of previous studies of residents' perceptions and attitudes toward tourism marketing and planning used survey-based methods for collecting data. Surveys can be designed to ask a large number of people diverse questions about their behaviors, attitudes, image, decisions, needs, lifestyle, affiliations, and demographics (Alreck & Settle, 2004; Ferber, 1995).

Survey research is also a popular social research method used for descriptive, exploratory and explanatory purposes. The use of probability sampling allows the researcher to collect data from a group of respondents whose characteristics reflect those of a population which may be too large to observe directly. The main strengths of surveys are economic feasibility, amount of data collected, chance to sample a large population, collection of standardized and reliable data, and the provision of anonymity and privacy to encourage responses to sensitive issues (Alreck & Settle, 2004; Babbie, 2001). In addition, the advantages of a self-administered questionnaire (in comparison to an interview survey) are lower cost, speed, lack of interviewer bias, and less intense contact with a respondent (Alreck & Settle, 2004).

To develop the survey instrument, a multi-step approach was used as follows:
First, a review of existing literature addressing residents' attitudes toward tourism development and marketing was conducted to develop a questionnaire. Second, the questionnaire was modified based on input obtained from MSU researchers and officials in Saginaw's tourism department and the Emmet County planning department. This

collaboration was to ensure content validity of the questionnaire, determine whether residents had difficulty understanding the questions and instructions, and anticipate expected response rate. Third, the questionnaire was modified as a result of feedback from the collaborative work. Lastly, the finalized version of the questionnaire was administered using strategies adopted from Dillman's (2000) total design method for mail surveys. The survey instrument for this study and letters (i.e., letters for the three mailing) are provided in Appendix A and B.

Survey Instrument

The survey instrument was comprised of attitude items based on previous work conducted by Ajzen and Fishbein (1975; 1980), Ap (1992), Bramwell (1998), Eagly and Chaiken (1993), King, McVey, and Simmons (2000), Madrigal (1993), McCool and Martin (1994), and Skidmore (1975). The research questions, variables and sources for scale items used for measurement are summarized in Table 5.

The dependent variables were drawn from the following literature and resources: "an attitude toward tourism promotion and marketing campaigns (TPMC)" from Dore and Crouch (2003) and Pritchard (1982), "support for tourism products for future TPMC" determined by researchers at MSU with officials in Saginaw tourism development and Emmet County planning, and "support for cause-related marketing activities for future TPMC" modified from Buhalis (1999), King, McVey, and Simmons (2000), Lwin, Williams, and Lan (2002), Ryan (1991b), and Varadarajan and Menon (1988).

The independent variables were drawn from the following literature and resources: "Beliefs in TPMC" modified from Bramwell (1998), "emotional experience in

TPMC” determined by researchers at MSU in collaboration with officials in Saginaw County’s tourism department and Emmet County planning, and “involvement in decision-making of tourism development and promotion (TDP)” adopted from Madrigal (1993). Then, additional controlling variables were included as follows: “level of subjective and objective knowledge about tourism” developed by researchers at MSU with officials from Saginaw County’s tourism department and Emmet County planning, “personal benefit from tourism” derived from Lankford and Howard (1994) and Perdue, Long, and Allen (1990), and “community attachment” derived from Madrigal (1993) and McCool and Martin (1994).

As recommended by Ajzen and Fishbein (1980) for attitude studies and Maddox (1995) for tourism impact research, a Likert type scale where 1 equals *strongly disagree* and 5 equals *strongly agree* was used for each attitudinal item (Table 6) to achieve a high degree of validity and reliability in the measurements. These variables were drawn from previous studies that had been tested for internal consistency reliability¹ and convergent validity². Additionally, according to Michigan State University and federal regulations, the survey instrument was submitted to the University Committee on Research Involving Human Subjects (UCRIHS) for their review (to satisfy IRGP requirements) before data collection began. After modification of the instrument was completed, the finalized instrument was resubmitted for UCRIHS final approval.

¹ Internal consistency examines reliability within a similar set of items on a test. Cronbach’s internal consistency reliability (expressed as a correlation coefficient ranging from 0 to 1), has been the most widely used reliability method in studies developing scales for measurement residents’ attitudes towards tourism. A score of 0.7 or higher is an acceptable reliability coefficient (Nunnally & Bernstein, 1994).

² Convergent validity “examines the extent to which the measure correlates with other measures designed to measure the same thing” (Ap & Crompton, 1998, p.128); thus confirms that measures that should be related are in fact related.

Table 5: Variables and Sources for Scale Items Used for Measurement

Variable	Measurement	Source
Beliefs in TPMC (Q 17 & Q18) ^a	<p><u>Promotion and marketing campaigns that :</u></p> <ul style="list-style-type: none"> • Improve tourists' attitudes toward the County • Stimulate travel demand in the County • Attract tourists to the County • Create a strong identity for the County • Improve the image of the County • Make residents proud of the County • Make a good financial investment in the County (<i>Very good–good–neither bad or good–bad–very bad</i>)—used to evaluate outcome of TPMC–Q17 (<i>Very certain–moderately–somewhat–slightly–not at all certain</i>)—used to evaluate outcome of TPMC–Q18 	Modified from Bramwell (1998)
Emotional Experience with TPMC (Q21) ^a	<ul style="list-style-type: none"> • How satisfied are you with the agencies/entities in tourism development and promotion in a county? (not satisfied at all–slightly satisfied–somewhat satisfied–moderately satisfied–very satisfied) 	Determined by researchers at MSU in collaboration with officials in Saginaw County's tourism department & Emmet County planning
Involvement in Decision–Making (Q16–a, b) ^a	<ul style="list-style-type: none"> • What level of personal influence have you had on decisions related to tourism development and promotion in a County? (<i>non–very little–some–quite a bit–a lot</i>) • What level of involvement have you had in tourism development and promotion in a County? 	Adopted from Madrigal (1993)
Subjective Knowledge about Tourism (Q9) ^a	<ul style="list-style-type: none"> • How would you describe your level of knowledge about the tourism and recreation industry in the County? (<i>not at all knowledgeable–somewhat–slightly–moderately–very knowledgeable</i>) 	Developed by researchers at MSU with officials in Saginaw tourism department & Emmet County planning
Objective Knowledge about Tourism (Q8) ^a	<ul style="list-style-type: none"> • Which response best represents the % of tourism and recreation bring to your county's economy? 	Developed by researchers at MSU with officials in Saginaw tourism department & Emmet County planning
Personal Benefits from Tourism (Q10) ^a	<ul style="list-style-type: none"> • How much do you personally benefit from tourism development in your community? (<i>not at all–very little–some–quite a bit–a lot</i>) 	Adopted from: Perdue, Long, & Allen (1990); Lankford & Howard (1994); McGehee & Andereck (2004); McGehee & Andereck (2004)

a: The question number on the survey of this study.

Table 5: (cont'd)

Variable	Survey Questions	Study
Community Attachment (Q12 & Q13-a, b) ^a	<p><u>Social Dimension of Community Attachment:</u></p> <ul style="list-style-type: none"> • If I had to move away from my community, I would be very sorry to leave. • I would rather live in my County than anywhere else. (<i>strongly agree-agree-neutral-disagree-strongly disagree</i>) • In terms of your county, please indicate the level of importance for the following aspects: (Family ties/Friends close by/Local culture and traditions/Opportunities to be involved in community projects) (<i>not important at all-very important</i>) <p><u>Natural Environment Dimension of Community Attachment:</u></p> <ul style="list-style-type: none"> • In terms of your county, please indicate the level of importance for the following aspects: (Natural landscapes/views/Presence of wild life/ Opportunities for outdoor recreation) (<i>not important at all-very important</i>) 	<p>Adopted from: Goudy (1982); Gursoy, Jurovski, & Uysal (2002); Kasarda & Janowitz (1974); McCool & Martin (1994); Sampson (1988)</p> <p>Adopted from: Brehm, Manfredo, & Krannich (2004)</p>
Attitudes toward Tourism Promotion & Marketing (Q20-e) ^a	<ul style="list-style-type: none"> • A successful tourism economy in Emmet County is dependent on promotion and marketing campaigns. (<i>strongly agree-agree-neutral-disagree-strongly disagree</i>) 	Adopted from Dore & Crouch (2003); Pritchard (1982)
Support for Tourism Products (Q19) ^a	<ul style="list-style-type: none"> • The following (e.g., Beaches (public), Bed and breakfast/inns) are types of tourism experiences or services in Emmet County. Which of these tourism experiences or services do you support for tourism promotion and marketing campaigns? (<i>Very acceptable-moderately-somewhat-slightly-not acceptable</i>) 	Developed by researchers at MSU with officials in Saginaw County's tourism department & Emmet County planning
Support for Cause-Related Marketing Activities (Q20-a,b,c,d) ^a	<ul style="list-style-type: none"> • I would support promotion and marketing campaigns that address key "social issues" (e.g., climate change, reduction of pollution) in a County. • I would support cause-related promotion and marketing about tourism products in a County (e.g., a donation, volunteer clean up) • I would support tourism promotion and marketing campaigns that emphasize sustainability of natural amenities (e.g., scenic views, forests) in a County. • I would support tourism promotion and marketing campaigns that emphasize sustainability of cultural amenities (e.g., historic sites, museums) in a County. (<i>strongly agree-agree-neutral-disagree-strongly disagree</i>) 	Modified from: Varadarajan & Menon (1988); Ryan (1991b); Buhalis (1999); King, McVey, & Simmons (2000); Lwin, Williams, & Lan (2002)

a: The question number on the survey of this study.

Response Rate

As mentioned earlier, the total sample size was 3,008 households from three Michigan counties: Emmet (1,008); Saginaw (1,000); and Tuscola (1,000). From the 3,008 homeowner population, 90 surveys were undeliverable, and 809 were returned and completed for an overall response rate of 28%. The demographic profile of the respondents varied by county. Overall, a majority of respondents in the three study sites were between the age of 50 and 69. The three counties' homeowners were most likely to be permanent residents, whereas a smaller portion was seasonal residents. In all study sites, few respondents were employed either directly or indirectly in the tourism industry. Homeowners lived or had owned a home in the county for 23 years (Emmet), 34 years (Saginaw), and 37 years (Tuscola) on average. More specific information about characteristics of the samples is described in Chapter 4. Table 6 illustrates the response rate for each county.

Table 6: Response Rates for Three Michigan Counties

County	Sample Size	Undeliverable	Returned	Response Rate
Emmet	1,008	37	343	35.2%
Saginaw	1,000	14	224	22.7%
Tuscola	1,000	39	242	25.2%
Total	3,008	90	809	27.7%

Non-Respondent Study

To assess biases in the dataset, a non-response survey was sent out on June 18, 2007 following the mail data collection period. The survey was two pages long and consisted of the questions related to key variables used in the study model (refer to

Appendix C). Eighteen percent (18%) of this sample (n = 300) returned the non-response survey.

In the non-respondent study, independent sample t-tests were performed between the main study and non-respondent study to test for differences in the key variables (e.g., belief, involvement, knowledge about tourism). Those variables were chosen because they are the basis of components to form individual's attitudes toward objectives (Eagly & Chaiken, 1993; Ford & Smith, 1987; Havitz & Dimanche, 1999; Huber & McCann, 1982; Kim, Scott & Crompton, 1997; MacKenzie & Lutz, 1989; McIntyre, 1989; 1992; Park, 1996).

As shown in Table 7, there were no differences in residential status among the main study and non-respondent study in all three counties, except "None (neither permanent nor seasonal residents)" from Tuscola County (value = 16.88, $p < .01$). No differences were also found with regard to the key variables (i.e., beliefs, involvement in tourism development and promotion (TDP), personal benefit from tourism, community attachment, attitudes toward tourism promotion and marketing campaigns (TPMC) in all three counties. However, the t-test for "subjective knowledge about tourism" between the main study and non-respondent study showed significant differences for Emmet ($t = 5.23$, $p < .001$) and Saginaw counties ($t = 4.22$, $p < .001$), but not Tuscola County ($t = 2.09$, $p > .05$). Overall, the results from non-respondents were found to be indistinct from the main study results, thus, this study deems no major non-response biases.

In addition, members of the sample were asked why they did not complete and return the original survey. The most common reasons were the individual was "too busy" (27.5%) or the survey was "too long" (11.8%). Some people indicated that they felt their

opinions are not important (7.8%) or they were out of town during the survey period (3.9%). Not knowing enough about tourism development and promotion issues to adequately answer the survey was one of the reasons given for refusal (2.0%). The remainder of the people did not respond to the survey for “various other reasons” they mentioned such as no interest, traveling, or losing the survey.

Table 7: The Results of the Non-Respondent Study Compared to the Main Study

Measurement	Indicator Variables (Items)	Emmet			Saginaw			Tuscola					
		Mean		t	p	Mean		t	p				
		Main ^a	Non ^b			Main	Non						
Certainty with Benefit from Tourism	Stimulate travel demand in yc ^d	3.3	3.4	-.28	ns	2.9	2.7	.77	ns	2.8	2.4	1.19	ns
	Improve the image of yc	3.3	3.5	-.83	ns	3.1	3.2	-.26	ns	3.1	2.8	.80	ns
	Make residents proud of yc	3.2	3.6	-1.06	ns	3.1	3.3	-.33	ns	3.1	3.7	-1.60	ns
	Be a good financial investment in yc	3.3	3.5	-.52	ns	3.1	3.3	-.66	ns	3.0	2.9	.25	ns
Involvement in TDP ^e	Personal influence in TDP	1.7	1.7	.10	ns	1.4	1.3	.79	ns	1.5	1.6	-.70	ns
	Involvement in TDP	1.7	1.7	.04	ns	1.5	1.3	1.07	ns	1.5	1.7	-1.02	ns
Tourism Knowledge ^f Personal Benefit from tourism ^g Community Attachment ^h	Subjective knowledge	3.2	2.5	5.23	<.001	2.6	2.0	4.22	<.001	2.3	1.8	2.09	ns
	If I had to move from the country, I would be very sorry to leave	2.6	3.1	-1.68	ns	1.9	1.5	1.69	ns	1.6	1.8	-.75	ns
	Community Attachment	4.3	4.0	1.49	ns	3.2	3.1	.28	ns	3.6	3.5	.35	ns
	I would rather live in the country than elsewhere	3.8	3.5	1.20	ns	2.9	2.8	.22	ns	3.3	3.3	.04	ns
Attitude toward TPMC		3.7	4.0	-1.33	ns	3.7	4.0	-1.76	ns	3.6	3.3	1.06	ns
Residential Status	Permanent resident	65%	54%	χ^2 .03	ns	93%	94%	χ^2 .02	ns	83%	69%	χ^2 3.71	ns
	Seasonal resident	35%	46%	.03	ns	6%	6%	.02	ns	11%	8%	.13	ns
	None	0%	0%	.0	ns	2%	0%	.37	ns	2%	23%	16.88	<.01

a: "Main" indicates the main study. b: "Non" indicates the non-respondent study. c: Scale ranged from "1 = not at all certain" to "5 = very certain."
d: "yc" indicates your country. e: Scale ranged from "1 = none" to "5 = a lot." f: Scale ranged from "1 = not knowledgeable at all" to "5 = very knowledgeable."
g: Scale ranged from "1 = not at all" to "5 = a lot." h & i: Scale ranged from "1 = strongly disagree" to "5 = strongly agree."

Reliability Test

The purpose of the reliability test is to examine the consistency of a set of measurements or the measuring instrument. To verify internal consistency, reliability was computed through an item-to-total correlation (recommended correlations is .30 and above) (Parasuranam *et al.*, 1988) and a Cronbach alpha coefficient (0.7 or above) (Nunnally & Bernstein, 1994). To render a more reliable scale, this study considered deletion of items in the following cases: 1) if reliability of the scale is low (if sum score < 0.7), as well as when SPSS suggested dispensing an item would render a more reliable scale; and 2) the computed item-to-total correlation is under 0.30 even though the alpha coefficient is 0.7 or above.

Overall, the multi-item scales (i.e., beliefs, emotional experience, involvement in decision-making, community attachment, support for cause-related marketing activities, support for tourism products) met the Cronbach's reliability alpha test of 0.70 or more from all three counties, except "natural environment in community attachment" in Emmet County (Cronbach alpha coefficient = 0.67). As for the multi-item scales of emotional experience and involvement facets, the items of "interest in tourism development and promotion (TDP)" and "influence of tourism-related business in TDP," were suggested to be deleted from the SPSS output, respectively. Also, their computed item-to-total correlations were under 0.30, thus, two items were deleted to render a more reliable scale of this study.

Before deleting the items (i.e., interest in TDP, influence of tourism-related business in TDP), the reliability scores for "emotional experience scales" and "involvement scales" ranged from a low of 0.57 to a high 0.62 and from a low of 0.57 to a high of 0.70 in all three counties, respectively. After the deletion of those items, the

reliability scores for “emotional experience scales” (Cronbach alpha coefficient ranged from a low of 0.95 to a high of 0.96) and “involvement scales” (Cronbach alpha coefficient ranged from a low of 0.88 to a high of 0.92) were highly rated in all three counties. Their correlations were also highly rated from a low of 0.90 to a high of 0.93 (correlation coefficient of emotional experience scales) and from a low of 0.78 to a high of 0.85 (correlation coefficient of involvement scales) in all three counties.

Additionally, the deletion of two tourism products, “bars” and “casinos,” was performed to render a more reliable scale. Even though the Cronbach alpha coefficient was rated at over 0.90 in each county, correlations of the variables (i.e., bars, casinos) with other items were particularly lower (0.30 below). The low correlations expected to be a cause of a weak performance or measurement in the study model. Table 8 reports a reliability summary (sum score) for the multi-items (variables) used in this study.

Table 8: Summary of the Reliability Scale (Sum Score) for Variables Used in This Study by County

Measurements	Indicator Variables (items)	Cronbach Alpha Coefficient		
		Emmet	Saginaw	Tuscola
Beliefs in TPMC	Evaluation of the outcomes in TPMC ^a Improve tourists' attitudes toward yc ^b Stimulate travel demand in yc Attract tourists to yc Create a strong identity for yc Improve the image of yc Make residents proud of yc Make a good financial investment in yc	.92	.96	.96
	Certainty with benefit from TPMC Items were the same as above	.96	.96	.97
Emotional Experience in TPMC	Satisfaction with tourism development (TD) Satisfaction with tourism promotion (TP)	.95	.96	.96
Involvement in Decision-Making	Personal influence in TDP Involvement in TDP	.88	.87	.92
Community Attachment	Social dimension If I had to move from the county, I would be very sorry to leave. I would rather live in the county than elsewhere. Family ties Friends close by Local culture and traditions Opportunities to be involved in community or organizations	.73	.74	.75
	Natural Environment Natural landscapes/views Presence of wildlife Opportunities for outdoor recreation	.67	.82	.70
Support for Marketing Activities	TPMC that address key "social issues" in yc. Cause-related promotion and marketing about tourism products in yc. TPMC that emphasize sustainability of natural amenities in yc. TPMC emphasize sustainability of cultural amenities in yc.	.81	.84	.87
Support for Tourism Products	21 types of tourism products were used in this study.	.94	.96	.96

a: TPMC indicates tourism promotion and marketing campaigns.

b: "yc" indicates your county.

c: TDP indicates tourism development and promotion.

Statistical Procedures of Data Analysis

Overall Analysis Steps

Data were analyzed using the statistical package SPSS 15.0 (2007). There were three statistical analysis steps involved in this study, and each step was performed at a county-level to test for external validity (generalization of the results), as well as to examine differences between counties based on destination life cycle (as defined Doxey's Irridex model, 1975). The statistical analysis began with descriptive statistics to describe respondents in terms of socio-demographic and attitudinal and behavioral characteristics in tourism marketing. The variable of beliefs in tourism promotion and marketing campaigns (TPMC) was then calculated according to Ajzen and Fishbein's measurement protocol (1975; 1980). Lastly, building on the conceptual model developed by Eagly and Chaiken (1993), a series of multiple regression analyses (i.e., multiple linear regression, multivariate regression with interaction) were conducted to test the relationships among the variables and test for moderating influences (Table 9).

Multiple linear regression analysis tested the study hypotheses for the relationship among the variables of beliefs in TPMC, emotional experience in TPMC, involvement in decision-making of tourism development and promotion (TDP), (subjective) knowledge about tourism, personal benefit from tourism, community attachment, attitude toward TPMC, and support for cause-related marketing activities and tourism products (H1; H2; H3; H5; H10; H12). Multiple regression with interaction terms tested the hypotheses for moderating influences of knowledge about tourism, personal benefit from tourism, and community attachment (H4; H6; H8). An independent sample t-test was conducted to compare differences between a categorical independent variable (objective knowledge

groups) regarding a continuous dependent variable (beliefs in TPMC) (H3). An one-way ANOVA with a post hoc bonferroni test was used to determine the existence of differences in support for cause-related marketing activities and for tourism products among the three attitude groups (i.e., negative, neutral, positive attitude group) (H9; H11).

Table 9: Regression Analysis to Test the Relationship between Variables

	Independent Variables	Dependent Variables
Step I^a (H1–H2)	<ul style="list-style-type: none"> • Beliefs in TPMC • Emotional experience (preference) in TPMC • Involvement in Decision-Making of TDP 	Attitude toward TPMC
Step II (1)^{a,b} (H3)	<ul style="list-style-type: none"> • Level of subjective & objective tourism knowledge 	Beliefs in TPMC
(H4)	<ul style="list-style-type: none"> • Level of subjective & objective tourism knowledge • Beliefs in TPMC 	Attitude toward TPMC
Step II (2)^{a,b} (H5)	<ul style="list-style-type: none"> • Personal benefit from tourism 	Emotional experience in TPMC
(H6)	<ul style="list-style-type: none"> • Personal benefit from tourism • Emotional experience in TPMC 	Attitude toward TPMC
Step II (3)^{a,b} (H7)	<ul style="list-style-type: none"> • Community attachment 	Involvement in decision-making of TDP
(H8)	<ul style="list-style-type: none"> • Community attachment • Involvement in decision-making of TDP 	Attitude toward TPMC
Step III (1)^{a,c} (H9, H10)	<ul style="list-style-type: none"> • Attitude toward TPMC 	Support for types of cause-related marketing activities
Step III (2)^{a,c} (H11, H12)	<ul style="list-style-type: none"> • Attitude toward TPMC 	Support for tourism products

a: This step was used in the proposed conceptual model of this study as depicted in Figure 3 of Chapter 2.

b: Step two includes three sub-steps, depicted such as, step II (1), step II (2), and step II (3).

c: Step three includes two sub-steps, depicted such as, step III (1) and step III (2).

Step I tested the relationship between three independent variables: beliefs, emotional experience, and involvement in decision-making of tourism development and

promotion (TDP) and residents' attitudes toward tourism promotion and marketing campaigns (TPMC) (H1)³. Multiple linear regression coefficients (standardized *B* coefficients) were used to determine the strength of each variable (i.e., belief, emotional experience, involvement in decision-making of TDP) correlated to attitudes toward TPMC (H2).

Step II (1) tested the relationship between the level of subjective tourism knowledge and beliefs in TPMC by using linear regression analysis. An independent sample t-test was also employed to compare differences in beliefs in TPMC between objective tourism knowledge groups (categorized variable) (H3). Then, the relationship between beliefs in TPMC and attitudes toward TPMC was tested after controlling for subjective and objective tourism knowledge in using the test statistic of multiple regression with two-way interaction (H4).

Step II (2) tested the relationship between personal benefit from tourism and emotion experience in TPMC (H5) using linear regression analysis. Multiple regression with two-way interaction was then performed to test the moderating effects of personal benefit from tourism on the relationship between emotional experience and attitude toward TPMC (H6).

Step II (3) tested the relationship between community attachment and involvement in decision-making of TDP (H7). Multiple regression with three-way interaction was also performed to test the moderating effects of community attachment on the relationship between the involvement facet and attitudes toward TPMC (H8).

³ H" indicates "hypothesis."

In the step III (1) and (2), an one-way ANOVA with a post hoc bonferroni test was conducted to determine the existence of differences in support for cause-related marketing activities (H9) and tourism products (H11) among the three attitude groups, categorized as a negative, neutral, or positive attitude group. The county which has the strongest relationship between residents' attitudes toward TPMC and support for cause-related marketing activities (H10) and tourism products (H12) was also tested using linear regression coefficients (standardized *B* coefficients).

Ajzen and Fishbein's Measurement Protocol (1975; 1980)

This study used Ajzen and Fishbein's measurement protocol from the theory of reasoned action to identify residents' beliefs in tourism promotion and marketing campaigns (TPMC) since the theory has been considered the "reference point" for most persuasion related human behavior research, in particular, testing an individual's attitude from beliefs (Funkhouser & Parker, 1993). To predict an attitude toward an object from a belief, Ajzen and Fishbein (1975; 1980) suggested four steps. The first step is the elicitation of a subject's salient belief. The second step is to measure how a subject evaluates the outcome of each salient belief by using a seven-point, good-bad scale as shown below.

good	+3	+2	+1	0	-1	-2	-3	bad
	extremely	quite	slightly	neither/nor	slightly	quite	extremely	

The next step is to measure belief strength by asking a subject to indicate the likelihood that performing a behavior will result in a given outcome. Lastly, the product

of each outcome evaluation multiplied by the corresponding belief strength is summed.

The outcome is used to predict a subject's attitude.

In this study, residents' belief in TPMC was operationalized by two questions: 1) "please *evaluate* the outcome of each of the following statements about promotion and marketing campaigns" (circle one response for each item); and 2) "how certain are you that promotion and marketing campaigns for tourism products can bring benefits to a county? Please indicate the level of *certainty* with each of the following statements" (circle one response for each item). Each question used seven identical items as follows: "improve tourists' attitudes towards the county, stimulate travel demand in the county, attract tourists to the county, create a strong identity for the county, improve the image of the county, make residents proud of the county, and make a good financial investment in the county." The scale was anchored with 1 = very bad; 3 = neither bad or good; 5 = very good in Question 17 (Q17) and 1 = not at all certain; 3 = somewhat certain; 5 = very certain in Question 18 (Q18).

According to Ajzen and Fishbein's measurement protocol, the five-point, good-bad scale was revised as follows: -2 (1)⁴, -1 (2), 0 (3), +1 (4), and +2 (5). Then, the seven items of each outcome evaluation (Q17) were multiplied by the corresponding belief strength (Q18), and the multiplied values of each item were summed. This research, then, measured the relationship between residents' beliefs in and attitudes toward TPMC.

⁴ The number in the parenthesis indicates the original scales used in the study.

Regression Analysis

The purpose of regression analysis (the term was first used by Pearson, 1908) is to learn more about the relationship between independent or predictor variables (IV) and a dependent or criterion variable (DV) (Cohen, Cohen, West, & Aiken, 2003; Draper & Smith, 1998). More specifically, the statistical method is used: 1) to identify the underlying predictors that influence a dependent variable; 2) to build a useful model for predicting the dependent variable (Wooldridge, 2003); and 3) to estimate the variation in the dependent variable explained by predictors (Cramer, 1994).

In this study, a series of multiple regression analyses (i.e., multiple linear regression, multiple regression with interaction) were conducted to test the relationships among variables. Multiple linear regression analysis was utilized to explain the prediction of attitude from “belief in tourism promotion and marketing campaigns (TPMC), emotional experience, and involvement facet” (H1). The test statistic was also used to describe the variability in “belief in TPMC from subjective knowledge about tourism” (H3), “emotional experience in TPMC from personal benefit from tourism” (H5), “involvement in decision-making of TDP from community attachment” (H7), and “support for cause-related marketing activities (H10) and tourism products (H11) from attitude toward TPMC.”

Individual coefficients indicated the effect of an independent variable on a dependent variable, thus, a significant (at $\alpha = .05$) coefficient indicated causality among variables. To determine the correlation strength of each variable to the dependent variable, analysis of variance and linear regression coefficients (*B* coefficients) were reported. If the *F*-distribution in the ANOVA is significant, then the model as a whole (that is, all independent or predictor variables (IVs) combined) predicts significantly

more variability in the dependent or criterion variable (DV) compared to a null model that only has an intercept parameter (DeCoster & Claypool, 2004; Draper & Smith, 1998). To assess the goodness-of-fit of a model, adjusted R-squares were also reported.

Multiple Regression Analyses with Interactions

This statistical method measures the extent to which the relationship between an independent variable and a dependent variable depends on the level of other independent variables in the model (Cohen, Cohen, West, & Aiken, 2003; Hair, Anderson, Tatham, & Black, 1998). According to Cohen *et al.* (2003), interactions are symmetric, so if the effect of an Independent Variable 1 (IV1) on a Dependent Variable (DV) depends on the level of an Independent Variable 2 (IV2), then it is also true that the effect of IV2 on the DV depends on the level of IV1.

This research used a test statistic to measure interactions between variables—in other words, the effect of “tourism knowledge” on the relationship between belief and attitude toward TPMC (H4), the effect of “personal benefit from tourism” on the relationship between emotional experience in TDP and attitude toward TPMC (H6), and the effect of “community attachment” on the relationship between involvement in TDP and attitude toward TPMC (H8)—to identify moderating influences. In this test, analysis of variance (ANOVA) along with F-values and significant coefficients at the 0.05 level was used. If there is a significant interaction, this means that the slope coefficient for the first independent variable (IV1) depends on the level of the other predictor variable (IV2) in the model (DeCoster & Claypool, 2004).

Independent Sample T-Test

An independent sample t-test measures differences between categorical independent variables (groups) regarding a continuous dependent variable. Specifically, the independent samples t-test compares the mean scores of two groups on a given variable. SPSS reports the results of a test assuming that the two variances are equal and the results of a test that does not assume the two variances are equal. The Levene's Test for Equality of Variance reports an F-test comparing the variances of the two groups. If the F-test is significant, the inequality of variance test should be used; if it is not significant, the equal variance should be used (DeCoster & Claypool, 2004). A significant t-test (at the 0.05 level) indicates that the two groups have different means.

In this study, an independent sample t-test was performed to examine differences between the groups (i.e., objectively knowledgeable or unknowledgeable group) regarding "beliefs in tourism promotion and marketing campaigns (TPMC)" (H3). The objective knowledge about tourism was operationalized with the question, "which response best represents the percentage tourism and recreation bring to your county?" by using such five categories as 0–20%, 21–40%, 41–60%, 61–80%, and 81–100%. Then, each objective knowledge category was developed into two categories. For instance, if a respondent provided either of a correct or an incorrect answer about the actual percentage contribution tourism in their own county (the answer was informed by official in each county), the person was categorized into either correct (assuming to have the objective knowledge about tourism) or incorrect.

One-Way Analysis of Variance (ANOVA) with a Post Hoc Test

One-way analysis of variance (ANOVA) tests allow determination of whether one given factor, such as support for marketing activities, has a significant effect on individual's attitude toward TPCM across any of the attitude groups under study. A significant p-value resulting from one-way ANOVA testing indicates that support for marketing activities is differentially expressed in at least one of the attitude groups (i.e., negative, neutral, positive attitude group) analyzed (DeCoster & Claypool, 2004). If there are more than two groups being analyzed, however, the one-way ANOVA does not specifically indicate which pair of groups exhibits statistical differences. In this case, Post Hoc tests can be applied in this specific situation to determine which specific pair/pairs are differentially expressed. In the seventh and ninth hypothesis, one-way ANOVA tested differences in support for cause-related marketing activities and tourism products among residents, who have a positive, neutral, or negative attitude toward TPMC, respectively. To answer those research questions, the results of mean, F-values, and significant coefficients at the 0.05 level were referred.

The following chapter presents the results of the data in terms of the socio-demographic profiles of the sample, along with their attitudinal and behavioral characteristics in tourism marketing, as well as testing of the study hypotheses.

CHAPTER 4

RESULTS

The purpose of this study was to examine residents' attitudes toward and support for tourism promotion and marketing campaigns (TPMC). The research was also designed to explore factors yielding positive or negative effects of residents' attitudes toward TPMC across several destinations. The analysis of data is presented according to the following topics: (1) general description of the sample, key descriptive statistics from socio-demographics and the variables used in the research model (i.e., belief, emotional experience, involvement, knowledge, personal benefit, community attachment, attitude, support facet); and (2) analysis of the study hypotheses using multiple linear regression analysis to examine the relationships among variables; multiple regression with two or three-way interaction to test for moderating roles of variables; independent sample t-tests to examine relationships between a categorical independent variable and a continuous dependent variable; and one-way ANOVA with a post hoc bonferroni test to determine the existence of differences in a continuous dependent variable among categorical independent variables.

General Description of the Sample

Socio-Demographic Profile

The socio-demographic profile of the respondents for each county is presented in Table 10. The purpose of profiling respondents was to address the representativeness of the sample to each county (i.e., Emmet, Saginaw, Tuscola).

Table 10: Socio-Demographic Profile of Homeowners by County

Socio-Demographic Variables	Emmet (n=321)^a	Saginaw (n=213)^a	Tuscola (n=232)^a
Age			
Under 18	0%	0%	0%
19–29	1.1	4.5	0.5
30–39	5.3	9.5	9.9
40–49	15.4	29.4	15.8
50–59	26.6	26.4	29.7
60–69	25.3	18.9	23.0
Over 69	26.3	11.4	21.2
Education			
Less than high school	0.0	1.0	4.8
High school graduate	7.0	26.7	31.6
Technical school degree	3.1	8.6	7.5
Some college	13.7	20.5	26.3
College degree	37.9	28.1	20.2
Advanced degree	38.4	15.2	9.6
Income			
Less than \$ 49,999	15.2	43.5	47.2
\$ 50,000–\$ 99,999	34.3	41.5	39.7
\$ 10,000 or more	50.5	15.0	13.1
Residential Status			
Permanent resident	65.3 ^b	92.8	87.8
Seasonal resident	34.7 ^c	5.8	10.9
None	0.0	2.4	2.2
Employed in Tourism Industry			
Employed	15.8	10.2	3.1
Not employed	84.2	89.8	96.9
Length of Residency			
1–10 years	31.5	14.1	12.7
Over 10 years	68.5	85.9	87.3

a: “n” indicates the total number of cases used for the main part of the analysis.

b: 57% of samples responded, but weighted to be 65% of sample.

c: 43% of samples responded, but weighted to be 35% of sample.

As shown in Table 10, Emmet County samples revealed a distinctive demographic profile compared to Saginaw and Tuscola counties. About fifty-two percent (51.9 %) of Emmet respondents were between the age of 50 and 69 (mean = 60.2 years of age). A majority (76.3%) of Emmet respondents held college or advanced degrees, and few (7.0%) completed only high school. About fifty percent (49.5%) of Emmet respondents earned \$100,000 or more for an annual household income. In

Emmet County, seasonal homeowners responded at a higher rate than permanent homeowners, and the data were weighted to avoid bias in the estimate obtained from the sample data. After weighting the data, the population mix consisted of sixty-five percent permanent homeowners (65.3%) and thirty-five percent seasonal homeowners (34.7%), a proportion approximately matching the 2000 Census. About sixteen percent (15.8%) of the respondents were employed directly or indirectly in the tourism industry in Emmet County. Homeowners lived or had owned a home in the county for 23 years on average.

In Saginaw County, about forty-five percent (45.3 %) of respondents were between the age of 50 and 69 (mean = 52.8 years of age). Approximately forty-three percent (43.3%) of Saginaw respondents held college or advanced degrees, and about twenty-seven percent (26.7%) completed a high school degree. A smaller proportion (15.0%) of Saginaw respondents earned an annual household income of \$100,000 or more. Saginaw homeowners were most likely to be permanent residents (92.8%), whereas a smaller portion (5.8%) was seasonal residents. About ten percent (10.2%) of the respondents were employed either directly or indirectly in the tourism industry in Saginaw County. Homeowners lived or had owned a home in Saginaw County for 34 years on average.

As for Tuscola County, about fifty-three percent (52.7%) of Tuscola respondents were between the age of 50 and 69 (mean = 57.8 years of age). Approximately thirty percent (29.8%) of Tuscola respondents held college or advanced degrees, and about thirty-two percent (31.6%) of the respondents in the county had completed a high school degree. A smaller portion (13.1%) of Tuscola respondents earned an annual household income of \$100,000 or more. Tuscola homeowners were most likely to be permanent residents (87.8%), where a smaller proportion (10.9%) was seasonal residents. About

three (3.1%) percent of the respondents were employed either directly or indirectly in the tourism industry in Tuscola County. Homeowners lived or had owned a home in Tuscola County for 37 years on average.

Beliefs in Tourism Promotion and Marketing Campaigns Profile

Table 11 presents the profile of homeowners' beliefs in tourism promotion and marketing campaigns (TPMC) by each county according to two dimensions, evaluation of the outcomes in TPMC and certainty with benefits from TPMC. These two dimensions were formed by the following indicator variables: "improve tourists' attitudes towards the county, stimulate travel demand in the county, attract tourists to the county, create a strong identity for the county, improve the image of the county, make residents proud of the county, and make a good financial investment in the county." These indicator variables were related to the respondents' evaluation of TPMC outcomes and level of certainty in benefits from TPMC in the county.

As shown in Table 11, evaluation of the outcomes and level of certainty in the benefits from TPMC varied by county. Emmet respondents' evaluation of the outcomes in TPMC" ranged from a low of 3.65 to a high of 4.09, on average. Among the outcome evaluation variables, "TPMC that make residents proud of the county" (mean = 4.09) and "TPMC that make a good financial investment in the county" (mean = 4.02), were highly evaluated by Emmet homeowners. Saginaw and Tuscola respondents' evaluation of the outcomes of TPMC ranged from a low of 3.62 to a high of 3.99, and from a low of 3.53 to a high of 3.84 on average, respectively. Overall, respondents from all three counties positively evaluated the outcomes of TPMC.

Table 11: Beliefs in Tourism Promotion and Marketing Campaigns Profile of Homeowners by County

Beliefs Indicator Variables	Emmet		Saginaw		Tuscola	
Evaluation of TPMC' Outcomes; TPMC that: ^a	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Improve tourists' attitudes toward yc ^b	3.93	.85	3.77	.93	3.53	.87
Stimulate travel demand in yc	3.65	.90	3.62	.93	3.42	.89
Attract tourists to yc	3.82	.88	3.81	.91	3.58	.93
Create a strong identity for yc	3.94	.86	3.76	.97	3.70	.94
Improve the image of yc	3.94	.82	3.94	1.05	3.76	.90
Make residents proud of yc	4.09	.81	3.99	1.03	3.84	.88
Make a good financial investment in yc	4.02	.87	3.91	1.09	3.76	.97
Certainty with Benefits from TPMC; TPMC can: ^c						
Improve tourists' attitudes toward yc	3.32	1.19	2.96	1.17	2.86	1.12
Stimulate travel demand in yc	3.32	1.15	2.92	1.17	2.81	1.12
Attract tourists to yc	3.49	1.16	3.02	1.17	2.93	1.16
Create a strong identity for yc	3.31	1.19	3.01	1.22	2.99	1.18
Improve the image of yc	3.26	1.23	3.10	1.28	3.11	1.16
Make residents proud of yc	3.24	1.28	3.14	1.25	3.12	1.15
Be a good financial investment in yc	3.29	1.30	3.11	1.21	3.01	1.22

a: The scale was anchored with 1 = very bad; 3 = neither bad nor good; 5 = very good.

b: "yc" indicates "your county."

c: The scale was anchored with 1 = not at all certain; 3 = somewhat certain; 5 = very certain.

As for the certainty of benefits realized from TPMC, Emmet respondents reached a high level of certainty with all indicator variables, among which the indicator variable "TPMC can attract tourists to their county" achieved the highest level of certainty (mean = 3.49). Saginaw respondents mostly reported they were "somewhat certain" in the overall indicator variables (mean ranged from a low of 3.01 to a high of 3.14), except the variables: "TPMC can improve tourists' attitudes toward their county" (mean = 2.96) and "TPMC can stimulate travel demand in their county" (mean = 2.92). Tuscola respondents showed a low level of certainty ranging from 2.86 through 2.99, on average,

regarding more than half of the indicator variables, but appeared “somewhat certain” of the variables: “TPMC can improve the image of” (mean = 3.11); “TPMC can make residents proud of” (mean = 3.12); and “TPMC can be a good financial investment in your county” (mean = 3.01).

Table 12 indicates the profile of residents’ beliefs in TPMC for each county, applying Ajzen and Fishbein’s measurement protocol (1975; 1980). As mentioned in Chapter 3, this study applied Ajzen and Fishbein’s measurement protocol from the theory of reasoned action in identifying residents’ beliefs in TPMC, as the theory has been considered “a reference point” for most human behavior research, in particular, testing an individual’s attitude from beliefs (Funkhouser & Parker, 1993). Based on the measurement protocol, the five points of the bad–good scale were revised as follows: –2 (1)⁵, –1 (2), 0 (3), +1 (4), and + 2 (5). Then, the seven items of each outcome evaluation were multiplied by the corresponding belief strength, and the multiplied values of each item were summed. The descriptive statistics are reported in Table 12. The average of the respondents’ beliefs in TPMC was: mean = 24.02 (Emmet); mean = 21.53 (Saginaw); and mean = 16.82 (Tuscola). A positive belief in TPMC was found in respondents from all three counties.

Table 12: Beliefs in Tourism Promotion and Marketing Campaigns Profile of Homeowners by County Using Ajzen and Fishbein’s Measurement Protocol ^a

	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Beliefs in TPMC	24.02	21.03	21.53	22.25	16.82	20.34

a: Sum of the multiplied seven items in two dimensions revealed a possible range of –70 through 70.

⁵ The number in the parenthesis indicates the original scales used in the study.

Emotional Experience in Tourism Promotion and Marketing Campaigns Profile

Emotional experience of tourism promotion and marketing campaigns (TPMC) was measured by two indicator variables: “satisfaction with tourism development (TD) and satisfaction with tourism promotion (TP).” As shown Table 13, Emmet homeowners were somewhat satisfied with tourism development in (mean = 3.22) and promotion of (mean = 3.23) the county, whereas Saginaw and Tuscola respondents showed less satisfaction with tourism development in and promotion of their county.

Table 13: Emotional Experience in Tourism Promotion and Marketing Campaigns Profile of Homeowners by County

Emotional Experience Indicator Variables	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Satisfaction with TD ^a	3.22	1.00	2.41	1.05	2.26	1.02
Satisfaction with TP ^a	3.23	1.03	2.40	1.07	2.20	.98

^a: The scale was anchored with 1 = not satisfied at all; 3 = somewhat satisfied; 5 = very satisfied.

Involvement in Decision-Making of Tourism Development and Promotion Profile

Two variables measured residents’ involvement in decision-making of tourism development and promotion (TDP) on a five-point scale, with 1 representing “none” and 5 representing “a lot.” The two indicator variables were “personal influence” and “involvement in TDP.” A low level of personal influence and involvement in TDP was found in the three counties. Respondents from all three counties answered that they had little personal influence on decisions related to tourism development and promotion, as well as not being very involved in the tourism development in and promotion of their county (Table 14).

Table 14: Involvement in Decision-Making of Tourism Development and Promotion Profile of Homeowners by County

Involvement Facet and Indicator Variables	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Personal Influence in TDP ^a	1.76	.87	1.38	.67	1.46	.78
Involvement in TDP ^a	1.74	.90	1.46	.78	1.46	.76

a: The scale was anchored with 1 = none; 3 = some; 5 = a lot.

Tourism Knowledge Profile

Residents' knowledge about the tourism industry in their county was measured by two indicator variables: subjective and objective knowledge facets. The subjective knowledge facet was operationalized with the question, "how do you describe your level of knowledge about the tourism and recreation industry in your county?" using a five-point scale. Objective knowledge about tourism was operationalized with the question, "which response best represents the percentage tourism and recreation bring to your county?" using five categories of percent brackets and comparing responses to an independent evaluation of the economy.

As shown in Table 15, Emmet respondents mostly reported they are "somewhat" unknowledgeable about the tourism and recreation industry in their county (mean = 3.25), whereas Saginaw (mean = 2.62) and Tuscola (mean = 2.29) respondents showed they hold "a slight level" of subjective knowledge. A majority (62.5%) of Tuscola respondents appeared objectively knowledgeable about the tourism and recreation industry as they correctly identified the "true" statistic (Table 16), whereas approximately fourteen percent (14.2%) and thirty-five percent (34.5%) of Emmet and Saginaw

respondent were objectively knowledgeable about the tourism and recreation industry in their county, respectively.

Table 15: Tourism Knowledge Profile of Homeowners by County

Knowledge Facet and Indicator Variables	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Subjective Knowledge^a: Level of knowledge about the tourism and recreation industry						
	3.25	1.08	2.62	1.04	2.29	1.11
Objective Knowledge: Contribution of tourism and recreation to county's economy						
Correct	14.2%		34.5%		62.5%	
Incorrect	85.8%		65.5%		37.5%	

a: The scale was anchored with 1 = not at all knowledgeable; 3 = somewhat knowledgeable; 5 = very knowledgeable.

Table 16: The Original Data for Contribution of Tourism and Recreation to County's Economy^a Used as the Variable of Objective Tourism Knowledge

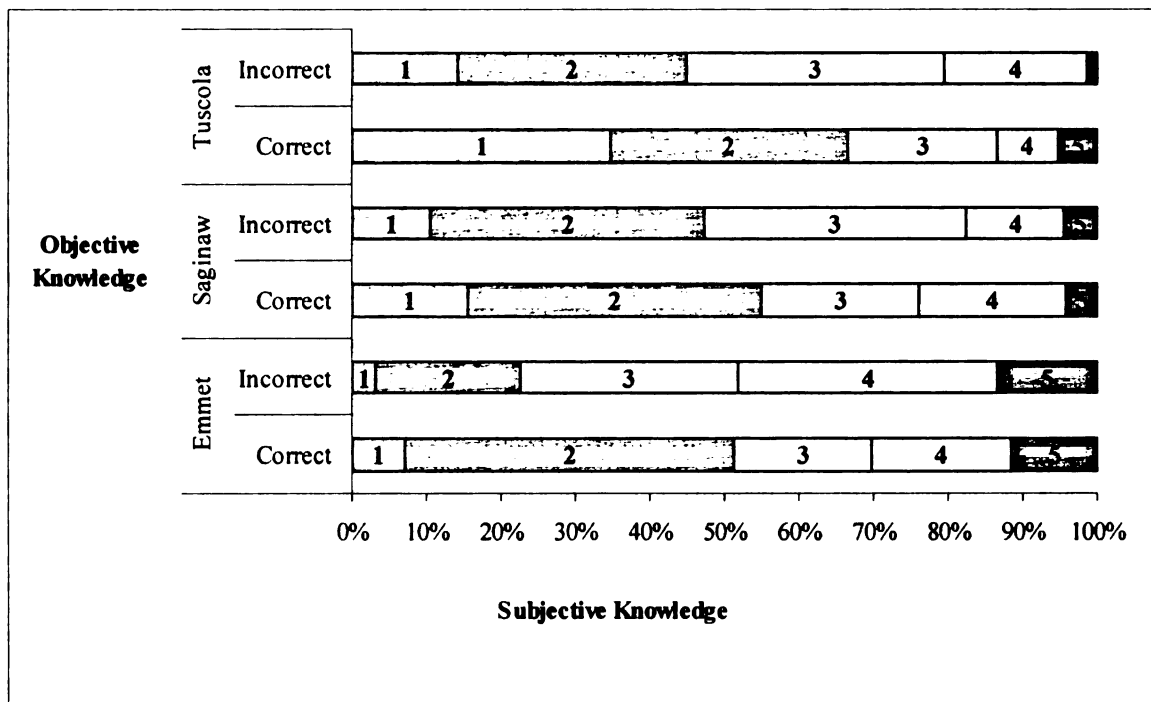
County	0–20%	21–40%	41–60%	61–80%	81–100%
	%	%	%	%	%
Emmet (n=321)	0.9	14.2 ^b	27.0	45.9	12.0
Saginaw (n=213)	34.5 ^c	44.7	15.0	5.3	0.5
Tuscola (n=232)	62.5 ^d	27.8	6.9	2.8	0

a: The estimated tourism's contribution to the economy in each county [25% (Emmet); 7% (Saginaw); under 20% (Tuscola)] was informed by Dr. Daniel Stynes, in MSU, who has studied Michigan tourism economic impact in 2001.

b, c, & d: Respondents responded the correct answer about an actual % of tourism economy contribution for the county.

Many of Emmet and Tuscola residents—but Saginaw residents—who did not have objective knowledge about tourism, answered that they are subjectively knowledgeable about tourism and recreation industry compared to residents who had objective tourism knowledge [$\chi^2 = 15.74$ (df = 4, n = 298), $p < .05$ (Emmet); $\chi^2 = 18.95$ (df = 4, n = 213), $p < .01$ (Tuscola)]. As shown in Figure 5, in Emmet County about forty-eight percent

(48.1%) of objectively “unknowledgeable group” felt they are “moderately or very” subjectively knowledgeable about tourism, whereas approximately thirty percent (30.2%) of the objectively “knowledgeable group” felt “moderately or very” subjectively knowledgeable. In Tuscola County, about twenty-one percent (20.5%) of the objectively “unknowledgeable group” felt they are “moderately or very” subjectively knowledgeable about tourism, compared to the objectively “knowledgeable group” (13.3%). Approximately eighteen percent (17.7%) of the objectively “unknowledgeable group” reported they are “moderately or very” subjectively knowledgeable about tourism, while about twenty-four (23.9%) of the objectively “knowledgeable group” felt “moderately or very” subjectively knowledgeable in Saginaw County.



1 = not at all knowledgeable; 3 = somewhat knowledgeable; 5 = very knowledgeable

Figure 5: Percentage of Homeowners’ Subjective Tourism Knowledge by Objective Tourism Knowledge

Personal Benefit from Tourism Profile

Residents' personal benefit from tourism was measured by the question, "how much do you personally benefit from tourism in your county?" on a five-point scale, with 1 representing "not at all" and 5 representing "a lot." Twenty-six percent (26.0%) of Emmet respondents indicated they benefited either "quite a bit" or "a lot" from tourism in their community (mean = 2.64), while Saginaw and Tuscola respondents felt they rarely benefited from tourism in their county. Approximately five percent (5.2%) and three percent (2.6%) of Saginaw and Tuscola respondents reported they benefited either "quite a bit" or "a lot" from tourism in their community, respectively [mean = 1.91 (Saginaw); mean = 1.60 (Tuscola)] (Table 17).

Table 17: Personal Benefit from Tourism Profile of Homeowners by County

	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Personal Benefit from Tourism ^a	2.64	1.28	1.91	.95	1.60	.81

a: The scale was anchored with 1 = not at all; 3 = some; 5 = a lot.

Community Attachment Profile

Two dimensions, social and natural environment, were used to measure community attachment. The social dimension included six indicator variables, and the natural environment dimension was based on three indicator variables. As shown in Table 18, the average scores on community attachment varied widely by county. Emmet respondents had a relatively high level of agreement with the social dimension (the average ranged from 3.55 through 4.31) and the natural environmental dimension (the

average ranged from 4.28 through 4.61). Respondents held the highest level of agreement with the item “if I had to move away from my community, I would be very sorry to leave” (mean = 4.31) in the social dimension and “natural landscapes/views” (mean = 4.61) in the natural environment.

Saginaw respondents reported a high level of importance of the indicator variables in the social dimension: “family ties” (mean = 4.28) and “friends close by” (mean = 4.14), while they showed a lower level of agreement with the variable, “I would rather live in my county than anywhere else” (mean = 2.88). As for the natural environmental dimension, Saginaw respondents also showed a high level of agreement with the three indicator items, among which the variable, “opportunities for outdoor recreation” revealed the highest level of agreement (mean = 3.79). The overall level of importance of and agreement with community attachment was positively rated by Tuscola respondents. On the social dimension, Tuscola respondents indicated a high level of importance of “family ties” (mean = 4.34) and “local culture and traditions” (mean = 4.00). Respondents rated a high level of importance of “presence of wildlife” (mean = 4.13) in the natural environmental dimension.

Table 18: Community Attachment Profile of Homeowners by County

Community Attachment Indicator Variable ^a	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Social dimension						
If I had to move a way from my community, I would be very sorry to leave ^a	4.31	.86	3.16	1.25	3.63	1.11
I would rather live in my county than anywhere else ^a	3.87	1.08	2.88	1.23	3.32	1.23
Family ties	3.91	1.48	4.28	1.14	4.34	1.14
Friends close by	3.88	1.18	4.14	1.03	4.00	1.12
Local culture and traditions	3.83	1.04	3.28	1.16	3.38	1.16
Opportunities to be involved in community or organizations	3.55	1.17	3.39	1.20	3.15	1.16
Natural environment dimension						
Presence of wildlife	4.28	.93	3.68	1.18	4.13	.96
Opportunities for outdoor recreation	4.43	.85	3.79	1.16	3.97	1.04
Natural landscapes/views	4.61	.71	3.57	1.23	3.73	1.20

a: The scale was anchored with 1 = strongly disagree; 3 = neutral; 5 = strongly agree to test the first and second variable in social facet. The remaining items were anchored with 1 = not important at all; 3 = somewhat important; 5 = very important to test the rest of the variables.

Attitude toward Tourism Promotion and Marketing Campaigns Profile

Residents' attitudes toward tourism promotion and marketing campaigns (TPMC) were measured by the question, "a successful tourism economy in your county is dependent on TPMC." On average, respondents from all three counties highly agreed that a successful tourism economy in the county depends on tourism promotion and marketing campaigns with mean scores of 3.71 (Emmet); 3.74 (Saginaw); and 3.57 (Tuscola) (Table 19).

Table 19: Attitudes Toward Tourism Promotion and Marketing Campaigns Profile of Homeowners by County

Indicator Variable of Attitude toward TPMC ^a	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
A successful tourism economy in yc ^b is dependent on TPMC	3.71	.95	3.74	.96	3.57	1.02

a: The scale was anchored with 1 = strongly disagree; 3 = neutral; 5 = strongly agree.

b: “yc” indicates your county.

Support Profile

Support for cause-related marketing activities: Four indicator variables were used to evaluate residents’ support for marketing activities. The variables were: 1) tourism marketing that addresses key social issues in the county; 2) cause-related promotion and marketing campaign about tourism products in the county; 3) tourism marketing that emphasizes sustainability of natural amenities in the county; and 4) tourism marketing that emphasizes sustainability of cultural amenities in the county. These indicator variables and scales were modified from previous studies by Buhalis (1999), King, McVey, and Simmons (2000), Lwin, Williams, and Lan (2002), Ryan (1991b), and Varadarajan and Menon (1988).

Respondents from all three counties reported, on average, a high level of support for all types of marketing. Overall, respondents held a higher level of acceptance of tourism marketing that emphasizes “sustainability of natural amenities in a county” [mean = 4.28 (Emmet); mean = 3.96 (Saginaw); mean = 3.86 (Tuscola)] and “the sustainability of cultural amenities in a county” [mean = 4.14 (Emmet); mean = 3.90 (Saginaw); mean = 3.76 (Tuscola)] (Table 20).

Support for Tourism Products: To test the relationship between residents' attitude toward TPMC and support for tourism products in a future plan, 21 of 23 types of tourism products were studied. The deletion of two tourism products, "bar" and "casinos," was performed to render a more reliable scale. Even though the Cronbach alpha coefficient was 0.946, their correlations with other items were particularly low (0.30 below). These low correlations were expected to be a cause of weak performance or measurement in the study model.

The types of tourism products were extracted by researchers and then verified by managers in Saginaw tourism development and Emmet County planning department. With regard to support for tourism products, respondents from all three counties held an average of "somewhat" acceptable for all tourism products for the future TPMC, except "trail-motorized in Emmet county (mean = 2.51)." The highest level of acceptability among tourism products was indicated for "historic/cultural attractions" (mean = 4.35) in Emmet County, "festival/fairs/events" (mean = 4.14) in Saginaw County, and "trails-motorized" (mean = 4.14) in Tuscola County (Table 20).

Table 20: Support Profile of Homeowners for County

Support Indexes	Emmet		Saginaw		Tuscola	
	Mean (n=321)	Std. Dev.	Mean (n=213)	Std. Dev.	Mean (n=232)	Std. Dev.
Cause-Related Marketing Activities ^a						
Support TPMC that address key "social issues" in yc ^b	3.71	1.15	3.59	1.03	3.42	1.11
Support cause-related PMC about tourism products in yc	3.77	.92	3.63	.90	3.45	.92
Support TPMC that emphasize sustainability of natural amenities in yc	4.28	.80	3.96	.85	3.86	.97
Support TPMC that emphasize sustainability of cultural amenities in yc	4.14	.84	3.90	.90	3.76	.97
Tourism Products ^c						
Beaches (public)	4.33	.93	3.86	1.22	3.85	1.21
Bed and breakfast/inns	4.07	.94	3.87	1.11	3.92	1.05
Boating	4.22	.97	4.15	1.02	3.98	1.08
Campgrounds/RV parks/clubs	3.85	1.17	4.01	1.10	4.09	1.01
Festivals/fairs/events	4.13	1.01	4.14	1.00	4.12	.97
Galleries/museums	4.24	.91	4.10	.99	3.84	1.07
Historic/cultural attractions	4.35	.90	4.09	1.01	3.96	1.05
Hotels/motels	3.59	1.12	3.78	1.09	3.69	1.06
Land for hunting	3.19	1.29	3.44	1.30	3.91	1.15
Marinas/docks/slips	3.96	1.03	3.97	1.13	3.87	1.14
Open space and greenways	4.24	1.01	3.86	1.14	3.84	1.15
Parks with developed areas	4.11	.98	4.11	1.01	4.00	1.05
Piers (for fishing)	3.86	1.09	4.01	1.11	4.00	1.11
Resorts	3.64	1.15	3.79	1.16	3.64	1.25
Restaurants	4.12	.93	4.10	.97	4.03	.98
Retail stores/shopping district	3.98	.98	4.03	1.06	3.85	1.04
Roads and highways	3.75	1.15	3.89	1.09	3.79	1.05
Second homes/condos	3.49	1.13	3.25	1.23	3.18	1.26
Trails-motorized	2.51	1.38	3.28	1.34	4.14	1.36
Trails-non-motorized	4.01	1.10	3.95	1.20	3.88	1.13
Transportation (public)	3.53	1.20	3.56	1.32	3.46	1.16

a: The scale was anchored with 1 = strongly disagree; 3 = neutral; 5 = strongly agree.

b: "yc" indicates your county.

c: The scale was anchored with 1 = not acceptable; 3 = somewhat acceptable; 5 = very acceptable.

Analysis of the Study Hypotheses

Before analyzing the study hypotheses, the Pearson correlation test was conducted for each county to provide information about the nature and the strength of the relationship among variables (i.e., beliefs, emotional experience, involvement, attitude, support for marketing activities and tourism products, knowledge, personal benefit, community attachment) used in the study model.

Table 21 presents the correlations among the model variables, along with their means and standard deviations. The results varied by county. Emmet respondents revealed more significant correlation test results compared to Saginaw or Tuscola respondents. In all three counties, the correlations between variables were mostly significant at the 0.01 or 0.05 level. However, “emotional experience facet” was insignificantly correlated with the variables of marketing activities, tourism knowledge (subjective), and community attachment (natural environment) in all three counties. The involvement facet was also insignificantly correlated with the variables [i.e., community attachment (natural environment), tourism products] in all three counties. An insignificant correlation between the variables (i.e., marketing activities, tourism products) and the variable of tourism knowledge (subjective) was found in all three counties. Even though the results of the Pearson correlation showed insignificant correlations between some variables (as mentioned above), most values of the correlations provided the strengths of the relationship among the model variables.

Table 21: Correlations, Means, and Standard Deviations for the Model Variables by County

Emmet County	1	2	3	4	5	6	7	8	9	10
1. Beliefs	1									
2. Emotional Experience	.134*	1								
3. Involvement	.058	.033	1							
4. Attitude	.452**	.160**	.042	1						
5. Marketing Activities	.288**	.086	.070	.351**	1					
6. Tourism Products	.488**	.197**	.043	.516**	.336**	1				
7. Knowledge (subjective)	.214**	.107	.419**	.191**	.079	.101	1			
8. Personal Benefit	.247**	.013	.287**	.138*	.144*	.116	.307**	1		
9. Community Attachment (social)	.183**	.086	.238**	.173**	.232**	.197**	.263**	.171**	1	
10. Community Attachment (natural environment)	.245**	.039	.050	.163**	.308**	.324**	.172**	.185**	.373**	1
Mean ⁽¹⁾	24.0 ^a	6.5 ^b	3.5 ^b	3.7 ^c	15.9 ^d	81.3 ^e	3.25 ^c	2.64 ^c	23.37 ^f	13.3 ^g
Std. Dev.	21.03	2.00	1.66	.95	3.00	14.85	1.08	1.28	4.45	1.95

Saginaw County	1	2	3	4	5	6	7	8	9	10
1. Beliefs	1									
2. Emotional Experience	.132	1								
3. Involvement	.123	.086	1							
4. Attitude	.437**	.264**	.114	1						
5. Marketing Activities	.451**	.083	-.044	.451**	1					
6. Tourism Products	.442**	.204**	-.055	.403**	.439**	1				
7. Knowledge (subjective)	.086	.124	.233**	.176*	.115	-.029	1			
8. Personal Benefit	.283**	.199**	.312**	.273**	.174*	.113	.324**	1		
9. Community Attachment (social)	.191**	.301**	.012	.156*	.201**	.312**	.064	.172*	1	
10. Community Attachment (natural environment)	.154*	-.005	.001	.122	.257**	.255**	.008	.104	.538**	1
Mean ⁽¹⁾	21.5 ^a	4.8 ^b	2.8 ^b	3.7 ^c	15.1 ^d	82.0 ^e	2.6 ^c	1.9 ^c	21.2 ^f	11.1 ^g
Std. Dev.	22.25	2.09	1.36	.96	3.02	17.25	1.04	.95	4.56	3.06

(1): Sum of the items ranged from -70 through 70 (a); 0 - 10 (b); 0 - 5 (c); 0 - 20 (d); 0 - 105 (e); 0 - 30 (f); and 0 - 15 (g).

* Correlation is significant at the 0.05 level.

** Correlation is significant at the 0.01 level.

Table 21: (cont'd)

	Tuscola County									
	1	2	3	4	5	6	7	8	9	10
1. Beliefs	1									
2. Emotional Experience	.018	1								
3. Involvement	.168*	.265**	1							
4. Attitude	.453**	-.015	.216**	1						
5. Marketing Activities	.433**	-.030	.168*	.647**	1					
6. Tourism Products	.524**	-.067	.106	.545**	.541**	1				
7. Knowledge (subjective)	.039	.080	.277**	-.002	.035	-.088	1			
8. Personal Benefit	.294**	.162*	.350**	.170*	.131	.134	.293**	1		
9. Community Attachment (social)	.146*	.162*	.107	.241**	.269**	.188**	.071	.087	1	
10. Community Attachment (natural environment)	.165*	-.027	.039	.139*	.244**	.336**	-.013	.012	.450**	1
Mean ⁽¹⁾	16.8 ^a	4.5 ^b	2.9 ^b	3.6 ^c	14.5 ^d	80.0 ^e	2.3 ^c	1.6 ^c	21.9 ^f	11.8 ^h
Std. Dev.	20.34	1.97	1.48	1.02	3.34	17.51	1.11	.81	4.58	2.54

(1): Sum of the items ranged from -70 through 70 (a); 0 - 10 (b); 0 - 5 (c); 0 - 20 (d); 0 - 105 (e); 0 - 30 (f); and 0 - 15 (g).

* Correlation is significant at the 0.05 level.

** Correlation is significant at the 0.01 level.

Step I of the Study Model: Hypothesis 1 and 2

- H1:** There is a positive relationship between beliefs, emotional experience, and involvement and attitudes toward tourism promotion and marketing campaigns (TPMC).
- H2:** Beliefs in TPMC will be stronger or more influential than emotional experience in TPMC or involvement in decision-making of tourism development and promotion in predicting attitudes toward TPMC.

Multiple regression analysis was conducted to test the impact of beliefs, emotional experience, and involvement on attitudes toward tourism promotion and marketing campaigns (TPMC). The multiple regressions were overall significant [$F = 24.1, p < .001$ (Emmet); $F = 16.8, p < .001$ (Saginaw); $F = 18.6, p < .001$ (Tuscola)]. The results indicated “*beliefs in TPMC*” were positively related to attitude toward TPMC in respondents from all three counties when controlling across emotional experience and involvement levels. The relationship between Emmet respondents’ beliefs and attitudes toward TPMC ($\beta = .44, t = 8.0, p < .001$) was stronger than in Saginaw ($\beta = .40, t = 6.0, p < .001$) and Tuscola ($\beta = .42, t = 6.5, p < .001$) respondents (Table 22).

With regard to the relationship between “*emotional experience*” and attitudes toward TPMC when controlling for beliefs and involvement levels, the results showed a significant positive relationship between emotional experience and attitudes toward TPMC in respondents from Emmet ($\beta = .12, t = 2.1, p < .05$) and Saginaw ($\beta = .19, t = 2.9, p < .01$) counties, whereas there was an insignificant relationship between the two variables in Tuscola respondents ($\beta = .08, t = -1.2, p > .05$).

Table 22: Regression Analysis for the Prediction of Attitudes toward TPMC from Beliefs, Emotional Experience, and Involvement in Decision-Making of Tourism Development and Promotion

	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=232) ^a			
	β	t	p	β	t	p	β	t	p	
Beliefs	.44	8.0	< .001	.40	6.0	< .001	.42	6.5	< .001	
Emotional Experience	.12	2.1	< .05	.19	2.9	< .01	-.08	-1.2	ns	
Involvement	-.02	-.32	ns	.03	.51	ns	.17	2.5	< .05	
			F = 24.1, p < .001, Adjusted R ² = .22				F = 16.8, p < .001, Adjusted R ² = .21			
							F = 18.6, p < .001, Adjusted R ² = .21			

a: "n" indicates the total number of cases used for the main part of the analysis.

As for the relationship between “*involvement*” in decision-making of tourism development and promotion (TDP)” and attitudes toward TPMC when controlling for beliefs and emotional experience levels, the involvement facet significantly predicted “attitudes toward TPMC” in respondents from Tuscola county ($\beta = .17$, $t = 2.5$, $p < .05$), whereas an insignificant prediction of attitudes toward TPMC from involvement facet was found in respondents from Emmet and Saginaw counties. In addition, a small proportion of variance in beliefs, emotional experience, and involvement facet that can be accounted for by an attitude toward TPMC was identified by respondents from all three counties [adjusted $R^2 = 22\%$ (Emmet); adjusted $R^2 = 21\%$ (Saginaw); adjusted $R^2 = 21\%$ (Tuscola)].

In the second hypothesis, this study tested whether belief in TPMC is a stronger or more influence than emotional experience and involvement on attitudes toward TPMC. The findings from all three counties supported this second hypothesis by showing a stronger effect of belief on attitude toward TPMC [standardized beta (β) = .44 (Emmet); $\beta = .40$ (Saginaw); $\beta = .42$ (Tuscola)] compared to the effects of emotional experience in

TPMC and involvement in decision-making of tourism development and promotion (Table 22).

Step II (1) of the Study Model: Hypothesis 3 and 4

- | |
|---|
| <p>H3: There is a positive relationship between both objective and subjective tourism knowledge and beliefs in tourism promotion and marketing campaigns (TPMC).</p> <p>H4: The higher the level of residents' objective and subjective tourism knowledge, the stronger a relationship between residents' beliefs in and attitudes toward TPMC.</p> |
|---|

Testing for Relationship between Tourism Knowledge and Beliefs

In the third hypothesis, a regression analysis was first conducted with beliefs in tourism promotion and marketing campaigns (TPMC) as the dependent variable and "subjective tourism knowledge" as the independent variable to examine the prediction of beliefs in TPMC from subjective tourism knowledge. As shown in Table 23, a significantly positive relationship between subjective tourism knowledge and beliefs in TPMC was found in Emmet respondents ($\beta = .21$, $t = 3.4$, $p < .001$), whereas an insignificant relationship between the variables was found in Saginaw ($\beta = .09$, $t = 1.2$, $p > .05$) and Tuscola ($\beta = .04$, $t = 0.6$, $p > .05$) respondents. The result from Emmet respondents was the sole supporter of the hypothesis that the higher the level of subjective tourism knowledge, the more positive beliefs in TPMC the residents have.

Table 23: Regression Analysis for the Prediction of Beliefs in Tourism Promotion and Marketing Campaigns from Subjective Tourism Knowledge

	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=232) ^a		
	β	t	p	β	t	p	β	t	p
Subjective Knowledge	.21	3.4	< .001	.09	1.2	ns	.04	0.6	ns
	F = 13.2, p < .001, Adjusted R ² = .042			F = 1.4, p > .05, Adjusted R ² = .002			F = .32, p > .05, Adjusted R ² = -.003		

a: "n" indicates the total number of cases used for the main part of the analysis.

An independent sample t-test was also conducted in the third hypothesis to determine if there is a difference between "objective tourism knowledge" (a categorical independent variable) regarding beliefs in TPMC (a continuous dependent variable). As shown in Table 24, the results from Emmet and Tuscola respondents showed significant differences between the two groups (i.e., objectively knowledgeable or unknowledgeable about tourism) regarding the level of beliefs in TPMC, as well as a significantly negative relationship between objective tourism knowledge and beliefs in TPMC [$t = -2.0$, $p < .05$ (Emmet); $t = -3.1$, $p < .01$ (Tuscola)]. Conversely, Saginaw respondents revealed an insignificant relationship between the two variables and no differences in beliefs in TPMC between the two objective knowledge groups ($t = -0.6$, $p > .05$).

The findings indicated that the unknowledgeable group from all three counties had a higher level of beliefs in TPMC (mean ranged from a low of 22.2 to a high of 25.0) than the knowledgeable group (mean ranged from a low of 13.3 to a high of 20.2). The results did not support the hypothesis that there is a positive relationship between objective tourism knowledge and beliefs in TPMC.

Table 24: Independent Sample T-Test for Relationship between Objective Tourism Knowledge and Beliefs in Tourism Promotion and Marketing Campaigns

	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=232) ^a		
	Mean	Std. Dev.	t (p)	Mean	Std. Dev.	t (p)	Mean	Std. Dev.	t (p)
Objective Knowledge									
Correct	18.0 ^b	18.9	-2.0	20.2	22.9	-0.6	13.3	19.3	-3.1
Incorrect	25.0 ^b	21.1	(< .05)	22.5	22.4	(ns)	22.2	20.4	(< .01)

a: "n" indicates the total number of cases used for the main part of the analysis.

b: Sum of the multiplied seven items in beliefs revealed a possible range of -70 through 70.

Examining the Moderation Role of Tourism Knowledge

To measure the moderating effects of "*subjective tourism knowledge*" on the relationship between belief and attitude toward tourism promotion and marketing campaigns (TPMC), multiple regression with two-way interactions was used in the fourth hypothesis. As shown in Table 25, neither main effects (i.e., subjective tourism knowledge and beliefs in TPMC) reached significance in any of the three counties. The two-way interaction between subjective tourism knowledge and beliefs in TPMC did not reach significance in Saginaw ($F = 0.6, p > .05$) or Tuscola ($F = 0.7, p > .05$) respondents. Only Emmet respondents showed a significant interaction between subjective knowledge and beliefs in TPMC ($F = 16.4, p < .001$). The result from Emmet respondents was the sole supporter of the hypothesis regarding the moderating role of subjective tourism knowledge on the relationship between belief and attitude toward TPMC.

As for the moderating role of "*objective tourism knowledge*" on the relationship between beliefs and attitudes toward TPMC, the results indicated beliefs in TPMC main effect reached significance [$F = 20.4, p < .001$ (Emmet); $F = 47.9, p < .001$ (Saginaw); $F = 37.5, p < .001$ (Tuscola)], whereas objective tourism knowledge main effect was not

significant in any of the three counties. As seen in Table 26, the two-way interaction between objective knowledge and beliefs in TPMC did not reach significance with Emmet ($F = 0.6, p > .05$) or Tuscola ($F = 1.4, p > .05$) respondents, but did for Saginaw respondents ($F = 5.1, p < .05$).

In addition, after controlling for objective tourism knowledge (i.e., objectively knowledgeable or unknowledgeable group), regression analysis was conducted to test the relationship between beliefs and attitudes toward TPMC. For the objectively “*knowledgeable group*,” beliefs in TPMC significantly predicted “attitudes toward TPMC” in all three counties [$\beta = .45, t = 7.7, p < .001$ (Emmet); $\beta = .35, t = 4.1, p < .001$ (Saginaw); $\beta = .44, t = 4.2, p < .001$ (Tuscola)]. For the objectively “*unknowledgeable group*,” beliefs in TPMC significantly predicted “attitudes toward TPMC” in all three counties [$\beta = .37, t = 2.4, p < .001$ (Emmet); $\beta = .58, t = 5.6, p < .001$ (Saginaw); $\beta = .43, t = 5.2, p < .001$ (Tuscola)]. Accordingly, the overall findings imply that objective tourism knowledge is somewhat relevant in moderating the relationship between beliefs and attitudes toward TPMC, but seemed to not strongly influence the relationship.

Table 25: Multiple Regression with Interactions Using Attitudes toward Tourism Promotion and Marketing Campaigns as the Dependent Variable and *Subjective Tourism Knowledge* and Beliefs in TPMC as the Independent Variable

County	Source	Type III Sum of Squares	df	Mean Square	F	p	Partial Eta Squared
Emmet (n=321) ^a	Two-way Interaction						
	Subjective Tourism Knowledge (STK)	3.7	1	3.7	0.3	ns	.00
	Beliefs in TPMC (BT)	32.8	1	32.8	2.4	ns	.01
	STK * BT	227.7	1	227.7	16.4	<.001	.06
	Error	3714.9	267	13.9			
	Total	3992.0	270				
Saginaw (n=213) ^a	Subjective Tourism Knowledge (STK)	12.7	1	12.7	0.8	ns	.00
	Beliefs in TPMC (BT)	20.9	1	20.9	1.4	ns	.01
	STK * BT	8.6	1	8.6	0.6	ns	.00
	Error	2860.1	190	15.1			
	Total	2910.0	193				
Tuscola (n=232) ^a	Subjective Tourism Knowledge (STK)	0.4	1	0.4	.03	ns	.00
	Beliefs in TPMC (BT)	49.7	1	49.7	3.6	ns	.02
	STK * BT	1.00	1	1.00	0.7	ns	.00
	Error	2840.7	207	13.7			
	Total	2894.0	210				

a: “n” indicates the total number of cases used for the main part of the analysis.

Table 26: Multiple Regression with Interactions Using Attitudes toward Tourism Promotion and Marketing Campaigns as the Dependent Variable and *Objective Tourism Knowledge* and Beliefs in TPMC as the Independent Variable

County	Source	Type III Sum of Squares	df	Mean Square	F	p	Partial Eta Squared
Emmet (n=321)^a	Two-way Interaction						
	Objective Tourism Knowledge (OTK)	0.4	1	0.4	0.6	ns	.00
	Beliefs in TPMC (BT)	15.1	1	15.1	20.5	<.001	.07
	OTK * BT	.47	1	.47	0.6	ns	.00
	Error	191.4	260	.74			
Saginaw (n=213)^a	Total	238.4	263				
	Objective Tourism Knowledge (OTK)	0.2	1	0.2	0.3	ns	.00
	Beliefs in TPMC (BT)	35.3	1	35.3	47.9	<.001	.21
	OTK * BT	3.8	1	3.8	5.1	<.05	.02
	Error	135.3	184	0.7			
Tuscola (n=232)^a	Total	171.2	187				
	Objective Tourism Knowledge (OTK)	0.1	1	0.1	0.1	ns	.00
	Beliefs in TPMC (BT)	30.2	1	30.2	37.5	<.001	.16
	OTK * BT	1.2	1	1.2	1.4	ns	.01
	Error	156.5	194	0.8			
	Total	194.5	197				

a: "n" indicates the total number of cases used for the main part of the analysis.

Step II (2) of the Study Model: Hypothesis 5 and 6

- H5:** The higher the personal benefit from tourism, the more positive is residents' emotional experience (e.g., interest, satisfaction) in TPMC.
- H6:** The higher the personal benefit from tourism, the stronger the relationship between residents' emotional experience in TPMC and attitudes toward TPMC.

Testing for Relationship between Personal Benefit and Emotional Experience

In the fifth hypothesis, a regression analysis was conducted with emotional experience in TPMC as the dependent variable and personal benefit from tourism as the independent variable. The regression model was significant in Saginaw and Tuscola County [$F = 7.8, p < .01$ (Saginaw); $F = 5.6, p < .05$ (Tuscola)], but not for Emmet County ($F = .05, p > .05$). As shown in Table 27, the results from Saginaw and Tuscola respondents indicated the prediction of emotional experience in TPMC by the personal benefit facet [$\beta = .20, t = 2.8, p < .01$ (Saginaw); $\beta = .16, t = 2.3, p < .05$ (Tuscola)], whereas an insignificant relationship between the two variables was found for Emmet respondents ($\beta = .01, t = .22, p > .05$).

In addition, a small proportion of variance in the emotional experience facet that can be accounted for by personal benefit from tourism was found in residents from all of the three counties [adjusted $R^2 = -0.3\%$ (Emmet); adjusted $R^2 = 3.4\%$ (Saginaw); adjusted $R^2 = 2.1\%$ (Tuscola)]. The fit of the models was not strong, however, the results supported the hypothesis that the higher the personal benefit from tourism, the more positive is a residents' emotional experience in TPMC.

Table 27: Regression Analysis for the Prediction of Emotional Experience in Tourism Promotion and Marketing Campaigns from Personal Benefit from Tourism

	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=232) ^a		
	β	t	p	β	t	p	β	t	p
Personal Benefit from Tourism	.01	.22	ns	.20	2.8	< .01	.16	2.4	< .05
	F = .05, p > .05, Adjusted R ² = -.003			F = 7.8, p < .01, Adjusted R ² = .034			F = 5.6, p < .05 Adjusted R ² = .021		

a: "n" indicates the total number of cases used for the main part of the analysis.

Examining the Moderation Role of Personal Benefit

Multiple regression with two-way interactions was used to test the moderating effect of "personal benefit from tourism" on the relationship between emotional experience and attitudes toward tourism promotion and marketing campaigns (TPMC). As can be seen in Table 28, neither main effects (i.e., personal benefit from tourism and emotion experience in TPMC) reached significance.

Two-way interaction between personal benefit from tourism and emotional experience in TPMC reached significance in Saginaw (F = 4.9, p < .05) and Tuscola (F = 6.1, p < .05) respondents, but not for Emmet respondents (F = 0.0, p > .05). These results imply that the personal benefit from tourism was relevant for moderating the relationship between emotional experience and attitudes toward TPMC in two of three counties.

Table 28: Multiple Regression with Interactions Using Attitudes toward Tourism Promotion and Marketing Campaigns as Dependent Variable and Personal Benefit from Tourism and Emotional Experience in TPMC as Independent Variable

County	Source	Type III Sum of Squares	df	Mean Square	F	p	Partial Eta Squared
Emmet (n=321) ^a	Two-way Interactions						
	Personal Benefit from Tourism (PB)	10.3	1	10.3	0.7	ns	.00
	Emotional Experience in TPMC (EE)	3.9	1	3.9	0.3	ns	.00
	PB * EE	0.4	1	.4	0.0	ns	.00
	Error	4064.7	269	15.1			
	Total	4080.0	272				
Saginaw (n=213) ^a	Personal Benefit from Tourism (PB)	18.7	1	18.7	1.3	ns	.01
	Emotional Experience in TPMC (EE)	0.9	1	0.9	1.4	ns	.00
	PB * EE	72.6	1	72.6	4.9	<.05	.03
	Error	2730.0	185	14.8			
	Total	2834.0	188				
Tuscola (n=232) ^a	Personal Benefit from Tourism (PB)	0.5	1	0.5	0.0	ns	.00
	Emotional Experience in TPMC (EE)	0.0	1	0.0	0.0	ns	.00
	PB * EE	82.8	1	82.8	6.1	<.05	.03
	Error	2756.3	203	13.6			
	Total	2844.0	206				

a: "n" indicates the total number of cases used for the main part of the analysis.

Step II (3) of the Study Model: Hypothesis 7 and 8

- H7:** A positive relationship exists between community attachment and involvement in decision-making of tourism development and promotion.
- H8:** Level of community attachment moderates the strength of the relationship between involvement in decision making of tourism development and promotion and attitudes toward tourism promotion and marketing campaigns.

Testing for Relationship between Community Attachment and Involvement

A regression analysis was conducted to examine the relationship between community attachment and involvement in decision-making of tourism development and promotion (TDP) in the seventh hypothesis. Overall, the regressions were insignificant (Table 29). The results from Emmet respondents indicated a significant positive relationship between the “*social dimension*” of community attachment and “involvement in decision-making of TDP” ($\beta = .26$, $t = 4.1$, $p < .001$), whereas an insignificant relationship existed between the two variables with Saginaw ($\beta = .05$, $t = .55$, $p > .05$) and Tuscola respondents ($\beta = .12$, $t = 1.6$, $p > .05$). None of the three counties revealed the prediction of involvement in decision-making of TDP from the “*natural environment dimension*” of community attachment.

Table 29: Regression Analysis for the Prediction of Involvement in Decision-Making of Tourism Development and Promotion (TDP) from Community Attachment

	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=232) ^a		
	β	t	p	β	t	p	β	t	p
Social	.26	4.1	< .001	.05	.55	ns	.12	1.6	ns
Natural Environment	-.05	-.77	ns	-.03	-.33	ns	-.03	-.34	ns
			F = 8.7, p < .001, Adjusted R ² = .052				F = .15, p > .05, Adjusted R ² = -.009		
							F = 1.4, p > .05, Adjusted R ² = .004		

a: "n" indicates the total number of cases used for the main part of the analysis.

Examining the Moderation Role of Community Attachment

In the eighth hypothesis, multiple regression with three-way interaction tested the moderating effect of "community attachment" on the relationship between involvement in tourism development and promotion (TDP) and attitudes toward tourism promotion and marketing campaigns (TPMC). The overall main effect of the three variables (i.e., social dimension of community attachment, natural environment dimension of community attachment, involvement in decision-making in TDP) did not reach significance. Only "the involvement in decision-making of TDP" ($F = 4.8$, $p < .05$) and "social dimension of community attachment" main effects ($F = 6.3$, $p < .05$) reached significance in Saginaw and Tuscola counties, respectively.

As shown in Table 30, two-way interaction between the "social dimension" of community attachment and "involvement in decision-making of TDP" did not reach significance in any of the three counties. Only the data from Emmet respondents resulted in a significant two-way interaction between the two variables ($F = 4.4$, $p < .05$). The two-way interaction between "natural environmental dimension and involvement" in decision-making of TDP did not reach significance in any of the three counties [$F = 3.6$,

$p > .05$ (Emmet); $F = 2.3$, $p > .05$ (Saginaw); $F = 0.6$, $p > .05$ (Tuscola)]. An insignificant three-way interaction between social dimension, natural environment, and involvement in decision-making of TDP was found in the three counties [$F = 1.2$, $p > .05$ (Emmet); $F = 1.4$, $p > .05$ (Saginaw); $F = 0.5$, $p > .05$ (Tuscola)].

Overall, the Emmet County data provided sole support for the moderation role of the “social dimension” of community attachment on the relationship between “involvement in decision-making of TDP” and “attitudes toward TPMC.” The findings from all three counties imply that the “natural environment” dimension of community attachment was not found to moderate the relationship between involvement in decision-making of TDP and attitude toward TPMC.

Table 30: Multiple Regression with Interactions Using Attitudes toward Tourism Promotion and Marketing Campaigns as Dependent Variable and Community Attachment and Involvement in Decision-Making of TDP as Independent Variable

County	Source	Type III Sum of Squares	df	Mean Square	F	p	Partial Eta Squared
Emmett (n=321)^a	Three-way Interactions						
	Social Dimension in CA (SD)	0.8	1	0.8	1.0	ns	.00
	Natural Environment in CA (NE)	3.1	1	3.1	3.7	ns	.01
	Involvement in Decision-Making of TDP (IDM)	0.0	1	0.0	0.0	ns	.00
	SD * IDM	3.7	1	3.7	4.4	<.05	.02
	NE * IDM	3.0	1	3.0	3.6	ns	.01
	SD * NE * IDM	1.0	1	1.0	1.2	ns	.00
	Error	226.3	270				
Saginaw (n=213)^a	Total	240.0	277				
	Three-way Interactions						
	Social Dimension in CA (SD)	1.6	1	1.6	2.0	ns	.01
	Natural Environment in CA (NE)	0.5	1	0.5	0.6	ns	.00
	Involvement in Decision-Making of TDP (IDM)	3.9	1	3.9	4.8	<.05	.03
	SD * IDM	0.9	1	0.9	0.0	ns	.00
	NE * IDM	1.9	1	1.9	2.6	ns	.01
	SD * NE * IDM	1.1	1	1.1	1.4	ns	.00
Tuscola (n=232)^a	Error	148.5	180				
	Total	158.9	187				
	Three-way Interactions						
	Social Dimension in CA (SD)	6.0	1	6.8	6.3	<.05	.31
	Natural Environment in CA (NE)	0.2	1	0.2	0.3	ns	.00
	Involvement in Decision-Making of TDP (IDM)	3.3	1	3.3	4.3	ns	.02
	SD * IDM	2.3	1	2.3	2.5	ns	.01
	NE * IDM	0.6	1	0.6	0.7	ns	.00
Tuscola (n=232)^a	SD * NE * IDM	0.5	1	0.5	0.5	ns	.00
	Error	188.9	199				
Tuscola (n=232)^a	Total	210.9	206				

a: "n" indicates the total number of cases used for the main part of the analysis.

Step III (1) of the Study Model: Hypothesis 9 and 10

- H9:** There will be a significant difference among residents by those with positive, neutral, or negative attitudes toward TPMC, regarding support for types of cause-related marketing activities for future TPMC.
- H10:** The relationship between residents' attitudes toward TPMC and support for types of cause-related marketing activities is significant. The strength of the relationship will vary by county with a high stage tourism destination holding the strongest relationship compared to a middle stage or lower stage tourism destination.

In step III (1), the ninth hypothesis tested if there is a significant difference between residents by those with positive, neutral, or negative attitudes toward TPMC, regarding support for types of cause-related marketing activities. The tenth hypothesis examined if the county at the highest stage of tourism development holds the strongest relationship between residents' attitudes toward TPMC and support for cause-related marketing activities compared to counties at a middle or lower stage of tourism development.

One-way ANOVA with a post hoc test was conducted to determine the existence of differences in support for cause-related marketing activities among the three attitude groups (i.e., negative, neutral, positive attitude group) in the ninth hypothesis. As shown in Table 31, the results confirmed a significant difference between residents who have positive, neutral, or negative attitudes toward place marketing, regarding support for cause-related marketing activities from all three counties [$F = 21.2, p < .001$ (Emmet: the moderate developed county); $F = 22.8, p < .001$ (Saginaw: the most developed county; $F = 52.5, p < .001$ (Tuscola: the least developed county))]. In group comparisons, the

positive attitude group revealed a higher mean difference in the level of support for marketing activities compared to negative and neutral groups in all three counties.

On average, residents of the moderately developed county (mean = 15.93) were more likely to support all marketing activities compared to those of the most developed (mean = 15.08) or the least developed counties (mean = 14.50). The positive attitude group from each county held a higher level of support for the marketing activities [mean = 16.6 (Emmet); mean = 16.1 (Saginaw); mean = 15.9 (Tuscola)] in comparison to the negative or neutral attitude groups. These findings supported the ninth hypothesis of this study.

With respect to the tenth hypothesis, a significant (at $\alpha = .05$) coefficient and the standardized beta value were utilized from the regression analysis. Respondents from “the least developed county” ($\beta = .65$, $t = 12.5$, $p < .001$) held the strongest relationship between attitudes toward tourism promotion and marketing campaigns and support for cause-related marketing compared to the moderate developed county ($\beta = .35$, $t = 6.5$, $p < .001$) and the most developed county ($\beta = .45$, $t = 7.1$, $p < .001$) (Table 32). The results did not support the tenth hypothesis of this study.

Table 31: One-Way Analysis of Variance with a Post Hoc Test for Examining Differences in Support for Cause-Related Marketing Activities among the Three Attitude Groups

(I) Attitude Group	(J) Attitude Group	Emmet (n=321) ^a				Saginaw (n=213) ^a				Tuscola (n=231) ^a			
		Mean ^b	Std. Error	Sig.	Mean Difference (I-J)	Mean Difference (I-J)	Std. Error	Sig.	Mean Difference (I-J)	Mean Difference (I-J)	Std. Error	Sig.	Sig.
Negative (1)	2	-1.50	0.59	<.05	-0.60	-0.60	0.77	ns	-3.16	-3.16	0.63	<.001	
	3	-3.05	0.53	<.001	-3.13	-3.13	0.73	<.001	-5.59	-5.59	0.58	<.001	
Neutral (2)	1	1.50	0.59	<.05	0.60	0.60	0.77	ns	3.16	3.16	0.63	<.001	
	3	-1.55	0.38	<.001	-2.53	-2.53	0.43	<.001	-2.43	-2.43	0.42	<.001	
Positive (3)	1	3.05	0.53	<.001	3.13	3.13	0.73	<.001	5.59	5.59	0.58	<.001	
	2	1.55	0.38	<.001	2.53	2.53	0.43	<.001	2.43	2.43	0.42	<.001	
F = 21.2, p < .001										F = 52.5, p < .001			

a: "n" indicates the total number of cases used for the main part of the analysis.

b: Sum of the four items in marketing activities revealed a possible range of 0 through 20.

Table 32: Regression Analysis for the Prediction of Support for Cause-Related Marketing Activities from Attitudes toward Tourism Promotion and Marketing Campaigns (TPMC)

	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=232) ^a		
	β	t	p	β	t	p	β	t	p
Attitudes toward TPMC	.35	6.5	<.001	.45	7.1	<.001	.65	12.5	<.001
F = 42.5, p < .001, Adjusted R ² = .12									
F = 155.2, p < .001, Adjusted R ² = .42									

a: "n" indicates the total number of cases used for the main part of the analysis.

Step III (2) of the Study Model: Hypothesis 11 and 12

- H11:** There will be a significant difference between residents by those with positive, neutral, or negative attitudes toward tourism promotion and marketing campaigns (TPMC), regarding support for tourism products for the future plan of marketing and promotion.
- H12:** The relationship between residents' attitudes toward TPMC and support for tourism products is significant. The strength of the relationship will vary by county with a high stage tourism destination holding the strongest relationship compared to a middle stage or lower stage tourism destination.

In step III (2), this study tested if there is a significant difference between residents by those with positive, neutral, or negative attitudes toward TPMC, regarding support for tourism products for future TPMC (H11). The research also identified whether the county at a high stage of tourism development holds the strongest relationship between residents' attitude toward TPMC and support for tourism products compared to counties at middle or a lower stages of tourism development (H12).

One-way ANOVA with a post hoc test determined the existence of differences in support for tourism products among the three attitude groups (i.e., negative, neutral, positive attitude group). In Table 33, the results confirmed that the attitude groups from all three counties hold a significant difference in support for tourism products from each county [$F = 41.5$, $p < .001$ (Emmet: the moderate developed county); $F = 14.1$, $p < .001$ (Saginaw: the most developed county; $F = 34.5$, $p < .001$ (Tuscola: the least developed county))]. In group comparisons, the positive attitude group revealed a higher mean difference in the level of support for tourism products compared to the negative and neutral groups in all three counties.

On average, residents of the most developed county (mean = 82.07) were more likely to support all tourism products in comparison with those of the moderately developed (mean = 81.42) and least developed counties (mean = 80.28). The positive attitude groups from all three counties held a higher level of support for the tourism products compared to the negative or neutral attitude groups.

As for determining which county holds the strongest relationship between attitude toward tourism promotion and marketing campaigns and tourism products, significant (at $\alpha = .05$) coefficient and the beta value were utilized from the regression analysis. As shown in Table 34, respondents from “the least developed county” ($\beta = .55$, $t = 9.3$, $p < .001$) had the strongest relationship between attitude toward tourism promotion and marketing campaigns and support for tourism products compared to the moderate developed county ($\beta = .52$, $t = 10.0$, $p < .001$) and the most developed county ($\beta = .40$, $t = 5.8$, $p < .001$). These results did not support the twelfth hypothesis of this study.

Table 33: One-Way Analysis of Variance with a Post Hoc Test for Examining Differences in Support for Tourism Products among the Three Attitude Groups

(I) Attitude Group	(J) Attitude Group	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=231) ^a		
		Mean ^b Difference (I-J)	Std. Error	Sig.	Mean Difference (I-J)	Std. Error	Sig.	Mean Difference (I-J)	Std. Error	Sig.
Negative (1)	2	-10.92 ^b	2.87	<.01	-10.30	4.97	ns	-8.74	3.55	<.05
	3	-21.03	2.55	<.001	-20.52	4.72	<.001	-22.90	3.25	<.001
Neutral (2)	1	10.92	2.87	<.01	10.30	1.97	ns	8.74	3.55	<.05
	3	-10.12	1.89	<.001	-10.21	2.68	<.01	-14.17	2.39	<.001
Positive (3)	1	21.03	2.55	<.001	20.52	4.72	<.001	22.90	3.25	<.001
	2	10.11	1.89	<.001	10.21	2.68	<.01	14.17	2.39	<.001
		F = 41.5, p < .001			F = 14.1, p < .001			F = 34.5, p < .001		

a: "n" indicates the total number of cases used for the main part of the analysis.

b: Sum of the twenty-one items in tourism products revealed a possible range of 0 through 105.

Table 34: Regression Analysis for the Prediction of Support for Tourism Products from Attitudes toward Tourism Promotion and Marketing Campaigns (TPMC)

	Emmet (n=321) ^a			Saginaw (n=213) ^a			Tuscola (n=232) ^a		
	β	t	p	β	t	p	β	t	p
Attitudes toward TPMC	.52	10.0	<.001	.40	5.8	<.001	.55	9.3	<.001
F = 99.5, p < .001, Adjusted R ² = .26									
F = 33.6, p < .001, Adjusted R ² = .16									

a: "n" indicates the total number of cases used for the main part of the analysis.

Table 35: Summary of Hypotheses Test Results

	Hypothesized Paths	Results		
		Emmet	Saginaw	Tuscola
H1	Beliefs in TPMC Emotional experience in TPMC Involvement in decision-making (DM) of TDP	Sig. ^a Sig. ns	Sig. Sig. ns	Sig. ns ^b Sig.
H2	Tested whether beliefs is a stronger than emotional experience and involvement in the attitude.	Sig.	Sig.	Sig.
H3	Subjective tourism knowledge Objective tourism knowledge	Sig. ns	ns ns	ns ns
H4	Subjective tourism knowledge * Beliefs Objective tourism knowledge * Beliefs	Sig. ns	ns Sig.	ns ns
H5	Personal benefit	ns	Sig.	Sig.
H6	Personal benefit * Emotional experience in TPMC	ns	Sig.	Sig.
H7	Social dimension in Community attachment (SD) Natural environment in Community attachment (NE)	Sig. ns	ns ns	ns ns
H8	Social dimension in CA * Involvement in DM of TDP Natural environment in CA * Involvement in DM of TDP	Sig. ns	ns ns	ns ns
H9	Attitude toward TPMC	Sig.	Sig.	Sig.
H10	Tested whether the county, a higher stage tourism destination, holds the strongest support for the marketing activities.	ns		
H11	Attitude toward TPMC	Sig.	Sig.	Sig.
H12	Tested whether the county, a higher stage tourism destination, holds the strongest support for tourism products.	ns		

a: "Sig." indicates statistical significance at the .05 level.

b: "ns" indicates no significance.

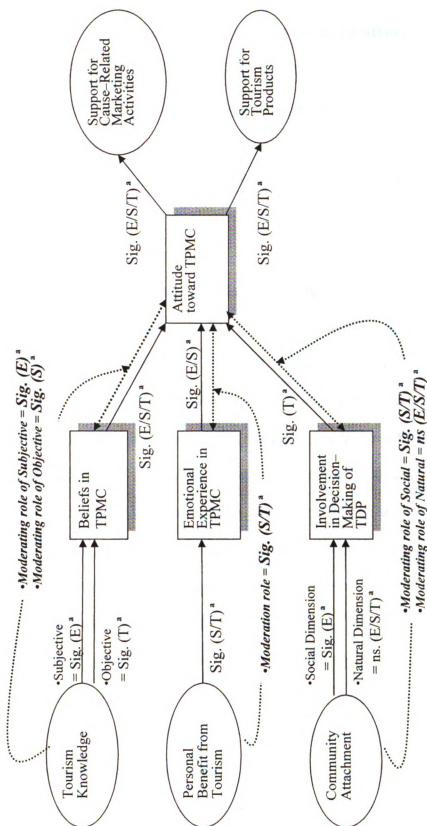


Figure 6: Summary of Study Model and Results

CHAPTER 5

DISCUSSION AND CONCLUSIONS

Summary of the Study

This study examined residents' attitudes toward and support for promotion and marketing campaigns of tourism, as well as explored factors yielding positive or negative affects of residents' attitudes toward tourism promotion and marketing campaigns (TPMC) across several destinations.

Data were collected using a mail questionnaire across several counties or destination areas at different levels of tourism development (i.e., Saginaw = most developed; Emmet = moderately developed; Tuscola = least developed). The questionnaire was developed from a review of existing literature addressing residents' attitudes toward tourism development and marketing and later modified based on input obtained from university researchers and managers in two of the three counties. The population for this study was homeowners, including full-time and seasonal residents, at the household level. The study samples were randomly selected from the database for the 2006 winter property tax bill for each county. The mail questionnaire was administered from May 4 through May 28, 2007 following Dillman's (2000) methodology. A total of 3,008 households constituted the population. After the mailing 90 surveys were undeliverable, and 809 were returned and completed for an overall response rate of 28%. A non-response survey was sent on June 18, 2007, following the mail data collection period to assess any biases in the dataset. Eighteen percent (18%) of this sample (n=300) returned the non-response survey, and the results from non-respondents were found to be

relatively indistinguishable from the main study results. The data were analyzed using four statistical techniques as follows: 1) multiple linear regression analyses were used to test the study hypotheses for the relationship beliefs, emotional experience, involvement, subjective tourism knowledge, personal benefit, community attachment, attitude, and support facets; 2) multiple regression analyses with interaction terms were conducted to test the hypotheses for moderating influences of tourism knowledge, personal benefit from tourism, and community attachment; 3) independent sample t-tests were conducted to compare differences between a categorical independent variable (objective tourism knowledge) regarding a continuous dependent variable (beliefs in TPMC); and 4) one-way ANOVA with a post hoc test was used to determine the existence of differences in support for cause-related marketing activities and tourism products among three attitude groups (i.e., negative, neutral, positive).

Discussion of Key Findings

To answer the research hypotheses and achieve the study's objectives, this study developed a conceptual research model based on Eagly and Chaiken's attitude theory (1993). As stated in Chapter 2, Eagly and Chaiken's theory suggested attitudes are formed on the basis of cognitive (e.g., beliefs, knowledge, thought), affective (e.g., emotional experience, personal benefit, interest), and behavioral (e.g., involvement, community attachment, participation, action) components. This study found that the independent variable of "*beliefs*" in tourism promotion and marketing campaigns (TPMC) predicted a significant amount of variance in attitude toward TPMC in three different geographical areas (i.e., Emmet, Saginaw, Tuscola). A significant prediction of

attitude toward TPMC from “*emotional experience*” in TPMC was found in two different areas (i.e., Emmet, Saginaw). The independent variable of “*involvement*” in decision-making of tourism development and promotion (TDP) also predicted a significant variance in attitude toward TPMC in only one area (i.e., Tuscola). Since little tourism planning is done in Tuscola, being in the beginning of development stage, the residents may not be satisfied with their county’s tourism promotion and development. This aspect seems to influence insignificant variances in Tuscola residents’ emotional experience in TPMC that can be accounted by for their attitudes toward TPMC. Also, impacts of involvement in decision-making of TDP on attitudes toward TPMC did not reach significance in Emmet and Saginaw counties. As both counties are in the moderately or most developed stage of tourism, based on Dexey’s model (1975), residents may be more passive or generating negative attitudes toward tourism or tourists (Fridgen, 2001). This aspect may affect insignificant variances in residents’ involvement in TPD of their county that can be accounted by for their attitude toward TPMC. Although insignificant results were partially reported, the study findings clearly demonstrated Eagly and Chaiken’s attitude formation theory (1993), as well as supported the first hypothesis of this study. That is, residents, who have a high level of beliefs, emotional experience, and involvement in tourism making and promotion processes, are more likely to have positive attitudes toward tourism marketing and promotion for a future plan.

This study also utilized Ajzen and Fishbein’s (1975; 1980) theory of reasoned action (TRA) to build the conceptual study model. For the three different geographic areas, this study consistently found homeowners’ beliefs in TPMC to be stronger or more influential than emotional experience and the involvement facet in attitudes toward

TPMC. The findings are consistent with the initial expectation of this study regarding the influence of belief strength (as defined by TRA) on attitudes toward TPMC (as stated in hypothesis 2). All study sites clearly showed that residents' beliefs were an especially effective predictor of attitudes toward future tourism marketing and promotion plans.

As for individuals' beliefs toward attitude objects or entities, Eagly and Chaiken's attitude theory (1993) posited that a cognitive learning process is assumed to occur when individuals gain information about the attitude object and thereby form beliefs. The beliefs are also formed from direct experience or outside information (knowledge) and others are inferred or self generated (Ajzen & Fishbein, 1975; 1980). Based on these concepts, this study proposed a positive relationship exists between (subjective and objective) tourism knowledge and beliefs in tourism promotion and marketing campaigns (TPMC) (as stated in hypothesis 3). Inconsistent results, however, were found in the three study areas. One study site (Emmet) showed a significantly positive relationship between "*subjective tourism knowledge*" and beliefs in TPMC. Potentially, this result may be explained by residents of the moderately developed tourism area (Emmet County) may have expressed their level of tourism knowledge in an active manner compared to residents of the more and less developed tourism areas (Saginaw and Tuscola counties). Overall, residents may have never thought about what they know about tourism in their community, but still held beliefs about what makes a desirable tourism and recreation area for themselves and visitors.

For "*objective tourism knowledge*" and beliefs in TPMC a negative relationship was found in two of the three study areas (i.e., Emmet, Tuscola). That is, residents, who are "objectively knowledgeable" about tourism, were found to be more likely to have a

low level of beliefs in TPMC. The finding did not support for the initial expectation of this study. This result may be due to two reasons. One reason for this finding may be to a weak measurement item as objective tourism knowledge was operationalized with one item (indicator variable) rather than multiple items. A second reason is also related to measurement and codification of the responses. Objective knowledge was coded as “correct response” or “incorrect response.” A majority of respondents from the three study areas gave an incorrect answer as they tended to over estimate tourism’s contribution to the economy (stated as a percent of the local economy). The negative relationship found between knowledge and beliefs represents overestimating tourism contribution to the local economy and holding strong beliefs about tourism.

According to Ap (1992) and Skidmore (1975), individuals who perceive benefits from an exchange are likely to evaluate that exchange to be positive, whereas people who recognized costs from an exchange are likely to evaluate that exchange to be negative (Jurowski, Uysal, & Williams, 1997; McGehee & Andereck, 2004; Taylor, 1995). In this respect, this study hypothesized the higher the personal benefit from tourism, the more positive is a residents’ emotional experience in tourism promotion and marketing campaigns (TPMC) (as stated in hypothesis 5). The overall findings were consistent with Ap’s (1992) and Skidmore’s (1975) suggestion that residents, who have personal benefits from tourism, are more likely to hold positive emotions and experiences in TPMC. The results provide theoretical evidence on “*personal benefits*” from tourism playing a critical role in forming residents’ positive attitudes toward further community or tourism marketing and promotion.

This study proposed that a positive relationship exists between community attachment (i.e., social and natural environmental dimensions) and involvement in the decision-making of tourism development and promotion (TDP) (as stated in hypothesis 7). This hypothesis, based on Taylor's (1995) and McCool and Martin's (1994) studies, suggests the demands or wants of local stakeholders for tourism development (marketing) are different and diverse from community attachment (i.e., importance of social or natural environment, length of residency, place of birth), which is identified as an important factor in forming residents' involvement in decision making and perception of tourism development social structure and function of community (Kasarda & Janowitz, 1974). From the three study areas, the overall findings were inconsistent with the initial expectation of this study, that residents who have a high level of community attachment will be more likely to be involved in decision-making of tourism development and promotion (TDP). Among the three different geographic areas, only data from one area supported the initial expectation of this study (as stated in hypothesis 7) that there is a significant positive association between the "*social dimension*" of community attachment and the "involvement facet." No significant associations existed between "*natural environment dimension*" of community attachment in all three study areas.

According to McCool and Martin's (1994) study, newcomers to tourism communities may develop a relatively strong sense of attachment to the community. These highly attached individuals living in tourism-developed settings, who viewed the benefits of tourism and were highly involved in tourism activities, compared to old-timers, who live in a community in a longer period. In this context, in the three study sites residents, living in a county for 23 to 37 years, on average, may be defined as old-

timers. These residents (old-timers) may be attached to community or involved in tourism activities in a passive manner rather than newcomers. This aspect may influence insignificant variances in residents' community attachment that can be accounted by for their involvement in tourism development and promotion. The insignificance may also be caused by weak measurement items as one of the three study sites revealed a bit low reliable score regarding its measurement [$\alpha = 0.67$ (Emmet)] (Refer to Table 8), where a recommended Cronbach alpha coefficient reliability scale should be 0.7 or above. Therefore, the variable of community attachment may be somewhat associated with involvement in decision-making of TDP, but it seems to be weak in driving residents' involvement.

Furthermore, this study examined the moderating effects of variables (i.e., subjective and objective tourism knowledge, personal benefit from tourism, social and natural dimension in community attachment), and the results were varied as follows: First, for the moderating effects of "*tourism knowledge*" on the relationship between beliefs and attitude toward tourism promotion and marketing campaigns (TPCM), the finding was partially consistent with the initial expectation of this study that the impact of homeowners' beliefs on attitudes toward TPMC is moderated by the level of "subjective and objective tourism knowledge" (as stated in hypothesis 4). However, since only one of the three study areas showed a significant interaction between "subjective and objective tourism knowledge" and beliefs in TPMC, this study deems that the moderating effects of level of tourism knowledge were less relevant in influencing the relationship between beliefs and attitudes toward TPMC.

Second, as for the moderating effects of “*personal benefit from tourism*” on the relationship between emotional experience and attitude toward TPCM, the results from two of the three study areas were consistent with the initial expectation of this study that personal benefit from tourism is relevant for moderating the relationship between emotional experience and attitudes toward TPMC (as stated in hypothesis 6). The findings supported Madrigal’s (1993) and Martin’s (1996) studies that residents who can profit economically from tourism are more favorable toward tourism and further tourism growth. Moreover, the findings are similar to several researchers’ suggestions (e.g., Allen, Long, Perdue, & Kieselbach, 1988; Lankford & Howard, 1994; Ritchie, 1988) that the balance between residents’ perceptions of the costs and benefits of tourism development is a major factor of their satisfaction with further tourism planning.

Third, with respect to the moderating effects of “*community attachment*” (i.e., social and natural environment dimension) on the relationship between involvement in decision-making of TDP and attitudes toward TPCM, the overall results were not consistent with the initial expectations of this study, that the level of community attachment moderates the strength of the relationship between involvement in decision making of TDP and attitude toward TPCM (as stated in hypothesis 8). Among the three different geographic areas, only one area supported the moderating effect of “social dimension of community attachment” on the relationship between involvement in decision making of TDP and attitudes toward TPCM. No significant moderating effects of “natural environmental dimension of community attachment” on the relationship between the two variables were found in any of the sites. Thus, this study deems that the

moderating effects of community attachment,” are somewhat relevant in influencing the relationship between beliefs and attitudes toward TPMC, but at a weak level.

Lastly, this study found that attitudes toward tourism promotion and marketing campaigns (TPMC) were related to the intention to support cause-related marketing activities and tourism products in a future TPMC plan. As described in Chapter 2, this study applied the belief → attitude → intention (support) pathway of the theory of reasoned action (TRA) model (Ajzen & Fishbein, 1975; 1980) to demonstrate the relationship between belief and attitude as well as between attitude and intention (support) for the marketing of tourism. This study confirmed that beliefs and attitudes are positively related to intentions (support) from all three study areas. Residents, who believed “a successful tourism economy in the county is dependent on marketing efforts,” tended to have more positive support for cause-related marketing activities and for tourism products in future TPMC. A significant difference among residents who have a positive, neutral, or negative attitude toward TPMC regarding support for “*cause-related marketing activities and tourism products*” was found in all study sites. The findings are consistent with the initial expectation of this study (as stated in hypothesis 9 and 11). In addition, the level of support for types of marketing activities and additional tourism product development differed across three study areas tourism products also differed in all three study sites. The results clearly demonstrated McCool and Martin’s (1994) suggestion that the demands or wants of local stakeholders about marketing activities and tourism products often differs between communities, thus tourism plans are not “one size fits all.”

Moreover, Butler (1980) and Doxey (1975) suggested the relationship between attitude toward place marketing and support for cause-related marketing activities and tourism products may differ by the stage of tourism development of a host community, a claim the results supported. Doxey's Irridex model (1975) suggested a unidirectional, predictable sequence of changes in residents' attitudes. According to Doxey, as the tourism industry increases, residents' attitudes change and become more negative, moving from euphoria to apathy, annoyance, and then a final stage of antagonism where residents openly express their irritation toward tourists. These stages are linked to Butler's (1980) tourism destination evolution model, which suggests that a resort cycle moves through five stages of exploration, involvement, development, consolidation and stabilization, decline, or rejuvenation, depending on efforts to improve the adverse effects. Although the findings did not support the initial expectation of this study (as stated in hypothesis 10 and 12), this study found that the least developed county held the strongest relationship among the variables (i.e., between attitudes toward TPMC and support for marketing activities, between the attitudes and support for tourism products) compared to high or middle staged tourism destinations. This result clearly verified Doxey's (1975) Irridex model. That is, Tuscola residents seem to be more excited about the potential influx of visitors, glad to see them, and pleased that they are spending money as the county is in the beginning stage of tourism development and contact.

Implications

Tourism and marketing studies (Bramwell, 1998; Buhalis, 1999; Gold & Ward, 1994; Gupta & Pirsch, 2006; Jamal & Getz, 1992; Kotler, Haider, & Rein, 1993; Liu &

Wall, 2006; Morgan & Pritchard, 2001; Murphy, 1985; Rossiter & Bellman, 2005) have suggested that effective and sustained strategies of marketing activities (e.g., advertising, sales promotion, public relations) are critical to successfully market any products (e.g., global airlines, tourism destinations, museums). Developing relationships with major customers (target markets) are also important for successful marketing. Particularly, for a place product (e.g., communities, cities) it is imperative that governments pay attention to resident stakeholders, who are identified as an important target market, as well as understand the perceptions, attitudes, and opinions of local residents regarding tourism marketing and promotions (Bramwell, 1998; Buhalis, 1999; Gold & Ward, 1994; Jamal & Getz, 1992; Kotler, Haider, & Rein, 1993; Liu & Wall, 2006; Murphy, 1985).

With useful suggestions for future place marketing and promotion, this study provided both theoretical and practical implications for greater understanding of residents' perception of and attitude toward tourism marketing and promotion. The implications serve to extend background knowledge for a future study of community and place marketing, as well as to enhance our understanding and ability to predict residents' attitudes toward tourism marketing and promotion.

Theoretical Implications

This study utilized Eagly and Chaiken's theory (1993) as a theoretical background to predict residents' attitudes toward tourism promotion and marketing campaigns (TPMC) from their beliefs, emotional experience, and involvement in TPMC. Although some of the three counties partially revealed insignificant relationships between these

variables, the overall model explained 22% (Emmet); 21% (Saginaw); 21% (Tuscola) of the variance in beliefs, emotional experience, and involvement in TPMC that can be accounted by for attitudes toward TPMC. This result shows Eagly and Chaiken's attitude formation model is adequate to explain the impacts of beliefs, emotional experience, and involvement in TPMC on attitudes toward TPMC. However, the results raise some questions with regards to the predictive power of involvement variables on attitudes as only one county reached significance.

Ajzen and Fishbein's (1975; 1980) theory of reasoned action (TRA) was also utilized in the study model to explain the relationship between beliefs and attitudes toward TPMC. The influence of belief strength on attitude was replicated across three different study areas. This result contributes to theoretical evidence on an adequate role of belief factors on positive attitude formation toward TPMC.

The tourism knowledge variables (i.e., subjective and objective tourism knowledge) were added in the model to examine their role in the overall predictive validity of the theory in the context of beliefs toward TPMC. The study results have not fully supported the initial expectation of this study, that there is a positive relationship between knowledge about tourism and beliefs in TPMC. Potentially, the insignificant results may be caused by weak measurement items as each item (subjective and objective tourism knowledge) was tested by a single question, in which true level of residents' tourism knowledge may not be identified. According to Reid and Crompton (1993), a single measurement does not render enough information about the construct of the concept being measured. Thus, a future study could examine the role of tourism

knowledge on beliefs in TPMC with multiple measures and/or multiple facets regarding the tourism knowledge variables and continue to search in the literature for such scales.

The personal benefit variable, based on social exchange theory (Ap, 1992; Skidmore, 1975), was added in the study model to test its impact on residents' level of emotional experience on TPMC. The important role of personal benefit from tourism on attitudes toward TPMC was verified in this study. Personal benefit from tourism positively influenced attitudes toward TPMC. This result provides theoretical evidence for personal benefit from tourism playing a critical role in forming positive attitudes toward further community or tourism marketing and promotion.

The community attachment variable (i.e., social dimension, natural environment dimension) was also added in the model to examine its role in predictive validity of the theory in the context of involvement of decision-making in TPMC. Overall, this study did not provide strong evidence regarding the roles of "community attachment" on driving residents' involvement in tourism development and promotion processes. This study deems that the impact of these two items (social and natural environment dimensions) on involvement in decision-making in TPMC did not reach significance due to weak measurement items or the construct of community attachment. Several studies (Goudy, 1982; Kasarda & Janowitz, 1974; Sampson, 1988) have used length of residency or place of birth as a measure of community attachment and found that two are highly correlated. In the tourism field, the concept of community attachment is a major research topic for community development, particularly in environmentally attractive and cultural settings. Thus, additional research may be needed to confirm and clarify the role of

community attachment with other items (e.g., length of residency, place of birth) or through more reliable and valid measurement scales to establish clearer roles.

This study examined the moderating effects of variables (i.e., tourism knowledge, personal benefit from tourism, community attachment) in the relationship between the variables (i.e., belief and attitude; emotional experience and attitude; involvement and attitude), respectively. The study verified that personal benefit from tourism is one of the key factors that moderate the relationship between emotional experience and attitude toward TPMC. That is, residents who have a high level of personal benefit from tourism hold more positive emotional experiences and attitudes toward TPMC. Conversely, tourism knowledge and community attachment were not upheld as a key factor moderating the link between beliefs and attitudes toward TPMC and between involvement in decision-making of TDP and attitudes. The insignificant result may be caused by a theoretical unclear area in determining the moderating effects of attachment or knowledge. This may reflect weak measurement items regarding tourism knowledge and community attachment as mentioned earlier. Consequently, a future study should continue to define the scope and theoretical nature of the variables and search or develop more valid scales to establish moderating roles more clearly.

Consistent with Ajzen and Fishbein's (1975; 1980) theory of reasoned action model, this study confirmed residents' attitudes are strongly related to the formation of intention (support) for objects. This result shows that attitudes can be one of the key factors in understanding residents' intention (support) for tourism marketing activities and tourism products. This study also clearly demonstrated that residents' level of support is dependent on the types of marketing activities and tourism products in future

TPMC across the three study areas (McCool & Martin, 1994). The study verified that residents' attitudes toward tourism are related directly to the stage of tourism development within the host community. These stages vary in terms of the destinations' attributes, residents' attributes or their capacity to absorb tourists, and the level of economic lifecycle (Butler, 1980; Doxey, 1975). In this study, residents in the least developed county (i.e., Tuscola) showed stronger or more positive attitudes toward tourism marketing and development. This result implies that the least developed county's residents are more optimistic to increase local economic growth from tourism as they are in the beginning stage of tourism development (as Doxey's Irridex model defined) compared to the most (Saginaw) and moderately developed (Emmet) counties, in which a strong dislike may be felt and expressed toward tourists (Doxey, 1975) and may be irritated with more people in their community (e.g., tourists). Accordingly, understanding of residents' perception of or support for tourism products and type of marketing and promotion within a community or across communities could be one of the most important tasks for any future plan of TPMC.

Practical Implications

The practical implications serve to understand residents' values and preferred directions regarding tourism development and promotion in the future as follows. First, to induce residents' positive attitudes toward tourism marketing and promotion for the further development plans, planners and developers should develop tourism marketing and promotion strategies that meet residents' needs, wishes, and demands that directly influence "*levels of belief opportunities*" for the local residents or homeowners.

Based on this study findings from the three study sites, tourism promotion and marketing campaigns (TPMC) which create a strong identity for a county; improve the image of a county; make residents proud of a county; or make a good financial investment in a county could be used to make higher outcome evaluation in and certainty with benefit from TPMC that lead to a higher level of residents' beliefs in TPMC.

In practice, to improve a county's image or brand, the three counties (i.e. Emmet, Saginaw, Tuscola) could use their history, culture, or beautiful scenery in their TPMC. However, as all destinations have these attributes, it is critical to build an image or a brand that other destinations (competitors) cannot surpass or usurp. For example, other cities can claim to be romantic or spiritual, but only Rome is "The eternal city"—it has that epithet, it had it first and no other place can now claim it (Morgan & Pritchard, 2001). Whatever unique selling proposition is used, it should also have the potential to last, to grow old, and to evolve in long-time marketing and promotion campaigns for the improvement of a destination's imaging or branding. From those efforts, residents' beliefs in TPMC should strengthen and become more positive attitudes toward tourism promotion and marketing in any future plan.

Second, designing and marketing for residents' personal benefits are likely to boost their emotional experience in TPMC. Planners and developers can consider tourism development that can be economically beneficial to residents, including: provides desirable jobs for local residents; contributes to income and standard of living; encourages more private (e.g., housing, retail) or public development (roads, public facilities); and increases tax revenues; all in an effort to residents to be more positive or

favorable (interested, satisfied) toward future tourism marketing and promotion (Madrigal, 1993; Martin, 1996).

Third, as King, Mcvey, and Simmons (2000) suggested, marketing planners and developers should consider developing visions for destinations based on community or ecological values and social science inputs (e.g., socio-cultural/economical/environmental assessment, social impact assessment) as a key task of place marketing and promotion. Based on the study findings, homeowners from all three counties indicated strong agreement with the promotion of natural amenities as a tourism marketing and development strategy of their county. A sizable share of participants favored the marketing of cultural and social amenities and cause-related promotions. Practically, Emmet officials could consider developing the county's natural amenities and the promotion of them, based on enthusiasm by local homeowners, which has consistently showed across previous community studies conducted by Emmet County. No other studies have explored residents' perceptions and support for marketing activities, more specifically how different types of place marketing and promotion hold social or environmental messages and more social psychology approaches. Hence, tourism developers and planners can use this model to understanding residents' values and preferred directions regarding tourism development and promotion in the future.

Fourth, the needs, demands or wants of residents for the marketing and promotion of tourism products should be considered in future planning as they have show to be different between communities (McCool & Martin, 1994). As the study findings showed, residents' demands and wants for tourism product options in future tourism marketing and promotion were different between the three study sites. For instance, Emmet

homeowners tended to rate the promotion of tourism products (i.e., public beaches, bed and breakfast, boating, festivals/fairs/events, galleries/museums, historical/cultural attractions, greenway and open space, park with developed area, restaurant, non-motorized trails) as very acceptable. They rated campaigns to promote casinos, motorized trails and bars/tavern as less acceptable. Saginaw homeowners tended to be in strong agreement with the marketing and promotion of selected tourism products (i.e., boating, campgrounds/RV parks, festivals/fairs/events, park with developed area, piers, retail stores/shopping direct). They rated campaigns to promote casinos and bars/tavern as less acceptable. Tuscola homeowners rated the marketing and promotion of tourism products (i.e., campgrounds/RV parks, festivals/fairs/events, piers, park with developed area, restaurants, motorized trails—which was rated as less acceptable from Emmet homeowner) as very acceptable. Like Emmet and Saginaw counties, they also rated campaigns to promote casinos and bars/tavern as less acceptable.

In reality, since the tourism market for Saginaw County (e.g., Frankenmuth, Birch Run) has reached matured levels and neighboring Tuscola County is still a largely agricultural area, these two counties likely face more challenges in diversifying their tourism economies. Consequently, planners and developers in the counties could use the findings of this study to pursue economic development by promoting tourism products that can meet residents' wants and demands, as well as products that create greater personal benefits to the residents. From those efforts, residents' attitudes toward tourism marketing and promotion would become more positive and strong and residents are more likely to be involved in the tourism marketing and development processes of their county. This could then alleviate negative aspects of tourism marketing and development, such as

low-paying nature of many service jobs in the field, expansion of private development (e.g., residential and retail), cost-of-living increase, traffic problems and litter in the area.

Lastly, marketing planners and developers should keep in mind that residents' attitudes toward tourism are related directly to the stage of tourism development within the host community. According to Doxey's Irridex model (1975), Emmet (moderately developed) and Saginaw (most developed) counties seem to be in the stage called "annoyance" and "antagonism," respectively. In this model context, Emmet residents may become concerned residents and irritated by the tourists. In the case of Saginaw county, local residents may begin to generate negative stereotypes about tourists and tourism activities (e.g., marketing and promotion, development). Unlike those counties, Tuscola residents would be excited about tourism and visitors as the county is in the beginning stage of development called "euphoria."

As mentioned earlier chapter, residents are identified as an important target market since residents host friends and relatives and have a stake in retail, recreation and neighborhood development. That is why many studies (Bramwell, 1998; Buhalis, 1999; Gold & Ward, 1994; Jamal & Getz, 1992; Kotler, Haider, & Rein, 1993; Liu & Wall, 2006; Murphy, 1985) suggested that marketing of place products should focus on meeting the needs and demands of "residents," those who live or own a house. If residents' wants and wishes are not considered in tourism marketing and development, a community is likely to find that a majority of the community residents develop negative attitudes toward tourism over the life of the destination. These cognitive outcomes may begin to show with open conflicts and debates that can damage the hospitality atmosphere and prevent future economic development (Fridgen, 1991). Thus, residents'

attitudes toward tourism helps a community better understand their history of a destination, as well as where they may be headed with the stage of development could be understood for a successful future plan.

Limitation of the Findings

There were some limitations that should be acknowledged. First, the space constraints in the questionnaire layout due to various reasons—for example, the data collection of this study was shared with another Ph.D. student, and limited funds were available—limited the inclusion of more questions (items) for the measurement of each factor that could have potentially accounted for some of the poor reliability or validity measures.

Second, this study was limited to use enough empirical studies and theories in the areas of tourism promotion and marketing to develop study questionnaires since there has been little research that directly examined residents' attitudes toward and involvement in tourism promotion and marketing processes. Most available research has focused on residents' attitudes toward tourism development, not toward tourism promotion and marketing campaigns. The theories and studies in other disciplinary areas (e.g., product marketing, sales promotion, consumer behavior or attitude) might be further referenced to develop more measurements on related topics.

Third, some models identified in this study had low R-squares, which are not uncommon in individual behavior or attitudinal studies as offered by Berk (2004) and Wooldridge (2003). Thus, this study was partially limited to produce robust results of the study model. Although the lack of explanatory power may be in part, an extensive effort

(e.g., adding more predictors, reliable scales) would make better fitting models for testing this study's hypotheses to produce more robust study results.

Lastly, the reliability scales for "natural environmental dimension of community attachment" were somewhat low (as mentioned in Chapter 3, one of the three study areas showed a low reliability score) compared to the reliability scales for other variables used in this study. The variability of the variable, "objective tourism knowledge" was minimized by the limited measurements that might have caused insignificant results. Hence, the scales should be improved to better construct the variables, "natural environment of community attachment and (objective) knowledge about tourism" by introducing more items and by referring to previous studies and theories.

Further Research

The following recommendations are made for further research in the area of place marketing and promotions. First, the proposed attitude formation model presented in this study can be improved by including new variables or more reliable scales in future research in an effort to explain more variation in the dependent variables.

Second, understanding residents' perceptions of and involvement in any tourism marketing processes (including tourism promotion and development) is important to minimize residents' dissatisfaction with a marketing campaign or the image/message of a campaign, as well as to gain their positive support for tourism product marketing (Bramwell, 1998; Gold & Ward, 1994; Kotler, Haider, & Rein, 1993). Further study should test the attitude formation model of this study, particularly in communities where negative impacts of tourism development and marketing activities exist, to offer a better

understanding of local residents' perceptions, attitudes, and opinions regarding tourism marketing and promotion (TMP) for future development plans.

Third, further study could also compare residents' attitude toward tourism promotion and marketing campaigns (TPMC) across communities in different counties (e.g., Asia vs. West) using the proposed study model. Research with participants of different countries potentially can yield different results, particularly with regards to subjective norms (e.g., subjective knowledge about tourism, community attachment).

Fourth, further study should expand the measurement of residents' behavior in TPMC (or the relationship between intention and behavior) by testing new variables of behavioral facets (e.g., residents' visits to tourism destinations of the community, residents' volunteering for tourism businesses or events of their community) in the study model. The new model can be based on the belief → attitude → intention → behavior pathway of TRA model (Ajzen & Fishbein, 1975; 1980), with which the further study would be able to test and expand the study findings, particularly on understanding how residents' intention impacts on behavior at tourism marketing and promotion. The study would also find empirical and theoretical evidence—for instance, a positive relationship between individuals' intention and behavior or the stronger the level of intention the more positive behavior in TPMC (as TRA defined)—to support the TRA model in a tourism marketing and promotion context.

Finally, further study could use a different statistical method (e.g., a structural equation modeling) for testing the study model. Structural equation modeling (SEM) grows out of and serves purposes similar to multiple regressions, but the structural equations are an appropriate method to measure the overall “fit” of a model (Joreskog &

Sorbom, 1988). As mentioned earlier, the study results revealed that some models unsatisfactorily fit the data. Thus, further study can focus on measuring the fit of the data to a theoretical model by applying Structure Equation Modeling (SEM).

APPENDICES

APPENDIX A

Survey Instrument

(The county name was changed for each county)



Thank you for agreeing to complete this survey. First, we would like to learn more about out of town visitors that stay with you in Emmet County. We would also like to know your opinions about tourism and recreation in Emmet County. You are one of a small number of community residents who have been selected to take part in this study so your responses are of great importance. The survey should take approximately 15 minutes to fill out. After you have completed the survey, please return it in the prepaid envelope provided (or mail it to: Dr. Christine Vogt, Michigan State University, Dept. of CARRS, 131 Natural Resources, East Lansing, MI 48824-1222).

Section 1. To better understand the economic impact of friends and/or relatives visiting Emmet County, the first set of questions focuses on out of town visitors that stayed with you rather than in paid accommodations in Emmet County.

- How many out of town groups of guests stayed in your home (rather than in paid accommodations) between May 2006 and April 2007?
(please fill in a number)

Memorial Day and Labor Day, 2006	_____	# of groups of guests
Labor Day and December 31, 2006	_____	# of groups of guests
January 1, 2007 and April 30, 2007	_____	# of groups of guests

2. Please provide information about **three of the most recent** groups of guests that stayed in your home during May, 2006 to April, 2007.

Questions regarding three of the most recent groups of guests:		Group # 1		Group # 2		Group # 3	
What state did they come from? (please specify)		state	state	state	state	state	state
Which month did they visit you? (please specify)		month	month	month	month	month	month
How long did they stay with you? (please fill in a number)		# days	# days	# days	# days	# days	# days
What was the number of people per group? (please fill in a number)		# adults	# adults	# adults	# adults	# adults	# adults
		# children	# children	# children	# children	# children	# children
Do you expect your guests will return to visit you in the next two years?		<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no
What was the purpose of their visit? (please ✓ all that apply)		Group # 1		Group # 2		Group # 3	
Vacation		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting friends		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exploring retirement areas		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exploring second home areas		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conducting business/attend a convention		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conducting family/personal business (wedding, funeral, medical, reunion, etc.)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other purposes:		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What type of activities did your guests participate in during their visit? (please ✓ all that apply)		Group # 1		Group # 2		Group # 3	
Bicycling		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boating		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camping		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dancing/ Nightclubbing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dining out		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment (theatre, movies, music, etc.)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivals/exhibits		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaming		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golfing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking/walking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnicking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picture taking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Scenic driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobiling/ATV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting city/state/national parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting museums/ Visiting cultural/historical areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching wildlife/birds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other activities:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. As a resident of Emmet County, what **attraction(s) or sites** do you recommend to your guests to visit? *(fill in your answer)*

4. What specific local **attraction(s) or sites** did your guests visit while staying with you? *(fill in your answer)*

Section 2. Next are some questions about economic development and tourism in Emmet County.

5. The following are types of economic development options. Please indicate how acceptable to you each of the following types of economic development is for Emmet County. *(circle one response for each type of development)*

Type of development:	Not Acceptable	Slightly Acceptable	Somewhat Acceptable	Moderately Acceptable	Very Acceptable
Agriculture	1	2	3	4	5
Heavy manufacturing	1	2	3	4	5
Higher education	1	2	3	4	5
Light manufacturing	1	2	3	4	5
Medical and health	1	2	3	4	5
Retail and other services	1	2	3	4	5
Tourism/Recreation	1	2	3	4	5
Other types:	1	2	3	4	5

6. Compared to other economic sectors, how important a role do you think **tourism and recreation** should have in Emmet County?
(please ✓ one)
- ☐ no role ☐ a minor role ☐ a role equal to other economic sectors ☐ a dominant role
7. In your opinion, **what place** is most visited by tourists in Emmet County? (fill in your answer) _____
8. Which response best represents the percentage **tourism and recreation** bring to Emmet County's economy? (please ✓ one)
- ☐ 0–20% ☐ 21–40% ☐ 41–60% ☐ 61–80% ☐ 81–100%
9. How would you describe your level of knowledge about the **tourism and recreation** industry in Emmet County? (please ✓ one)
- ☐ not at all knowledgeable ☐ somewhat knowledgeable ☐ very knowledgeable
☐ slightly knowledgeable ☐ moderately knowledgeable
10. How much do you personally benefit from **tourism** in your community? (please ✓ one)
- ☐ not at all ☐ very little ☐ some ☐ quite a bit ☐ a lot
11. How much contact do you typically have with **tourists** visiting your community? (please ✓ one)
- ☐ no contact at all ☐ some contact ☐ a large amount of contact
☐ a little bit of contact ☐ a moderate amount of contact

12. In terms of Emmet County, please indicate the level of importance for the following aspects. (circle one response for each statement)

	Not Important At All	Slightly Important	Somewhat Important	Moderately Important	Very Important
Family ties	1	2	3	4	5
Friends close by	1	2	3	4	5
Natural landscapes/views	1	2	3	4	5
Local culture and traditions	1	2	3	4	5
Presence of wildlife	1	2	3	4	5
Opportunities to be involved in community or organizations	1	2	3	4	5
Opportunities for outdoor recreation	1	2	3	4	5
Opportunities for economic growth	1	2	3	4	5

13. Please indicate your level of agreement with each of the following statements. (circle one response for each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I had to move from Emmet County, I would be very sorry to leave.	1	2	3	4	5
I would rather live in Emmet County than elsewhere.	1	2	3	4	5
The future of Emmet County looks bright.	1	2	3	4	5
Tourism holds great promise for the future of Emmet County.	1	2	3	4	5
Tourism will improve the appearance of Emmet County.	1	2	3	4	5
Tourism creates more attractions & activities for residents in Emmet County.	1	2	3	4	5
In most ways my life is close to my ideal.	1	2	3	4	5
The conditions of my life are excellent.	1	2	3	4	5
I am satisfied with my life.	1	2	3	4	5
So far, I have accomplished what I want in my life.	1	2	3	4	5
If I could live my life over, I would change almost nothing.	1	2	3	4	5

Section 3. Next are some questions about your opinion on the impact of tourism in Emmet County.

14. This set of questions asks your opinions regarding **tourism in Emmet County**. Please indicate your level of agreement with each of the following statements. *(circle one response for each statement)*

Your opinions about tourism in Emmet County:		Strongly Disagree				Strongly Agree			
Economic impact:	Increasing the number of tourists visiting an area improves the local economy.	1	2	3	4	5			
	Tourism provides desirable jobs for local residents.	1	2	3	4	5			
	Tourism related jobs are low paying.	1	2	3	4	5			
	Shopping, restaurants, entertainment options are better as a result of tourism.	1	2	3	4	5			
	Tourism encourages more private development (e.g., housing, retail).	1	2	3	4	5			
	Tourism encourages more public development (e.g., roads, public facilities).	1	2	3	4	5			
	Tourism contributes to income and standard of living.	1	2	3	4	5			
	Tourism results in an increase of the cost of living.	1	2	3	4	5			
	Tourism can be one of the most important economic developmental options for an area.	1	2	3	4	5			
	Tourism development unfairly increases property taxes.	1	2	3	4	5			
Environmental impact:	Tourism development improves the physical appearance of an area.	1	2	3	4	5			
	Tourism development increases the traffic problems of an area.	1	2	3	4	5			
	Tourism results in more litter in an area.	1	2	3	4	5			
	Tourism provides incentives for protection and conservation of natural resources.	1	2	3	4	5			
	Tourism provides incentives for new park development.	1	2	3	4	5			
Socio-cultural impact:	Tourism provides incentives for purchase of open space.	1	2	3	4	5			
	An increase in tourists in Emmet County will lead to friction between residents and tourists.	1	2	3	4	5			
	Tourism development increases the quality of life in an area.	1	2	3	4	5			

Tourism helps preserve the cultural identity and restoration of historical buildings.	1	2	3	4	5
Tourism causes communities to be over-crowded.	1	2	3	4	5
Tourism development increases the number of recreational opportunities for local residents.	1	2	3	4	5
Tourism development increases the amount of crime in the area.	1	2	3	4	5
I would personally benefit from more tourism development in Emmet County.	1	2	3	4	5
Local government should control tourism development.	1	2	3	4	5
The county should try to attract more tourists.	1	2	3	4	5
Additional tourism would help Emmet County grow in the right direction.	1	2	3	4	5
I support tourism having a vital role in this county.	1	2	3	4	5
Nonresidents should be encouraged to develop tourism businesses in Emmet County.	1	2	3	4	5
Local government should restrict tourism development.	1	2	3	4	5

Section 4. Next are some questions about your involvement and views toward the tourism industry in Emmet County.

15. The following are **types of development** that are part of the tourism industry. Please indicate how acceptable you feel each of the following types of development is for Emmet County. *(circle one response for each type of development)*

Development of:	Not Acceptable	Slightly Acceptable	Somewhat Acceptable	Moderately Acceptable	Very Acceptable
Bars/laverns	1	2	3	4	5
Beaches (public)	1	2	3	4	5
Bed and breakfast/inns	1	2	3	4	5
Boating	1	2	3	4	5
Campgrounds/RV parks/clubs	1	2	3	4	5
Casinos	1	2	3	4	5
Festivals/fairs/events	1	2	3	4	5
Galleries/museums	1	2	3	4	5

Historic/cultural attractions	1	2	3	4	5
Hotels/motels	1	2	3	4	5
Land for hunting	1	2	3	4	5
Marinas/docks/slips	1	2	3	4	5
Open space and greenways	1	2	3	4	5
Parks with developed areas	1	2	3	4	5
Piers (for fishing)	1	2	3	4	5
Resorts	1	2	3	4	5
Restaurants	1	2	3	4	5
Retail stores/shopping district	1	2	3	4	5
Roads and highways	1	2	3	4	5
Second homes/condos	1	2	3	4	5
Trails-motorized	1	2	3	4	5
Trails-non-motorized	1	2	3	4	5
Transportation (public)	1	2	3	4	5

16. Tourism consists of **tourism development** (for example enhancement of existing facilities, infrastructure, creating new facilities and businesses) and **promotion** (e.g., advertising, public relations, brochures, TV ads, websites, billboards). Please answer the following questions regarding your interest, personal influence and involvement in tourism development and promotion. *(circle one response for each statement).*

	None	Very Little	Some	Quite A Bit	A Lot
What level of personal influence have you had on decisions related to tourism development and promotion in Emmet County?	1	2	3	4	5
What level of involvement have you had in tourism development and promotion in Emmet County?	1	2	3	4	5
What level of interest do you currently have about tourism development and promotion in Emmet County?	1	2	3	4	5
How much influence do tourism-related businesses have in tourism development and promotion decision-making in Emmet County?	1	2	3	4	5
In the future, how willing are you to be involved in tourism development and promotion in Emmet County?	1	2	3	4	5

Section 5. Next are some questions regarding your opinion about tourism promotions and marketing campaigns

17. Please evaluate the outcome of each of the following statements about promotions and marketing campaigns \ (circle one response for each item)

Promotions and marketing campaigns that:	Very Bad	Bad	Neither Bad or Good	Good	Very Good
Improve tourists' attitudes towards Emmet County	1	2	3	4	5
Stimulate travel demand in Emmet County	1	2	3	4	5
Attract tourists to Emmet County	1	2	3	4	5
Create a strong identity for Emmet County	1	2	3	4	5
Improve the image of Emmet County	1	2	3	4	5
Make residents proud of Emmet County	1	2	3	4	5
Make a good financial investment in Emmet County	1	2	3	4	5

18. How certain are you that promotions and marketing campaigns for tourism products can bring benefits to Emmet County?
Please indicate the level of **certainly** with each of the following statements. (circle one response for each item)

Promotions and marketing campaigns can:	Not At All Certain	Slightly Certain	Somewhat Certain	Moderately Certain	Very Certain
Improve tourists' attitudes towards Emmet County	1	2	3	4	5
Stimulate travel demand in Emmet County	1	2	3	4	5
Attract tourists to Emmet County	1	2	3	4	5
Create a strong identity for Emmet County	1	2	3	4	5
Improve the image of Emmet County	1	2	3	4	5
Make residents proud of Emmet County	1	2	3	4	5
Be a good financial investment in Emmet County	1	2	3	4	5

19. The following are types of tourism experiences or services in Emmet County. Which of these tourism experiences or services do you support for tourism promotions and marketing campaigns? (circle one response for each type of development)

Promotion of these products:	Not Acceptable	Slightly Acceptable	Somewhat Acceptable	Moderately Acceptable	Very Acceptable
Bars/taverns	1	2	3	4	5
Beaches (public)	1	2	3	4	5
Bed and breakfast/inn	1	2	3	4	5
Boating	1	2	3	4	5
Campgrounds/RV parks/clubs	1	2	3	4	5
Casinos	1	2	3	4	5
Festivals/fairs/events	1	2	3	4	5
Galleries/museums	1	2	3	4	5
Historic/cultural attractions	1	2	3	4	5
Hotels/motels	1	2	3	4	5
Land for hunting	1	2	3	4	5
Marinas/docks/slips	1	2	3	4	5
Open space and greenways	1	2	3	4	5
Parks with developed areas	1	2	3	4	5
Piers (for fishing)	1	2	3	4	5
Resorts	1	2	3	4	5
Restaurants	1	2	3	4	5
Retail stores/shopping district	1	2	3	4	5
Roads and highways	1	2	3	4	5
Second homes/condos	1	2	3	4	5
Trails-motorized	1	2	3	4	5
Trails-non-motorized	1	2	3	4	5
Transportation (public)	1	2	3	4	5

20. Please indicate your level of agreement with each of the following statements. (circle one response for each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would support promotions and marketing campaigns that address key "social issues" (e.g., climate change, reduction of pollution) in Emmet County.	1	2	3	4	5
I would support cause-related promotion and marketing about tourism products (e.g., a donation, volunteer clean up) in Emmet County.	1	2	3	4	5
I would support tourism promotions and marketing campaigns that emphasize sustainability of natural amenities (e.g., scenic views, forests) in Emmet County.	1	2	3	4	5
I would support tourism promotions and marketing campaigns emphasize sustainability of cultural amenities (e.g., historic sites, museums) in Emmet County.	1	2	3	4	5
A successful tourism economy in Emmet County is dependent on promotion and marketing campaigns.	1	2	3	4	5

21. How satisfied are you with the agencies/entities in tourism development and promotion in Emmet County (e.g., Convention & Visitors Bureau, Chamber of Commerce, Planning Department, state and federal agencies)?

	Not Satisfied At All	Slightly Satisfied	Somewhat Satisfied	Moderately Satisfied	Very Satisfied
Tourism development	1	2	3	4	5
Tourism promotion	1	2	3	4	5

22. How much travel experience do you have? (please ✓ one) ☐ none ☐ very little ☐ some ☐ quite a bit ☐ a lot

23. How many times have you traveled out of state for vacation in the past 12 months? (please fill in a number) _____ # of times

24. How far do you live from a "tourist area" of Emmet County? (please fill in a number) _____ miles
25. How often do you participate in outdoor recreation activities in your area? (please ✓ one)
☐ everyday ☐ a couple times a week ☐ a few times a month ☐ a few times a year ☐ never
26. Did you live or visit Emmet County as a child? (please ✓ one) ☐ lived ☐ visited ☐ neither lived or visited
27. How many years have you lived or owned a home in Emmet County? (please fill in a number) _____ years
28. Which statement best describes your residential status in Emmet County? (please ✓ one)
☐ I am a full-time, permanent, year-round resident who owns my home
☐ I am a part-time, seasonal resident who owns my home (please ✓ all that apply)
☐ I am retired and only reside at this residence during certain seasons/time periods
☐ I use the residence for vacation/weekend use
☐ Something else (please describe): _____
☐ None of the above describes my residential status (please describe): _____
29. What is your age? (please fill in a number) _____ years old

Section 6. Next are some final questions for classification purposes.

30. Please indicate the highest level of education you have completed. (please ✓ one)
☐ less than high school ☐ technical school degree ☐ college degree
☐ high school graduate ☐ some college ☐ advanced degree

31. Which of the following best describes your total 2006 annual household income from all sources before taxes? (please ✓ one)

- ☐ less than \$50,000 ☐ \$50,000–\$99,999 ☐ \$100,000 or more

32. How much of your income comes from the tourism industry in Emmet County? (please ✓ one)

- ☐ I am directly employed in the tourism industry in Emmet County
☐ I am indirectly employed in the tourism industry in Emmet County (your work place provides at least part of its products/services to tourism businesses)
☐ I am not employed in the tourism industry at all in Emmet County
☐ I am employed in the tourism industry in another MI County, state or country

Please feel free to share any comments or thoughts you have regarding tourism and recreation development in Emmet County.

Dr. Christine Vogt
Michigan State University
Dept. of CARRS
131 Natural Resources
East Lansing, MI 48824-1222

APPENDIX B

Cover Letters for the Survey Administration **Approved by UCHRIS: IRB # X07-312**

1) The First Wave Survey Cover Letter

May 4, 2007

INSERT NAME
INSERT ADDRESS

Dear Name,

Michigan State University (MSU) is studying residents' perceptions of tourism impacts and attitudes toward future tourism development. We are interested in learning about your opinion regarding current tourism impacts and future tourism development in Emmet County. The research study will both fulfill a dissertation requirement and be shared with the county tourism industry and planning officials.

The survey will take approximately 15 minutes to complete. You indicate your voluntary agreement to participate by completing and returning this survey. However, if you choose not to complete all or part of the questions, you will not suffer any penalty. You are free to discontinue your participation at any time. Your responses will be anonymous and your privacy will be protected to the maximum extent allowable by law.

As a thank you for taking the time to complete the survey, your name will be entered in a drawing for four two-nights of camping at Camp Pet-o-se-ga and one package of four passes to the 2007 Charlevoix/Emmet County Fair.

If you have any questions about this project at any time, please call Dr. Christine Vogt, Associate Professor at MSU: (517) 432-0318 or contact her at vogtc@msu.edu. If you have any questions or concerns regarding your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact – anonymously, if you wish, Peter Vasilenko, Ph. D., Director of the Human Research Protection Programs (HRPP) at Michigan State University: (517) 355-2180, fax: (517) 432-4503, email: irb@msu.edu, or regular mail: 202 Olds Hall, East Lansing, MI 48824.

I greatly appreciate your cooperation!

Sincerely,

Christine A. Vogt, PhD
Michigan State University

Enclosures: survey, postage paid envelope

2) Reminder Postcard Text

May 12, 2007

Hello,

Recently, we sent you a survey about attitudes toward tourism. If you have already returned the survey, thank you for your timely response. We appreciate your time and effort.

If you have not yet sent the survey back in the prepaid envelope, please take some time now to complete the survey. Your response is very important for the completion of this study, accurate representation of vacation planning decision-making and will result in recommendations to improve vacation planning information.

Once again, thank you for your help in completing this research. If you have any questions, please do not hesitate to call me at 517-432-0318 or e-mail me at vogtc@msu.edu. Thanks again for your help!

Sincerely,

Christine Vogt, PhD
Michigan State University
Department of CARRS
131 Natural Resources Building
East Lansing, MI 48824-1222



3) The Second Wave Survey Cover Letter

May 29, 2007

INSERT NAME
INSERT ADDRESS

Dear Name,

In the last few weeks you should have received a letter and survey from Michigan State University. I am doing research on home or property owners in several Michigan counties. We have heard from many in the past few weeks, but haven't received your input yet. You were randomly selected to represent Emmet County home or property owners about their views on community development, recreation and tourism.

If you have recently sent in your completed survey, I thank you. As a thank you for taking the time to complete the survey, your name will be entered in a drawing for one of four two-nights of camping at Camp Pet-o-se-ga or one package of four passes to the 2007 Charlevoix/Emmet County Fair. Our drawing will be on June 15th. Please return your completed survey soon. If you are unable to complete the survey or you don't think it applies to you, please e-mail, call or send a note in the prepaid envelope. If the survey is addressed to someone that no longer lives in the household, please have another adult or head of household complete it. Otherwise I hope to receive your completed survey.

The survey will take approximately 15 minutes to complete. You indicate your voluntary agreement to participate by completing and returning this survey. If you choose not to complete all or of the questions, you will not suffer any penalty. You are free to discontinue your participation at any time. Your responses will be anonymous and your privacy will be protected to the maximum extent allowable by law.

If you have any questions about this project at any time, call Dr. Christine Vogt, Associate Professor at MSU: (517) 432-0318 or contact her at vogtc@msu.edu. If you have any questions or concerns regarding your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may anonymously contact Peter Vasilenko, Ph. D., Director of the Human Research Protection Programs (HRPP) at Michigan State University: (517) 355-2180, fax: (517) 432-4503, email: irb@msu.edu, or regular mail: 202 Olds Hall, East Lansing, MI 48824.

Thanks again for your time and effort!

Sincerely,

Christine A. Vogt, PhD
Michigan State University

Enclosures: survey, postage paid envelope

APPENDIX C

Non-Respondent Survey Instrument

MICHIGAN STATE
U N I V E R S I T Y

Hello,

June 18, 2007

Over the past two months you probably received a survey called "Attitudes toward Tourism in Emmet County." I am writing you for a final time because we did not hear from you yet. I need to accurately estimate the level of interest and support for recreation and tourism development in Emmet County. This effort needs the full range of public input, including your thoughts. Would you please consider answering these few questions and returning this letter in the prepaid envelope? Your answer will be anonymous. This will be the last contact with you. Thank you for your time. Please return your response in the pre-paid envelope as soon as possible.

Sincerely,

Christine A. Vogt, Ph.D.
Principal Researcher
517-432-0318 or vogtc@msu.edu

1. Have you hosted out-of town guests in the past 12 months? (please *✓one*)
☐ no ☐ yes, how many? _____ number of out-town-guests

2. Please indicate your level of agreement with each of the following statements. (circle one response for each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I had to move from Emmet County, I would be very sorry to leave.	1	2	3	4	5
I would rather live in Emmet County than elsewhere.	1	2	3	4	5

3. How would you describe your level of knowledge about the **tourism and recreation** industry in Emmet County? (please ✓ one)

☐ not at all knowledgeable ☐ slightly knowledgeable ☐ very knowledgeable

4. How much do you personally benefit from **tourism** in your community? (please ✓ one)

☐ not at all ☐ very little ☐ some ☐ quite a bit ☐ a lot

5. This set of questions asks your opinions regarding **tourism in Emmet County**. Please indicate your level of agreement with each of the following statements. (circle one response for each statement)

Your opinions about tourism in Emmet County:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I support tourism having a vital role in this county.	1	2	3	4	5
I would personally benefit from more tourism development in Emmet County.	1	2	3	4	5
Nonresidents should be encouraged to develop tourism businesses in Emmet County.	1	2	3	4	5
A successful tourism economy in Emmet County is dependent on promotion and marketing campaigns.	1	2	3	4	5
Local government should restrict tourism development.	1	2	3	4	5

6. Tourism consists of **tourism development** (for example enhancement of existing facilities, infrastructure, creating new facilities and businesses) and **promotion** (e.g., advertising, public relations, brochures, TV ads, websites, billboards). Please answer the following questions regarding your interest, personal influence and involvement in tourism development and promotion. (circle one response for each statement).

	None	Very Little	Some	Quite A Bit	A Lot
What level of personal influence have you had on decisions related to tourism development and promotion in Emmet County?	1	2	3	4	5
What level of involvement have you had in tourism development and promotion in Emmet County?	1	2	3	4	5
What level of interest do you currently have about tourism development and promotion in Emmet County?	1	2	3	4	5

7. How certain are you that promotions and marketing campaigns for tourism products can bring benefits to Emmet County?

Please indicate the level of **certainly** with each of the following statements. (*circle one response for each item*)

Promotions and marketing campaigns can:	Not At All Certain	Slightly Certain	Somewhat Certain	Moderately Certain	Very Certain
Stimulate travel demand in Emmet County	1	2	3	4	5
Improve the image of Emmet County	1	2	3	4	5
Make residents proud of Emmet County	1	2	3	4	5
Be a good financial investment in Emmet County	1	2	3	4	5

8. Which statement best describes your residential status in Emmet County? (*please ✓ one*)

- ☐ I am a full-time, permanent, year-round resident who owns my home
☐ I am a part-time, seasonal resident who owns my home (*please ✓ all that apply*)
☐ I am retired and only reside at this residence during certain seasons/time periods
☐ I use the residence for vacation/weekend use
☐ Something else (*please describe*): _____
☐ None of the above describes my residential status (*please describe*): _____

9. To help us on surveys in the future, could you share with us why you didn't return the earlier surveys we sent you.

Thank you!

Return in prepaid envelope or to 131 Natural Resources Bldg. E. Lansing, MI 48824-1222

APPENDIX D

Data Tables for the Measurements Used in this Study

8. ⁶ Contribution of tourism and recreation to county's economy:

County	n ^a	0-20%	21-40%	41-60%	61-80%	81-100%
		%	%	%	%	%
Emmet	302	0.9	14.2 ^b	27.0	45.9	12.0
Saginaw	206	34.5 ^c	44.7	15.0	5.3	0.5
Tuscola	232	62.5 ^d	27.8	6.9	2.8	0

a: n is the actual number of responses, and the following "n" is the same as this.

b, c, & d: % of respondents who responded the correct answer about an actual % of tourism economy contribution for the county.

9. Respondents' level of knowledge about the tourism and recreation industry:

	n	Not knowledgeable at all	Slightly knowledgeable	Somewhat knowledgeable	Moderately knowledgeable	Very knowledgeable	Mean ^a
		%	%	%	%	%	
Emmet	313	3.8	24.5	27.7	31.3	12.8	3.3
Saginaw	212	12.7	37.3	29.7	15.6	4.7	2.6
Tuscola	228	28.9	31.6	24.1	11.8	3.5	2.3

a: Scale ranged from "1 = not knowledgeable at all" to "5 = very knowledgeable."

⁶ This indicates an actual question number in the survey of this study

10. Personal benefits from tourism:

	n	Not at all %	Very little %	Some %	Quite a bit %	A lot %	Mean ^a
Emmet	316	25.4	21.0	27.5	16.6	9.4	2.6
Saginaw	212	42.0	31.6	21.2	3.8	1.4	1.9
Tuscola	230	57.4	28.7	11.3	2.2	0.4	1.6

a: Scale ranged from "1 = not at all" to "5 = a lot."

12. Importance of selected aspects in the county:

Selected Aspects	n	Not Important At All %	Slightly Important %	Somewhat Important %	Moderately Important %	Very Important %	Mean ^a
Family ties							
Emmet	307	15.5	4.4	8.3	17.4	54.5	3.9
Saginaw	212	5.7	4.7	6.6	21.7	61.3	4.3
Tuscola	229	6.1	3.1	7.9	17.0	65.9	4.3
Friends close by							
Emmet	311	5.7	8.2	17.0	30.3	38.8	3.9
Saginaw	211	2.8	5.2	14.2	30.8	46.9	4.1
Tuscola	228	4.4	6.6	15.8	30.7	42.5	4.0
Natural landscapes/views							
Emmet	315	0.4	1.9	5.4	20.6	71.7	4.6
Saginaw	204	8.3	10.8	24.0	29.4	27.5	3.6
Tuscola	222	4.5	13.5	20.7	26.6	34.7	3.7
Local culture and traditions							
Emmet	314	2.1	8.9	24.1	33.5	31.4	3.8
Saginaw	205	8.3	16.6	29.3	30.2	15.6	3.3
Tuscola	224	5.8	16.5	33.0	23.7	21.0	3.4
Presence of wildlife							
Emmet	311	1.3	3.8	13.6	27.9	53.5	4.3
Saginaw	207	4.3	15.5	18.4	31.9	30.0	3.7
Tuscola	226	0.9	4.9	20.4	28.3	45.6	4.1

Opportunities to be involved in community or organizations	311	6.2	12.5	26.4	29.8	25.1	3.6
	Emmet						
	Saginaw	210	9.0	14.3	24.3	33.8	18.6
Opportunities for outdoor recreation	224	9.4	20.5	29.9	26.3	13.8	3.2
	Tuscola						
	Emmet	315	0.7	3.2	9.6	25.2	61.3
	Saginaw	210	5.7	8.1	21.9	30.5	33.8
	Tuscola	226	3.5	4.0	22.6	31.9	28.1
							4.0

a: Scale ranged from "1 = not important at all" to "5 = very important."

13. Level of agreement with each of the following statements:

	n	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean ^a
If I had to move from the county, I would be very sorry to leave.		%	%	%	%	%	
	311	1.3	2.6	10.7	35.0	50.4	4.3
	Emmet						
I would rather live in the county than elsewhere.	213	13.1	14.6	31.9	23.9	16.4	3.1
	Saginaw						
	Tuscola	227	6.6	5.7	30.4	24.0	3.6
	Emmet	312	3.3	8.2	21.1	33.1	34.3
	Saginaw	213	14.6	24.9	31.0	16.9	12.7
	Tuscola	230	9.6	13.9	33.0	21.7	21.7
							3.3

a: Scale ranged from "1 = strongly disagree" to "5 = strongly agree."

16. Personal influence and involvement in tourism development and promotion:

	n	None	Very Little	Some	Quite A Bit	A lot	Mean ^a
What level of personal influence have you had on decisions related to tourism development and promotion in the county?		%	%	%	%	%	
Emmet	315	48.3	32.1	15.4	4.0	0.3	1.8
Saginaw	206	71.4	19.4	8.7	0.5	0	1.4
Tuscola	231	68.4	20.3	9.1	1.3	0.9	1.5
What level of involvement have you had in tourism development and promotion in the county?							
Emmet	317	49.9	31.8	13.1	4.5	0.6	1.7
Saginaw	206	68.4	19.4	10.2	1.5	0.5	1.5
Tuscola	229	66.4	24.0	7.4	1.3	0.9	1.5

a: Scale ranged from "1= none" to "5 = a lot."

17. Evaluation of promotions and marketing campaigns' outcomes:

Promotions and marketing campaigns that:	n	Very Bad	Bad	Neither Bad or Good	Good	Very Good	Mean ^a
Improve tourists' attitudes towards the county		%	%	%	%	%	
Emmet	303	1.9	1.7	22.6	48.3	25.4	3.9
Saginaw	201	2.5	6.0	24.9	45.8	20.9	3.8
Tuscola	227	2.6	5.3	40.5	39.6	11.9	3.5
Stimulate travel demand in the county							
Emmet	298	2.0	7.1	31.0	43.9	16.0	3.7
Saginaw	200	3.0	7.0	30.5	44.5	15.0	3.6
Tuscola	225	3.1	8.0	43.1	35.6	10.2	3.4
Attract tourists to the county							
Emmet	300	2.0	5.5	21.2	51.1	20.2	3.8
Saginaw	201	1.5	6.5	24.4	44.8	22.9	3.8
Tuscola	225	2.7	8.0	32.4	42.2	14.7	3.6
Create a strong identity for the county							
Emmet	296	1.3	3.5	20.9	48.1	26.2	3.9
Saginaw	199	2.5	7.5	24.1	42.7	23.1	3.8
Tuscola	224	2.7	5.8	29.9	42.4	19.2	3.7

Improve the image of the county							
Emmet	301	1.3	2.2	22.5	49.1	24.9	3.9
Saginaw	200	3.0	6.0	21.5	33.0	36.5	3.9
Tuscola	224	1.8	5.4	28.1	44.2	20.5	3.8
Make residents proud of the county							
Emmet	302	1.2	0.9	18.8	45.6	33.5	4.1
Saginaw	202	3.0	5.0	21.3	32.2	38.6	4.0
Tuscola	227	1.3	3.1	30.4	41.0	24.2	3.8
Make a good financial investment in the county							
Emmet	300	1.3	3.3	19.3	44.1	32.0	4.0
Saginaw	202	4.0	5.4	23.8	29.2	37.6	3.9
Tuscola	227	2.6	6.2	27.3	40.5	23.3	3.8

†: Scale ranged from "1 = very bad" to "5 = very good."

a: Scale ranged from "1 = very bad" to "5 = very good."

18. Assessment of certainty with benefits associated with tourism promotions and marketing campaigns:

Promotions and marketing campaigns can:		n	Not At All Certain	Slightly Certain	Somewhat Certain	Moderately Certain	Very Certain	Mean ^a
Improve tourists' attitudes towards the county			%	%	%	%	%	
Emmet		304	9.9	14.1	26.1	34.4	15.6	3.3
Saginaw		197	14.7	17.8	31.5	28.4	7.6	3.0
Tuscola		224	14.7	20.1	36.2	22.8	6.3	2.9
Stimulate travel demand in the county								
Emmet		302	9.5	12.8	28.1	35.5	14.0	3.3
Saginaw		197	14.7	21.3	27.9	29.4	6.6	2.9
Tuscola		223	15.7	21.5	34.1	23.3	5.4	2.8
Attract tourists to my county								
Emmet		304	8.5	9.6	25.9	36.6	19.5	3.5
Saginaw		197	12.2	21.8	26.9	29.9	9.1	3.0
Tuscola		224	14.7	18.3	34.4	24.1	8.5	2.9
Create a strong identity for the county								
Emmet		304	10.8	11.2	30.2	32.1	15.7	3.3
Saginaw		195	13.3	22.6	24.6	28.7	10.8	3.0

Tuscola		224	13.8	17.9	34.4	23.7	10.3	3.0
Improve the image of the county								
Emmet	305		12.3	13.3	25.9	33.2	15.3	3.3
Saginaw	195		14.4	17.9	26.2	26.2	15.4	3.1
Tuscola	224		11.6	15.2	36.2	24.6	12.5	3.1
Make residents proud of the county								
Emmet	305		14.0	13.3	25.4	29.7	17.5	3.2
Saginaw	197		14.2	15.2	26.9	29.4	14.2	3.1
Tuscola	226		11.5	14.2	37.2	25.2	11.9	3.1
Be a good financial investment in the county								
Emmet	304		13.8	12.9	23.7	29.5	20.1	3.3
Saginaw	198		12.1	18.7	28.3	28.3	12.6	3.1
Tuscola	224		15.2	17.0	31.3	25.0	11.6	3.0

a: Scale ranged from "1 = not at all certain" to "5 = very certain."

19. Support for tourism promotions and marketing campaigns regarding the following are types of tourism experiences or services:

Promotion of these products:	n	Not Acceptable %	Slightly Acceptable %	Somewhat Acceptable %	Moderately Acceptable %	Very Acceptable %	Mean ^a
Beaches (public)							
Emmet	306	1.7	3.8	10.2	28.30	56.3	4.3
Saginaw	197	4.1	13.7	15.7	24.9	41.6	3.9
Tuscola	225	7.1	6.7	18.7	29.3	38.2	3.9
Bed and breakfast/ Inns							
Emmet	305	2.6	2.2	18.8	38.4	38.0	4.1
Saginaw	198	2.0	11.6	21.7	26.8	37.9	3.9
Tuscola	226	3.1	5.3	24.3	31.0	36.3	3.9
Boating							
Emmet	305	1.3	5.9	13.0	29.1	50.6	4.2
Saginaw	196	1.5	7.7	13.3	29.6	48.0	4.2
Tuscola	226	4.4	5.3	16.8	34.5	38.9	4.0
Campgrounds/RV parks/clubs							
Emmet	303	6.0	7.3	19.4	30.2	37.1	3.9
Saginaw	198	4.0	7.1	14.6	32.3	41.9	4.0

Tuscola	227	3.1	5.3	12.8	37.0	41.9	4.1
Festivals/fairs/events							
Ennet	304	1.9	7.5	11.3	34.0	45.2	4.1
Saginaw	199	1.5	6.0	16.6	29.1	46.7	4.1
Tuscola	228	1.8	4.4	18.0	32.0	43.9	4.1
Galleries/museums							
Ennet	301	1.3	4.2	12.1	33.9	48.5	4.2
Saginaw	198	1.5	6.1	17.2	31.3	43.9	4.1
Tuscola	226	2.2	9.7	23.9	30.1	34.1	3.8
Historic/cultural attractions							
Ennet	304	1.7	2.8	10.1	29.8	55.6	4.4
Saginaw	199	1.5	6.5	17.6	30.2	44.2	4.1
Tuscola	226	2.7	7.1	20.4	31.4	38.5	4.0
Hotels/motels							
Ennet	300	5.3	10.4	28.2	32.0	24.2	3.6
Saginaw	197	3.0	10.7	22.3	33.5	30.5	3.8
Tuscola	226	3.1	9.7	28.3	32.3	26.5	3.7
Land for hunting							
Ennet	301	13.4	16.1	27.4	24.3	18.8	3.2
Saginaw	198	10.6	12.6	26.8	22.2	27.8	3.4
Tuscola	226	4.4	8.0	20.8	26.1	40.7	3.9
Marinas/docks/slips							
Ennet	301	2.2	7.8	18.5	34.9	36.6	4.0
Saginaw	198	3.5	8.6	17.7	27.3	42.9	4.0
Tuscola	225	5.3	6.7	20.0	31.6	36.4	3.9
Open space and greenways							
Ennet	300	2.8	4.2	11.9	28.1	52.9	4.2
Saginaw	196	4.1	8.7	21.9	28.1	37.2	3.9
Tuscola	225	3.6	11.6	19.6	28.0	37.3	3.8
Parks with developed areas							
Ennet	301	3.5	2.1	16.0	36.9	41.6	4.1
Saginaw	198	2.0	6.1	15.2	32.3	44.4	4.1
Tuscola	227	3.1	6.2	18.5	32.6	39.6	4.0
Piers (for fishing)							
Ennet	300	3.8	7.8	20.7	33.8	33.9	3.9
Saginaw	198	3.5	7.1	18.7	26.3	44.4	4.0
Tuscola	225	4.0	6.2	18.2	28.9	42.7	4.0

Resorts	Emmet	298	5.6	11.0	23.5	33.8	26.1	3.6
	Saginaw	195	4.6	9.7	23.1	27.2	35.4	3.8
	Tuscola	224	8.9	8.0	24.1	28.1	30.8	3.6
Restaurants	Emmet	306	2.0	3.4	15.3	38.9	40.4	4.1
	Saginaw	197	1.5	6.1	15.2	35.5	41.6	4.1
	Tuscola	229	2.6	3.1	21.0	34.9	38.4	4.0
Retail stores/shopping district	Emmet	304	2.6	5.2	17.8	40.2	34.2	4.0
	Saginaw	199	2.0	8.5	17.1	29.1	43.2	4.0
	Tuscola	228	3.9	4.8	24.1	36.4	30.7	3.9
Roads and highways	Emmet	301	5.1	9.7	21.6	32.4	31.3	3.8
	Saginaw	197	3.0	8.1	22.8	28.9	37.1	3.9
	Tuscola	225	4.0	6.2	24.9	36.4	28.4	3.8
Second homes/condos	Emmet	299	6.4	11.8	27.9	33.8	20.0	3.5
	Saginaw	193	9.3	18.1	31.1	21.2	20.2	3.3
	Tuscola	222	9.9	21.6	29.7	18.5	20.3	3.2
Trails-motorized	Emmet	301	33.0	21.2	18.6	16.5	10.8	2.5
	Saginaw	198	10.6	20.2	26.8	15.2	27.3	3.3
	Tuscola	224	14.3	20.1	25.4	17.4	22.8	3.1
Trails-non-motorized	Emmet	301	4.4	5.2	18.4	29.3	42.7	4.0
	Saginaw	197	5.6	8.6	14.7	27.4	43.7	4.0
	Tuscola	226	4.4	7.1	22.6	27.9	38.1	3.9
Transportation (public)	Emmet	303	7.1	11.4	29.3	25.7	26.5	3.5
	Saginaw	195	10.8	10.8	21.5	25.1	31.8	3.6
	Tuscola	224	5.8	15.2	27.7	29.5	21.9	3.5

a: Scale ranged from "1 = not acceptable" to "5 = very acceptable."

20. Level of agreement with each of the following statements:

Statements:	n	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean ^a
Support promotions and marketing campaigns that address key "social issues" in the county.		%	%	%	%	%	
Emmet	309	6.7	7.2	22.5	35.8	27.8	3.7
Saginaw	201	5.5	5.0	33.3	37.3	18.9	3.6
Tuscola	221	8.6	8.1	31.2	37.1	14.9	3.4
Support "cause-related promotion and marketing" about tourism products in the county.							
Emmet	306	1.4	6.6	27.5	42.2	22.3	3.8
Saginaw	202	2.0	5.9	35.1	41.1	15.8	3.6
Tuscola	221	5.0	6.3	35.7	44.8	8.1	3.5
Support tourism promotions and marketing campaigns that emphasize sustainability of "natural amenities" in the county.							
Emmet	309	0.9	2.2	10.0	41.9	45.1	4.3
Saginaw	203	1.5	1.5	24.6	44.3	28.1	4.0
Tuscola	222	4.5	2.3	20.7	17.7	24.8	3.9
Support tourism promotions and marketing campaigns emphasize sustainability of cultural amenities in the county.							
Emmet	309	1.3	2.2	14.6	45.2	36.8	4.1
Saginaw	202	2.5	1.0	27.7	42.1	26.7	3.9
Tuscola	223	4.5	2.7	26.9	44.4	21.5	3.8
A successful tourism economy in the county is dependent on promotion and marketing campaigns.							
Emmet	309	2.8	7.9	23.8	47.1	18.5	3.7
Saginaw	203	2.5	5.4	31.0	37.4	23.6	3.7
Tuscola	223	5.4	7.2	28.3	43.0	16.1	3.6

a: Scale ranged from "1 = strongly disagree" to "5 = strongly agree."

21. Satisfaction with the agencies/entities in tourism development and promotion in Saginaw County (e.g., Convention & Visitors Bureau, Chamber of Commerce, Planning Department, state and federal agencies).

	n	Not satisfied at all	Slightly satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Mean ^a
Tourism development		%	%	%	%	%	
Emmet	284	7.2	12.6	38.3	34.8	7.1	3.2
Saginaw	166	7.8	12.0	36.7	36.1	7.2	3.2
Tuscola	118	5.9	13.6	41.5	32.2	6.8	3.2
Tourism promotion							
Emmet	285	8.7	10.4	37.9	35.1	7.8	3.2
Saginaw	169	10.1	8.3	36.7	36.7	8.3	3.3
Tuscola	116	6.0	14.7	40.5	31.9	6.9	3.2

a: Scale ranged from "1" = not satisfied at all" to "5" = very satisfied."

27. Number of years of residency or a home ownership in the county:

	n	1-10 years	Over 10 years	Mean	Median	Std. Deviation	Minimum	Maximum
Emmet	319	31.5%	68.5%	22.8	18.0	17.0	1	78
Saginaw	206	14.1%	85.9%	34.2	35.0	19.4	1	85
Tuscola	229	12.7%	87.3%	37.3	35.0	21.4	2	84

28. Residential status in the county:

	n	Permanent	Seasonal	None
		%	%	%
Emmet	322	65.3%	43.7%	0%
Saginaw	203	92.8%	5.8%	2.4%
Tuscola	230	87.8%	10.9%	2.2%

30. Respondent's level of education:

	n	Less than high school	High school graduate	Technical school degree	Some college	College degree	Advanced degree
		%	%	%	%	%	%
Emmet	322	0.0	7.0	3.1	13.7	37.9	38.4
Saginaw	210	1.0	26.7	8.6	20.5	28.1	15.2
Tuscola	228	4.8	31.6	7.5	26.3	20.2	9.6

31. Respondent's 2006 annual household income from all sources before taxes:

	n	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more
		%	%	%
Emmet	295	15.2	34.3	50.5
Saginaw	193	43.5	41.5	15.0
Tuscola	214	47.2	39.7	13.1

32. Amount of income generated by the tourism industry in the county:

	n	Employed in the tourism industry	Indirectly employed in the tourism industry in the county	Not employed in the tourism industry at all in the county	Employed in the tourism industry outside of the county
		%	%	%	%
Emmet	317	4.5	11.0	84.2	0.4
Saginaw	206	2.4	7.3	89.8	0.5
Tuscola	224	0	1.8	96.9	1.3

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