Belonger Perceptions of Tourism and Its Impacts in the Turks and Caicos Islands

By

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This report is intended for several audiences within the Turks and Caicos Islands: the Ministry of Tourism, the Tourist Board, the Department of Environment and Coastal Resources, the Department of Economic Planning and Statistics, and the citizens and residents of the country. The data reported here come from ethnographic interviews conducted during the summer of 2006 and a questionnaire-survey administered during the summer of 2007.

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Table of Contents

List of Tables

Acknowledgements

Executive Summary

Tourism in the Turks and Caicos Islands (TCI) has grown quickly over the last twenty-five years. Although most of this development has been concentrated in the island of Providenciales, the effects are being felt throughout the country as influxes of both money and people have accelerated the pace of social change.

This report describes research conducted during 2006 and 2007, funded principally by the U.S. National Science Foundation, to assess the reactions and views of TCI citizens (locally referred to as "Belongers") to the growing tourism industry in their country. Using interview and survey data, we address the questions of how Belongers understand tourism and its likely impacts, what factors might explain variations in people's views and understandings, and how much consensus there is in the population.

From a utilitarian perspective, the underlying reason for studying residents' perceptions of tourism is that a positive disposition on the part of residents is essential for the long-term vitality of tourism in any destination. That is, other things being equal, visitors are attracted to places where the host population is welcoming and friendly, but avoid destinations where they feel unwelcome or preyed upon. Recognizing there is a relationship between Belonger attitudes and the long-term prospects for tourism, the TCI Ministry of Tourism both approved the research project and provided some supplemental funding.

The report is organized into seven chapters, with two appendices. Chapter 1 describes the rationale and goals of the study, as well as its methodology and sampling design. Chapter 2 summarizes the general themes identified from the ethnographic interviews. Chapter 3 reviews the tallied responses to all the survey form's questions. (For quick reference, the simple frequency counts are also provided in Appendix A, but without any discussion.) Chapters 4, 5, and 6 are much more analytical and report findings from a variety of statistical analyses performed on the survey data. Readers who are unfamiliar with statistics may want to skip over these. Chapter 7 extracts what we regard as the major findings from the study and concludes with some recommendations based on the survey findings.

Very abbreviated renderings of the study's findings and recommendations are as follows.

KEY FINDINGS:

1. As of 2007, Belongers are generally positive about tourism and the impacts it is having on their lives, and they have a generally positive view of the tourists who visit their country.

2. Belongers perceive some downsides to tourism, such as increased crime, rising costs, an influx of immigrant workers, and unevenness with respect to the distribution of financial benefits from tourism.

3. Belongers want more tourism, and especially more historic/cultural tourism.

4. Belongers show a high degree of altruism with respect to tourism. Most do not receive much direct financial benefit, but they are just as positive about tourism as those who are benefitting directly.

5. Demographic-behavioural variables account for little of the variations in Belonger attitudes toward tourism. The exception is island of residence: residents of the former salt-producing islands (South Caicos, Grand Turk, Salt Cay) tend to be more positive about tourism, generally, than residents of the other islands (Providenciales, North Caicos, Middle Caicos).

6. There is only a marginal degree of cultural consensus among Belongers. Although there is a statistical convergence of opinions with respect to many topics, there are also systematically different perspectives (sub-cultural viewpoints) with respect to other aspects of tourism.

7. The range of overall assessments regarding tourism is truncated, extending from extremely positive to only mildly negative (there are no genuinely negative assessments).

RECOMMENDATIONS:

1. Keep tourism within sustainable limits.

2. Develop suitable tourism products for each island.

3. Facilitate Belonger participation in the new tourism economy by
      a. providing additional tourism education, training, and outreach activities;
      b. keeping Belongers informed of and involved in tourism planning; and
      c. taking steps to ensure that tourism revenues are more equitably distributed.

4. Continue to monitor, on a regular basis, Belonger attitudes toward tourism.

Chapter 1 – Introduction

Rationale for the Study

Tourism in the Turks and Caicos Islands (TCI) has grown quickly over the last twenty-five years. Residents have adapted in variable ways to the rapid social change associated with tourism. This report describes research done over 2006 and 2007 to assess the reactions and views of citizens (locally referred to as "Belongers") to the growing tourism industry. Using interview and survey data, we address the questions of how Belongers understand tourism and its likely impacts, how much consensus there is in the population, and what factors might explain variations in peoples' views and understandings.

There are several reasons why we chose TCI for the research. First, compared to more "mature" destinations, the country has a relatively short history of tourism. Although small-scale guest houses began to be built in the late 1960s, the first major resort (Club Med) did not open until 1984. Since tourism is still in the emergent stage of growth in its life cycle, this makes it an ideal time to assess local attitudes. Second, the country has a tourism-dependent economy. The general estimate is that tourism constitutes 35.5% of the country's GDP (and is growing) and hotel/restaurant jobs provide the largest number of jobs in the country as of 2005 (around 2,881) (EDSA, et al. 2005; Kairi Consultants 2006). Third, since the country is composed of a number of inhabited islands at various degrees of development, we assumed there might be some attitudinal variability about tourism development across the islands. In other words, the country presented possible naturally occurring comparison groups for the analysis. Finally, our initial visits and discussion with people in 2005 indicated interest and concern about the topic of Belonger attitudes about tourism, suggesting Turks and Caicos as one where we would receive the help and co-operation of local officials.

The subject of residents' attitudes about tourism has received attention in many academic fields such as anthropology, social psychology, geography, sociology, and market research (e.g., Bélisle and Hoy 1980; Perdue, et al. 1990; Pearce, et al. 1991; Ap 1992; Madrigal 1993; King, et al. 1993; Lankford and Howard 1994). The underlying premise of such studies is that a positive disposition on the part of residents towards tourism is essential for its success in any destination (Bélisle and Hoy 1980; Bachleitner and Zins 1999).

One of the earliest theoretical orientations in studies of residents' attitudes has been referred to as "Lifecycle Theory," which postulates that tourism moves through a series of stages. In one of the first rendition of this, Doxey (1975) suggested that residents' attitudes about tourism usually progress through a series of stages: euphoria, apathy, irritation, and, eventually, antagonism. Such models suggest an inevitable attitudinal shift among residents over time, from initial welcoming to eventual cynicism, accompanied by self-serving exchanges with tourists.

Taken collectively, the many surveys of residents demonstrate that one cannot presume uniformity among local people in their views of tourism. Researchers have tested a number of

socio-demographic factors that may affect people's attitudes. There are the standard ones such as age, sex, education, and income, along with additional ones such as proximity to tourism zones, length of residence, knowledge of tourism, and physical stability of the local population. Studies based on surveys of residents in different locations around the world have identified many of the same perceived impacts of tourism development. Table 1.1, below, shows examples of residents' views and opinions of tourism.

Table 1.1: Examples of Residents' Views of Tourism Impacts

Perceived Positive Economic Impacts: ◦ More employment opportunities ◦ Improved standard of living ◦ Development of infrastructure ◦ Economic growth for locale	Perceived Negative Economic Impacts: ◦ Increased cost of living ◦ Uneven distribution of benefits across the population ◦ Seasonality of employment ◦ National economic instability
Perceived Positive Socio-cultural Impacts: ◦ Enhanced understanding of other peoples and cultures ◦ Cultural exchanges ◦ Enhanced social identity ◦ Cosmopolitan outlook ◦ Greater community pride and cohesion ◦ Revitalized visual and performing arts ◦ Historic preservation efforts and heritage	Perceived Negative Sociocultural Impacts: ◦ Acculturation with respect to values, tastes, customs ◦ Interpersonal and class conflict ◦ Loss of community cohesion and solidarity ◦ Increased competition ◦ Heavy work burdens for tourism providers ◦ Increased social deviance: crime and other social pathologies ◦ Language loss ◦ Commodification of cultural forms
	Perceived Negative Environmental Impacts: ◦ Increased pollution and waste ◦ Destruction of habitats ◦ Congestion, over-crowding, traffic

Governments routinely collect and analyze data concerning tourism, maintaining statistical records of tax revenues generated, tourist expenditures, visitation rates, length of stays, and other basic facts. By contrast, governments, particularly of developing countries, rarely assess their own citizens' reactions to tourism, even though there is clear evidence that local people want to be part of decision making about development and play an important role in tourism (Wilkinson 1997; Mason and Cheyne 2000; Williams and Lawson 2001; Gössling 2003). Further, since tourism is a face-to-face industry, when local residents develop antipathy to tourists, subject them to harassment, dishonest business practices, or criminal acts, visitorship dries up, leaving the local economy in shambles.

While the government of Turks and Caicos has not done any widespread surveys of the attitudes and opinions of Belongers to the tourism industry, it has commissioned reports and developed programs to prepare people to participate in tourism over the past few years. For example, in 2005, the Department of Environment and Coastal Resource commissioned a study, *Belonger Business Opportunities in Protected Areas*, which identified entrepreneurial activities based on recreational and heritage resources for each inhabited island. The Turks and Caicos Community College offers a 2-year course in tourism and hospitality at both campuses, and there are

scholarships for students to study tourism and hospitality abroad. The *Strategic Plan Review for Turks & Caicos Islands (TCI) Tourism* (O'Reilly 2006: section 9.3) gives great emphasis to providing formal education and training to Belongers about opportunities in tourism and facilities to aid in tourism preparation such as through the TCIHost Programme, a hotel school (the Tourism and Training Institute), and Small Enterprise Development Centre associated with TCInvest. The challenges for involving Belongers in the tourism industry are reiterated in the sectoral report (Tourism Subcommittee 2006) and again in the final *National Socio-economic Development Framework, 2008-2017* (Kairi Consultants 2007).

Clearly, tourism education and preparation for local people is high on the list of government priorities for Turks and Caicos. The one missing piece is statistically valid information on how Belongers view the tourism industry as its impacts on their social and cultural life, along with the ecology and the economy of their islands. Further, there is no information, beyond anecdotal, that gives any insight into how people view tourism work and the perceived opportunities in such work. The research described here helps to fill that gap. It was done over two years (2006 and 2007) with the support of the Honourable, Premier Michael Misick and funded by the U.S. National Science Foundation.

Research Design

The methodology used in the research was a combination of qualitative and quantitative approaches. The qualitative portion, Phase I, done in the summer of 2006, involved ethnographic interviews with 32 selected local informants across four different islands (a purposive sample to get the range of variability). These tape-recorded interviews were later transcribed and examined closely for their propositional content. All the declarative statements were then winnowed (by collapsing synonymous phrasings) and sorted into major categories. These winnowed and sorted propositional statements gleaned from the interviews became the foundation for the 10-page survey questionnaire, which covered a variety of topics: ideas about tourists and the appeal of Turks and Caicos, notions of work and business opportunities, and statements about the various kinds of impacts – sociocultural, economic, ecological – that tourism is having on the country. The questionnaire survey, Phase II, was administered during the summer of 2007 to a random sample of Belonger residents by six local Research Assistants, along with the principal investigators. The same survey form was also completed by 29 of the individuals whom we interviewed in Phase I. This additional, non-randomly selected group of individuals whom we both interviewed and surveyed constitutes a separate "Special Sample."

The random sample of voting age Belongers was drawn from the January 2007 Electors' Registration lists provided by the government. Table 1.2 shows both the target numbers and final sample broken down by electoral district and island. The random selection was stratified by electoral district to ensure the sample would be proportionally representative of the populations in the 15 electoral districts across six islands.

Table 1.2: Stratified Random Sampling Design

Turks and Caicos Voting Population			Sampling Design				Surveys Completed		
Island	District Name	Number Voters		Sampling Fraction		Target N	Actual N	Island Totals	Sample Percent
Grand Turk	West Road	328	*	0.04294	=	14	14		
Grand Turk	Overback	457	*	0.04294	=	20	19	74	26.7%
Grand Turk	North Backsalina	503	*	0.04294	=	22	20		
*Grand Turk	South Backsalina	509	*	0.04294	=	22	21		
South Caicos	S.C., North	318	*	0.04294	=	14	14	22	7.9%
South Caicos	S.C., South	229	*	0.04294	=	10	8		
Middle Caicos	Middle Caicos	190	*	0.04294	=	8	8	8	2.9%
North Caicos	N.C., East	442	*	0.04294	=	19	21	32	11.6%
North Caicos	N.C., West	283	*	0.04294	=	12	11		
Providenciales	The Bight	698	*	0.04294	=	30	23		
Providenciales	Blue Hills	882	*	0.04294	=	38	38		
Providenciales	Five Cays	747	*	0.04294	=	32	20	141	50.9%
Providenciales	Cheshire Hall	642	*	0.04294	=	28	27		
Providenciales	Richmond Hill	408	*	0.04294	=	18	18		
Providenciales	Long Bay Hills	351	*	0.04294	=	15	15		
		6,987	*	0.04294	=	302	277	277	100.0%

(* Four residents of Salt Cay were surveyed. They are included as part of Electoral District #04, i.e., "Grand Turk, South Backsalina.")

The main difficulty in using the Electors list as the sampling frame is that there is no contact information for each name. A further complication is that there are no street addresses on any island. Thus, although it is easy to draw a random list of registered voters from each district, finding the selected individuals is problematic. Prior to the administration of the survey, the Tourist Board attempted to get phone numbers from the telephone book, but this was largely unsuccessful because many people use pre-paid cell phones and these are not listed in the directory. As a result, the first task for the local Research Assistants was to find contact numbers for their randomly-selected lists of possible respondents through their own or family's social network. This strategy worked reasonably well since islanders are well-connected through kinship or neighbourly ties. However, some phone numbers were never found, and the quest for these numbers was a setback that delayed the start of the survey work. The net effect of this logistical difficulty was that we had to reduce the targeted sample size by half, i.e., from an original goal of 600 to a revised target of 300. In total, 277 usable survey forms were completed over June, July, and some from a missing district in the fall of 2007. Occasionally, there were missing answers on the questionnaire forms, but the forms are remarkably complete because the two American Research Assistants did call-backs to thank participants and to request any missing information.

Chapter 2 – Key Findings from the Ethnographic Interviews

Purpose and Procedures

Phase I of the research involved open-ended ethnographic interviews with a cross-section of residents. From these interviews with a small number of people (selected from different islands, different occupations, different ages, etc.), we hoped to identify the range of variation with respect Belonger attitudes toward tourism and its impacts. By the end of summer 2006, we completed interviews with 32 individuals, representing different age groups, different walks of life, and different islands (Providenciales, North Caicos, South Caicos, and Grand Turk). People were interviewed individually at their home or office, or occasionally at our residence. All these informants were asked the same list of open-ended questions and, with their permission, we tape-recorded the interviews.

During the fall and winter months, each interview was first transcribed and then carefully examined for themes and variations. We extracted specific propositional statements from the interviews, trying to use the same or similar phrasings as the informants. Later, these propositions were grouped under thematic categories and used to construct sections of the questionnaire. The rationale for this two-step process is to create a questionnaire that grows fairly directly from the ideas expressed by Belongers themselves, as opposed to our simply devising questions that seemed relevant to us. In this way, most of the questions in the survey form derive from comments made during the open-ended interviews. That is, the spontaneously-offered propositions are transformed into questionnaire items by asking survey respondents to indicate to the extent to which they "strongly disagree" or "strongly agree" with them (see the middle sections of the questionnaire in Appendix A).

From the ethnographic interviews themselves, it was obvious that people differed in terms of their views and opinions about tourism and its impacts. They also differed in how elaborated and easily articulated their understandings were. Some had not thought very much about the topic; others had more developed opinions. Most everyone had something to say concerning the economic consequences of tourism, but only some had thought about its environmental and/or sociocultural impacts. Some seemed to equate tourism with the overall pace of change in TCI; others distinguished between development (general sense) and touristic development (special sense).

The following are examples of some of the themes that emerged from the interviews.

1. Importance of tourism for the economy.
Many people, even those critical of it, feel tourism is the engine of economic growth. It is sometimes described as a lifeline for a country with little in the way of natural resources other than beautiful beachscapes and reefs.

2. Flow, movement, and change.
There is much awareness of how tourism has led to a new flow of money and people: more money and goods in circulation and a flow of strangers in and out of the country. While there is little sense that tourists are changing the values and habits of local people, especially, young people, American cable television is often identified as an important agent of change.

3. Pace of change.
Many people noted the rapid pace of change – new hotels and projects, new government plans, developing infrastructure, new institutions and policies – and the idea that ordinary people are having a hard time keeping up.

4. Opportunities for Belongers.
While most people seem to agree that tourism provides new job and entrepreneurial opportunities for local people, there is also concern among some about being left out, left behind, disregarded, or overlooked in favour of outsiders.

5. Trade-off.
Many people accept the idea that, with the positive things that new development brings (goods, services, jobs, and opportunities), there were inevitable negative effects such as social problems, community impacts, and the over-development of coastal areas.

Some Generalizations from the Interviews

There are several generalizations to note from the 32 interviews. Bear in mind that not everyone agrees with all the ideas that are presented, but these capture what many people told us. Also, keep in mind that these generalizations are not necessarily reflected in the findings of the random survey of 277 people. This is only a thumbnail sketch of the long interviews.

In general, people indicate a "positive" outlook with respect to tourism, i.e., there is a truncated range of opinions from very positive to cautiously ambivalent. No one is uniformly negative about tourism's impacts, nor did we find evidence that there is a "tourism debate" at this point in time. People may discuss tourism and its impacts privately among themselves, and officials have plans. But alternative futures for tourism is not publically debated nor discussed in the local media.

People feel that Turks and Caicos draws an upscale tourist market. Tourists are drawn to the islands because: (a) the place is a pristine, new destination with beautiful beaches and seascapes; (b) it is comparatively crime-free; and (c) it offers convenience – TCI is close to the U.S. and uses American currency. The tourists are largely North American, with an increasing number of Europeans. They are mostly polite and friendly, although they sometimes dress inappropriately for island standards and are a bit hyper and impatient.

Tourism is seen as the dominant industry of Turks and Caicos, the basis of the economy and engine of growth for the country. However, tourism is also seen as a fickle and delicate industry: it is vulnerable to internal and external effects. The government needs to do careful monitoring

and impose controls and limits on growth. There are variable assessments (positive and negative) as to the government's ability to plan and manage.

In general, those interviewed see tourism development as an unstoppable force. Some people feel that the development of the islands, especially Providenciales, is proceeding at a pace almost beyond people's ability to keep up, including psychologically. Things are changing too quickly, from the condos that are being built to the rapid pace of life (traffic, announcement of new plans, the feel of family life). People are lagging behind in terms of their outlook and skills. The country seems to be at a crossroads of development. The decisions and plans that are made and implemented now are seen as having profound future consequences.

Historically, the kind of work many Belongers prefer is white-collar civil service work because it is not demanding, has a standard work day/week, and is very secure. There are some attributions of laziness and risk aversion, especially about those who live in the 'salt islands'[1] (Grand Turk, Salt Cay, and South Caicos) where people's outlook is characterized as "being owed a living." But, in general, people feel Belongers are unprepared for tourism work in both outlook and skills. Working in tourism is not yet "an island thing." Some say that Belongers tend to see service work as somewhat demeaning and servile; they do not appreciate it is something of a game, like playing a public relations role. There are arguments that the government needs to be more pro-active in several senses: offer more education for tourism work, more opportunities for business-start-ups through agencies such as TCInvest, and exert more pressure on resorts to hire Belongers for management positions. Some people feel that the country is swimming in money, and they are resentful that they are not yet getting a piece of the pie.

Tourism is seen almost uniformly as the lifeline for the country and its future. There is a trade-off between the good and the bad of development. Tourism revenue is bringing opportunities in education and business and material rewards that are trickling down to most (but not all) residents. It also offers the chance to meet people from other places and puts the country on the global map. On the other hand, there are costs associated with material benefits: more strangers (tourists, expatriates, contract workers, and illegal aliens), more crime, new social values that challenge the traditional authority of the family and community, and pollution and greater threats to the coastal ecology. Some fear that Belongers are suffering because of their minority status (Belongers now comprise less than 30% of their country's resident population) – that they are being culturally and demographically swamped by the outside influences associated with development. They are concerned for the future of family and community life. Yet, people seem optimistic and hopeful that the good of development will outweigh the negatives in the end, and that the country will develop a sustainable tourism industry.

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[1] "Salt islands" is a cultural category, not a geographic designation. Historically, Grand Turk and Salt Cay, and later South Caicos, were the centers of sea-salt production, which was the principal economic activity of the country from the late 17th century through to the early 20th century. These formerly salt-producing islands also share a common settlement history that contrasts with the non-indigenous peopling of Providenciales, North Caicos, and Middle Caicos (see Sadler 1997). The salt islands, and especially Grand Turk, were the population centers of the country until the 1980s, when large-scale tourism developments in Providenciales initiated on-going internal migration as well as an influx of outsiders to that island. Although Providenciales is now the center of population and economic activity, Grand Turk remains the official seat of government for the country.

Chapter 3 – Survey Findings: Descriptive Statistics

This chapter reviews the basic findings from the questionnaire survey of 277 randomly-selected Belongers during the summer of 2007. Subsequent chapters analyze these data in different ways. Appendix A contains a copy of the questionnaire itself, with tallies of responses indicated. Appendix B contains the Haitian Creole version of the questionnaire that was used by about a dozen respondents.

Characteristics of Respondents

Demographic Profile

Who are the 277 randomly-selected Belongers comprising the sample? The survey began by asking three questions: where people were born, where they currently live, and where they vote. Table 3.1 shows this information, which reflects the directional movement of people within the country in recent decades. All islands but Providenciales show out-migration from island of birth. Providenciales shows the greatest in-migration and also that people living there are now voting there. The sample also shows evidence of population movement into the country: 52 people (18.8% of the sample) were born outside of TCI. Of these, 11 are Belongers by birth, and 41 have become Belongers through naturalization.

Table 3.1: Where Born, Where Currently Living, and Where Voting

	Where Born	Where Live	Where Vote
Grand Turk	99	69	74
Salt Cay	11	4	(G.T.)
South Caicos	31	19	22
Middle Caicos	12	4	8
North Caicos	47	23	32
Providenciales	25	151	141
Bahamas	24	0	- - -
Jamaica	3	0	- - -
Haiti	7	0	- - -
Dominican Republic	3	0	- - -
other Caribbean country	4	0	- - -
United Kingdom	2	0	- - -
United States	9	7	- - -
Totals	277	277	277

Most (236, or 85.2%) are "Belongers by birth;" the rest are naturalized citizens. There are more female (58.8%) than male (41.2%) respondents. About half are 40 years or older; the rest are from 18 to 39 years old. (See Table 3.2.) Among the 216 respondents who have children, the average number of children is 2.75. Almost half (136 or 49.1%) are married, 120 or 43.6% are single, and 19 or 6.9% are divorced or widowed. (See Table 3.2.)

Table 3.2: Sample by Sex and Age

Sex	Age								Totals
	(missing)	20s or younger	30s	40s	50s	60s	70s	80s or older	
Male	- - -	22	28	21	23	7	9	4	114
Female	1	45	47	29	20	10	10	1	163
Totals	1	67	75	50	43	17	19	5	277

With respect to the highest education level attained, 16.5% have primary school, 10.3% have some high school, 23.8% are high school graduates, 24.9% have some college or technical school, 12.8% have an associates degree, 8.1% have a bachelor's degree, and 3.7% have a post-graduate degree. Of the 241 people who reported household income, 88.0% make under $100,000, and a third (34.0%) make less than $25,000.

Table 3.3: Sample by Annual Household Income and Formal Education

Household Income (thousands)	Formal Education (highest level completed)								Totals
	(missing)	Primary school	Some second.	Second. grad.	Some col/tech.	Assoc. degree	Bach. degree	Post-grad.	
(missing)	- - -	15	6	7	6	1	1	- - -	36
Less than $25	3	21	12	21	14	8	3	- - -	82
$25 - $49	- - -	3	9	19	22	9	8	1	71
$50 - $74	- - -	3	1	8	12	7	6	3	40
$75 - $99	- - -	1	- - -	2	7	4	1	4	19
$100 - $149	1	1	- - -	5	4	5	1	1	18
$150 - $199	- - -	1	- - -	2	1	1	1	1	7
$200 - $249	- - -	- - -	- - -	- - -	1	- - -	- - -	- - -	1
$250 or more	- - -	- - -	- - -	1	1	- - -	1	- - -	3
Totals	4	45	28	65	68	35	22	10	277

Behavioural and Psychographic Characteristics

Turks and Caicos Islanders are great travellers: 173 or 62.5% travel abroad two or more times a year, 78 or 28.2% go once a year, and only 26 or 9.4% say they rarely or never travel outside the country. The most frequently cited destinations are Florida or other parts of the U.S., followed by other Caribbean islands. Next on the list of destinations is Canada, then the United Kingdom, continental Europe, and South or Central America. Less than 5% of the respondents have travelled to any other part of the world. (See Table 3.4.)

10

Table 3.4: Belongers' Travel Destinations

<div align="center">(check all that apply)</div>

261	United States (Florida)	26	Continental Europe
222	Caribbean (other than TCI)	26	South / Central America
147	United States (other than Florida)	10	Asia
61	United Kingdom	9	Africa / Middle East
45	Canada	7	Australia / New Zealand / Pacific Islands

Using the above list of different parts of the world, we computed how many of the ten general destinations each respondent had visited: the higher the number, the more well-travelled the respondent. Table 3.5, below, shows the histogram of this computed variable.

Table 3.5: Number of World Areas Visited by Belongers
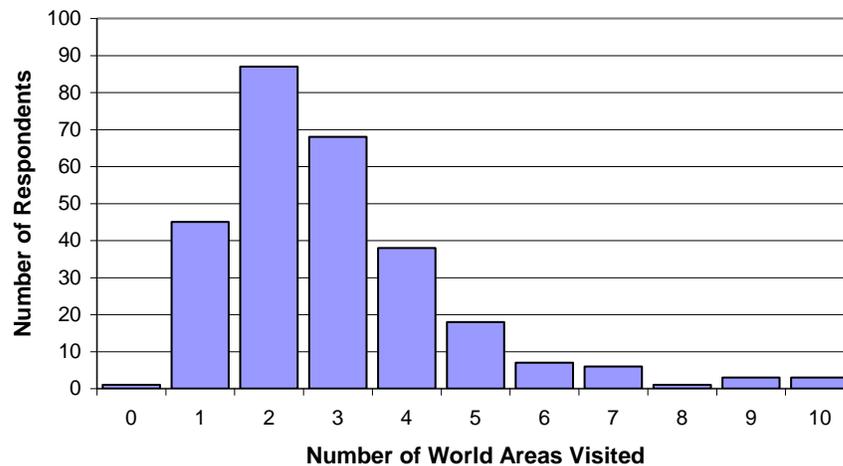
Though cosmopolitan, respondents' attachment to TCI is strong: 198 or 71.5% say their attachment to the country is greater than most other Belongers, while 73 or 26.4% say it is about the same as others, and only 6 or 2.2% say less than most. As for knowledge of TCI's history and culture, 172 or 62.1% feel they know a great deal, while 98 or 34.4% say they just know a little, and 7 or 2.5% feel they know less than most.

Perceived Financial Benefits from Tourism

Slightly over a third of the sample, 35.4%, say they work in a tourism-related field themselves. A slightly higher percentage, 38.4%, say at least one member of their immediate family works in a tourism-related field, and 82.2% of the respondents have friends or neighbours working in a tourism-related field. Table 3.6 shows the cross-tabulation for self and family members.

Table 3.6: Sample by Self and/or Family Member Working in Tourism-Related Field

		Family member works in tourism-related field			
		No	Yes	(miss)	Totals
Self works in tourism-related field	No	121	58	- - -	179
	Yes	49	48	1	98
	Totals	170	106	1	277

Somewhat surprisingly, only 76 people (27.6%) say they derive "a great deal" of financial benefits from tourism, personally. The percentages go up slightly when the question concerns immediate family and friends/neighbours who derive "a great deal" of financial benefits – 97 (35.3%) and 88 (32.0%), respectively. The increase is dramatic, however, with respect to the perceived financial benefits of tourism for respondents' island of residence and the country as a whole – 215 (77.9%) and 257 (92.8%), respectively. Thus, the perceived financial benefits increase markedly as one goes up in scale, from the individual to the national level (see Table 3.7).

Table 3.7: Perceived Financial Benefits from Tourism

How much financial benefit does tourism bring to:	1 Very little	2 Some	3 Great deal	Mean
You, personally	109	90	76	1.88
People in your immediate family	65	113	97	2.12
Your friends and neighbours	41	146	88	2.17
Your island of residence	18	43	215	2.71
The country as a whole	6	14	257	2.91

Sources of Information

People generally feel that newspapers, radio, and television are the best ways to keep informed about local news and events, followed by word of mouth. Magazines, government or local Internet sites, and public speeches are less important sources of information (see Table 3.8).

Table 3.8: Sources of Information about Local News and Events

(check all that apply)

218	Newspapers	90	Magazines
201	Television	83	Government or local Internet sites
191	Radio	69	Public (live) speeches
140	Other people you know		

Using the above list, we computed how many of different sources of information each respondent uses. Table 3.9 shows the histogram of this computed variable, which indicates that Belongers typically rely on three or four different sources of information to keep up on local news and events.

Table 3.9: Number of Information Sources Used by Belongers
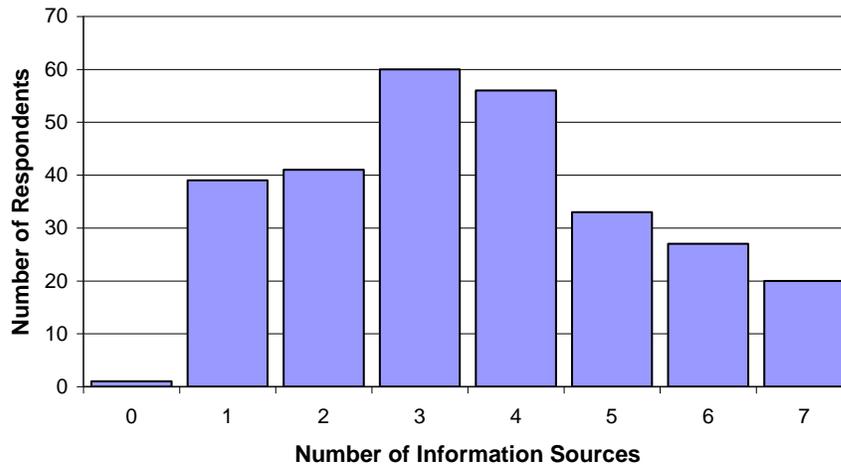
Thinking about Tourism and Encounters with Tourists

Is tourism on people's minds? When asked how often they think about tourism, 123 or 44.4% respondents say they think about it every day, 60 or 21.7% once or twice a week, 42 or 15.2% once or twice a month, and 52 or 18.8% only rarely. In terms of personal interactions with tourists, almost half the sample, 48.7%, say they speak to tourists on a daily or weekly basis, while 51.3% say only monthly or very rarely (see Table 3.10). And, the type of tourist most frequently encountered is the stay-over tourist (211 or 76.2%), while the other is cruise ship tourists (66 or 23.8%).

Table 3.10: Frequency of Thinking about Tourism by Frequency of Speaking with Tourists

How often have you thought about tourism and its impacts	How often have you spoken with visiting tourists				Totals
	Very rarely	Once or twice a month	Once or twice a week	Most every day	
Very rarely	42	6	1	3	52
Once or twice a month	19	15	5	3	42
Once or twice a week	12	21	19	8	60
Most every day	12	15	28	68	123
Totals	85	57	53	82	277

Examining the patterning in Table 3.10, there are 144 people (the sum of the diagonal cells) who think about tourism just as often as they speak with tourists; 107 who think about tourism more often than they speak with tourists; but only 26 people who think about tourism less often than they speak with tourists. Thus, as one might expect, how often Belongers speak with tourists seems to provoke them to be more reflective about tourism and its impacts.

A sizeable number of respondents (106 or 38.3%) live "very close" to tourism areas, almost half (133 or 48.0%) live "a few miles" from such areas, and only 38 or 13.7% live "a long distance." Although residential proximity to tourist areas is a factor that other researchers say may prompt

people to dislike tourism and tourists, TCI respondents rate their encounters with tourists quite positively: 157 or 56.7% say their encounters are "very positive," 77 or 27.8% say "somewhat positive," 38 or 13.7% say "neutral," and only 5 or 1.8% say "somewhat negative." No one rated their encounters as "very negative."

Tourists and Tourist Attractions

There was little agreement with respect to how many tourists actually visited TCI during previous twelve months, with most respondents underestimating the number. Clearly, most respondents are just guessing: 18 or 6.6% think fewer than 50,000; 85 or 31.1% think 50,000 to 100,000; 83 or 30.4% think 100,000 to 250,000; 57 or 20.9% think 250,000 to 500,000 [the factually correct range]; and 30 or 11.0% think more than 500,000. Respondents are more accurate with respect to where visitors come from. They think visitors largely come from the United States, Canada, and the United Kingdom, followed by continental Europe, other Caribbean countries, and South/Central America.

Respondents were asked to name up to three famous people or celebrities who have visited TCI during the past ten years. Over 130 such people were mentioned by at least one respondent, but the most frequently recalled visitors are Michael Jordan, Bruce Willis, Shaquille O'Neal, Will Smith, Oprah Winfrey, and Venus Williams. Table 3.11 lists the famous visitors mentioned by at least six respondents.

Table 3.11: The Most Memorable Celebrities Visiting TCI during the Past Ten Years

Order	Person	Freq	Percent	Order	Person	Freq	Percent
1	Michael Jordan	105	41.5%	13	Ben Affleck	11	4.3%
2	Bruce Willis	89	35.2%	14	Fantasia	10	4.0%
3	Shaquille O'Neal	40	15.8%	- - -	Puff Daddy (P.Diddy)	10	4.0%
4	Will Smith	30	11.9%	16	Janet Jackson	9	3.6%
5	Oprah	27	10.7%	- - -	Brittany Spears	9	3.6%
- - -	Venus Williams	27	10.7%	- - -	Bill Gates	9	3.6%
7	LisaRaye Misick	25	9.9%	19	Jennifer Lopez	8	3.2%
8	50 Cent	19	7.5%	- - -	Yolanda Adams	8	3.2%
9	Ashanti	18	7.1%	21	Alicia Keys	7	2.8%
10	Bill Cosby	17	6.7%	- - -	Al Gore	7	2.8%
11	Vivica Fox	15	5.9%	- - -	Demi Moore	7	2.8%
12	Ludacris	12	4.7%	- - -	Akon	7	2.8%
13	Ben Affleck	11	4.3%	25	Jay-Z	6	2.4%

Note: A total of 134 different celebrities were mentioned by 253 respondents.

Table 3.12 summarizes respondents' sense of the importance of different attractions to tourists, where "importance" is measured on a 3-point scale. All the items show fairly high ratings, but the very highest ones (means above 2.80) indicate that respondents think that TCI attracts tourists primarily because of its scenic beaches and water assets, its friendly people, its safety, and its newness as a destination. By contrast, the country's ease of access from North America and its cultural and historic attractions are less important.

Table 3.12: Appeal of TCI to Tourists

How important is each of the following with respect to attracting tourists to Turks and Caicos?	1 Not Important	2 Somewhat Important	3 Very Important	Mean
Unspoiled, scenic beaches and reefs (sun, sand, and sea)	3	5	269	2.96
Local people are friendly and treat visitors well	2	30	244	2.88
The exceptional opportunities for diving and water sports	0	37	239	2.87
The low crime rate	6	32	238	2.84
The peaceful, quiet, laid-back lifestyle here	4	40	231	2.83
Turks and Caicos is a new, fresh, and different destination	3	46	227	2.81
Turks and Caicos's reputation as an upscale and exclusive destination	3	47	226	2.81
The country's historic sites and local cultural traditions	8	74	194	2.67
The country is easy to get to from North America	17	79	178	2.59

Belongers' Perceptions of Tourism

The heart of the questionnaire consists of 119 similarly-formatted items organized into seven sub-sections. Each of these was "grown" from ideas expressed to us during the first year's, open-ended ethnographic interviews, and we included them in the questionnaire either in their originally wording or re-phrased by us to mean the opposite. Respondents in the survey were asked to indicate the extent to which they agree or disagree with each statement using a 5-point scale, i.e., 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree.

For methodological reasons (discussed in Chapter 4), this particular battery of items needed to be approximately counter-balanced with respect to anticipated patterns of agreement and disagreement. This is the reason so many of the questions are negatively-phrased (where a positive phrasing might seem more natural) and, also, why there are many redundant pairs of items, i.e., the same idea phrased positively in one question and then negatively in another.

All the tables in this section show the frequencies of responses to items on the 5-point agreement scale, with the mean or average for each questionnaire item in the right hand column. Items are arranged within their sub-section from highest to lowest mean scores, i.e., items that respondents agreed with most strongly are at the top and those that they disagreed with the most are at the bottom. It is important to keep in mind that item means close to 3.00 indicate the sample as a whole is "neutral" or undecided. By contrast, the further an item's mean is from 3.00 – in either direction – the stronger the whole sample's opinion on that question.

Personal Characteristics of the Tourists

In general, the responses show that most Belongers have a very positive impression of tourists (see Table 3.13). The highest mean scores (those above 3.50) show substantial agreement that visitors are interested about TCI and its people, that they respect local standards and rules, and they are friendly and polite. Conversely, people strongly disagree (means below 2.50) that tourists are rude, disrespectful, and disinterested in TCI and its people.

Table 3.13: Perceived Characteristics of Tourists

"Most of the tourists who visit Turks and Caicos ... <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
are curious about the islands and its people.	1	21	45	146	64	3.91
tend to abide by local rules and standards of behaviour.	11	31	62	133	39	3.57
are friendly and polite.	5	29	95	119	29	3.50
are easy-going and laid-back.	6	26	115	106	24	3.42
are budget-minded and careful with their money.	3	41	99	105	28	3.41
demand first-class service.	9	65	71	85	47	3.35
are wealthy and used to luxury.	16	57	89	81	34	3.22
don't usually expect any special treatment.	25	84	86	63	17	2.87
are demanding and impatient.	20	103	109	37	8	2.68
are willing to rough it.	38	92	87	51	8	2.63
act like little gods.	32	138	77	23	6	2.39
tend to disrespect local rules and customs.	34	146	69	20	7	2.35
are not interested in the place or its people.	63	120	49	33	10	2.30
are mostly loud and rude.	48	145	70	9	5	2.20

Pace of Change and Potential for Further Development

The items in Table 3.14 focus on how important people regard tourism, its potential for growth and sustainability, and general perceptions of its good and bad points. The numbers in the table show the complexity of attitudes in the sample in the sense of indicating a variety of views: some very positive attitudes toward tourism and its impacts, some rather negative views, and some split decisions (items with a bimodal distribution across the agreement scale).

The first three items shows high agreement about the importance of tourism for TCI and the belief there is still room for development. The last item indicates that people disagree that growth is possible without tourism. However, this is tempered by negative concerns that there are too many outside workers and a resulting strained school system. While people do not envision a worse future as a result of tourism, they tend to disagree that the rewards are going to all (not everyone is "getting a piece of the pie") and that nobody is lagging behind. The sample seems to be bimodally divided in their opinions about development leaving many people behind, that only some are benefiting from tourism, that the pace of change has been about right, and that growth has proceeded in a slow, regulated way. In other words, the numbers across the scale indicate that a substantial segment agrees with these statements, while another segment disagrees.

Table 3.14: Pace of Change and Potential for Further Development

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Most Belongers see tourism as good for Turks and Caicos.	0	7	24	119	124	4.31
The tourism industry drives the economy of the country.	4	9	31	97	134	4.27
Tourism in Turks and Caicos still has lots of room for further development.	4	18	28	139	87	4.04
In recent years, too many outside workers have entered the country.	9	19	45	100	102	3.97
The population growth of recent years has strained the local school system.	12	29	40	102	92	3.85
The tourism industry here can only make things better for the country.	2	30	55	115	75	3.83
Development is leaving many local people behind.	13	49	45	83	85	3.65
There is no real limit to how much the tourism industry can grow in Turks and Caicos.	9	36	58	112	60	3.65
Tourism in Turks and Caicos is fragile and could be ruined by a series of small things.	13	44	60	109	50	3.50
Only some people are benefiting from tourism.	15	49	48	111	52	3.49
The country's economic development is being guided mainly by long-range planning.	11	43	99	96	28	3.31
Over the past ten years, the country has been changing at just about the right pace.	17	64	56	97	40	3.29
During the past ten years, the country has been changing too quickly.	17	84	46	76	52	3.23
Tourism in Turks and Caicos is currently at a crossroads between good or bad outcomes.	8	70	92	90	17	3.14
Most Belongers see tourism as a trade-off between good and bad things for Turks and Caicos.	17	87	89	58	24	2.95
The tourism industry is growing in a slow, regulated way.	40	118	44	58	13	2.58

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Tourism development is already past the point of sustainability and balance.	27	141	69	30	9	2.47
Everybody is getting a piece of the tourism pie.	64	112	44	42	15	2.39
The country's growing tourism industry is likely to result in a worse future for Belongers.	44	128	68	26	11	2.39
Nobody is lagging behind in the country's development.	59	125	48	30	15	2.34
Turks and Caicos can grow and develop without tourism.	98	117	37	23	2	1.97

Belongers' Attitudes about Tourism Work

The battery of items summarized in Table 3.15 probes respondents attitudes toward work, generally, and tourism work, specifically. There are some contradictions here. Respondents agree that Belongers are willing to work hard to be a success, yet a large number disagree that local people are willing to take menial jobs, preferring to leave those to immigrants. Many agree that people prefer the security of government jobs, yet seek opportunities in tourism work. There is an interesting split in the sample about whether tourism work is like a "game you have to play" – many (93) disagree, but a slightly larger number (115) agree. There is also a split about the idea that people are "owed a living" – 99 disagree, but 97 agree. Although the mean scores are not too strong, people tend to disagree that tourism work is like being a servant and that Belongers are only willing to take management jobs in tourism. A sizeable number (94) disagree that Belongers are treated fairly in their applications for tourism jobs.

Table 3.15: Belonger Economic Orientations

"Most Belongers ... <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
are willing to work hard to be a success.	5	31	56	114	71	3.78
prefer to leave menial jobs (such as maid or grounds keeper) to immigrants.	15	40	41	115	65	3.63
prefer the security and stability of government jobs.	12	36	77	116	35	3.46
see lots of opportunities for themselves in tourism work.	7	45	82	107	34	3.42
feel that foreign applicants get preference for tourism jobs.	14	46	67	110	40	3.42
prefer jobs in the private sector.	4	46	95	104	27	3.38
are able to get loans to start a business, if they want.	20	55	76	105	20	3.18

"Most Belongers ... <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
appreciate that tourism work is a game you have to play.	17	76	68	95	20	3.09
see most tourism work as good paying.	9	72	96	83	16	3.09
are willing to begin their training in tourism at the bottom.	11	75	86	92	13	3.08
regard most tourism jobs as too low paid.	16	78	82	84	17	3.03
feel that they are owed a living.	23	76	80	73	24	3.00
have trouble getting loans for business start-ups.	12	91	91	60	23	2.97
feel they are treated fairly in their applications for tourism jobs.	17	77	108	64	11	2.91
don't see tourism work as "an island thing."	23	97	85	58	13	2.79
feel that tourism work is like being a servant.	24	110	78	56	9	2.70
will only work in tourism if they can get management jobs.	25	115	75	47	15	2.68
are willing to take menial jobs.	33	122	62	48	12	2.58

Social and Cultural Impacts

In the ethnographic interviews, we heard both positive remarks and concerns about effects tourism is having on the sociocultural fabric of the country. The survey results echo many of the same opinions. (See Table 3.16.) TCI, being a small country relatively unknown to the outside, is finding its place in the sun. Most respondents agree that tourism has put the country on the world stage and, reciprocally, that the influx of visitors has broadened the outlook of local people. Very importantly, people think that the rise of TCI as a tourist destination has allowed more Belongers to come back or remain in the country to work.

At the same time, there are some concerns about social problems, cultural identity, and a growing materialism, but the mean scores do not indicate these are perceived as major problems at this point. While most respondents are not overly worried about these things, about a quarter of the sample registers some concern. In addition, the sample is split bimodally on several items. There is disagreement among respondents concerning whether tourism has restricted Belongers' access to specific places where they can go for work or fun, whether tourism has strained police and medical services, and whether tourism fosters more crime.

Table 3.16: Sociocultural Impacts of Tourism

"The country's growing tourism industry … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
has put Turks and Caicos on the world map.	0	4	26	107	140	4.38
brings tourists of many different backgrounds to the country.	3	4	23	129	118	4.28
has broadened the outlook of local people.	1	12	51	169	42	3.87
has allowed more Belongers to remain and work in the country.	4	21	44	151	57	3.85
has resulted in significantly improved public services (such as police and medical).	10	43	76	115	33	3.43
has not affected native people's helpful and caring nature.	8	56	76	108	28	3.33
has strengthened Belongers' identity.	10	59	86	88	34	3.28
is strengthening the local sense of community.	11	49	103	87	25	3.24
will lead to a revival of native culture.	10	59	85	105	17	3.22
has had no effect on where Belongers can go in the country, whether for work or for fun.	21	95	55	82	24	2.97
has strained local public services (such as police and medical).	20	94	65	72	26	2.96
has had little effect on the crime rate.	19	101	60	83	12	2.88
has had no effect on social problems such as alcoholism, physical violence, or divorce.	23	90	83	62	19	2.87
has made Turks and Caicos into a land of strangers.	26	104	56	68	23	2.85
has had no impact on the morals of most people.	21	86	95	66	9	2.84
has had no effect with respect to local people using illegal drugs.	24	91	89	57	16	2.82
has led to an increase in social problems such as alcoholism, physical violence, or divorce.	32	97	63	64	21	2.80
has nothing to do with the increase in illegal immigration.	36	113	47	57	24	2.71
will eventually make native culture disappear.	27	115	61	56	16	2.71
is breaking down the local sense of community.	27	107	78	49	13	2.69
has had a bad effect on the morals of most people.	27	108	79	51	11	2.68
has made Belongers lose their sense of identity.	27	122	67	48	13	2.63

"The country's growing tourism industry ... <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
has made native people more selfish and greedy.	26	124	73	41	12	2.60
brings mostly the same kind of tourists to the country.	16	150	57	40	13	2.58

Environmental Impacts

There is high agreement that tourism has led to more preservation of historic sites and buildings and to the potential for better environmental conservation, and these views are corroborated by disagreement with oppositely-worded items. However, people clearly see traffic, noise, and congestion as a downside of tourism, along with substantial agreement that tourism has led to more resort construction in delicate natural areas. Opinions are divided whether tourism has resulted in more garbage and pollution. And, although many are undecided, the sample is almost evenly divided about whether tourism has led to the potential for a future environmental crisis. (See Table 3.17.)

Table 3.17: Environmental Impacts of Tourism

"The growth of tourism in Turks and Caicos has led to ... <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
more preservation of historic sites and old buildings.	7	18	48	132	72	3.88
the potential for better environmental conservation.	6	18	84	132	36	3.63
greater interest among Belongers in the natural environment.	4	32	70	135	35	3.60
increased traffic, noise, and congestion.	18	36	39	151	33	3.52
more resort construction in delicate natural areas.	12	55	55	110	44	3.43
more laws against building in natural areas.	14	48	84	90	41	3.35
better health and nutrition for local people.	12	55	85	102	23	3.25
better management of waste and pollution.	17	65	65	102	27	3.21
more garbage build-up and pollution.	20	82	41	102	28	3.13
the potential for a future environmental crisis.	17	79	89	72	18	2.98
the degrading of the coral reefs and beaches.	34	103	68	55	17	2.70
fewer and weaker regulations to protect the environment.	27	137	59	41	12	2.54
worsening health and nutrition for local people.	25	133	72	36	10	2.54

"The growth of tourism in Turks and Caicos has led to … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
less environmental interest among Belongers.	28	134	81	25	9	2.47
the destruction of historic sites and old buildings.	47	149	43	32	6	2.28
poorly maintained local roads and public places.	54	140	47	22	13	2.28

Economic Impacts

The high mean scores on many items at the top of the Table 3.18, below, indicate that the economic impact of tourism is highly salient to many in the sample. Around half the items show high agreement on the positive impact of tourism. There is very strong agreement that the standard of living and economy has improved, along with the greater availability of goods and variety of jobs, including tourism jobs, business opportunities, and better public services. The main downside of all these improvements is that the cost of living has increased and that the country has had to import more foreign workers. However, the sample is divided about the economic distribution of wealth: almost equal numbers agree and disagree that the profits from tourism are trickling down to everyone. Similarly, there is a difference of opinion about the equal distribution of jobs across islands.

Table 3.18: Economic Impacts of Tourism

"As a result of the country's growing tourism industry, … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
the standard of living in Turks and Caicos has gone up.	4	9	26	118	120	4.23
Turks and Caicos is improving economically, overall.	3	15	44	138	77	3.98
there is more choice with respect to the kinds of goods and services available.	4	16	43	160	54	3.88
many different types of jobs are now available.	5	17	41	164	50	3.86
the country has had to import foreign workers.	10	20	37	143	67	3.86
all new businesses in the country are now required to have a Belonger partner.	4	33	52	106	82	3.83
there are new business opportunities for native people.	6	17	46	160	46	3.81
the majority of new jobs are in the tourism sector.	4	39	51	129	53	3.68
the profits from tourism trickle down to everyone.	23	77	71	77	28	3.04
new job opportunities are evenly distributed among the different islands.	23	95	62	77	20	2.91

"As a result of the country's growing tourism industry, ... \<statement\>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
the profits from tourism go to just a few people.	21	99	68	64	21	2.87
there are fewer funds available for education and scholarships.	53	105	65	34	19	2.50
opportunities are not likely to get any better for local people.	24	156	51	30	16	2.49
public services are likely to get worse.	36	127	69	34	10	2.47
there has been a decrease in foreign investment in the country.	44	129	64	32	8	2.39
the cost of living (housing, goods, services) has gone down.	110	108	18	16	25	2.05

Managing Development and Keeping Informed

The items summarized in Table 3.19 address the management of touristic development and public discourse about development. There is strong agreement that the government needs to diversify the country's economic foundation. On the other hand, there is a split concerning whether the government should concentrate on tourism to develop the economy. Perhaps, this contradiction signifies that, ideally, people want to see economic diversification, but understand the reality that it may be difficult to develop other sectors because of the limited resources of the country. Given some of the recent controversies about coastal development, it is somewhat surprising that most people disagree there are too many legislative controls on coastal projects (although this item generated some confusion and misunderstanding during the survey). There is very strong agreement that each island should develop something different for tourists and that public and private agencies need to develop more historic and cultural attractions for tourists, echoing what official reports have also recommended (EDSA, et al. 2005; O'Reilly 2006).

There is fairly high agreement that the public media keep people well informed, but a split about how much people are talking a lot among themselves about the impacts − good and bad − of tourism. As in an earlier finding, people see the media, not word of mouth, as a better way to keep informed.

Table 3.19: Managing Development and Keeping Informed

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Each island should develop something different for tourists.	2	9	28	128	110	4.21
Private businesses and public agencies should develop more historic and cultural attractions for tourists.	4	8	35	123	107	4.16
The government needs to diversify the country's economic foundation for the future.	4	6	58	139	69	3.95

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Newspapers, magazines, radio, and TV keep people well informed about development projects.	7	24	28	139	78	3.93
Belongers talk quite a bit among themselves about the good and bad of tourism.	9	41	51	131	45	3.58
There are not enough legislative controls on new coastal development projects.	6	41	78	118	34	3.48
The government should concentrate on tourism as the means to develop the economy.	9	67	52	108	40	3.37
Belongers seldom talk among themselves about the good and bad of tourism.	29	111	52	64	21	2.77
Word of mouth is more important than public media for keeping people informed about development projects.	44	118	52	46	17	2.55
There are too many legislative controls on new coastal development projects (such as marinas, reef cuts, terminals, canals, resort buildings).	61	118	64	27	7	2.28

Items with the Strongest Opinions

The preceding several sub-sections have presented the survey findings for the 119 "core" items. Presenting the data this way follows the organization of the questionnaire itself, but it makes comparisons across the blocks of questions somewhat difficult. Table 3.20, below, identifies the items – from among all 119 core questions – that elicited the strongest opinions from the sample as a whole. The left-hand column shows the ten statements the sample agrees with the most, and the right-hand column shows the ten statements the sample disagrees with the most.

The strongly endorsed items (left-hand column) reflect the generally positive view of tourism that we first observed in the Phase I ethnographic interviews. There is widespread agreement that tourism has put TCI on the world map, that other Belongers see tourism as a good thing, that tourism drives the economy of the country and has led to a higher standard of living and improved economic conditions overall, and that there is plenty of room for additional touristic development. In short, the growth of TCI's tourism industry supports national pride among Belongers and an optimistic outlook for the future. In addition to these very general attitudes, respondents strongly endorse the idea that each island should develop different kinds of tourist attractions, especially more historic and cultural attractions. The only negative feature of tourism rising to the level of "most endorsed" is that there have been too many outside workers entering the country in recent years.

The items most strongly rejected are a bit more eclectic. Respondents do not believe the country can continue to grow and develop without tourism, but such growth and development has not resulted in a lower cost of living. They reject the notions that tourism has resulted in poorly maintained infrastructure or the destruction of historic sites. They also reject the notions that the tourists who visit TCI are rude, uninterested in the country, or disrespectful. In other words, respondents have a generally positive view of tourists as people. Indeed, the only negative

consequence of tourism showing up in the "most rejected" column concerns the distribution of benefits from tourism, i.e., development is leaving some Belongers behind.

Table 3.20: Items Eliciting the Strongest Opinions

Most Strongly Endorsed		Most Strongly Rejected	
4.38	The country's growing tourism industry has put Turks and Caicos on the world map.	1.97	Turks and Caicos can grow and develop without tourism.
4.31	Most Belongers see tourism as good for Turks and Caicos.	2.05	As a result of the country's growing tourism industry, the cost of living has gone done.
4.28	The country's growing tourism industry brings tourists of many different backgrounds to the country.	2.20	Most of the tourists who visit Turks and Caicos are mostly loud and rude.
4.27	The tourism industry drives the economy of the country.	2.28	The growth of tourism in Turks and Caicos has led to poorly maintained local roads and public places.
4.23	As a result of the country's growing tourism industry, the standard of living in Turks and Caicos has gone up.	2.28	There are too many legislative controls on new coastal development projects.
4.21	Each island should develop something different for tourists.	2.28	The growth of tourism in Turks and Caicos has led to the destruction of historic sites and old buildings.
4.16	Private business and public agencies should develop more historic and cultural attractions for tourists.	2.30	Most of the tourists who visit Turks and Caicos are not interested in the place or its people.
4.04	Tourism in Turks and Caicos still has lots of room for further development.	2.34	Nobody is lagging behind in the country's development.
3.98	As a result of the country's growing tourism industry, Turks and Caicos is improving economically, overall.	2.35	Most of the tourists who visit Turks and Caicos tend to disrespect local rules and customs.
3.97	In recent years, too many outside workers have entered the country.	2.39	As a result of the country's growing tourism industry, there has been a decrease in foreign investment in the country.

Quality of Life Comparisons

When asked to compare life now with life ten years ago, the sample shows high agreement that most things have improved, particularly educational and job opportunities for Belongers, the standard of living, and the overall quality of life. Assessments are somewhat lower with the last four items: public health and nutrition, sense of community, moral values, and social problems such as crime, drugs, and domestic violence. Indeed, the last item (social problems) is the only area in which the sample feels things are truly worse than they were a decade ago. (See Table 3.21.)

Table 3.21: Quality of Life Now Compared to Ten Years Ago

	3 Better	2 Same	1 Worse	Mean
Educational and job opportunities for Belongers	255	9	11	2.89
The standard of living for Belongers here in the country	235	24	16	2.80
The overall "quality of life" here	225	37	13	2.77
Ease of travel	206	32	36	2.62
Belongers' pride in their country	189	67	18	2.62
The kinds and varieties of things people can do to have fun locally	183	73	17	2.61
The general level of public health and nutrition	154	86	34	2.44
The sense of community	124	103	48	2.28
The ethical, moral, and spiritual values of Belongers	117	94	63	2.20
Social problems, such as crime, drugs, and domestic violence	43	66	163	1.56

When comparing life now with ten years hence (see Table 3.22), the items have similar ratings. Perhaps the most notable point to make, comparing the two tables with one another, is that people seem slightly optimistic that the more problematic areas of today will be better in the future. That is, the items with the lower means in Table 3.21 all increase slightly in Table 3.22. This is particularly true regarding social problems such as crime, drugs, and domestic violence. Although the majority of respondents think social problems will worsen, the numbers indicate a somewhat optimistic view of the future compared to the past ten years.

Table 3.22: Quality of Life Now Compared to Ten Years Hence

	3 Better	2 Same	1 Worse	Mean
The kinds and varieties of things people can do to have fun locally	222	46	9	2.77
The standard of living for Belongers here in the country	227	26	24	2.73
The overall "quality of life" here	221	36	20	2.73
Educational and job opportunities for Belongers	226	23	28	2.71
Belongers' pride in their country	202	54	21	2.65
The general level of public health and nutrition	204	47	26	2.64
Ease of travel	194	42	41	2.55
The sense of community	165	76	35	2.47
The ethical, moral, and spiritual values of Belongers	162	59	56	2.38
Social problems, such as crime, drugs, and domestic violence	88	43	145	1.79

Preferred Kinds of Tourism for Each Island

The final page of the questionnaire asked respondents which kinds of tourism they would like to see more (or less) of in each of the six major islands. Table 3.23 shows their preferences with respect to five different kinds of tourism. For each island, the kinds of tourism are sorted, top-to-bottom, from most preferred to least. (Some of these preferences seem not to take into account physical prerequisites for some kinds of tourism, e.g., Providenciales and Middle Caicos do not have deep harbours, which would be necessary for cruise ships.)

We should note that these questions seemed to be somewhat confusing, because about 10-15% of the respondents only checked boxes for "More" while leaving other items blank, and a few respondents only completed the items for their own island of residence. These omissions were largely filled in when respondents were called back, but given the initial confusion, it is not clear how many respondents really understood the difference between "No change" and "Less" as response categories. Nonetheless, collapsing the original 3-point scale to simply "More" versus "No change or less," there are some clear patterns in the responses:

- Belongers generally want more touristic development in TCI.
- With respect to which kinds of tourism should be developed, there is a strong preference for more historic/cultural tourism, which ranks first for all six islands.
- A slight majority of respondents would like to see more cruise ship tourism in Grand Turk, Providenciales, and South Caicos, but not in the other islands.
- A slight majority think there should be no further development of beach/resort tourism in Providenciales, which is already the most touristically developed island.

Table 3.23: Preferences for Different Kinds of Tourism Development by Island

Providenciales	More	No change	Less	Grand Turk	More	No change	Less
Historic/cultural	238	31	5	Historic/cultural	256	21	0
Wedding/honeymoon	200	70	6	Wedding/honeymoon	243	28	5
Eco-tourism/diving	190	76	8	Beach/resort	237	35	3
Cruise ship	163	89	22	Eco-tourism/diving	234	37	4
Beach/resort	131	102	42	Cruise ship	169	96	10

North Caicos	More	No change	Less	Salt Cay	More	No change	Less
Historic/cultural	251	23	2	Historic/cultural	256	19	0
Beach/resort	239	33	4	Wedding/honeymoon	235	37	4
Wedding/honeymoon	230	37	8	Eco-tourism/diving	228	42	5
Eco-tourism/diving	226	43	6	Beach/resort	220	51	4
Cruise ship	129	120	23	Cruise ship	119	136	19

Middle Caicos	More	No change	Less	South Caicos	More	No change	Less
Historic/cultural	256	21	0	Historic/cultural	258	18	1
Beach/resort	244	30	3	Beach/resort	251	24	2
Wedding/honeymoon	223	50	4	Eco-tourism/diving	245	27	5
Eco-tourism/diving	223	47	7	Wedding/honeymoon	222	50	5
Cruise ship	117	136	22	Cruise ship	153	112	11

Table 3.24, below, shows these same data re-arranged by the five different kinds of tourism. In each portion of the table, the six islands are ordered, top-to-bottom, in terms of the appropriateness of that particular kind of tourism for the island.

Table 3.24: Islands by Suitability for Different Kinds of Tourism Development

Historic/Cultural	More	No change	Less		Beach/Resort	More	No change	Less
Salt Cay	256	19	0		South Caicos	251	24	2
South Caicos	258	18	1		Middle Caicos	244	30	3
Middle Caicos	256	21	0		North Caicos	239	33	4
Grand Turk	256	21	0		Grand Turk	237	35	3
North Caicos	251	23	2		Salt Cay	220	51	4
Providenciales	238	31	5		Providenciales	131	102	42

Wedding/Honeymoon	More	No change	Less		Cruise Ship	More	No change	Less
Grand Turk	243	28	5		Grand Turk	169	96	10
Salt Cay	235	37	4		Providenciales	163	89	22
North Caicos	230	37	8		South Caicos	153	112	11
Middle Caicos	223	50	4		North Caicos	129	120	23
South Caicos	222	50	5		Salt Cay	119	136	19
Providenciales	200	70	6		Middle Caicos	117	136	22

Eco-tourism/Diving	More	No change	Less
South Caicos	245	27	5
Grand Turk	234	37	4
Salt Cay	228	42	5
North Caicos	226	43	6
Middle Caicos	223	47	7
Providenciales	190	76	8

The final page of the questionnaire also gave respondents the opportunity to suggest additional kinds of tourism, other than the five specific kinds listed, for each of the islands, and 23 respondents did so. Table 3.24 shows their open-ended suggestions.

Table 3.25: Other Kinds of Tourism Suggested for the Six Islands

Providenciales	North Caicos	Middle Caicos	Grand Turk	Salt Cay	South Caicos
boat tours	better roads	adventure tourism	business tourism	business tourism	B&B, salt industry
business tourism	boat tours	bonefishing	development	educational	bird watching
Christian tourism	business tourism	business tourism	educational	educational	business tourism
corporate conventions	educational	caves	educational	educational	drugs *
educational	educational	caves	educational	ferry to cruise terminal	educational
educational	educational	caves	investment tourism	investment tourism	educational
educational	investment tourism	educational	sport fishing	new airport	educational
European plan hotels	local foods	educational	sport tourism	salt industry	fishing
investment tourism	research tourism	educational	stay over	small inns	research tourism
less crime *	sport fishing	more development	whale watching	sport fishing	sport fishing
no more condo resorts *	stay over	research tourism		whale watching	sport fishing
religious tourism		sport fishing			stay over
sex & drugs *					
sport fishing					
sport tourism					
sport tourism					
Spring Break Tours					

Note: An asterisk (*) following a suggestion means LESS of that type.

Chapter 4 – Composite Measures of Attitudes about Tourism

Each of the 119 "core" questions could be analyzed by itself. Examining all of them for correlations with respect to the various demographic and behavioural variables that distinguish respondents, however, would considerably lengthen this report. Furthermore, there is a fair amount of redundancy built into this battery of questions, in the sense that most of the items were formulated to explore aspects of more general themes. Thus, rather than analyzing each item one at a time, we developed several composite indices to measure different themes concerning Belongers' attitudes toward tourism and its impacts. The topical themes themselves were chosen based on our impressions of interesting variations evident in the Phase I ethnographic interviews.

Each composite index is the average of at least four thematically-related items. As a result, the indices have the same range of values as the original 5-point response scale, but make finer distinctions within that range. In addition, respondents' scores on the indices are likely to be more reliable than their responses to any single question, because random measurement error tends to balance out.

This chapter provides a brief overview of the general process of index construction and, then, reviews the composite indices we constructed from the survey data. There are seven specific indices: (1) general pro-tourism index, (2) orientation to tourism work index, (3) heritage impacts index, (4) social impacts index, (5) environmental impacts index, (6) financial impacts index, and (7) characteristics of tourists index. In addition, the first six of these comprise a very useful second-order "macro-index." – the best single measure of respondents' overall assessment of tourism. These composite measures are the principal dependent variables in the correlational analyses discussed in Chapter 5.

Procedure for Constructing Additive Indices

When constructing additive indices, one does not just select items arbitrarily. Certain conditions must be met: (a) all the items (or their inverses) must be positively correlated with one another; (b) principal components analysis of their correlation matrix must show that all the items constitute a single factor; and (c) Cronbach's alpha[1] (an indicator of how well each item is a measure of the same underlying dimension) should be close to or, preferably, greater than .70. Within these constraints, however, index construction is something of an art, in the sense that it is not a purely mechanical, deterministic process. Rather, index construction is an iterative winnowing process.

The first step is to identify a set of items that seem, on the face of it, to be logically related. This is a subjective, intuitive judgment. Some items may be "inverted" in order to make them

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[1] The standardized Cronbach's alpha is defined as: $\alpha = N \cdot \bar{c} \ / \ (\ \bar{v} + (N{-}1) \cdot \bar{c} \ )$, where N is the number of component items, $\bar{v}$ is the average variance, and $\bar{c}$ is the average of all covariances between the component items.

consistent in meaning with the others. Once the initial set of candidate items is chosen (some as originally phrased and others inverted), the next step is to calculate the item-by-item correlation matrix and eliminate items with negative correlations. Often, there is only one way to achieve a correlation matrix in which all the relations are positive. Sometimes, however, there is more than one solution, i.e., different sub-sets of items could be eliminated to achieve the required pattern. Once a set of items has been identified whose correlations with one another are all positive, the winnowing process continues until one reaches a set of items that constitute a single factor. The single-factor set of items with the highest Cronbach's alpha is the best index. Of course, in addition to these numeric criteria, one also exercises qualitative judgment concerning the semantics of the constituent items. The final set of items should "make sense" in terms of the conceptual variable one is trying to measure.

A more nuts and bolts issue concerns the treatment of cases with missing data. One could calculate the item-by-item correlation matrices using "listwise" elimination of cases, i.e., eliminating all respondents who have missing values for any of the items in question. One could calculate the matrix using "pairwise" elimination of cases, i.e., eliminate respondents only for the item-correlations where they have missing values. Or, one could replace all missing values with the whole sample's means for those items, and then calculate the correlation matrix. We chose the last option for the following reasons: (a) the survey data has a very small number of missing responses – only 90 missing values (or 0.3%) among 277 respondents over all 119 items; (b) replacing missing values with their item means is statistically conservative with respect to the obtained correlation coefficients, and (c) we wanted all respondents to have scores for every index.

Seven Specific Composite Measures

In the initial phase of index construction, one has to choose what higher scores on the index will mean. Higher scores could mean a more positive, optimistic viewpoint or, vice versa, a more critical, concerned viewpoint. Mathematically, the semantic polarity of the index does not matter, but it does dictate which items may need to be inverted and which do not. For all seven of the composite measures discussed below, we opted to have higher scores mean a more optimistic, more positive view.

General Pro-Tourism Index (GenInd)

This first composite index measures respondents' attitude toward tourism in very general terms, where higher scores mean a more positive outlook Ten initial, candidate items were winnowed down to seven. The final index has a Cronbach's alpha of .717, with all seven items loading on a single factor. The formula for the index is as follows. Note that an "i" in front of an item's label indicates that its responses are inverted, e.g., 5 recoded as 1, 4 recoded as 2, etc.

$$GenInd = (Pace17 + Econ14 + Pace16 + Pace3 + Dev9 + iPace20 + Soc13) / 7$$

The constituent items are shown in Table 4.1. The correlations shown in this table, as well as the other tables in this chapter, are the Pearson correlation coefficients between item$_i$ and the sum of

32

all the other items making up the index excluding item$_i$. The closer this coefficient is to 1.000, the stronger the correlation between the item and its index.

Table 4.1: Constituent Items for General Pro-Tourism Index (GenInd)

Item-by-Total Correlation	Questionnaire Item
.506	Pace17. Tourism in Turks and Caicos still has lots of room for further development.
.474	Econ14. As a result of the country's growing tourism industry, Turks and Caicos is improving economically, overall.
.467	Pace16. The tourism industry here can only make things better for the country.
.414	Pace3. Most Belongers see tourism as good for the Turks and Caicos.
.378	Dev9. Newspapers, magazines, radio, and TV keep people well informed about development projects.
.374	iPace20 [inverted]. The country's growing tourism industry is likely to result in a worse future for Belongers.
.364	Soc13. The country's growing tourism industry is strengthening the local sense of community.

The random sample's distribution of scores for GenInd is shown in Table 4.2. The large majority of respondents are very positive toward tourism in general, with the scores being rather normally distributed and tightly bunched around the mean of 3.85.

Table 4.2: Histogram of GenInd (mean = 3.85, st.dev. = .558)
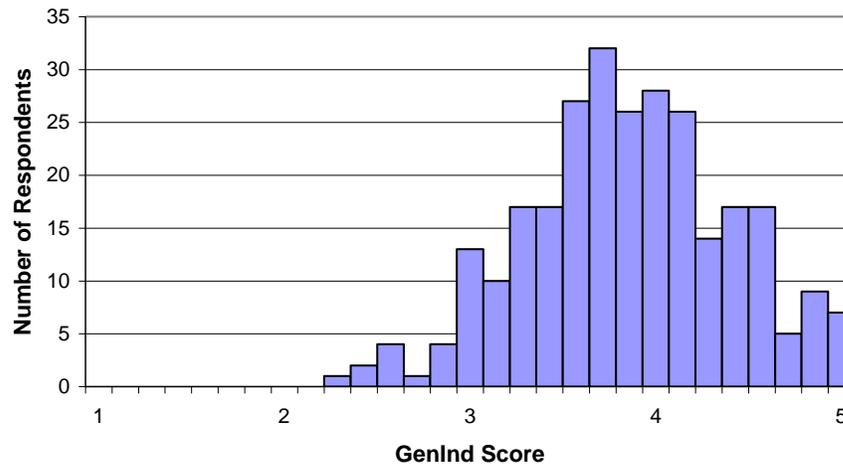
Orientation to Tourism Work Index (WrkInd)

The second index is a measure of orientation to tourism work, where higher scores mean respondents see more opportunities for Belongers in tourism. Thirteen initial, candidate items were winnowed down to four. The final index has a Cronbach's alpha of .636 (which is adequate

for exploratory research, but not sufficient for a "good" index), and all four items load on a single factor. The formula for the index is as follows, and Table 4.3 shows the items and their item-by-total correlations.

$$WrkInd = (Work8 + Work9 + Work18 + Work15) / 4$$

Table 4.3: Constituent Items for Orientation to Tourism Work Index (WrkInd)

Item-by-Total Correlation	Questionnaire Item
.471	Work8. Most Belongers see tourism work as good paying.
.444	Work9. Most Belongers are able to get loans to start a business, if they want.
.417	Work18. Most Belongers see lots of opportunities for themselves in tourism work.
.337	Work15. Most Belongers feel they are treated fairly in their applications for tourism jobs.

The distribution of respondents' scores on this index is shown in Table 4.4. The scores are rather widely distributed around a mean of 3.15, which is close to "neutral." Thus, a little more than half the respondents are optimistic about opportunities for Belongers in tourism work, but almost an equal number are pessimistic.

Table 4.4: Histogram of WrkInd (mean = 3.15, st.dev. = .685)
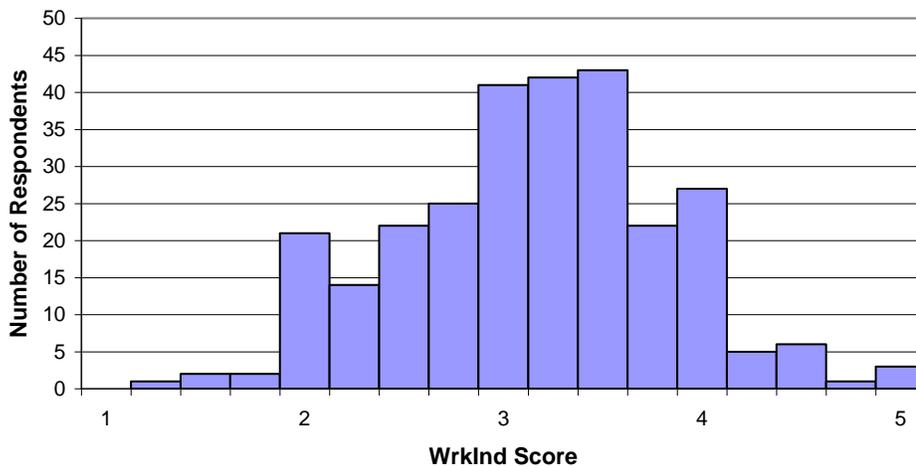
Heritage Optimism Index (HerInd)

The third composite index measures respondents' attitudes concerning the effects of tourism on local culture and heritage, where higher scores mean a more optimistic outlook Ten initial, candidate items were winnowed down to five. The final index has a Cronbach's alpha of .737, with all five items loading on a single factor. The formula for the index is as follows, and Table 4.5 shows the items and their item-by-total correlations.

$$\text{HerInd} = (\text{iSoc21} + \text{Soc22} + \text{iSoc23} + \text{Soc24} + \text{Env1}) / 5$$

Table 4.5: Constituent Items for Heritage Optimism Index (HerInd)

Item-by-Total Correlation	Questionnaire Item
.617	Soc24. The country's growing tourism industry has strengthened Belongers' identity.
.611	iSoc21 [inverted]. The country's growing tourism industry will eventually make native culture disappear.
.532	iSoc23 [inverted]. The country's growing tourism industry has made Belongers lose their sense of identity.
.390	Env1. The growth of the tourism industry in Turks and Caicos has led to more preservation of historic sites and old buildings.
.374	Soc22. The country's growing tourism industry will lead to a revival of native culture.

The distribution of scores on this heritage optimism index is shown in Table 4.6. Although the mean (3.41) is clearly on the positive side of neutral, the scores have a fairly wide dispersion about the mean (the standard deviation is .712). Thus, while a clear majority of respondents are fairly positive about the long term consequences of tourism on native culture, there are quite a few respondents who do not share such an optimistic outlook.

Table 4.6: Histogram of HerInd (mean = 3.41, st.dev. = .712)
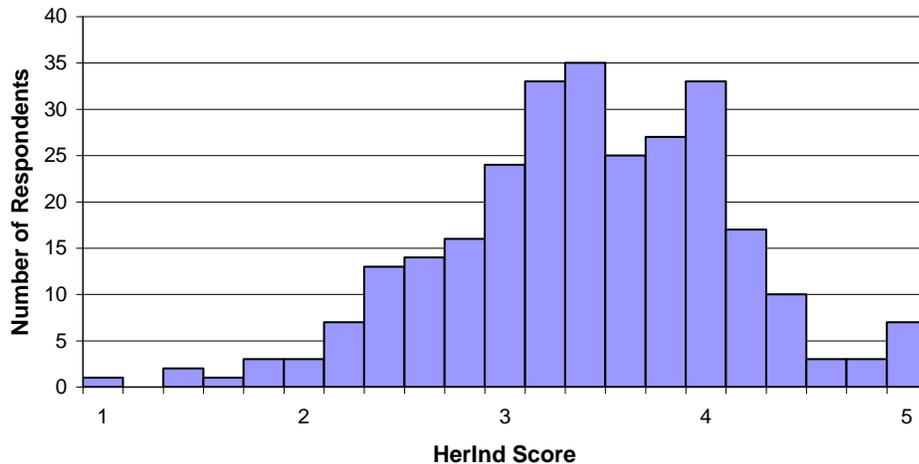
Social Impacts of Tourism Index (SocInd)

The fourth composite index measures respondents' attitude concerning the effects of tourism on social life in TCI, where higher scores mean a more positive, less critical outlook. Nineteen initial, candidate items were winnowed down to seven. The final index has a Cronbach's alpha of .780, with all seven items loading on a single factor. The formula for the index is as follows, and Table 4.7 shows the items and their item-by-total correlations.

$$SocInd = (iSoc12 + iSoc11 + iSoc15 + iSoc17 + Pace2 + iSoc9 + iPace1) / 7$$

Table 4.7: Constituent Items for Social Impacts of Tourism Index (SocInd)

Item-by-Total Correlation	Questionnaire Item
.645	iSoc12 [inverted]. The country's growing tourism industry is breaking down the local sense of community.
.588	iSoc11 [inverted]. The country's growing tourism industry has made Turks and Caicos into a land of strangers.
.563	iSoc15 [inverted]. The country's growing tourism industry has led to an increase in social problems such as alcoholism, physical violence, or divorce.
.493	iSoc17 [inverted]. The country's growing tourism industry has had a bad effect on the morals of most people.
.434	Pace2. Over the past ten years, the country has been changing at just about the right pace.
.403	iSoc9 [inverted]. The country's growing tourism industry has made native people more selfish and greedy.
.401	iPace1 [inverted]. During the past ten years, the country has been changing too quickly.

This distribution of respondents' scores for SocInd is shown in Table 4.8. The mean (3.21) is slightly on the positive side of neutral, but the scores are widely dispersed around their mean (standard deviation is .722).

Table 4.8: Histogram of SocInd (mean = 3.21, st.dev. = .722)
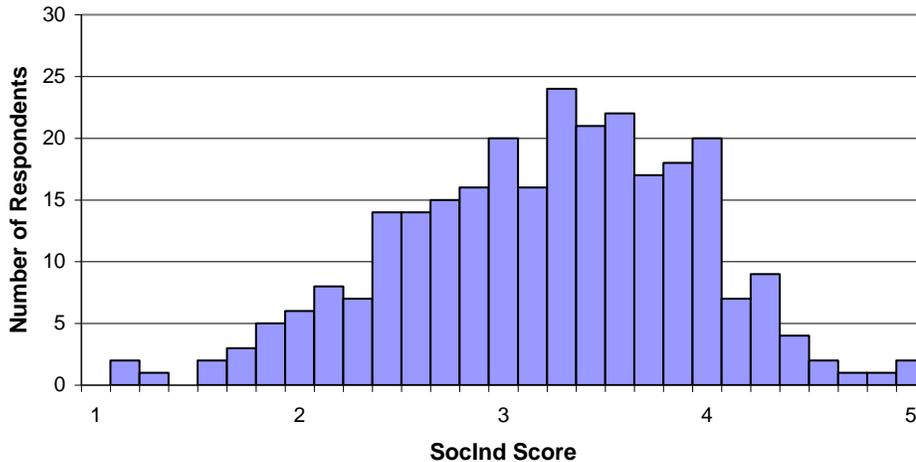
Environmental Impacts of Tourism Index (EnvInd)

The fifth composite index measures respondents' attitude concerning the effects of tourism on the physical environment of TCI, where higher scores mean a more positive, less critical outlook. Eighteen initial, candidate items were winnowed down to five. The final index has a Cronbach's

alpha of .673, with all five items loading on a single factor. The formula for the index is as follows, and Table 4.9 shows the items and their item-by-total correlations.

$$EnvInd = (iEnv8 + iEnv10 + iEnv15 + Env16 + iEnv6) / 5$$

Table 4.9: Constituent Items for Environmental Impacts of Tourism Index (EnvInd)

Item-by-Total Correlation	Questionnaire Item
.507	iEnv8 [inverted]. The growth of the tourism industry in Turks and Caicos has led to more garbage build-up and pollution.
.462	iEnv10 [inverted]. The growth of the tourism industry in Turks and Caicos has led to the degrading of the coral reefs and beaches.
.460	iEnv15 [inverted]. The growth of the tourism industry in Turks and Caicos has led to the potential for a future environmental crisis.
.405	Env16. The growth of the tourism industry in Turks and Caicos has led to the potential for better environmental conservation.
.306	iEnv6 [inverted]. The growth of the tourism industry in Turks and Caicos has led to more resort construction in delicate natural areas.

The distribution of scores on this index, shown in Table 4.10, is fairly symmetrical and widely dispersed around a mean (3.08) that is very close to neutral. The large number of scores close to 3.00 indicate that, most respondents do not have strong opinions about the environmental consequences of tourism, one way or the other. But, some respondents are very concerned about environmental impacts, with about an equal number being very unconcerned.

Table 4.10: Histogram of EnvInd (mean = 3.08, st.dev. = .696)
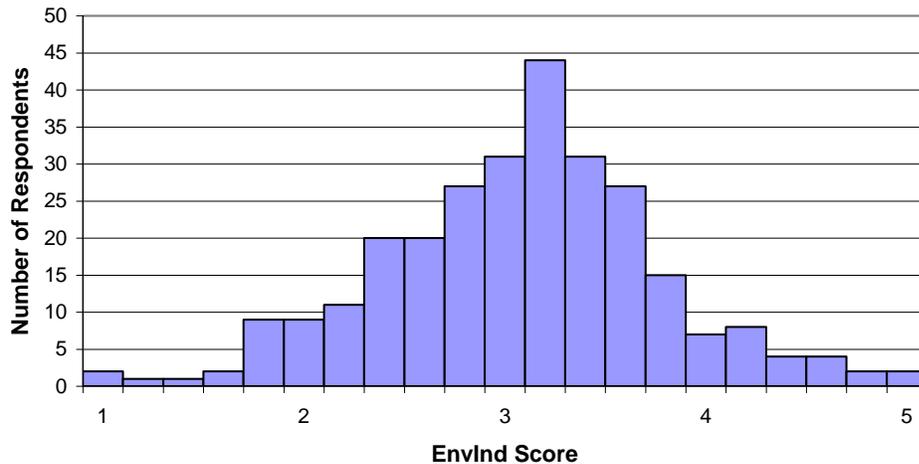
Financial Impacts of Tourism Index (FinInd)

The sixth composite index is a measure of respondents' attitude concerning the financial effects of tourism, particularly the social distribution of such financial benefits. Higher scores mean a more positive outlook, in the sense that the money coming from tourism is being equitably

distributed. Fourteen initial, candidate items were winnowed down to five. The final index has a Cronbach's alpha of .704, with all five items loading on a single factor. The formula for the index is as follows, and Table 4.11 shows the items and their item-by-total correlations.

$$FinInd = (iPace11 + iEcon10 + Econ9 + Pace10 + iPace8) / 5$$

Table 4.11: Constituent Items for Financial Impacts of Tourism Index (FinInd)

Item-by-Total Correlation	Questionnaire Item
.524	iPace11 [inverted]. Only some people are benefitting from tourism.
.496	iEcon10 [inverted]. As a result of the country's growing tourism industry, the profits from tourism go to just a few people.
.472	Econ9. As a result of the country's growing tourism industry, the profits from tourism trickle down to everyone.
.434	Pace10. Everybody is getting a piece of the tourism pie.
.368	iPace8 [inverted]. Development is leaving many local people behind.

The distribution of scores for FinInd is shown in Table 4.12. This distribution differs from the others in two respects: (a) the mean (2.68) is on the negative side of neutral, i.e., the sample as a whole thinks the financial benefits from tourism are not reaching Belongers equally; and (b) the scores on this index are more widely dispersed around their mean than on any of the others, i.e., the standard deviation (.775) is large.

Table 4.12: Histogram of FinInd (mean = 2.68, st.dev. = .775)
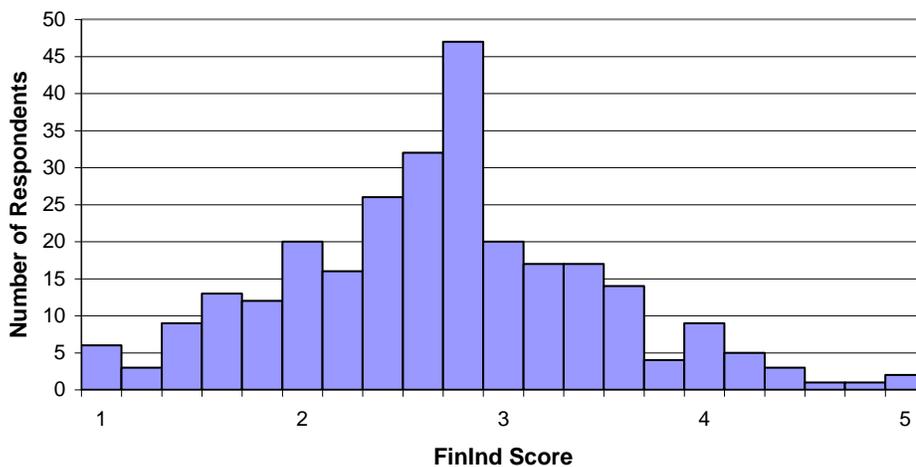
Characteristics of Tourists Index (ChrInd)

The seventh composite index is a measure of respondents' impressions of the personal characteristics of tourists, where higher scores mean a more favourable perception. Fourteen

initial, candidate items were winnowed down to five. The final index has a Cronbach's alpha of .725, with all five items loading on a single factor. The formula for the index is as follows, and Table 4.13 shows the items and their item-by-total correlations.

$$ChrInd = (\ iChar4 + iChar8 + iChar9 + iChar10 + iChar14\ ) / 5$$

Table 4.13: Constituent Items for Characteristics of Tourists Index (ChrInd)

Item-by-Total Correlation	Questionnaire Item
.532	iChar14 [inverted]. Most tourists who visit Turks and Caicos are mostly loud and rude.
.523	iChar8 [inverted]. Most tourists who visit Turks and Caicos act like little gods.
.497	iChar9 [inverted]. Most tourists who visit Turks and Caicos are demanding and impatient.
.472	iChar10 [inverted]. Most tourists who visit Turks and Caicos tend to disrespect local rules and customs.
.382	iChar4 [inverted]. Most tourists who visit Turks and Caicos are not interested in the place or its people.

The distribution of respondents' scores on this index is shown in Table 4.14. Clearly, the large majority of Belongers have a positive impression of the tourists who visit their county (mean is 3.62). Indeed, except for a handful of outliers, the distribution is rather truncated: ranging from slightly negative of neutral to completely positive.

Table 4.14: Histogram of ChrInd (mean = 3.62, st.dev. = .624)
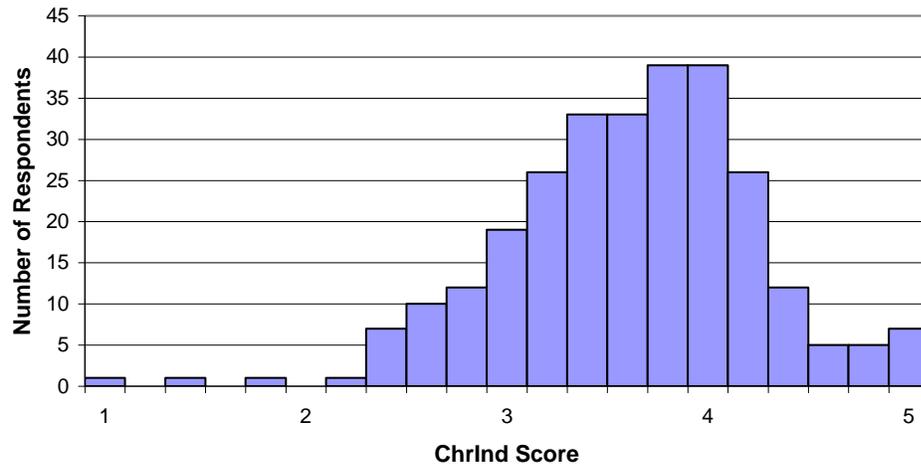
"Macro-Index" (MacroInd): A Second-Order Composite

After constructing the seven specific composite indices, discussed above, we discovered that the first six – all but the characteristics of tourists index – could be averaged together to create a very good "Macro-Index." This second-order composite measure draws upon responses to a total of 33 of the 119 core questionnaire items, but is constructed through a two-stage process. As with the other indices, higher scores indicate a more optimistic, less critical, more pro-tourism orientation. We regard this as the single best measure of Belongers' overall attitude toward tourism and its impacts.

Cronbach's alpha for this macro-index is .812, with all six constituent indices loading on a single factor. The formula for this second-order index is as follows, and Table 4.15 shows the item-by-total correlations for each of the constituent indices.

$$MacroInd = (GenInd + WrkInd + HerInd + SocInd + EnvInd + FinInd) / 6$$

Table 4.15: Constituent Indices for Macro-Index

Item-by-Total Correlation	Specific Index
.656	SocInd: Social Impacts of Tourism Index (7 items).
.627	HerInd: Heritage Optimism Index (5 items).
.627	EnvInd: Environmental Impacts Index (5 items).
.598	GenInd: General Pro-Tourism Index (7 items).
.468	FinInd: Financial Impacts of Tourism Index (5 items).
.458	WrkInd: Orientation to Tourism Work Index (4 items).

The distribution of scores on this second-order index is shown in Table 4.16. As one can see, the scores are rather tightly packed (standard deviation of only .496) around a mean of 3.23. The distribution of MacroInd scores shows a definite gradient in terms of Belongers' overall attitude toward tourism and its impacts, but the range is rather truncated. In particular, there are very few truly negative scores: only one person scored below 2.00 on the 5-point scale. By contrast, 14 respondents scored between 4.00 and 5.00. Thus, while virtually everyone sees some problem areas arising from tourism (only one person scored a completely positive 5.00), the number of respondents viewing tourism positively is substantially larger than the number who view tourism more negatively. Indeed, simply dividing the distribution at the neutral point, there are 193 respondents (or 69.7%) with scores above 3.00 and 89 (or 30.3%) with scores below 3.00.

Table 4.16: Histogram of MacroInd (mean = 3.23, st.dev. = .496)
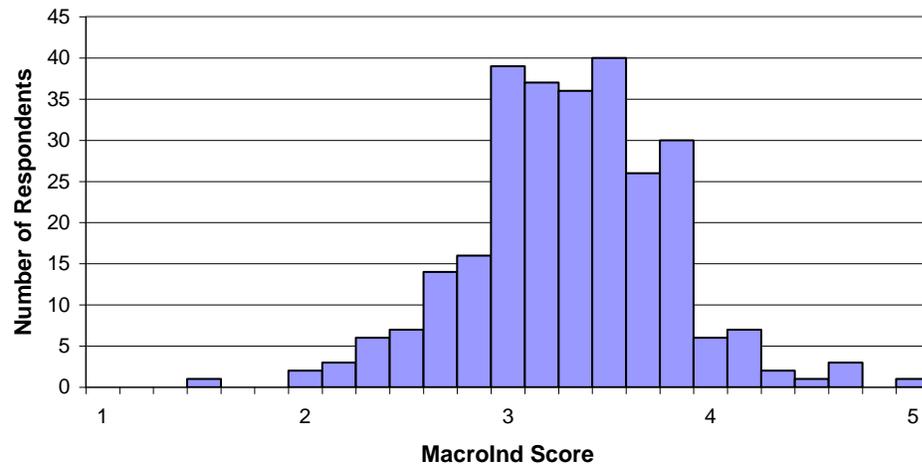
Summary

This chapter represents something of a bridge between the simple univariate reporting of survey responses (Chapter 3) and the more in-depth, correlational analyses that follow (Chapters 5 and 6). By collapsing sets of questions into composite indices, as described in this transitional chapter, we greatly reduce the number of statistical analyses required in the remainder of this report without sacrificing meaningful content. In addition, the composite indices are more reliable (less affected by measurement error) than individual survey items.

Altogether, we constructed eight composite indices:
1. General pro-tourism index (GenInd: 7 items)
2. Orientation to tourism work index (WrkInd: 4 items)
3. Heritage optimism index (HerInd: 5 items)
4. Social impacts of tourism index (SocInd: 7 items)
5. Environmental impacts of tourism index (EnvInd: 5 items)
6. Financial impacts of tourism index (FinInd: 5 items)
7. Characteristics of tourists index (ChrInd: 5 items)
8. Macro-Index (MacroInd: 33 items combined in two-stages, i.e., the composite of indices 1-6, above)

Mathematically, scores on all eight indices are calibrated to range between a minimum of 1.0 (extreme negative view) and a maximum of 5.0 (extreme positive view). The actual distributions of the index-scores, however, are not evenly spread between these extremes. Rather, the actual frequency distributions for the sample as a whole are close to normal curves.

The first seven indices – GenInd, WrkInd, HerInd, SocInd, EnvInd, FinInd, and ChrInd – measure respondents' perceptions with respect to particular aspects of tourism. By contrast, Macro-Index is much broader in scope and provides the single best measure of Belongers' overall assessments of tourism.

Given the empirical importance of Macro-Index in subsequent analyses, we would emphasize that it is calculated using one's answers to 33 questionnaire items, but combined in a two-stage process. And, lest this procedure seem strange, bear in mind that the "IQ" measure of intelligence is, also, a *two-stage* additive index. (There are different kinds of intelligence, each of which must be measured with a separate battery of questions or tasks. Subsequently, researchers discovered the separate measures were sufficiently correlated with one another to justify combining them into a single IQ-score.)

Chapter 5 – Correlational Analyses

In addition to simply describing Belonger attitudes toward tourism, the research was designed to test several hypotheses through correlational analyses. For instance, do men and women have different views of tourism? Are there significant differences among income groups or among age groups? Does how close one lives to a "tourist area" affect one's attitudes toward tourism? Do people who work in tourism-related fields have a more positive view of tourism overall than those whose livelihood does not stem from tourism? The literature on tourism from different parts of the world indicates that residents' attitudes often vary along such lines, but what is true in one location may not hold in others. This chapter addresses these sorts of questions with the TCI survey data.

The first two pages of the questionnaire provide information on respondent characteristics, such as island of residence, sex, age, education level, frequency of interaction with tourists, etc. These respondent characteristics constitute the "independent" variables, or the variables whose effects are to be determined. The principal "dependent" variables – or the variables to be explained – are the eight composite indices (see Chapter 4), which measure different aspects of Belongers' attitudes about tourism. Following these attitudinal analyses, the chapter reports some analyses concerning two topics that may be of special interest to tourism planners.

The Independent Variables

We examined fourteen variables (seven demographic, seven behavioural) to determine their possible effects on residents' attitudes toward tourism. These independent variables are:

Demographic Characteristics
1. Place of residence
2. Proximity of residence to the nearest "tourist area"
3. Sex
4. Marital status
5. Age
6. Level of formal education
7. Household income

Behavioural Characteristics
1. Works in a tourism-related field
2. Has immediate family member(s) working in a tourism-related field
3. Has friends or neighbours working in a tourism-related field
4. Knowledge of TCI's history and culture
5. Attachment to TCI
6. How often one thinks about tourism and its impacts
7. How often one has spoken with visiting tourists during past year

Preliminary investigations indicated that some collapsing of response categories would be necessary in order to have groupings with sufficiently large sample sizes. Thus, responses for several of the independent variables were recoded, as described below.

Place of residence – both where one currently lives (during the summer of 2007) and where one is registered to vote (as of January 2007) – were recoded into four island-groups: (1) Middle and North Caicos, (2) South Caicos, (3) Grand Turk and Salt Cay, and (4) Providenciales. And, although we performed separate analyses for both of these "place of residence" variables, we shall report the results only in terms of island where registered to vote, because the results for both measures are very similar and the voter registration location is more consistent with our survey's sampling design.

In addition to residence, it was also necessary to recode how far one lives from the nearest tourist area, age, education, household income, the self-rating of how much one knows about Turks and Caicos history and culture, and the self-rating of how attached he or she is to the country.

Distance from the nearest tourist area was recoded into two values: (1) a few miles or more, and (2) very close.

Age was recoded into five groupings: (1) 20s or younger, (2) 30s, (3) 40s, (4) 50s, and (5) 60s or older.

Highest level of formal education completed was recoded into five categories: (1) primary school or some secondary school, (2) secondary school graduate, (3) some college or technical school, (4) Associate's degree, and (5) Bachelor's or post-graduate degree.

Annual household income was recoded into five categories: (1) less than $25,000, (2) $25,000 to $49,999, (3) $50,000 to $74,999, (4) $75,000 to $99,999, and (5) $100,000 or more.

Finally, both self-ratings of how much one knows about the history and culture of TCI and how attached he or she is to the country were recoded into two values: (1) a little or nothing, and (2) a great deal.

It is the recoded versions of the above independent variables that are used in the correlational analyses reported below. By contrast, the seven other independent variables use their original response scales from the questionnaire itself.

Findings with respect to the Composite Attitudinal Indices

Of the fourteen independent variables investigated, place of residence has far and away the greatest effect on Belonger attitudes toward tourism. This is true whether the specific measure of "residence" is where one is registered to vote or where one currently resides. Other demographic

or behavioural variables occasionally achieve statistical significance[1], but seldom explain much of the variation in the dependent variables. By contrast, place of residence has a consistent and fairly strong effect with respect to all eight of the composite indices, as well as both consensus factor loadings.

Table 5.1, below, summarizes the effect of place of residence with respect to each of the eight composite indices. As discussed in Chapter 4, the scores on these composite indices can range from 1 to 5, with 3 being the "neutral" point. Thus, group means greater than 3 indicate that, on average, residents have a positive view of tourism and its impacts. Group means less than 3 indicate a negative view. The general pattern across the eight attitudinal indices is as follows:

- South Caicos respondents have the most positive views of tourism.
- Grand Turk & Salt Cay respondents are also quite positive.
- North & Middle Caicos or Providenciales residents are the least positive.

Table 5.1: The Eight Composite Indices by Place of Residence (where registered to vote)

	INDEPENDENT VARIABLE: Place of Residence (group means)							
DEPENDENT VARIABLES	North & Middle (n=40)	South (n=22)	Grand Turk & Salt Cay (n=74)	Provo (n=141)	F	df	signif.[2]	%var.[3]
GenInd	3.38	4.23	4.00	3.85	17.068	3, 273	.000	15.8%
HerInd	3.26	3.85	3.62	3.27	7.699	3, 273	.000	7.8%
EnvInd	3.11	3.35	3.29	2.91	6.451	3, 273	.001	6.6%
WrkInd	3.08	3.57	3.34	3.01	7.342	3, 273	.000	7.5%
SocInd	3.08	3.67	3.54	3.00	14.773	3, 273	.000	14.0%
FinInd	2.83	3.04	2.83	2.51	5.542	3, 273	.001	5.7%
ChrInd	3.18	3.78	3.82	3.61	10.591	3, 273	.000	10.4%
MacroInd	3.12	3.62	3.44	3.09	15.098	3, 273	.000	14.2%

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[1] "Significant" in statistical analysis just means unlikely to have happened by chance due to sampling error. The strength, or importance, of a statistically significant association is another matter, and it is usually quantified in terms of the percentage of the dependent variable's variance that is explained by the independent variable.

[2] The significance levels for all the analyses of variance reported in this chapter come from Welch's test of equality of means. This is more conservative than the usual Fisher test, especially when the homogeneity of variances assumption among groups is not met.

[3] The strength of association for these analyses of variance (the percentage of variance explained) was calculated by dividing the between-group sum of squares by the total sum of squares.

Among the other six demographic variables, only marital status and level of formal education show significant relationships with at least one of the composite indices. (Conversely, proximity of residence to tourist areas, sex, age, and household income do not have any such relationships.)

- Marital status explains 4.0% of the variance in WrkInd scores, 3.3% of the variance in GenInd, and 2.6% of the variance in MacroInd.

  Examining these three relations more closely, there is virtually no difference between "single" and "married" respondents, but the 19 "divorced/widowed" respondents are significantly more positive concerning opportunities in tourism work, their general pro-tourism orientation, and their overall assessment of tourism and its impacts. Since this group of 19 individuals is quite comparable to the rest of the sample in terms of its other demographic characteristics (sex, age, education, place of residence, etc.), it would appear that being "divorced/widowed" has a small independent effect on these three attitudes toward tourism, but the reason for this effect is not obvious.

- Level of formal education explains 4.5% of the variance in WrkInd scores.

  This relationship is not strictly linear, but generally speaking, the less formal education respondents have, the more positive they are about opportunities for themselves in tourism work. In particular, respondents who did not complete secondary school are the most positive (mean = 3.32), followed by those with some college or technical school (mean = 3.18) and secondary school graduates (mean = 3.16). Respondents holding associates degree are the most pessimistic (mean = 2.84), but those holding bachelors or post-graduate degrees are only slightly on the positive side of neutral (mean = 3.08).

Two of the seven behavioural variables show statistically significant relationships with at least one of the composite attitudinal indices. Whether the respondent him/herself works in tourism-related field and whether the respondent has family members involved in such work are both weakly correlated with GenInd scores, the general pro-tourism orientation, as follows:

- Working in a tourism-related field oneself explains 2.9% of the variance in GenInd.

  Respondents who work in tourism-related fields have higher GenInd scores (mean = 3.98) than those who do not (mean = 3.78).

- Whether or not one has immediate family member(s) working in a tourism-related field has a slightly stronger effect: it explains 3.8% of the variance in GenInd.

  Surprisingly, people whose family do *not* work in tourism have higher general pro-tourism orientations (mean = 3.94) than people with family members who do work in tourism fields (mean = 3.71).

Conversely, having friends or neighbours who work in tourism, one's knowledge of TCI history and culture, one's emotional attachment to TCI, how often one thinks about tourism and its impacts, and how frequently one speaks with tourists have no effects with respect to the eight composite attitudinal measures.

Special Correlational Analyses

In addition to the preceding analyses focusing on the composite attitudinal indices, there are two rather different topics that may be of interest to TCI officials. These special topics are: (a) the characteristics that differentiate Belongers who work in tourism-related fields from those who do not, and (b) Belonger perceptions with respect to the financial benefits from tourism.

Characteristics of Belongers Who Work in Tourism-related Fields

Definitions of what constitutes "tourism-related" work are rather arbitrary. Full-time staff at resorts are always included, but what about the people who build the hotels or the occasional repairmen who fix the hotels' plumbing, paint the hallways, or fix the roof after a storm? What about the different kinds of workers at an airport? For example, baggage handlers and airline mechanics seldom interact directly with tourists, whereas employees at the ticket counters deal with tourists face-to-face, but all the airport workers are involved in the tourism industry, as well as serving many non-tourists. Given such gradations of involvement with tourism – direct or indirect interactions with tourists, full-time or only occasional job relevance – the survey form allowed respondents to decide for themselves whether they work in a tourism-related field.

Altogether, 98 respondents (35.4%) indicated they work in what they consider to be a tourism-related field, and 179 (64.6%) indicated they do not. The question here is: Do the two groups of respondents differ more than would be expected by chance with respect to their demographic, behavioural, or attitudinal characteristics?

The survey data show no significant relations between working in a tourism-related field and one's sex, age, or household income. On the other hand, the two groups differ noticeably in terms of their place of residence (the four island-groups) and education, and there is also a very slight relation with proximity of one's residence to the nearest "tourist attraction." Table 5.2 shows the cross-tabulation of working in a tourism-related field by the four island-groups, and Table 5.3 is the cross-tabulation by educational level.

Table 5.2: Works in Tourism-related Field by Place of Residence (with column-percentages)

Works in tourism-related field	North & Middle	South	Grand Turk & Salt Cay	Provo	Totals
		Place of residence			
No	32 (80.0%)	13 (59.1%)	57 (77.0%)	77 (54.6%)	179
Yes	8 (20.0%)	9 (40.9%)	17 (23.0%)	64 (45.4%)	98
Totals	40	22	74	141	277

Chi-square = 15.595, df = 3 (prob. = .001) and Cramer's V = .237

The patterning with respect to the island-groups (Table 5.2) should make a good deal of sense to people familiar with the country. Not surprisingly, residents of Providenciales are more likely to

be working in a tourism-related field than are people living on the other islands. The proportionalities among residents of South Caicos are almost identical to what one would expect, given the row and column marginal totals, but residents of North & Middle Caicos and of Grand Turk & Salt Cay are less involved in tourism than one would expect just by chance. Whether their relatively low degree of involvement in tourism is a matter of their own choosing or due to a lack of opportunities in those locales cannot be answered from the survey data.

Table 5.3: Works in Tourism-related Field by Educational Level (with row-percentages)

Works in tourism-related field	Formal Education					Totals
	Primary & some secondary school	Secondary school graduate	Some college or technical school	Associates degree	Bachelors or post-graduate degree	
No	54 (30.5%)	32 (18.1%)	41 (23.2%)	25 (14.1%)	25 (14.1%)	177
Yes	19 (19.8%)	33 (34.3%)	27 (28.1%)	10 (10.4%)	7 (7.3%)	96
Totals	73	65	68	35	32	273

Chi-square = 13.377, df = 4 (prob. = .010) and Cramer's V = .221

The patterning with respect to educational level (Table 5.3) is non-linear. Disproportionately, it is Belongers who have graduated secondary school but not completed a post-secondary degree who are working in tourism-related fields. Conversely, fewer of the adults who have not completed secondary school are involved with tourism than would be expected just by chance, and the same is true of those with post-secondary degrees. Thus, too little or too much formal education reduces the likelihood of working in the tourism sector.

In terms of behavioural and attitudinal variables, Belongers who work in tourism-related fields do not differ from others with respect to their knowledge of Turks and Caicos culture and history, their personal attachment to the country, the number of information/news sources used, how many parts of the world they themselves have visited, or their Macro-Index scores. Indeed, the only statistically significant behavioural-attitudinal contrasts are that tourism workers report thinking about tourism and its impacts more frequently and, also, speaking with tourists more frequently. Neither of these relations is really surprising, but both are fairly strong. Tables 5.4 and 5.5 show the two, respective, cross-tabulations.

Table 5.4: Works in Tourism-related Field by Frequency of Thinking about Tourism (with row-percentages)

Works in tourism-related field	How often have you thought about tourism and its impacts				Totals
	Very rarely	Once or twice a month	Once or twice a week	Most every day	
No	47 (26.3%)	36 (20.1%)	46 (25.7%)	50 (27.9%)	179
Yes	5 (5.1%)	6 (6.1%)	14 (14.3%)	73 (74.5%)	98
Totals	52	42	60	123	277

Chi-square = 57.992, df = 3 (prob. = .000) and Cramer's V = .458

Table 5.5: Works in Tourism-related Field by Frequency of Speaking with Tourists (with row-percentages)

Works in tourism-related field	How often have you thought about tourism and its impacts				Totals
	Very rarely	Once or twice a month	Once or twice a week	Most every day	
No	80 (44.7%)	47 (26.3%)	32 (17.9%)	20 (11.2%)	179
Yes	5 (5.1%)	10 (10.2%)	21 (21.4%)	62 (63.3%)	98
Totals	85	57	53	82	277

Chi-square = 98.747, df = 3 (prob. = .000) and Cramer's V = .597

Altruism versus Self-Interest

The second page of the survey form includes a series of five questions concerning who benefits financially from tourism. Each question refers to wider and wider social circles. Table 5.6, below, shows the tabulated responses (and row-percentages) for these linked items.

Table 5.6: Financial Beneficiaries of Tourism (with row-percentages)

How much financial benefit does tourism bring to:	1: Very little	2: Some	3: Great deal	Total
a) You, personally	109 (39.6%)	90 (32.7%)	76 (27.6%)	275
b) People in your immediate family	65 (23.6%)	113 (41.1%)	97 (35.3%)	275
c) Your friends and neighbours	41 (14.9%)	146 (53.1%)	88 (32.0%)	275
d) Your island of residence	18 (6.5%)	43 (15.6%)	215 (77.9%)	276
e) The country as a whole	6 (2.1%)	14 (5.1%)	257 (92.8%)	277

The most frequent response to each of the five questions reveals a rather striking pattern. The perceived financial benefits from tourism increase markedly as the social circle expands from the individual respondent to the country as a whole. But, are these perceptions of who is benefitting financially from tourism associated with Belongers' general attitudes toward tourism? Are the people benefitting the most from tourism also more positive about tourism in general, or are Belongers perhaps more altruistic in their appraisals? The wider tourism literature would suggest that self-interest is usually the driving force underlying residents' attitudes, at least in other countries and locales (e.g., see reviews of social exchange models by Pearce, et al. 1996; Easterling 2004). Then again, perhaps Turks and Caicos is different from other places in this respect. To answer these questions, one must do more than just tabulate responses to the five questions by themselves.

The first step is to combine specific questionnaire items to provide finer gradations of respondents' potential self-interest as opposed to altruism. Thus, for each respondent, we added his/her responses to the "you, personally" and "people in your immediate family" questions and divided that sum by two. This new variable has a 5-point response scale – 1.0, 1.5, 2.0, 2.5, and 3.0 – rather than the original 3-point scale. Similarly, we combined the "your island of residence" and "country as a whole" to create the second variable. A paired-samples t-test of these computed variables confirms that their means – 1.998 and 2.809, respectively – are significantly different from one another (t = 18.869, df =274, prob. = .000).

Next, we cross-tabulate the two computed variables. The pattern (see Table 5.7) is, again, very striking. Three-quarters of the respondents (those in the blue-shaded cells) think their island and the country as a whole are getting more financial benefits from tourism than are they and their immediate family. Conversely, only one-quarter (those in the yellow-shaded cells) think they and their immediate families are getting as much or more benefits from tourism as their island and the country as a whole.

Table 5.7: Financial Benefits to Self and Family by Financial Benefits to Island and Country

Benefits to self & family	Benefits to island of residence & country					Totals
	Very little 1.0	1.5	Some 2.0	2.5	Great deal 3.0	
Very little 1.0	1	2	5	7	32	47
1.5	1		7	12	37	57
Some 2.0	2		9	9	54	74
2.5				2	42	44
Great deal 3.0			4	3	46	53
Totals	4	2	25	33	211	275

Guided by the patterning in Table 5.7, we divide the sample into two groups, as follow:

GROUP 1: respondents whose personal and family benefits from tourism are greater than or equal to their perceived benefits to island and country (N = 68, i.e., individuals in the yellow-shaded cells of Table 5.7), and

GROUP 2: respondents whose personal and family benefits from tourism are less than their perceived benefits to island and country (N=207, i.e., individuals in the blue-shaded cells of Table 5.7).

Grouping respondents this way facilitates the correlational analyses, which are necessary to relate these data to the broader question of self-interest versus altruism.

The first and most important question is: Do the groups differ in terms of how favourably disposed toward tourism they are? There are three empirical possibilities, each with implications:

1. The "self-interest hypothesis" is supported only if Group1 has significantly higher index-scores (is more favourable toward tourism) than Group2.
2. The "altruism hypothesis" is strongly supported if Group2 has higher index-scores than Group1.
3. The "altruism hypothesis" is also supported, although less emphatically, if there are no real differences between the groups on these attitudinal measures.

With one exception, one-way analyses of variance (see Table 5.8, below) reveal there are no genuine differences between the two groups as regards the composite attitudinal indices. The exception is a significant, but very weak, contrast with respect to the perceived characteristics of tourists. And, for this index, Group2's mean is slightly higher than Group1's mean: 3.670 versus 3.446, respectively.

Table 5.8: The Two Groups by Composite Attitudinal Indices

DEPENDENT VARIABLES	INDEPENDENT VARIABLE		F	df	signif.	%var.
	Group1 mean	Group2 mean				
GenInd	3.78	3.88	1.591	1, 273	- - -	- - -
HerInd	3.27	3.45	3.400	1, 273	- - -	- - -
WrkInd	3.13	3.16	.080	1, 273	- - -	- - -
SocInd	3.11	3.24	1.683	1, 273	- - -	- - -
EnvInd	2.96	3.11	2.148	1, 273	- - -	- - -
FinInd	2.71	2.68	.074	1, 273	- - -	- - -
ChrInd	3.45	3.67	6.713	1, 273	.010	2.4%
MacroInd	3.16	3.25	1.762	1, 273	- - -	- - -

Thus, the data are consistent with the third possibility noted above. That is, the self-interest hypothesis is *not* borne out among Turks and Caicos Islanders. Rather, the majority of Belongers are altruistic in their attitudes about tourism. People not directly benefitting from tourism are, nonetheless, just as positive about tourism as those who are more directly 'getting a piece of the tourism pie.'

In light of the above findings, we next compared the two groups with respect to six demographic variables. The question here is: Do the altruists (Group2) differ from the non-altruists (Group1) in terms of their personal characteristics?

The two altruism-groupings do not differ with respect to sex, educational levels, or household income, but there are statistically significant associations with proximity of residence to the nearest tourist area, age of respondent, and place of residence (the four island-groups).

The relation with proximity of residence to a tourist area is pretty much what one would suppose. There are proportionately fewer altruists among Belongers living very close to tourist areas than one would expect just by chance and a higher proportion of altruists living a few miles or more away. Presumably, people living close to tourist areas are more likely to be involved with tourism themselves; hence, other things being equal, they are more likely to be assigned to Group1. Conversely, the further away from a tourist area one lives, the more difficult it is to have direct financial benefits from tourism; hence, the more likely such a person would be classified in Group2.

By contrast, the association with age of respondent does not follow an easily interpretable pattern. Although cell frequencies in the cross-tabulation are sufficiently deviant from their by-chance expected frequencies to achieve statistical significant (chi-square = 10.271, df = 4, prob. = .036), the proportions of altruists in the different age categories neither increase or decrease with age in a linear fashion nor do they conform to a life-cycle, non-linear pattern. Very likely, then, this weak relation is merely spurious.

Lastly, the relation with place of residence is both easily interpretable and interesting (see Table 5.9, below). As the column-percentages indicate, respondents from Grand Turk & Salt Cay are disproportionately altruistic. Respondents from Providenciales and from South Caicos are very close to their expected proportions, and residents from North & Middle Caicos have slightly fewer altruists among them than would be expected just by chance.

Table 5.9: Altruism by Place of Residence (with column-percentages)

	Place of residence				Totals
	North & Middle	South	Grand Turk & Salt Cay	Provo	
Group1 (non-altruists)	15 (37.5%)	7 (31.8%)	7 (9.6%)	39 (27.8%)	68
Group2 (altruists)	25 (62.5%)	15 (68.2%)	66 (90.4%)	101 (72.1%)	207
Totals	40	22	73	140	275

Chi-square = 13.825, df = 3 (prob. = .000) and Cramer's V = .224

Summary

Only five of the fourteen demographic-behavioural variables have any significant relationships with the eight composite indices. Island of residence is the strongest and most consistent predictor of attitudes toward tourism. Marital status and education level, also, have some small effects on particular attitudes. And, both working in a tourism-related field and having family members who work in such fields have small effects with respect to the general pro-tourism orientation index.

Given the complex history of Turks and Caicos, the contrasts between residents of the different islands are particularly interesting. In general, residents of the former salt-producing islands (South Caicos, Grand Turk, Salt Cay) have a substantially more positive view of tourism and its impacts than residents of North Caicos, Middle Caicos, and Providenciales (i.e., the Caicos Islands, except for South Caicos). While this cultural divide – the historically salt-producing islands versus the historically subsistence/agricultural islands – is well-known to people familiar with the country's history, we had not expected it would affect attitudes toward tourism. Rather, our initial hypothesis was that there would be attitudinal gradients among the islands, but these would correspond in a rather linear fashion with the level of touristic development. That is, we had expected to find Providenciales (most touristically developed) at one end, Grand Turk & Salt Cay (moderately developed) in the middle, and both South Caicos and North & Middle Caicos (very little development) at the other end. But, as Table 5.10 shows, the findings do not follow this predicted pattern. In particular, residents of the least developed islands (South Caicos and North & Middle Caicos) are at opposite ends of the attitudinal gradient.

Table 5.10: Predicted versus Observed Attitudinal Gradient among the Island-Groups

	Least developed	Moderately developed	Most developed
Predicted:	North & Middle and South	Grand Turk & Salt Cay	Providenciales

	"Caicos Islands"		"Salt Islands"	
Observed:	Providenciales and North & Middle		Grand Turk & Salt Cay	South

It is, also, noteworthy that several "standard predictors" of tourism attitudes *failed* to emerge as significant in the Turks and Caicos study. In particular, proximity of residence to tourist areas, sex, age, household income, having friends or neighbours who work in tourism, one's knowledge of the country's history and culture, one's emotional attachment to the country, how often one thinks about tourism and its impacts, and how frequently one speaks with tourists have no effects with respect to any of the eight attitudinal measures. Characteristics such as these often do predict residents' attitudes in other tourist destinations around the world, but not in the Turks and Caicos Islands, at least not at this time.

Turning to the special analyses, perhaps the most interesting finding concerning the characteristics of Belongers who work in tourism-related fields is the non-linear relation with level of formal education. Tourism-related work appears to attract, in disproportion numbers, people with middling levels of formal education, i.e., graduates of secondary school who have not completed a post-secondary degree. Conversely, people who did not complete secondary school as well as those with Associates, Bachelors, or post-graduate degrees are under-represented in tourism work. Perhaps the explanation is as follows: too little education and many tourism-related jobs become unobtainable; too much education and other occupational opportunities beckon. Improving the educational preparedness for tourism-related work is something that can be addressed in the schools and community colleges, but it is not so clear how to make tourism-related work more attractive to those with university degrees.

Finally, analyses of respondents' perception of who is getting the financial benefits from tourism reveal an especially noteworthy finding. Not only do most Belongers regard tourism favourably, but the large majority (75.3%) are quite altruistic in this regards. These "altruists" are equally pro-tourism as those receiving more immediate and direct financial benefits. In this respect, Turks and Caicos Islanders are unlike residents of many other tourist destinations around the world, where positive attitudes toward tourism are often linked to self-interest. It will be interesting to see whether the current degree of altruism continues or diminishes over time.

Chapter 6 – Cultural Consensus

As is apparent from Chapter 3's univariate summaries of the survey data, respondents converge fairly strongly in their answers to some questions, but show considerable diversity on most. Indeed, in light of the range of responses for virtually every question in the survey, one might well ask whether Belongers share a common cultural understanding of tourism and its impacts. This chapter addresses this larger-scale issue. To what extent can the diversity of answers among respondents be understood as random deviations from a generally shared culture? Is there a single "answer key" underlying the pattern of responses, or are there systematically different understandings of tourism and its impacts evident in the sample? And, if there are systematically different understandings, what are the substantive topics/issues that differentiate them, and are these sub-cultural perspectives associated with identifiable social groups?

Culture and Consensus

The concept of culture has crossed into the mainstream. In the late nineteenth century, something like its present meaning was known to only a tiny few. Now, everyone "knows" what culture is, and the concept has become crucial in marketing, economic development, and consulting. But what is culture really? We tend to think of it as an invisible "fluid" of values, orientations, beliefs, techniques, etc., in which a group "swims." There is a natural inclination to picture culture as passive (something an individual learns) and as uniform (something everyone has in common). Yet neither would be true of even the simplest, small-scale cultures, say that of a troop of baboons, much less a modern corporation or nation-state. If culture were entirely passive or uniform, possessing it would be far less interesting and useful.

Culture is much more in play than is generally envisioned. Ideas transmitted from one individual to another are not only received, they are modified, even transformed. As a consequence, true uniformity seldom prevails. Members need only share enough in common to be able to cooperate effectively. Cultural diversity is not only natural, it is highly adaptive – the information capacity of the group becomes much greater than that of any individual (Gatewood 1983).

But if on the whole cultural diversity is good, is there not a point at which diversity is too large, where, as Yeats put it, "Things fall apart; the centre cannot hold"? The answer of course is yes. If everyone rides off in their own direction, there is lots of diversity but no coherence; or if strong factions develop, unity of action can easily evaporate into conflict.

Consensus theory is a quantitative approach anthropologists have developed to address this issue. Cultural consensus breaks down if a culture becomes sufficiently disorganized or if it fractures into two or more distinctive subcultures. Consensus analysis provides a useful statistical test to gauge the degree of sharing, to determine whether the inter-individual variation is so great that it would be just wrong to ascribe *a culture* to the group. A culture exhibits consensus when it has a

clearly defined central tendency – a single set of "correct" answers (where "correct" belongs in quotes because it really means an answer that is most representative of the group.)

Consensus Analysis: A Brief Explanation

As noted, the degree to which individuals in a society share learned understandings is quite variable. Many aspects of a culture are rather uniformly distributed among virtually all adult members of a society. On the other hand, and especially in societies with a complex division of labour, many areas of substantive knowledge are pretty much restricted to specialists. Attitudes, preferences, and opinions are often much more complexly distributed, enabling survey researchers to make a living by searching for statistically significant correlations. And, where conformity-inducing social control mechanism are lacking, still other areas of life can show almost free variation. Given the variable participation of individuals in their culture's information pool, how can one tell if there is a common culture lurking beneath inter-individual differences?

A solution to this general question was pioneered by Boster's (1980, 1985) study of Aguaruna manioc identifications. The key to his approach lies in realizing that (a) no one knows all of his or her group's culture, and (b) agreement is always a matter of degree. By examining the patterning of agreement among informants, Boster suggested one could detect whether individuals' understandings of a particular domain are uniform, variable in the form of expertise gradients, variable by sub-group affiliation, or random. When individuals' understandings are uniform, of course, there is no question about common culture. However, the second and third patterns also indicate coherent group-level culture, but with socially patterned variations. By contrast, random variation is, well, random.

Romney, Weller, and Batchelder (1986) developed this approach into cultural consensus theory. Consensus theory assumes that "the correspondence between the answers of any two informants is a function of the extent to which each is correlated with the truth" (Romney, et al., 1986: 316) and focuses precisely on the variable extent to which informants converge on the same answers to systematically asked questions.

For example, suppose Mr. Smith gives a multiple-choice test to his class, but arriving home discovered that he has lost the answer key. Could he grade the students' answer sheets anyway? Yes, he could (Batchelder and Romney 1988). Students who do not know the correct answer to a question will just guess, and guessing should produce predictable proportions of agreement across the available answers. On the other hand, when students know the correct answer, then they will converge on the same answer (the 'correct' one) more frequently than expected just by chance. Knowledge – cultural competence in a domain – produces deviations from equal probability, and more knowledgeable individuals will agree with one another more often than less knowledgeable individuals do. The ingenuity of consensus analysis is that it provides a way to estimate the cultural competence of individual informants from the patterning of their agreement.

The formal consensus model (Romney, et al. 1986: 317-318) rests on three assumptions:
1. *Common Truth*. The informants all come from a common culture, such that whatever their cultural version of the truth is, it is the same for all informants.
2. *Local Independence*. Informants' answers are given independently of other informants, i.e., there is no collusion or influence among informants.
3. *Homogeneity of Items*. Questions are all of the same difficulty, such that each informant has a fixed cultural competence over all questions.

If these three assumptions are met, then the eigenvalue of the first factor of a minimum residual factor analysis of a chance-corrected, respondent-by-respondent agreement matrix to a battery of questions will be substantially larger than the eigenvalue of the second factor. When this condition obtains, informants' loadings on the first factor should, generally, all be positive and the mean loading should be between about .50 and .90. For such data, each respondent's first factor loading is his or her relative "competence score." (More precisely, a respondent's first factor loading is a measure of how well that individual represents the entire sample's answers to the battery of questions asked.) When the first factor is very large compared to the second, variation may exist but there is a clearly defined central tendency; the culture is strongly centred around a specific set of beliefs, opinions, and expectations.

Conversely, if the ratio of the first to the second eigenvalues is less than about 3.50, if the average first factor loading is less than .50, or if there are many individuals with negative first factor loadings, then one or more of the three assumptions must not be true of the data. The *local independence* assumption can be upheld during data collection, and the *homogeneity of items* assumption is robust to deviations. Thus, if the ratio of eigenvalues or the average first factor loading indicates a poor fit of one's data with the consensus model, then one is generally safe concluding that the *common truth* assumption has been violated – for example, sub-cultures (systematically different ways of answering) may exist in the sample.

Consensus analysis works well with many kinds of data, but requires that all the questions be of the same type. The formal model (Romney, et al. 1986), which involves chance-corrections to agreement matrices before doing the factor analysis, is appropriate for true-false, check lists, belief-frames, or multiple-choice questions. The informal model (Romney, Batchelder, and Weller 1987), which uses respondent-by-respondent correlation matrices as the input for factor analysis, is appropriate for ratings, rankings, or even proximity matrices. Since the bulk of questions in the TCI survey involve ratings on a 5-point scale ("strongly disagree" to "strongly agree"), we analyzed these using the informal consensus model.

When using the informal model, the questions should be roughly counter-balanced with respect to their item means, i.e., approximately half the item means should be below the midpoint of the response scale, and half above (Gatewood and Lowe 2008). Such counter-balancing creates a more undulating "response profile" across the battery of questions and, thereby, produces more reliable inter-respondent correlations – more reliable in the sense that the effect of measurement error for each item separately is minimized on the obtained respondent-by-respondent correlations.

Ideally, researchers accomplish such counter-balancing by asking two questions for every specific topic – the paired questions being exact opposites of one another. Practically, however, the ideal procedure may not work well for two reasons. First, when the items are entire propositions (rather than, say, adjective-pairs such as used in semantic differential tasks) finding a natural and clear wording for an "opposite" meaning can be problematic. Second, the overall length of a questionnaire must be balanced against the patience of respondents. The final battery of 119 items in the middle pages of our survey instrument reflects a compromise between the methodological ideal and these two practical considerations. In early drafts of the questionnaire, every "question" had both a positive and a negative phrasing. But, in order to keep the questionnaire to 10-pages, we could not include all of these. Thus, in the final version of the questionnaire, about 88 of the items were intended as paired-opposites. The remaining 31 items are unpaired singletons, with roughly half of these being 'anticipated-agreement' phrasings and the other half being 'anticipated-disagreement' phrasings.

Finally, while the findings of consensus analysis are of interest by themselves, the factor loadings for individuals produced by the analysis can also be used as variables for other analyses. An individual's first factor loading is always a measure of how well he or she represents the entire sample across a given battery of questions. For this reason, if everyone has high scores, that indicates a high degree of culture sharing, because everyone well-represents the group. The second factor, however, simply represents the next largest source of inter-individual variation (see Boster and Johnson 1989), and the most plausible interpretation of the second factor must be determined on a case by case basis. Sometimes the second largest source of variation might be related to sex or age differences; other times it might not correlate with any obvious demographic or behavioural variable. Thus, whether focusing on the first (culture-sharing) factor or the second, one can explore how well different independent variables predict individuals' factor loadings.

Findings from Consensus Analyses[1]

Respondents in the random sample show only a marginal degree of cultural consensus across the battery of 119 "core" questionnaire items. The ratio of first to second eigenvalues is indicative of consensus (4.515), but the mean first factor loading is low (.499), and nine respondents (or 3.2% of the sample) have negative first factor loadings. (See top panel of Table 6.1, and scatterplot of factor loadings in Table 6.2.)

The marginal nature of the consensus concerning tourism is more apparent in the "Special Sample." (The special sample consists of 29 individuals who were interviewed in Phase I and subsequently completed the questionnaire in Phase II.) For the Special Sample, the ratio of eigenvalues falls short (3.355) of the customary threshold, although the mean first factor loading is acceptable (.584) and there are no negative loadings. (See bottom panel of Table 6.1.)

Together, the findings suggest there is not strong convergence of opinion, but rather only a weakly-shared understanding of tourism and its impacts among Belongers. There are two rather

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[1] All the consensus analyses discussed in this report were done using ANTHROPAC, Version 4.983/X (Borgatti 2002).

different reasons the data might show such a marginal consensus: (a) different segments of the sample have systematically different views of tourism across the whole battery of questions, and/or (b) there is consensus on only a sub-set of the questions, but systematically different ways of answering others questions. The remainder of this chapter explores these possibilities.

Table 6.1: Initial Consensus Findings for the Random Sample and Special Sample

RANDOM SAMPLE (n=277) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	80.508	77.5	77.7	**4.515**
2	17.830	17.2	94.7	3.218
3	5.540	5.3	100.0	

Mean 1st factor loading = **.499**, with **9** (3.2%) negative loadings

SPECIAL SAMPLE (n=29) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	10.235	72.4	72.4	**3.355**
2	3.051	21.6	94.0	3.593
3	.849	6.0	100.0	

Mean 1st factor loading = **.584**, with **0** negative loadings

Table 6.2: Random Sample's Consensus Factor Loadings

Consensus Analysis: Random Sample
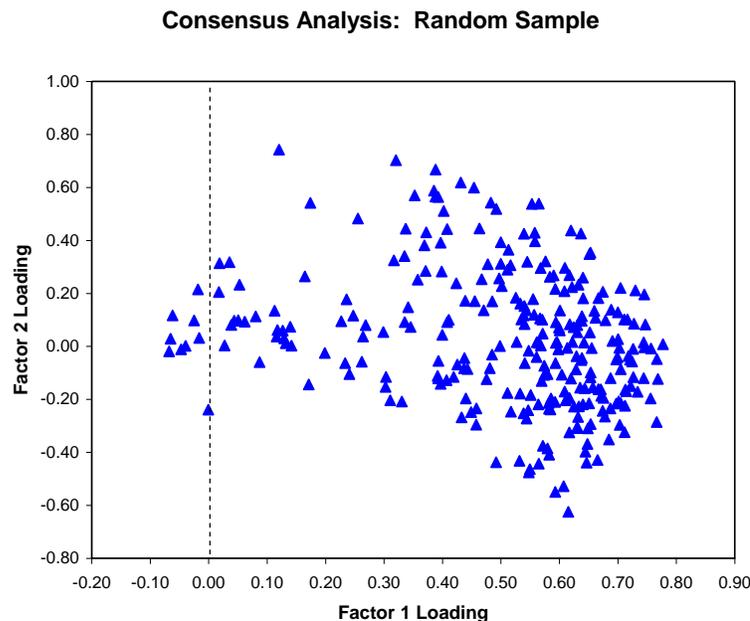
Given the differences among the islands in Turks and Caicos with respect to their levels of touristic development (and the importance of these with respect to the composite attitudinal indices, as discussed in Chapter 5), we disaggregated the random sample by island-group and performed separate consensus analyses for each. As Table 6.3 shows, consensus indicators go up sharply for South Caicos, Grand Turk (which includes four respondents from Salt Cay), and Providenciales, but there is no consensus among respondents from North Caicos or Middle

Caicos. One might think it is the small number of respondents from Middle Caicos that gives rise to their poor consensus, but as the bottom panel of Table 6.3 shows, combining the eight Middle Caicos respondents with those from North Caicos does not achieve a cultural consensus, either.

Table 6.3: Consensus Findings for Each Island-Group Analyzed Separately

SOUTH CAICOS (n=22) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	8.453	81.8	81.8	**7.245**
2	1.167	11.3	93.1	1.642
3	.711	6.9	100.0	

Mean 1st factor loading = **.607**, with **0** negative loadings

GRAND TURK & SALT CAY (n=74) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	25.546	80.5	80.5	**5.978**
2	4.273	13.5	93.9	2.215
3	1.929	6.1	100.0	

Mean 1st factor loading = **.569**, with **0** negative loadings

PROVIDENCIALES (n=141) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	44.938	77.6	77.6	**4.935**
2	9.107	15.7	93.3	2.334
3	3.902	6.7	100.0	

Mean 1st factor loading = **.547**, with **0** negative loadings

NORTH CAICOS (n=32) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	5.022	61.4	61.4	**2.559**
2	1.963	24.0	85.4	1.642
3	1.195	14.6	100.0	

Mean 1st factor loading = **.283**, with **4** (12.5%) negative loadings

MIDDLE CAICOS (n=8) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	.679	52.1	52.1	**1.089**
2	.623	47.9	100.0	- - -
3	- - -	- - -		

Mean 1st factor loading = **.161**, with **2** (25.0%) negative loadings

NORTH & MIDDLE, Combined (n=40) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	5.259	58.8	58.8	**2.305**
2	2.281	25.5	84.3	1.628
3	1.401	15.7	100.0	

Mean 1st factor loading = **.238**, with **8** (20.0%) negative loadings

In summary, taken as a whole, the random sample shows only a marginal degree of cultural consensus, and the degree of shared culture is even weaker among the Special Sample. When the random sample is segmented by island-group, however, the consensus indicators improve markedly, with the exception of North & Middle Caicos, which has none. Collectively, these findings confirm that "place" has a systematic effect on outlooks toward tourism and its impacts – that there are differences among the island-groups with respect to Belonger attitudes toward tourism. The South Caicos sub-sample has the most internally coherent and mutually shared "answer key," followed by respondents from Grand Turk & Salt Cay, then Providenciales. By contrast, respondents from North & Middle Caicos do not converge around a single pattern of responses.

Correlates of the Two Factors from Consensus Analysis

The two factor loadings produced by consensus analysis of the random sample taken as a whole were analyzed with respect to the same fourteen demographic-behavioural variables discussed in Chapter 5 (see page 43). Place of residence and six other demographic/behavioural variables are statistically associated with the first factor extracted by consensus analysis, but only place of residence has a significant association with the second factor. Table 6.4 summarizes the relationship between place of residence and respondents' loadings on the first two factors extracted by consensus analysis.

Table 6.4: Consensus's Factor Loadings by Place of Residence (where registered to vote)

| DEPENDENT VARIABLES | INDEPENDENT VARIABLE: Place of Residence (group means) | | | | | | | |
	North & Middle (n=40)	South (n=22)	Grand Turk & Salt Cay (n=74)	Provo (n=141)	F	df	signif.	%var.
Consensus factor1	0.216	0.595	0.557	0.534	45.726	3, 273	.000	33.4%
iConsensus [2] factor2	-0.017	0.112	0.096	-0.118	16.453	3, 276	.000	15.3%

As discussed previously, an individual's loading on the first consensus factor always indicates how well he or she represents the entire sample. The higher a person's loading on the first factor, the more typical that person is in the way he or she answered the battery of 119 questions.

The group means for this variable, broken down by place of residence, show a very clear pattern. Respondents from North & Middle Caicos are the least typical; the average first factor loading

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[2] The "i" prefix in this variable's label – **i**Consensus factor2 – indicates that re-polarized values were used in the analysis. Multiplying the original second factor loadings by –1 simply inverts positive and negative values, but does not affect the relative position of individuals to one another on the underlying dimension. Re-polarizing a variable this way has no effect on the analysis of variance reported here, but it does make some analyses reported in the next section easier to understand.

for this group (mean = .216) is much lower than the other three island-groups. By contrast, the "most typical" group of respondents – the most representative of the sample as a whole – are those registered to vote in South Caicos (mean = .595). Residents from Grand Turk and Salt Cay are next most typical, with those from Providenciales being only slightly less so.

The six other demographic or behavioural variables showing statistically significant relations with the first consensus factor can be summarized as follows, ordered by the strength of the relation:

- How often one thinks about tourism and its impacts explains 9.3% of the variance in the first consensus factor.
    The "once or twice a month" group has the most typical pattern of responses (mean = .566), and the "very rarely" group is the least typical (mean = .376).

- Household income explains 9.1% of the variance in the first consensus factor.
    The "$75K-$99K" group has the most typical pattern of responses (mean = .607), and the "less than $25K" group is the least typical (mean = .437).

- How often one speaks with tourists explains 8.8% of the variance in the first consensus factor.
    The "once or twice a month" group is the most typical (mean = .597), and the "very rarely" group is the least typical (mean = .429).

- Level of formal education explains 6.6% of the variance in the first consensus factor.
    The "some college/technical school" group has the most typical pattern of responses (mean = .563), and the "primary and some secondary school" group is the least typical (mean = .420).

- Age explains 5.2% of the variance in the first consensus factor.
    The "30-39 year old" group is the most typical (mean = .553), and the "60 or older" group is the least typical (mean = .414).

- Whether a family member works in tourism explains 2.4% of the variance in the first consensus factor.
    Respondents who do not have a family member working in tourism are more typical (mean = .523) than those who do have such a family member (mean = .459).

Unlike the first factor, the second factor extracted by consensus analysis has no fixed meaning. It simply reflects the second largest source of variation among respondents after removing the "group representativeness / typicality" variation captured by the first factor. Given the inherent uncertainty with respect to the second factor's substantive meaning, its actual meaning for any particular data set must be discovered through its correlations with other measures.

In this light, the fact that place of residence (where registered to vote) explains 15.3% of the variance in the random sample's second consensus factor loadings is very interesting. On the other hand, and especially since none of the thirteen other demographic-behavioural variables

correlate with the second factor, this also means that 84.7% of the variance in this dependent variable remains *un*explained. Thus, there is clearly more to the second factor than just place of residence, and a more complete interpretation of the second factor is provided in the following section.

Sub-cultural Perspectives on Tourism

As noted previously, the mixed nature of the key indicators of cultural consensus in the random sample suggests that a non-trivial degree of variation exists among respondents. While the ratio of first to second eigenvalues (4.515) is acceptable, the rather low mean first factor loading (.499) shows the data only weakly conform to the "common culture" assumption of the mathematical model. The most common reason for such non-conformity is that there are systematic differences in the ways respondents answer the survey questions (or at least some subset of the questions). Under these circumstances, it is especially important to identify the substantive meaning of the second factor from consensus analysis, because the second consensus factor is the main source of variation among respondents after removing similarities due to common culture.

In the existing literature concerning consensus analysis, two main strategies have been used to identify sub-cultural variation. The first approach involves disaggregating one's sample into sub-samples, doing consensus analysis for each sub-sample separately, and repeating the process until one finds the sub-samples that have the greatest degrees of consensus within themselves. The second strategy tries to explain the whole sample's second consensus factor in terms of its correlation(s) with the group-defining variables most commonly used in social research, e.g., sex, age, income, education, etc. As reviewed in the previous two sections, however, neither of these approaches gets very far with the Turks and Caicos data. Both approaches point to place of residence as a plausible constituent of the second consensus factor, but this demographic characteristic leaves 84.7% of the second factor unexplained. Thus, we hypothesize that the second largest source of variation among respondents is a 'turn of mind' – an attitudinal configuration or general perspective on tourism – that is relatively independent of respondents' other personal characteristics.

Exploring this possibility further, we devised two additional analytic strategies. The first was to examine in detail the diversity of attitudes evident in the Special Sample (the 29 individuals whom we both interviewed and later surveyed) and then see whether the sub-cultural variation in this small sample could be extrapolated to the larger random sample. The second strategy was to see whether any of the composite attitudinal measures (see Chapter 4), which were developed using the random sample itself, correspond with the second consensus factor, both in the random sample and the Special Sample.

Diversity in the Special Sample

The scatterplot below (see Table 6.5) shows the first and second factor loadings for each of the 29 individuals in the Special Sample. Because we know more about these people than just how they responded to the survey questions (we conducted ethnographic interviews with each of

them), as we identified different individuals in the scatterplot, a fairly clear intuitive interpretation of this sample's second consensus factor emerged. In general, those individuals located toward the top of the graph had been the most ambivalent about tourism during the interviews; conversely, those toward the bottom had been almost completely positive.

Table 6.5: Special Sample's Consensus Factor Loadings

Consensus Analysis: Special Sample
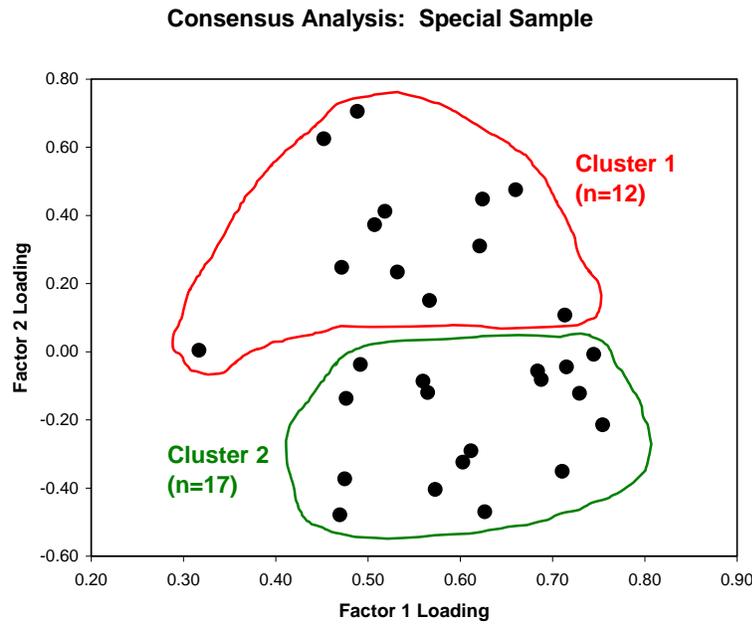
Our subjective interpretation with respect to the extremes along the second factor was clear enough, but there was no similarly obvious basis for us to assign individuals with middling second factor loadings to one camp or the other. Thus, to identify the sub-group boundaries, we used hierarchical cluster analysis (see Table 6.6) and, subsequently, confirmed these findings with tabu-search cluster analysis. These inductive, multivariate techniques revealed two large sub-groups, or two "clusters" of respondents within the Special Sample. In this way, the assignment of individuals to one or another of the two clusters was determined by an objective analysis of similarities in the ways they answered the entire battery of 119 core questions. The boundaries of these two clusters are indicated in Table 6.5 by the line drawings superimposed on the scatterplot of respondents.

Table 6.6: Hierarchical Clustering of Respondents in the Special Sample

```
                    Cluster 1                      Cluster 2
                    Respondents                    Respondents
                                    A               A
        A A A 1 A A A A A 1 A | A A A A A A A A A A A A A A
        2 0 1 7 0 0 1 1 0 2 7 2 | 3 2 2 2 0 1 0 1 0 0 0 2 1 2 2 2 3
 Level  6 3 5 a 6 2 1 2 9 1 b 7 | 0 9 3 5 1 9 4 4 8 5 7 4 0 0 8 2 1
 ------  - - - - - - - - - - - | - - - - - - - - - - - - - - - - -
 0.7129  . . . . . . . XXX . . . | . . . . . . . . . . . . . . . . .
 0.6934  . . . . . . . XXX . . . | . . . . . . . . . . . . . . . XXX
 0.6613  . . . . . . . XXX . . . | . . . . . . . . . . . . . . XXXXX
 0.6417  . . . . . . XXXXX . . . | . . . . . . . . . . . . . . XXXXX
 0.6060  . . . . . . XXXXX . . . | . . . . . . . . . . XXX . . . XXXXX
 0.6025  . . . . XXXXXXX . . . | . . . . . . . . . . XXX . . XXXXX
 0.5926  . . . . XXXXXXX . . . | . . . . . . . . . XXX . . XXXXXXX
 0.5754  . . . . XXXXXXX . . . | . . . . XXX . . . XXX . . XXXXXXX
 0.5694  . . . . XXXXXXX . . . | . . . . XXX . . . XXXXX . XXXXXXX
 0.5656  . . XXX . XXXXXXX . . . | . . . . XXX . . . XXXXX . XXXXXXX
 0.5420  . . XXX . XXXXXXX . . . | . . . . XXX XXX . XXXXX . XXXXXXX
 0.5290  . . XXX . XXXXXXX . . . | . . . . XXX XXX . XXXXX XXXXXXXXX
 0.5282  . . XXX . XXXXXXX . . . | . . . . XXX XXX XXXXXXX XXXXXXXXX
 0.5191  . . XXX . XXXXXXXXX . . | . . . . XXX XXX XXXXXXX XXXXXXXXX
 0.5085  . . XXX . XXXXXXXXX . . | . . . . XXX XXX XXXXXXXXXXXXXXXX
 0.4899  . . XXX . XXXXXXXXX . . | . . . . XXX XXXXXXXXXXXXXXXXXXXX
 0.4688  . . XXX XXXXXXXXXXX . . | . . . . XXX XXXXXXXXXXXXXXXXXXXX
 0.4458  . . XXX XXXXXXXXXXX XXX | . . . . XXX XXXXXXXXXXXXXXXXXXXX
 0.4440  . . XXX XXXXXXXXXXX XXX | . . XXX XXX XXXXXXXXXXXXXXXXXXXX
 0.4327  . . XXX XXXXXXXXXXX XXX | . . XXX XXXXXXXXXXXXXXXXXXXXXXX
 0.4132  . XXXXX XXXXXXXXXXX XXX | . . XXX XXXXXXXXXXXXXXXXXXXXXXX
 0.3634  . XXXXX XXXXXXXXXXX XXX | . . XXXXXXXXXXXXXXXXXXXXXXXXXXX
 0.3483  . XXXXXXXXXXXXXXXXX XXX | . . XXXXXXXXXXXXXXXXXXXXXXXXXXX
 0.3380  . XXXXXXXXXXXXXXXXXXX | . . XXXXXXXXXXXXXXXXXXXXXXXXXXX
 0.3184  . XXXXXXXXXXXXXXXXXXX | . XXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 0.3038  . XXXXXXXXXXXXXXXXXXX | XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 0.2818  . XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 0.2241  XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
         -----------------------------------------------------------
```

As one might expect, when these two clusters of respondents are analyzed separately (see Table 6.7), their indicators of cultural consensus are much stronger than for the Special Sample taken as a whole (compare with the bottom panel of Table 6.1). This means there are at least two sub-cultural understandings of tourism represented in the Special Sample − the individuals in Cluster 1 view tourism a little differently than those in Cluster 2.

Table 6.7: Consensus Findings for Each Cluster Analyzed Separately

SPECIAL SAMPLE: CLUSTER 1 (n=12) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	5.167	87.6	87.6	**7.061**
2	.732	12.4	100.0	- - - -
3	- - - -	- - - -	- - - -	

Mean 1st factor loading = **.640**, with **0** negative loadings

SPECIAL SAMPLE: CLUSTER 2 (n=17) over 119 Items

Factor	Eigenvalue	Percent	Cum%	Ratio
1	7.399	85.8	85.5	**9.838**
2	.752	8.7	94.5	1.576
3	.477	5.5	100.0	

Mean 1st factor loading = **.653**, with **0** negative loadings

65

With the main sub-groupings in the Special Sample identified, we checked for group-group differences with respect to the demographic and behavioural characteristics of the individuals comprising each Cluster. There are no significant differences between Cluster 1 and Cluster 2 in these respects. Thus, we conclude that the contrast between the Clusters reflects a 'turn of mind' – alternative frameworks or viewpoints from which people evaluate tourism – that cross-cuts age, sex, education, income, and other demographic-behavioural characteristics. The two viewpoints might be characterized as follows:

- Cluster 1: "Cautiously ambivalent"
    People in this camp tend to see tourism as involving trade-offs between good and bad impacts. They also express some concerns about the long-term viability and consequences of tourism.
- Cluster 2: "Uncritically positive"
    People in this camp are very positive about the changes tourism has wrought. They tend to be very pro-growth and pro-development and almost equate change with progress.

To identify the questionnaire items on which these two viewpoints differ, we did independent samples t-tests comparing Cluster 1 versus Cluster 2 for each of the 119 cultural model items. The results are that the Clusters differ significantly from one another (unadjusted $\alpha \leq .05$) for 47 of the 119 items. (Conversely, of course, the two Clusters do *not* differ on 72 of the items, which is the reason the Special Sample taken as a whole shows the degree of cultural consensus that it does.)

Table 6.8 provides the full text of the 47 contrastive items, along with the two Clusters' means and the statistical significance of the group-group contrast. The order of items within the list is based on the statistical significance of the group-group difference, i.e., the most contrastive items appear at the top and the less contrastive items appear at the bottom.

Table 6.8: The 47 Items that Differentiate Cluster 1 and Cluster 2

Cluster-differentiating Items	Cluster1	Cluster2	signif.
1. Soc11. The country's growing tourism industry has made Turks and Caicos into a land of strangers.	3.83	1.94	.000
2. Econ10. As a result of the country's growing tourism industry, the profits from tourism go to just a few people.	4.17	2.24	.000
3. Soc12. The country's growing tourism industry is breaking down the local sense of community.	3.75	2.00	.000
4. Soc24. The country's growing tourism industry has strengthened Belongers' identity.	2.33	3.59	.000
5. Pace21. The country's economic development is being guided mainly by long-range planning.	2.17	3.59	.000
6. Soc13. The country's growing tourism industry is strengthening the local sense of community.	2.00	3.53	.000
7. Soc06. The country's growing tourism industry has resulted in significantly improved public services (such as police and medical).	2.42	4.12	.000
8. Pace20. The country's growing tourism industry is likely to result in a worse future for Belongers.	2.92	1.76	.001

Cluster-differentiating Items	Cluster1	Cluster2	signif.
9. Econ07. As a result of the country's growing tourism industry, opportunities are not likely to get any better for local people.	3.00	1.88	.001
10. Econ09. As a result of the country's growing tourism industry,	2.08	3.35	.001
11. Soc21. The country's growing tourism industry will eventually make native culture disappear.	3.67	2.29	.002
12. Soc23. The country's growing tourism industry has made Belongers lose their sense of identity.	3.50	2.29	.002
13. Work02. Most Belongers feel that tourism work is like being a servant.	3.50	2.24	.003
14. Pace02. Over the past ten years, the country has been changing at just about the right pace.	2.25	3.41	.003
15. Pace14. There is no real limit to how much the tourism industry can grow in Turks and Caicos.	2.33	3.76	.004
16. Env05. The growth of tourism in Turks and Caicos has led to fewer and weaker regulations to protect the environment.	3.08	2.00	.005
17. Soc04. The country's growing tourism industry has put Turks and Caicos on the world map.	4.25	4.76	.005
18. Dev09. Newspapers, magazines, radio, and TV keep people well informed about development projects.	2.83	4.12	.005
19. Soc15. The country's growing tourism industry has led to an increase in social problems such as alcoholism, physical violence, or divorce.	3.50	2.35	.007
20. Env09. The growth of tourism in Turks and Caicos has led to better management of waste and pollution.	2.58	3.71	.007
21. Soc17. The country's growing tourism industry has had a bad effect on the morals of most people.	3.50	2.41	.008
22. Env07. The growth of tourism in Turks and Caicos has led to more laws against building in natural areas.	2.33	3.35	.009
23. Env02. The growth of tourism in Turks and Caicos has led to the destruction of historic sites and old buildings.	2.92	1.88	.012
24. Econ11. As a result of the country's growing tourism industry, there are new business opportunities for native people.	3.25	4.18	.012
25. Work18. Most Belongers see lots of opportunities for themselves in tourism work.	2.75	3.71	.012
26. Env16. The growth of tourism in Turks and Caicos has led to the potential for better environmental conservation.	3.25	4.18	.012
27. Econ16. As a result of the country's growing tourism industry, public services are likely to get worse.	2.75	1.82	.013
28. Soc09. The country's growing tourism industry has made native people more selfish and greedy.	3.25	2.29	.015
29. Char13. Most of the tourists who visit Turks and Caicos are easy-going and laid back.	3.58	4.24	.015
30. Env15. The growth of tourism in Turks and Caicos has led to the potential for a future environmental crisis.	3.92	2.94	.017
31. Econ05. As a result of the country's growing tourism industry, many different types of jobs are now available.	3.33	4.24	.017
32. Pace17. Tourism in Turks and Caicos still has lots of room for further development.	4.17	4.59	.018

Cluster-differentiating Items	Cluster1	Cluster2	signif.
33. Env01. The growth of tourism in Turks and Caicos has led to more preservation of historic sites and old buildings.	3.58	4.41	.018
34. Env11. The growth of tourism in Turks and Caicos has led to greater interest among Belongers in the natural environment.	3.08	3.82	.018
35. Dev10. Word of mouth is more important than public media for keeping people informed about development projects.	3.17	2.06	.021
36. Env13. The growth of tourism in Turks and Caicos has led to better health and nutrition for local people.	3.08	3.88	.022
37. Pace15. Tourism in Turks and Caicos is currently at a cross-rods between good or bad outcomes.	3.83	2.76	.025
38. Pace06. The tourism industry is growing in a slow, regulated way.	1.58	2.41	.025
39. Econ13. As a result of the country's growing tourism industry, all new businesses in the country are now required to have a Belonger partner.	2.75	3.65	.027
40. Econ06. As a result of the country's growing tourism industry, new job opportunities are evenly distributed among the different islands.	1.92	2.82	.027
41. Soc02. The country's growing tourism industry brings mostly the same kind of tourists to the country.	2.67	1.88	.033
42. Pace11. Only some people are benefitting from tourism.	4.00	3.12	.034
43. Dev05. There are not enough legislative controls on new coastal development projects.	4.42	3.59	.037
44. Work13. Most Belongers prefer to leave menial jobs (such as maid or grounds keeper) to immigrants.	4.42	3.71	.039
45. Pace08. Development is leaving many local people behind.	4.33	3.47	.042
46. Pace01. During the past ten years, the country has been changing too quickly.	4.00	3.06	.042
47. Work15. Most Belongers feel they are treated fairly in their applications for tourism jobs.	2.42	3.12	.043

Having identified the main source of diversity within the Special Sample (the two Clusters as well as the specific items on which they differ), the next step was to determine whether a similar viewpoint variation exists in the larger random sample. How well does this attitudinal contrast discovered in the Special Sample "extrapolate" to the larger random sample?

Profile-Matching Approach

Just because the "cautiously ambivalent" to "uncritically positive" attitudinal gradient is an adequate interpretation of Special Sample's second consensus factor does not mean it is also the second largest source of inter-individual variation in the random sample. Thus, as a preliminary to more in-depth analyses, we compared the item means from the two samples (Special and random) across the whole battery of 119 questionnaire items (see Table 6.9, below).

Table 6.9: Item Means for both the Random and Special Samples

Item Means: Random and Special Samples
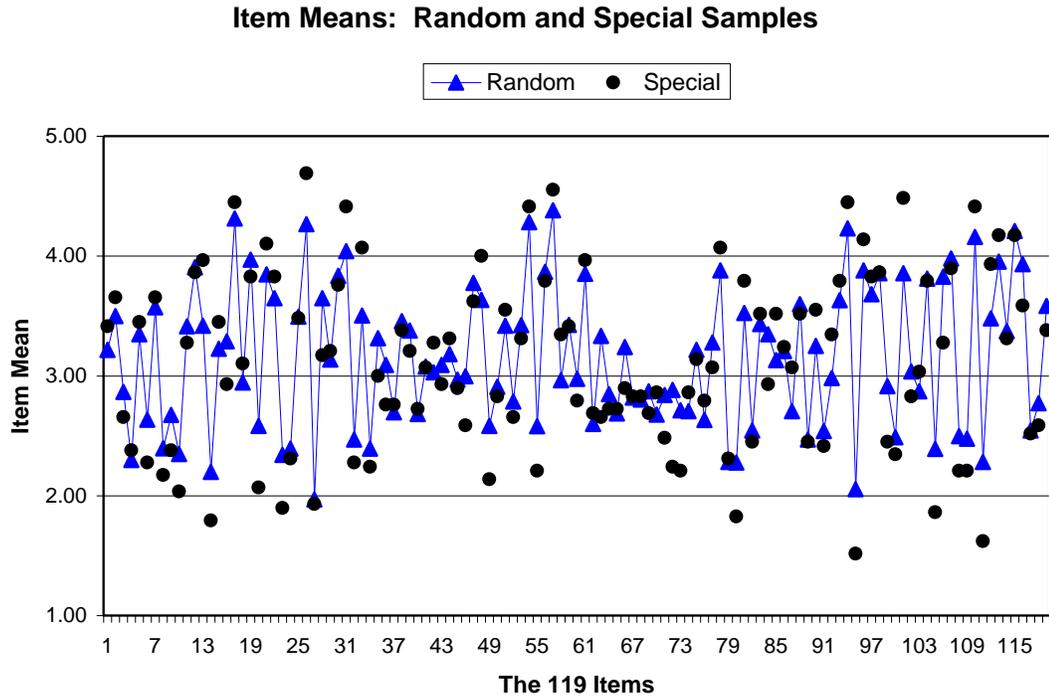
As Table 6.9 shows, the random sample's pattern of responses across all 119 items is very similar to the Special Sample. Indeed, the correlation between the two samples' sets of means is extraordinarily high (r = +.938). It is perhaps worth noting that the Special Sample's means tend to be a little more emphatic than the random sample – more deviant from "neutral," more toward either the "strongly agree" or "strongly disagree" poles. But, the overall patterning of responses is remarkably similar between the two samples.

In view of the overall similarity between the two samples, 'profile-matching' seems an appropriate way to extrapolate our understanding of diversity within the Special Sample to the larger random sample. The first step is to compare each respondent in the random sample to both of the Cluster profiles from the Special Sample. The line graphs in Table 6.10, below, show the item means for Cluster 1 and Cluster 2, respectively. As one can easily see, the two Clusters have distinctive 'response profiles' across the 47 contrastive items. So, the question is: Are respondent X's own answers to the 47 contrastive items more similar to Cluster 1's response-profile or to Cluster 2's?

Table 6.10: Response Profiles of the Two Clusters across the 47 Contrastive Items

Cluster 1 vs Cluster 2: The 47 Differentiating Items
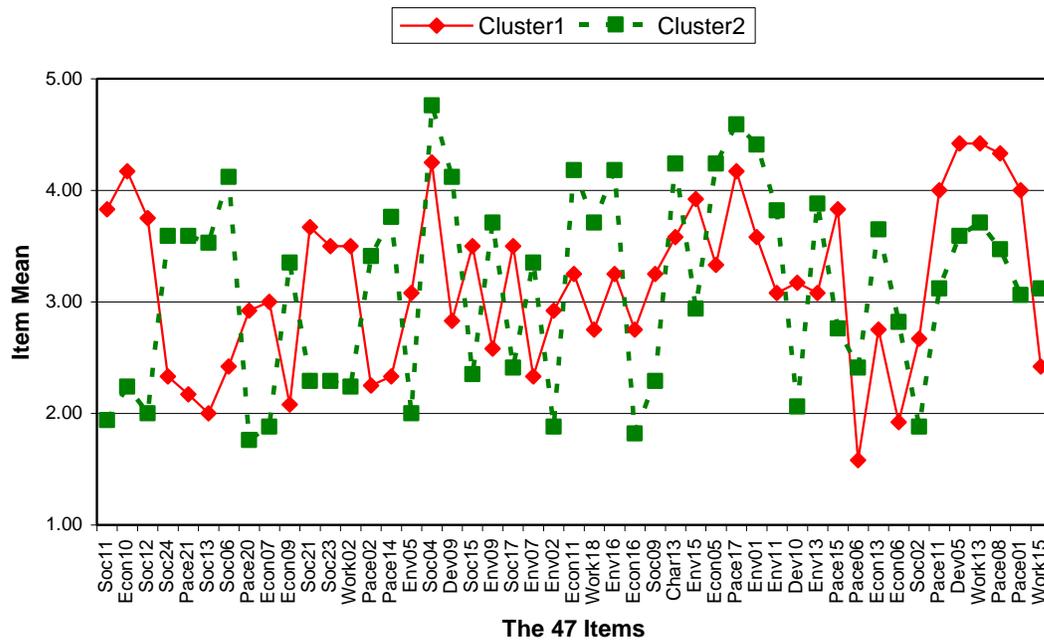
Initially, we calculated two different similarity measures: (a) Pearson r, which is a measure of pattern similarity [similar pattern of up's and down's]; and (b) tolerance, which is the percentage of the 47 items for which a respondent matched a cluster's mean scores [with a "match" defined as being within .49 of a cluster's item mean]. The first measure of profile similarity – Pearson r – showed higher correlations with other measures, so that is what we report here.

"R1" stands for the correlation coefficient between a respondent's answers and Cluster 1's item means. "R2" stands for the correlation coefficient between a respondent's answers and Cluster 2's item means. Table 6.11, below, shows the scatterplot of these two variables for all 277 respondents in the random sample.

Table 6.11: Scatterplot of Random Sample Respondents with respect to their Profile-Matching Correlation Coefficients
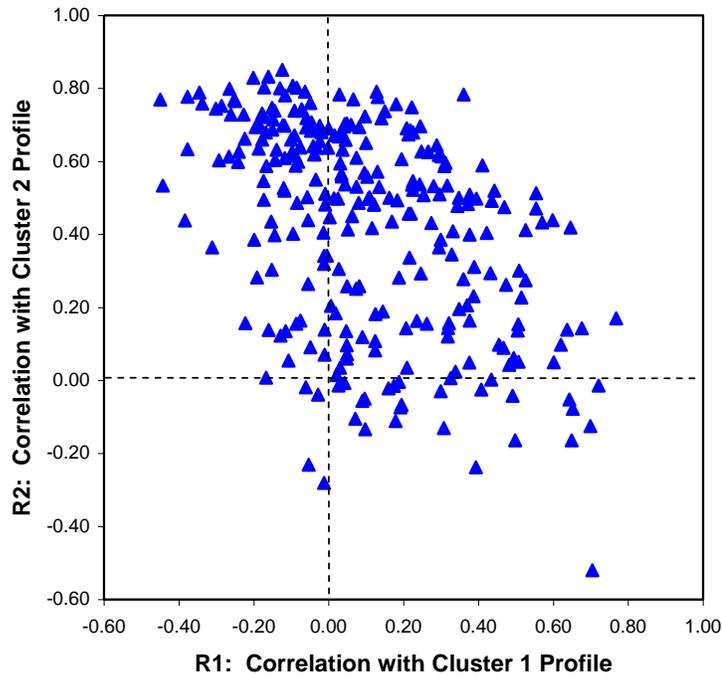
The sign of the calculated variable, R2–R1, indicates whether a particular respondent's answers to the 47 cluster-differentiating items are more similar to Cluster 1 or Cluster 2. When R2−R1 yields a positive number, the respondent is more similar to Cluster 2, the "uncritically positive" viewpoint. When the subtraction yields a negative value, the respondent is more similar to Cluster 1, the "cautiously ambivalent" viewpoint. In the random sample, R2–R1 yields positive values for 206 respondents, and 71 respondents have negative values. Thus, we estimate that, during the summer of 2007, the "uncritically positive" camp outnumbered the more "cautiously ambivalent" camp by about 3-to-1.

In addition to estimating these relative proportions, however, the real purpose behind calculating R2–R1 is to determine the extent to which it is related to the random sample's own second consensus factor. And, the main finding in this regard is that the correlation between R2–R1 and the random sample's own second factor loadings is very high: r = +.903.[3] Table 6.12 shows the scatterplot of this relationship.

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[3] This relationship is +.903, rather than −.903, because we inverted the original second factor loadings before computing this coefficient. Multiplying respondents' second factor loadings by −1 does not affect the strength of the relation; it just makes the correlation positive rather than negative, and this makes subsequent discussions of the second factor 's relationships with other variables easier to understand.

Table 6.12: Scatterplot of Random Sample's (inverted) Second Factor Loadings by R2–R1 (r = +.903)
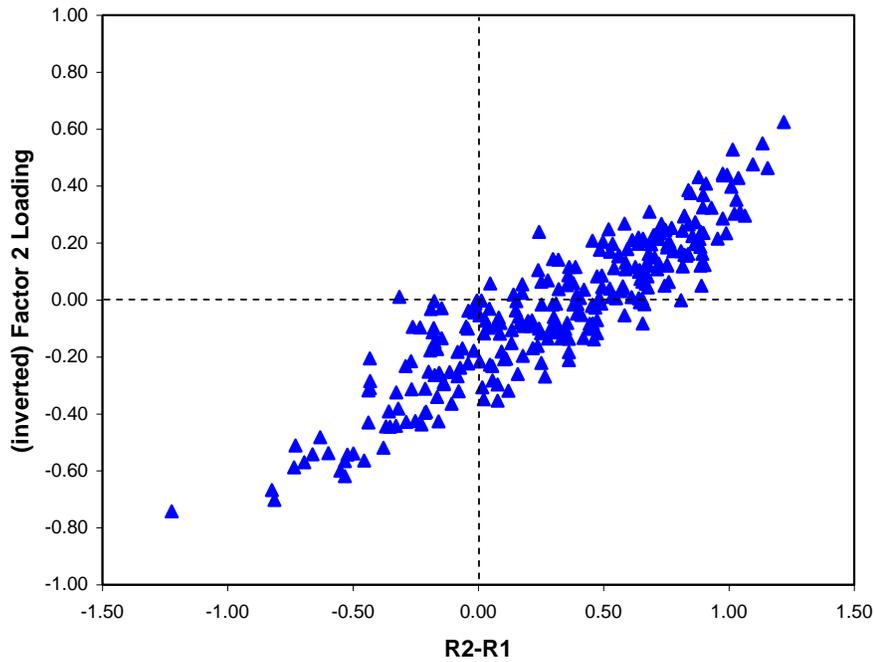
Thus, the conclusion from the profile-matching approach is that the "second largest source of variation" among respondents in the random sample is very similar to the attitudinal gradient substantively identified in the Special Sample.

Thematic Indices Approach

The second novel strategy for interpreting the meaning of the second consensus factor does not try to extrapolate insights from the Special Sample to the larger random sample, but rather focuses on coherent themes among the survey questions themselves and how well different additive indices of specific attitudes correlate with the second consensus factor. The strength of these correlations indicates how accurately one has identified the substantive meaning of the second factor, because the constituent questionnaire items for each index are already known.

Chapter 4 reviewed the seven specific attitudinal indices we developed using the random sample's data, as well as a second-order Macro-Index constructed from six of the specific indices. Table 6.13, below, shows the correlations between the seven specific thematic indices and the second factor loadings for both the random sample and the Special Sample.

Table 6.13: Correlations of (inverted) Second Consensus Factor Loadings with Specific Attitudinal Indices

THEMATIC INDICES	Random Sample (n=277)		Special Sample (n=29)	
	r	% var.	r	% var.
GenInd: General Pro-tourism	.567	32.1%	.804	64.6%
WrkInd: Orientation to Tourism Work	.603	36.4%	.598	35.8%
HerInd: Heritage Optimism	.668	44.6%	.773	59.8%
SocInd: Social Impacts of Tourism	.755	57.0%	.852	72.6%
EnvInd: Environmental Impacts of Tourism	.684	46.8%	.753	56.7%
FinInd: Financial Impacts of Tourism	.666	44.4%	.760	57.8%
ChrInd: Characteristics of Tourists	.238	5.7%	.415	17.2%
Macro-Index: Second-order Composite of Six Specific Indices (all of the above except ChrInd)	.922	85.0%	.975	95.1%

All the specific attitudinal indices correlate significantly with the second consensus factor, and for both samples. Furthermore, except for ChrInd (characteristics of tourists), all explain more of the variance in the second factor than any demographic or behavioural variable. The key finding, however, is the extremely high correlation between respondents' Macro-Index scores and their second factor loadings: r = +.922 for the random sample, and r = +.975 for the Special Sample. Indeed, respondents' Macro-Index scores are even more predictive of second factor loadings than the R2−R1 variable from the profile-matching approach. The scatterplot below (see Table 6.14) shows the relation for the random sample.

Table 6.14: Scatterplot of Random Sample's (inverted) Second Factor Loadings by Macro-Index (r = +.922)
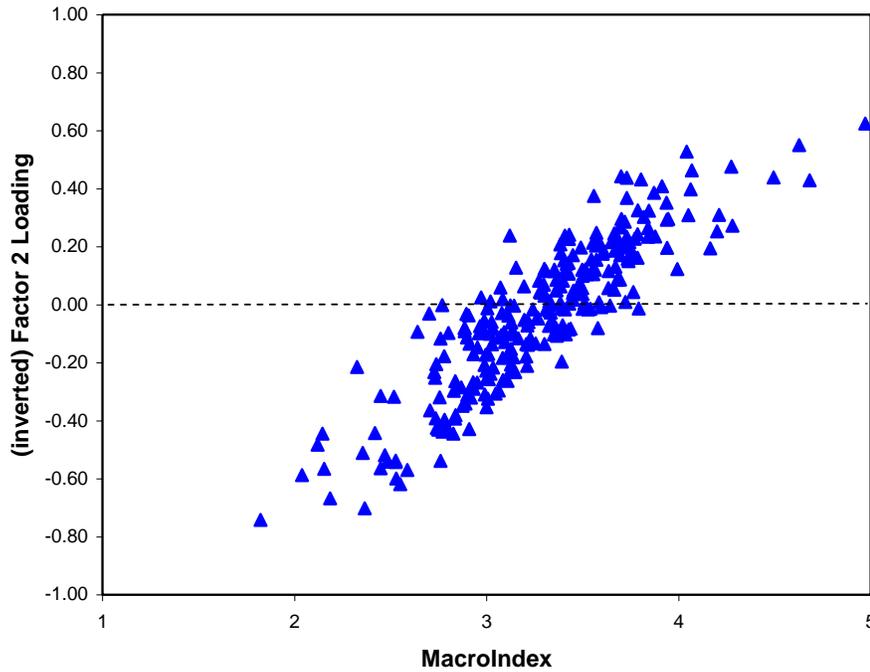
Thus, the Macro-Index measure – comprised of 33 questionnaire items combined in two-stages – is virtually identical to the variation picked up by the second consensus factor for the Special Sample and is very, very close to the second factor in the random sample. Systematic differences in the way Belongers answer this particular subset of questions (see Table 6.15 for complete list of items) constitute the main way their perceptions of tourism differ from one another. And, it is important to remember that Belonger opinions on these matters form a normally distributed gradient, not a polarized or bimodal distribution. Here we have presented evidence that the attitudinal gradient measured by Macro-Index virtually *is* the main sub-cultural variation among respondents, and this is true for both the random sample and the Special Sample.

Table 6.15: Macro-Index's 33 Constituent Items (grouped by component indices)

<table>
<tr><td colspan="1" align="center">SOCIAL IMPACTS OF TOURISM (SOCIND)</td></tr>
</table>

SOCIAL IMPACTS OF TOURISM (SOCIND)

iSoc12 [inverted]. The country's growing tourism industry is breaking down the local sense of community.

iSoc11 [inverted]. The country's growing tourism industry has made Turks and Caicos into a land of strangers.

iSoc15 [inverted]. The country's growing tourism industry has led to an increase in social problems such as alcoholism, physical violence, or divorce.

iSoc17 [inverted]. The country's growing tourism industry has had a bad effect on the morals of most people.

Pace2. Over the past ten years, the country has been changing at just about the right pace.

iSoc9 [inverted]. The country's growing tourism industry has made native people more selfish and greedy.

iPace1 [inverted]. During the past ten years, the country has been changing too quickly.

HERITAGE OPTIMISM (HERIND)

Soc24. The country's growing tourism industry has strengthened Belongers' identity.

iSoc21 [inverted]. The country's growing tourism industry will eventually make native culture disappear.

iSoc23 [inverted]. The country's growing tourism industry has made Belongers lose their sense of identity.

Env1. The growth of the tourism industry in Turks and Caicos has led to more preservation of historic sites and old buildings.

Soc22. The country's growing tourism industry will lead to a revival of native culture.

ENVIRONMENTAL IMPACTS OF TOURISM (ENVIND)

iEnv8 [inverted]. The growth of the tourism industry in Turks and Caicos has led to more garbage build-up and pollution.

iEnv10 [inverted]. The growth of the tourism industry in Turks and Caicos has led to the degrading of the coral reefs and beaches.

iEnv15 [inverted]. The growth of the tourism industry in Turks and Caicos has led to the potential for a future environmental crisis.

Env16. The growth of the tourism industry in Turks and Caicos has led to the potential for better environmental conservation.

iEnv6 [inverted]. The growth of the tourism industry in Turks and Caicos has led to more resort construction in delicate natural areas.

GENERAL PRO-TOURISM (GENIND)

Pace17. Tourism in Turks and Caicos still has lots of room for further development.

Econ14. As a result of the country's growing tourism industry, Turks and Caicos is improving economically, overall.

Pace16. The tourism industry here can only make things better for the country.

Pace3. Most Belongers see tourism as good for the Turks and Caicos.

Dev9. Newspapers, magazines, radio, and TV keep people well informed about development projects.

iPace20 [inverted]. The country's growing tourism industry is likely to result in a worse future for Belongers.

Soc13. The country's growing tourism industry is strengthening the local sense of community.

FINANCIAL IMPACTS OF TOURISM (FININD)

iPace11 [inverted]. Only some people are benefitting from tourism.

iEcon10 [inverted]. As a result of the country's growing tourism industry, the profits from tourism go to just a few people.

Econ9. As a result of the country's growing tourism industry, the profits from tourism trickle down to everyone.

Pace10. Everybody is getting a piece of the tourism pie.

iPace8 [inverted]. Development is leaving many local people behind.

ORIENTATION TO TOURISM WORK (WRKIND):

Work8. Most Belongers see tourism work as good paying.

Work9. Most Belongers are able to get loans to start a business, if they want.

Work18. Most Belongers see lots of opportunities for themselves in tourism work.

Work15. Most Belongers feel they are treated fairly in their applications for tourism jobs.

Summary

The initial and most basic question addressed in this rather technical chapter is whether there is sufficient similarity in the ways respondents answered the 119 "core" survey questions to warrant speaking of a single culture with respect to Belonger perceptions of tourism and its impacts. The answer to this initial question is equivocal, because the critical indicators of cultural consensus are mixed. In particular, consensus analysis of the entire random sample yields an adequate ratio of first to second eigenvalues (4.505), but the rather low mean first factor loading (.499) signals that the 'common culture' assumption of the mathematical model is not well-met by the survey data.

Since there is not a clear consensus with respect to perceptions of tourism, the focus of attention shifts to identifying the main sub-cultural variation. Analytically, this amounts to discerning the substantive meaning of the second factor produced by consensus analysis, and four approaches to this interpretive task were utilized:
1. Disaggregating the sample into plausible sub-samples, then doing consensus analysis of each sub-sample separately.
2. Determining which, if any, demographic-behavioural variables correlate with the factors produced by consensus analysis.
3. Extrapolating our qualitative interpretation of diversity in the Special Sample to the random sample via profile-matching.
4. Determining which, if any, composite attitudinal measures correlate with the second factor produced by consensus analysis.

The key findings from the first two approaches are convergent, but not particularly satisfying. Breaking the sample into sub-samples based on place of residence does improve consensus indicators for residents of South Caicos, Grand Turk & Salt Cay, and Providenciales, respectively, but not for residents of North & Middle Caicos. Similarly, place of residence (the four island-groups) is the only demographic-behavioural variable that correlates significantly

with the second factor produced by consensus analysis. The convergent conclusion, then, is that where one lives – which island-group – has a statistically significant association with how one views tourism and its impacts. The more important point, however, is that demographic-behavioural variables explain only 15.3% of the variance in the second consensus factor, which leaves 84.7% *un*explained.. Thus, although the first two approaches point in the same direction, they do not take us very far toward identifying the real nature of the sub-cultural variation evident in the random sample. Indeed, the second largest source of variation among respondents appears to be a 'turn of mind' – an attitudinal configuration or general perspective on tourism – that is almost independent of age, sex, education, income, and other such personal characteristics.

The third approach provides a much more specific and powerful interpretation of the main sub-cultural variation among respondents. Because we interviewed the individuals in the Special Sample, we were able to recognize, qualitatively, two general orientations to tourism that lined up pretty well along the gradient formed by this small sample's second consensus factor. Then, dividing the Special Sample into two Clusters ("cautiously ambivalent" versus "uncritically positive"), we identified the specific subset of survey questions that differentiate the two groups and determined the two 'response-profiles' across these items that distinguish the two viewpoints. Every respondent in the random sample was then compared to the two response-profiles from the Special Sample. R1 and R2 are the labels for these two separate measures of similarity, and subtracting one from the other (R2−R1) yields a single measure indicating which Cluster in the Special Sample each random sample respondent most resembles. Finally, to determine the extent to which the substantively-identified attitudinal gradient in the Special Sample corresponds to the sub-cultural variation in the random sample, we calculated the correlation between random sample respondents' profile-matching measure (R2−R1) and their second consensus factor loadings. This correlation (r = +.903) explains 81.5% of the variance in the second factor loadings, *much* more than respondents' demographic-behavioural characteristics.

The fourth approach provides an even better, and much simpler, substantive rendering of the main sub-cultural variation, and its results are quite convergent with third approach. When the demographic-behavioural variables turned out to be such poor predictors of the second consensus factor, we wondered whether one or more of the composite attitudinal indices we had constructed (see Chapter 4) might be associated with the second consensus factor. The strength of the actual correlations, however, is quite surprising. Six of the seven specific attitudinal measures (general pro-tourism, orientation to tourism work, heritage optimism, social impacts of tourism, environmental impacts of tourism, and financial impacts of tourism) have correlation coefficients ranging from +.567 to +.755 in the random sample and from +.598 to +.852 in the Special Sample. Thus, each of these six specific attitudinal indices explains much more of the sub-cultural variance than does place of residence. The most important finding, however, is the extremely high correlation between Macro-Index – comprised of 33 questionnaire items combined in two-stages – and the second consensus factor, both in the random sample (r = +.922) and the Special Sample (r = +.975). These correlations are even higher than the third approach's R2−R1 variable. At the same time, the results of the third and fourth approaches are convergent to the extent that 23 of Macro-Index's constituent items are also in the set of 47 Cluster-differentiating items identified by the third approach.

In conclusion, Belongers show remarkable consensus on many questions dealing with tourism and its impacts, but there is also a strong sub-cultural variation with respect to other tourism-related matters. The specific topics about which opinions differ most systematically are the 33 constituent items of the Macro-Index measure (see Chapter 4 for lists of these). Thus, as of the summer of 2007, the main systematic diversity among Belongers was an attitudinal gradient ranging from what might be called "cautiously ambivalent" (lower Macro-Index scores) to "uncritically positive" (higher Macro-Index scores). And, although residents from different islands differ a small amount from one another in this regards, individuals' attitudes along this gradient are not predicted by their age, sex, education, income, or other such personal characteristics.

Chapter 7 – Summary and Recommendations

The preceding chapters have reported the survey findings and analyses of those data in rather detailed fashion. In this final chapter, we step back from the details and summarize the key overarching findings. We conclude with several policy and monitoring recommendations.

Key Summarizing Points

Survey findings always represent a "snapshot" in time – in this case, Belonger perceptions of tourism during the research period, i.e., 2006-2007. Attitudes can easily change as events unfold that alter the balance between perceived benefits and costs, and this is especially true for tourism. For instance, a global economic downturn could precipitate a slowdown in visitorship, which would likely reduce the perceived benefits. Or, various changes could occur within the country (such as increased crime and social pathologies, demographic and cultural swamping of the native population, or increased wealth disparities among Belongers) that would likely accentuate the perceived costs. Keeping the changeable nature of attitudes in mind, the most important findings from the 2007 survey can be summarized as follows.

Belongers are generally positive about tourism.

Based on the randomly-selected respondents in the sample, the native residents of the Turks and Caicos Islands are predominantly positive and optimistic about the tourism industry in their country and the impacts it is having on their lives. They also have a generally positive view of the tourists who visit their country, e.g., friendly, curious, easy-going, and respectful.

Belongers think tourism is good for the country, drives the economy, and can continue to grow. Tourism provides job opportunities, more types of jobs, and investment options. Tourism has allowed more people to stay in or return to TCI for employment, reversing an old trend of leaving for jobs. It has substantially improved the standard of living, availability of goods, and public services. To date, tourism has not undermined people's community-mindedness and helpfulness; it may even be stimulating people's sense of community and identity. Finally, tourism has improved environmental conservation and caused more people to be interested in the natural environment.

Belongers are aware of some downsides to tourism.

The survey findings also indicate several specific complaints about tourism and the development it has brought. While appreciative of the improved standard of living and increased availability of goods and services, people note that the cost of housing and goods has gone up. The influx of foreign workers (both legal and illegal) is troublesome to many, and the number of immigrant children has strained the school system. Although not an overwhelming issue at present,

Belongers are beginning to be worried about social problems, e.g., crime, family pathologies, drug use, and people's morals.

In addition to the specific complaints, there is some evidence for a more general discontent. About a third of the sample thinks the profits from tourism are tricking down to all, but another third thinks this is not happening. In a related vein, about two-thirds of the sample thinks that development is leaving many people behind (the idea of lag) and that development has only rewarded some (the idea of being left out). And, with respect to tourism jobs, people feel that foreigners receive hiring preference, and that locals can only advance so far. Thus, although Belongers are positive about tourism and the benefits it has brought to the country, there is also a general perception that these benefits are unevenly, perhaps even unfairly, distributed.

Belongers want more tourism, especially more historic/cultural tourism.

Belongers generally want more touristic development, and in all six of the principal islands (see Tables 3.23 and 3.24, pages 27-28). With respect to which kinds of tourism, there is a strong preference for developing historic/cultural tourism. Indeed, this is the clear first choice for all six islands, followed by wedding/honeymoon tourism and eco-tourism/diving. Beyond that commonality, a slight majority of respondents would like to see more cruise ship tourism in Grand Turk, Providenciales, and South Caicos, but not in the other islands. Lastly, a slight majority think there should be no further development of beach/resort tourism in Providenciales.

Belongers show a high degree of altruism with respect to tourism.

At the present time, Belongers' generally positive views of tourism are driven mostly by a sort of country-wide altruism. Most respondents in the sample are not directly benefiting from the tourism industry in the sense of financial gain to themselves or their families, yet they are just as positive as the minority whose pro-tourism attitudes are attributable to self-interest. The high degree of altruism among Belongers is rather surprising, because in most tourist destinations around the world, pro-tourism attitudes are usually related to self-interest.

The altruistic orientation in Turks and Caicos at the current time may be explained by the newness of tourism and the optimism that it will continue to raise everyone's standard living. But, as studies of other tourist destinations have shown, there can easily develop a cynical and self-serving attitude among local people. The early models of tourism attitudes, termed the "Lifecycle Model of Tourism" (Butler 1980; Doxey 1975), suggest that, if left unchecked, residents' attitudes about tourism may progress through a series of stages: euphoria, apathy, irritation, and eventually antagonism. The last stages undermine visitorship since tourism is such a people-to-people industry. Other islands – such as the Bahamas, Barbados, and Jamaica – are demonstrations of this progression: from the recent past to the present, local people engaged in increasingly self-serving activities, even criminal acts with tourists. In response to this, governments had to make large investments in public education campaigns, police and security personnel, and external advertising, as well as create tourism enclaves (balkanization, as in Jamaica) that separate visitors from locals. If the Lifecycle Model of Tourism holds up empirically, we might hypothesize that this snapshot from 2007 shows the residents of Turks and Caicos are in the first stage of the model: euphoria and optimism. Subsequent snapshots may

show a transition to a more negative sentiment about tourism and tourists. Time and continued monitoring of Belonger attitudes will tell.

Demographic-behavioural variables account for very little of the variation.

Whereas the first four summarizing points all derive from the average or modal responses to various survey questions, it is equally important to realize that Belongers differ among themselves, too. The latter chapters of this report addressed this matter of diversity in different ways. The key findings with respect to the sample's diversity can be summarized as follows.

As reviewed in Chapter 5, demographic and behavioural variables do not account for much of the diversity in Belongers' assessments of tourism. That is, respondents' sex, age, household income, educational level, frequency of speaking with tourists, closeness of residence to a tourist area, and so on, are not important determinants of their attitudes toward tourism. The single exception is "place of residence" (the island or island-group), which is significantly and fairly strongly associated with variations in many attitudinal variables.

Given the uneven touristic development of the different islands, we had anticipated that island of residence would have an effect on attitudes toward tourism. In particular, we initially hypothesized that residents' attitudes would correspond in a linear fashion to their island's level of touristic development, i.e., Providenciales (most developed) at one extreme, Grand Turk & Salt Cay in the middle, and South Caicos and North & Middle Caicos (least developed) at the other extreme. The survey findings, however, do not conform to this predicted pattern. Rather, the key attitudinal contrasts correspond to the distinction between the historically salt-producing islands of South Caicos, Grand Turk, and Salt Cay and what were until fifty years ago the more sparsely-settled and agriculturally-oriented islands of Providenciales, North Caicos, and Middle Caicos. The survey shows that residents of South Caicos (a former 'salt island') are the most positive about tourism followed closely by residents of Grand Turk & Salt Cay (the other 'salt islands'). By contrast, residents of Providenciales, currently the most developed and populous island, are less positive than those from the salt islands, and residents of North & Middle Caicos are the least positive. Thus, attitudes about tourism do vary significantly by island, but the effect stems from a culture history divide, not simply the level of touristic development in the different islands at the current time.

There is only a marginal degree of cultural consensus among Belongers.

The overall patterning of agreement among Belongers does not warrant speaking of a single, generally-shared assessment of tourism. There is a cultural consensus with respect to many topics (about two-thirds of the relevant set of questionnaire items), but other topics reveal a substantial sub-cultural variation exists, or systematically different ways of answering questions.

As reviewed in Chapter 6, the greatest systematic variation among Belongers appears to be a 'turn of mind' with respect to how one evaluates tourism, and this general perspective varies independently of one's other personal characteristics (such as sex, age, income, or education). Some people see almost nothing but good coming from tourism. Others see tourism as inherently involving trade-offs between desirable and undesirable consequences. Of course, those taking the

more critical perspective may well differ in what they perceive as good or bad consequences, such that their overall assessments may also differ.

The best quantitative measure of this main sub-cultural variation was found to be an additive index that combines responses to 33 specific questions in a two-stage process. Individuals with high scores on this Macro-Index represent the "uncritically positive" extreme. Those with lower scores represent the more "cautiously ambivalent" viewpoint.

The range of overall assessments is truncated.

Belongers' assessments of tourism do not run the gamut from extremely positive to extremely negative: the range of opinions is rather truncated. Belongers' scores on the Macro-Index measure range from extremely positive to mildly negative, because there are no genuinely negative respondents in either the survey or the ethnographic interviews. Within this somewhat truncated range, the distribution of Belongers approximates a normal curve (see Table 7.1) with its 'centre of gravity' to the positive side of neutral. Thus, the citizens of the Turks and Caicos Islands are quite positive about and supportive of tourism in their country.

Table 7.1: The Distribution of Macro-Index Scores
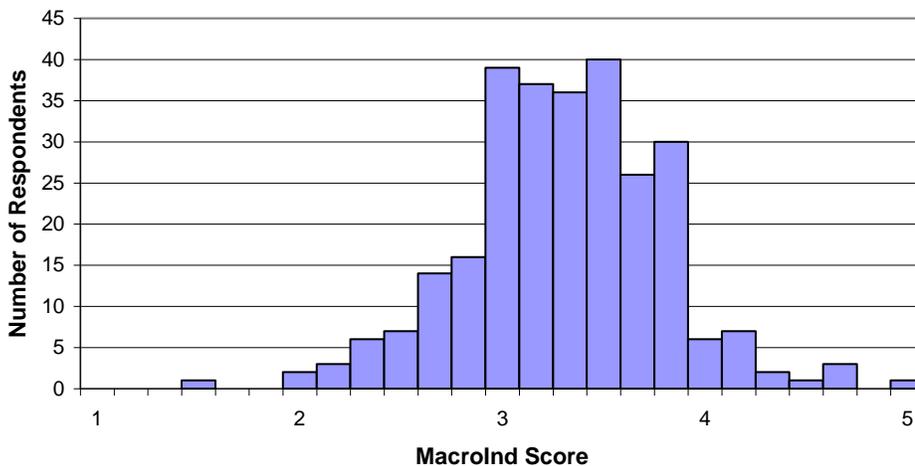
As time goes on – say, ten years hence – it is quite possible, some would say likely, that more and more Belongers will come to view tourism as involving trade-offs among "the good, the bad, and the ugly." Particularly if nothing is done to alter what is already perceived as an uneven distribution of tourism's benefits, the Life Cycle Model predicts that the current distribution of Macro-Index scores will slowly shift to the left. When and if that happens, Belonger support of tourism will have eroded substantially, which in turn may lead to a diminished visitor experience and eventually diminished tourism revenues.

Recommendations

Much of what we recommend here has been noted in other reports and planning documents. The recommendations below, however, are based on the findings of the survey, and in that sense, they directly take into account Belongers' own views. There are three basic recommendations:
1. Keep tourism within sustainable limits.
2. Develop suitable tourism products for each island.
3. Facilitate Belonger participation in the new tourism economy.

Sustainable Tourism

A major obligation of the Ministry of Tourism and the Tourist Board is to ensure that the tourism industry can be sustained in the long-term. On the one hand, this requires careful planning when developing and marketing the tourism product. On the other, it requires appropriate ordinances concerning buildings and protected areas, as well as enforcement of these when particular projects are proposed. The TCI Government has been very aggressive over the past 15 to 20 years in pursuing a tourism-based economy on the grounds that the islands are resource poor, except for their physical beauty. Officials and local people alike seem to agree that tourism is the lifeline for TCI's economy today. This does not mean that efforts to diversify the country's economy should not continue, just that nothing is likely to generate the revenues that tourism does.

Currently, TCI's principal asset for tourism is the natural beauty of the islands (beaches, sand, water, and reefs) and beach vistas, but these same assets are vulnerable to degradation through over-building, over-crowding, pollution, and reef destruction. In short, it is possible to have too much of a good thing – too much tourism, too many visitors for what the sea- and landscapes can absorb. For this reason, sustainable tourism is imperative for the long-term economic vitality of the country, and tourism planning should continue to target the smaller number of high-end visitors as the means to maximize revenues while minimizing the ecological footprint. That said, there is still room for tourism to expand within the limits of sustainability, and Belongers' own views about suitability are addressed in the survey.

Suitable Tourism Products for Each Island

Historic/cultural tourism is Belongers' most preferred kind of tourism for further development, ranking number one in each island's list (see Table 3.23, page 27). We heartily endorse this preference, for it would achieve several ends simultaneously. Firstly, a rich array of historic/cultural attractions would augment the current "sun, sand, and sea" appeal of TCI vis-à-vis foreign visitors. The tourism literature shows that longer-staying, upscale tourists (the country's current market segment) increasingly want to know about the particularities of the place they are visiting. The more they learn about the unique history and local culture of a destination, the more likely they are to return. Secondly, developing more historic/cultural attractions could jump-start inter-island, *domestic* tourism, something that is virtually absent at the present time. And thirdly, the very activity of selecting and then developing particular sites in the different islands would facilitate the much more general process of heritage construction among Belongers. In short, by identifying what is truly special about the Turks and Caicos

Islands (not just "generic Caribbean"), Belongers can reclaim their unique heritage while making their tourism product even more appealing to upscale foreign visitors (Cameron and Gatewood 2008). Three birds, one stone.

Selecting and developing the desired variety of historic/cultural attractions would almost certainly require a concerted and collaborative effort, as well as greater investments in such ventures. The Cultural and Arts Commission, the National Trust, the National Museum, and the Department of Environment and Coastal Resources should all be involved, along with the Ministry of Tourism and the Tourist Board, in organizing this country-wide effort. For example, there are many fine suggestions for heritage-type tourism outlined in the detailed report, *Belongers Opportunities in Protected Areas.* This report would be highly useful to implement, because it is sensitive to the idea of sustainable tourism, thoughtfully considers the consequences of development in protected areas, and stresses Belongers-run enterprises.

The least favoured kind of tourism, according to the survey, is cruise ship tourism. A slight majority would like to see an expansion of cruise ship tourism in Grand Turk (where it already exists), in Providenciales, and to a lesser extent in South Caicos, but not in the other islands. Cruise tourism brings masses of people and requires marine dredging, which usually entails some degree of reef/beach destruction. People seem aware of these downsides, which are at odds with their much more enthusiastic preferences for heritage and eco-tourism.

The perceived suitability of the other kinds of tourism varies by island. The survey's second and third choices (behind historic/cultural tourism) for each island are as follows:
- PROVIDENCIALES: Wedding/honeymoon tourism is regarded as the second most desirable kind of tourism for this well-developed island, followed closely by eco-tourism/diving.
- NORTH CAICOS: Beach/resort tourism is regarded as the second most suitable kind of tourism for North Caicos, followed very closely by wedding/honeymoon.
- MIDDLE CAICOS: Beach/resort tourism is second for this virtually undeveloped island, followed by wedding/honeymoon and eco-tourism/diving (which are tied for third).
- SOUTH CAICOS: Beach/resort tourism is regarded as the second most suitable kind of tourism, followed by eco-tourism/diving.
- GRAND TURK: Wedding/honeymoon tourism is the second most suitable kind of tourism for Grand Turk, followed by beach/resort.
- SALT CAY: Wedding/honeymoon tourism is the second most suitable kind of tourism for this largely undeveloped island, followed by eco-tourism/diving.

Other reports and planning documents have made recommendations concerning which kinds of tourism are best suited for different islands (e.g., *National Socio-economic Development Framework 2008-2017*). Over the coming decades, perhaps funds will be available to act on all these recommendations. In the shorter-term, however, officials may find the 2007 survey of Belongers' own preferences helpful in establishing priorities. Table 7.2, below, summarizes the survey findings on this important topic in a format that may be more useful when deciding which projects to develop first. The table lists the 30 possibilities (5 kinds of tourism x 6 islands) sorted, top-to-bottom, by the percentage of respondents favouring "more" tourism of type X in island Y.

Table 7.2: Preference Ranking for the Thirty Combinations (5 kinds of tourism x 6 islands)

Rank	Kind of Tourism	Island	Percent "More"
1.	Historic/cultural	South Caicos	93.1%
2.	Historic/cultural	Salt Cay	93.1%
3.	Historic/cultural	Grand Turk	92.4%
4.	Historic/cultural	Middle Caicos	92.4%
5.	Historic/cultural	North Caicos	90.9%
6.	Beach/resort	South Caicos	90.6%
7.	Eco-tourism/diving	South Caicos	88.4%
8.	Beach/resort	Middle Caicos	88.1%
9.	Wedding/honeymoon	Grand Turk	88.0%
10.	Historic/cultural	Providenciales	86.9%
11.	Beach/resort	North Caicos	86.6%
12.	Beach/resort	Grand Turk	86.2%
13.	Wedding/honeymoon	Salt Cay	85.1%
14.	Eco-tourism/diving	Grand Turk	85.1%
15.	Wedding/honeymoon	North Caicos	83.6%
16.	Eco-tourism/diving	Salt Cay	82.9%
17.	Eco-tourism/diving	North Caicos	82.2%
18.	Wedding/honeymoon	Middle Caicos	80.5%
19.	Eco-tourism/diving	Middle Caicos	80.5%
20.	Wedding/honeymoon	South Caicos	80.1%
21.	Beach/resort	Salt Cay	80.0%
22.	Wedding/honeymoon	Providenciales	72.5%
23.	Eco-tourism/diving	Providenciales	69.3%
24.	Cruise ship	Grand Turk	61.5%
25.	Cruise ship	Providenciales	59.5%
26.	Cruise ship	South Caicos	55.4%
27.	Beach/resort	Providenciales	47.6%
28.	Cruise ship	North Caicos	47.4%
29.	Cruise ship	Salt Cay	43.4%
30.	Cruise ship	Middle Caicos	42.5%

Belonger Participation in the New Tourism Economy

With the energy and excitement of development, it is easy to neglect the inclusion of the local people on the assumption that the benefits of tourism always trickle down, even to those not directly involved in the industry. TCI officials are aware of the need to integrate more Belongers into the tourism economy, but Belongers are still under-represented in tourism-related fields. Few are found in tourism businesses; and only some are drawn to tourism educational programs. Some work in hotels, but there are relatively few in management positions. What, then, can be done to facilitate greater Belonger participation in the new tourism economy, both directly and indirectly?

1. Provide additional tourism education, training, and outreach activities.

TCI's traditional occupations – the salt industry, fishing, farming, the civil service – are skilled forms of work, but they do not really nurture the skills most needed in a tourism-based economy. As a consequence, the country's native population has not been well-prepared to engage in the entrepreneurial activities, service professions, or skilled trades that accompanied the burgeoning of tourism in the Turks and Caicos Islands. Indeed, many of the jobs created over the last twenty-five years have been filled by imported labourers and professionals. Thus, one challenge facing the country now is how to increase opportunities for Belongers to engage directly in tourism-related fields.

Starting a business and managing it successfully requires creativity, willingness to take risks, making decisions in unknown or partially known conditions, record-keeping, and marketing. Similarly, providing excellent service has its own set of skills, such as prompt attention to the customer, empathetic anticipation of their wishes, and patience with frustrating situations. And, considerable technical expertise is required to be a carpenter, a plumber, an electrician, and so on. Educational programs for many of these sorts of careers are now being offered at the community college, and over time, these relatively new curricula should produce cohorts of well-prepared graduates. In the meantime, we recommend additional educational/training efforts as a means to facilitate Belongers' direct participation in the new economy.

Firstly, we recommend more funding for secondary school programs, technical schools, and workshops to stimulate interest among young people in the possibilities of tourism-related careers. TCInvest's Small Enterprise Development Centre, in collaboration with the Tourist Board, could develop a variety of workshops aimed especially at youth. The key is to inform teen-agers about the variety of employment opportunities available in the country's new economy and to provide guidance concerning how to prepare themselves for those careers.

Secondly, we recommend more effort be put into mentoring programs for Belongers who wish to start their own small business. Current members of the Chamber of Commerce, for example, would be ideal mentors for those with an interest in business but who lack experience in the nuts-and-bolts of obtaining start-up loans, keeping accounts, or managing inventories.

2. Keep Belongers informed of and involved in tourism planning.

A sizeable proportion of the survey respondents indicate that development is happening too fast. While this is an all-too-familiar feature of contemporary life for residents of urban and industrialized nations, many Belongers are uneasy about the pace of change they are experiencing in their own country. Anxiety of this sort is common when people feel they have little control over what is happening around them. Thus, the government might address this in at least two ways. (1) Keep citizens well informed about particular projects through the media and public addresses. Since the large majority of respondents already think the newspapers, magazines, radio, and TV keep them well informed in this regards, we would only add that official publicizing of development projects should be done on a regular (at least monthly) basis, rather than waiting for events to become "news." (2) Incorporate cross-sections of concerned and knowledgable citizens (unpaid volunteers, not political appointees), as well as officials and stake-holders, into the planning process from the very beginning. For example, the commissioning of sub-committees when formulating the *National Socio-economic Development Framework 2008-2017* is an excellent model.

3. Distribute tourism revenues more equitably.

Perhaps the greatest threat to the long-term sustainability of tourism in TCI is the increasing social stratification and income disparities among Belongers, which have resulted, in large part, from the new tourism economy and the uneven development of the islands. As of 2007, Belongers are remarkably altruistic about this matter. Most remain optimistic and are patiently waiting for the benefits to trickle down to them indirectly. But, looking ahead, patience will wear thin unless steps are taken to ensure the financial benefits of tourism are spread more equitably among all Belongers. Facilitating greater direct involvement by Belongers in the tourism industry is, of course, one way to do this, as we have already recommended. The other way is substantial reinvestments of tourism-generated revenues into infra-structural improvements on all the islands, such as transportation services, hospitals, schools, and the development of historic-cultural sites. We recommend both approaches to the problem be pursued simultaneously.

A Final Recommendation

One final recommendation is that the Ministry of Tourism and the Tourist Board continue to monitor Belonger perceptions of tourism over the coming years. Random sample surveys, such as the one reported here, are expensive and time-consuming when conducted as separate research projects. Thus, to save costs and yet obtain information on a regular basis, perhaps a shortened questionnaire addressing perceptions of tourism could be included with a randomly-selected fraction of the country's census forms.

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Appendix A: The Survey Form (in English) with Frequencies

Belonger Perceptions of Tourism   (Gatewood & Cameron: Summer, 2007)

Section A. BACKGROUND QUESTIONS

1. Where were you born?   2. Where do you currently live?   3. What is your voting district?
    (country / island)   (island)
    _____(see separate 'characteristics of sample' tally for items 1-3)_____

4. How did you become a "Belonger"?   236 Belonger by birth   41 Belonger by naturalization

5. Sex: 6. Age: 7. Formal education:
       114   67 20s or younger   (check highest level completed:)
       Male   75 30s   45 Primary school
       163   50 40s   28 some Secondary school
       Female   43 50s   65 Secondary school graduate
                           17 60s   68 some college or technical school
                           19 70s   35 Associate's degree
                            5 80s or older   22 Bachelor's degree
                                                              10 Post-graduate degree

8. Current marital situation:
       120 Single   136 Married   19 Divorced/Widowed

9. Number of children: __(mean = 2.75 … 61 with none, 216 with from 1 to 26 children)__

10. Your household's annual income (please check one box):
       82 less than $25,000   18 $100,000 - $149,999
       71 $25,000 - $49,999   7 $150,000 - $199,999
       40 $50,000 - $74,999   1 $200,000 - $249,999
       19 $75,000 - $99,999   3 $250,000 or more

11. What is your current employment? _____(not coded)_____
    (Please list all jobs, if more than one)
                                       _____

12. Do you currently work in a tourism-related field?   98 Yes   179 No

13. Does your spouse, parents, siblings, or children work in tourism?   106 Yes   170 No

14. Do you have friends and/or neighbours who work in tourism?   227 Yes   49 No

15. During the past year, how often would you say you have thought about tourism and its impacts on life
    here?
       123 Most every day
        60 Once or twice a week
        42 Once or twice a month
        52 Very rarely

16. How often have you spoken with visiting tourists during the past year?
        82 Most every day
        53 Once or twice a week
        57 Once or twice a month
        85 Very rarely

17. Which type of tourist do you encounter most often?
      66 Cruise ship   211 Stay-over

18. Overall, how would you describe your encounters with visiting tourists?
   (check only one)
      157 Very positive
       77 Somewhat positive
       38 Neutral
        5 Somewhat negative
        0 Very negative

19. About how far away do you live from the nearest tourist area?
      106 Very close
      133 A few miles
       38 A long distance

20. How much financial benefit does tourism bring to:

	Very little	Some	Great deal
a) You, personally	109	90	76
b) People in your immediate family	65	113	97
c) Your friends and neighbours	41	146	88
d) Your island of residence	18	43	215
e) The country as a whole	6	14	257

21. How much do you know about Turks and Caicos's history and culture?
      172 I know a great deal about local history and culture
       98 I know a little about the local history and culture
        7 I know practically nothing about the local history and culture

22. Compared to other Belongers, how strong is your affection and attachment to Turks and Caicos?
      198 Probably stronger than most
       73 About the same as most
        6 Probably less than most

23. Which of the following sources do you rely on to keep informed about local news and events?
   (check all that apply)
      218 Newspapers   83 Government or local Internet sites
       90 Magazines   69 Public (live) speeches
      191 Radio   140 Other people you know (word of mouth)
      201 Television

24. How often do you travel away from Turks and Caicos as a tourist?
       26 Rarely or never
       78 About once a year
      173 Two or more times per year

25. Which of the following parts of the world have you visited?
   (check all that apply)
      261 United States – Florida   222 Caribbean (other than Turks and Caicos)
      147 United States (elsewhere)   26 South / Central America
       45 Canada   9 Africa / Middle East
       61 United Kingdom   10 Asia
       26 Europe (continent)   7 Australia / New Zealand / Pacific Islands

Section B. TOURISTS AND TOURISM ATTRACTIONS

1. Approximately how many tourists do you think visited Turks and Caicos last year?
    - 18 Fewer than 50,000
    - 85 50,000 – 100,000
    - 83 100,000 – 250,000
    - 57 250,000 – 500,000
    - 30 More than 500,000

2. Which three parts of the world do most of the tourists to Turks and Caicos come from?
    (Mark only three of the areas, using: 1= most, 2 = second, and 3 = third)
    [sample means: where possible range is 0= "no one checked" to 3= "everyone ranked as first"]
    - .011 Africa / Middle East
    - .004 Asia
    - .018 Australia / New Zealand / Pacific Islands
    - 1.229 Canada
    - .415 Caribbean (other than Turks and Caicos)
    - .610 Europe (continent)
    - .240 South / Central America
    - .749 United Kingdom
    - 2.720 United States

3. Please name up to three "famous people or celebrities" who have visited Turks and Caicos within the past 10 years.
    a)_____ b)_____ c)_____
    (see separate tally of these names)

Appeal of Turks and Caicos to Tourists

How important is each of the following with respect to attracting tourists to Turks and Caicos?	Not Important	Somewhat Important	Very Important
4. Unspoiled, scenic beaches and reefs (sun, sand, and sea)	3	5	269
5. The country is easy to get to from North America	17	79	178
6. Turks and Caicos is a new, fresh, and different destination	3	46	227
7. The peaceful, quiet, laid-back lifestyle here	4	40	231
8. Local people are friendly and treat visitors well	2	30	244
9. The country's historic sites and local cultural traditions	8	74	194
10. The low crime rate	6	32	238
11. Turks and Caicos's reputation as an upscale and exclusive destination	3	47	226
12. The exceptional opportunities for diving and water sports	0	37	239

Characteristics of the Tourists

"Most of the tourists who visit Turks and Caicos … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. are wealthy and used to luxury.	16	57	89	81	34
2. are friendly and polite.	5	29	95	119	29
3. don't usually expect any special treatment.	25	84	86	63	17
4. are not interested in the place or its people.	63	120	49	33	10
5. demand first-class service.	9	65	71	85	47
6. are willing to rough it.	38	92	87	51	8
7. tend to abide by local rules and standards of behaviour.	11	31	62	133	39
8. act like little gods.	32	138	77	23	6
9. are demanding and impatient.	20	103	109	37	8
10. tend to disrespect local rules and customs.	34	146	69	20	7
11. are budget-minded and careful with their money.	3	41	99	105	28
12. are curious about the islands and its people.	1	21	45	146	64
13. are easy-going and laid-back.	6	26	115	106	24
14. are mostly loud and rude.	48	145	70	9	5

Section C. GENERAL PERCEPTIONS OF TOURISM

Pace of Change and Potential for Further Development

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. During the past ten years, the country has been changing too quickly.	17	84	46	76	52
2. Over the past ten years, the country has been changing at just about the right pace.	17	64	56	97	40
3. Most Belongers see tourism as good for Turks and Caicos.	0	7	24	119	124
4. Most Belongers see tourism as a trade-off between good and bad things for Turks and Caicos.	17	87	89	58	24
5. In recent years, too many outside workers have entered the country.	9	19	45	100	102
6. The tourism industry is growing in a slow, regulated way.	40	118	44	58	13
7. The population growth of recent years has strained the local school system.	12	29	40	102	92
8. Development is leaving many local people behind.	13	49	45	83	85

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9. Nobody is lagging behind in the country's development.	59	125	48	30	15
10. Everybody is getting a piece of the tourism pie.	64	112	44	42	15
11. Only some people are benefiting from tourism.	15	49	48	111	52
12. The tourism industry drives the economy of the country.	4	9	31	97	134
13. Turks and Caicos can grow and develop without tourism.	98	117	37	23	2
14. There is no real limit to how much the tourism industry can grow in Turks and Caicos.	9	36	58	112	60
15. Tourism in Turks and Caicos is currently at a cross-roads between good or bad outcomes.	8	70	92	90	17
16. The tourism industry here can only make things better for the country.	2	30	55	115	75
17. Tourism in Turks and Caicos still has lots of room for further development.	4	18	28	139	87
18. Tourism development is already past the point of sustainability and balance.	27	141	69	30	9
19. Tourism in Turks and Caicos is fragile and could be ruined by a series of small things.	13	44	60	109	50
20. The country's growing tourism industry is likely to result in a worse future for Belongers.	44	128	68	26	11
21. The country's economic development is being guided mainly by long-range planning.	11	43	99	96	28

Belongers' Attitudes about Tourism Work

"Most Belongers … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. appreciate that tourism work is a game you have to play.	17	76	68	95	20
2. feel that tourism work is like being a servant.	24	110	78	56	9
3. prefer the security and stability of government jobs.	12	36	77	116	35
4. prefer jobs in the private sector.	4	46	95	104	27
5. will only work in tourism if they can get management jobs.	25	115	75	47	15
6. are willing to begin their training in tourism at the bottom.	11	75	86	92	13
7. regard most tourism jobs as too low paid.	16	78	82	84	17
8. see most tourism work as good paying.	9	72	96	83	16
9. are able to get loans to start a business, if they want.	20	55	76	105	20
10. have trouble getting loans for business start-ups.	12	91	91	60	23
11. feel that they are owed a living.	23	76	80	73	24

"Most Belongers … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
12. are willing to work hard to be a success.	5	31	56	114	71
13. prefer to leave menial jobs (such as maid or grounds keeper) to immigrants.	15	40	41	115	65
14. are willing to take menial jobs.	33	122	62	48	12
15. feel they are treated fairly in their applications for tourism jobs.	17	77	108	64	11
16. feel that foreign applicants get preference for tourism jobs.	14	46	67	110	40
17. don't see tourism work as "an island thing."	23	97	85	58	13
18. see lots of opportunities for themselves in tourism work.	7	45	82	107	34

Section D. SPECIFIC IMPACTS OF TOURISM

Social and Cultural Impacts

"The country's growing tourism industry … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. brings tourists of many different backgrounds to the country.	3	4	23	129	118
2. brings mostly the same kind of tourists to the country.	16	150	57	40	13
3. has broadened the outlook of local people.	1	12	51	169	42
4. has put Turks and Caicos on the world map.	0	4	26	107	140
5. has strained local public services (such as police and medical).	20	94	65	72	26
6. has resulted in significantly improved public services (such as police and medical).	10	43	76	115	33
7. has had no effect on where Belongers can go in the country, whether for work or for fun.	21	95	55	82	24
8. has allowed more Belongers to remain and work in the country.	4	21	44	151	57
9. has made native people more selfish and greedy.	26	124	73	41	12
10. has not affected native people's helpful and caring nature.	8	56	76	108	28
11. has made Turks and Caicos into a land of strangers.	26	104	56	68	23
12. is breaking down the local sense of community.	27	107	78	49	13
13. is strengthening the local sense of community.	11	49	103	87	25
14. has had no effect with respect to local people using illegal drugs.	24	91	89	57	16
15. has led to an increase in social problems such as alcoholism, physical violence, or divorce.	32	97	63	64	21

98

"The country's growing tourism industry … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
16. has had no effect on social problems such as alcoholism, physical violence, or divorce.	23	90	83	62	19
17. has had a bad effect on the morals of most people.	27	108	79	51	11
18. has had no impact on the morals of most people.	21	86	95	66	9
19. has had little effect on the crime rate.	19	101	60	83	12
20. has nothing to do with the increase in illegal immigration.	36	113	47	57	24
21. will eventually make native culture disappear.	27	115	61	56	16
22. will lead to a revival of native culture.	10	59	85	105	17
23. has made Belongers lose their sense of identity.	27	122	67	48	13
24. has strengthened Belongers' identity.	10	59	86	88	34

Environmental Impacts

"The growth of tourism in Turks and Caicos has led to … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. more preservation of historic sites and old buildings.	7	18	48	132	72
2. the destruction of historic sites and old buildings.	47	149	43	32	6
3. poorly maintained local roads and public places.	54	140	47	22	13
4. increased traffic, noise, and congestion.	18	36	39	151	33
5. fewer and weaker regulations to protect the environment.	27	137	59	41	12
6. more resort construction in delicate natural areas.	12	55	55	110	44
7. more laws against building in natural areas.	14	48	84	90	41
8. more garbage build-up and pollution.	20	82	41	102	28
9. better management of waste and pollution.	17	65	65	102	27
10. the degrading of the coral reefs and beaches.	34	103	68	55	17
11. greater interest among Belongers in the natural environment.	4	32	70	135	35
12. less environmental interest among Belongers.	28	134	81	25	9
13. better health and nutrition for local people.	12	55	85	102	23
14. worsening health and nutrition for local people.	25	133	72	36	10
15. the potential for a future environmental crisis.	17	79	89	72	18
16. the potential for better environmental conservation.	6	18	84	132	36

Economic Impacts

"As a result of the country's growing tourism industry, … <statement>."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. the standard of living in Turks and Caicos has gone up.	4	9	26	118	120
2. the cost of living (housing, goods, services) has gone down.	110	108	18	16	25
3. there is more choice with respect to the kinds of goods and services available.	4	16	43	160	54
4. the majority of new jobs are in the tourism sector.	4	39	51	129	53
5. many different types of jobs are now available.	5	17	41	164	50
6. new job opportunities are evenly distributed among the different islands.	23	95	62	77	20
7. opportunities are not likely to get any better for local people.	24	156	51	30	16
8. the country has had to import foreign workers.	10	20	37	143	67
9. the profits from tourism trickle down to everyone.	23	77	71	77	28
10. the profits from tourism go to just a few people.	21	99	68	64	21
11. there are new business opportunities for native people.	6	17	46	160	46
12. there has been a decrease in foreign investment in the country.	44	129	64	32	8
13. all new businesses in the country are now required to have a Belonger partner.	4	33	52	106	82
14. Turks and Caicos is improving economically, overall.	3	15	44	138	77
15. there are fewer funds available for education and scholarships.	53	105	65	34	19
16. public services are likely to get worse.	36	127	69	34	10

Section E. PLANNING FOR THE FUTURE

1. Compared to 10 years ago, has life here gotten better or worse with respect to:

	Better	Same	Worse
The standard of living for Belongers here in the country	235	24	16
Educational and job opportunities for Belongers	255	9	11
The kinds and varieties of things people can do to have fun locally	183	73	17
Belongers' pride in their country	189	67	18
Social problems, such as crime, drugs, and domestic violence	43	66	163
The general level of public health and nutrition	154	86	34
Ease of travel	206	32	36
The sense of community	124	103	48
The ethical, moral, and spiritual values of Belongers	117	94	63
The overall "quality of life" here	225	37	13

2. Looking ahead 10 years, do you think life here will be better or worse with respect to:

	Better	Same	Worse
The standard of living for Belongers here in the country	227	26	24
Educational and job opportunities for Belongers	226	23	28
The kinds and varieties of things people can do to have fun locally	222	46	9
Belongers' pride in their country	202	54	21
Social problems, such as crime, drugs, and domestic violence	88	43	145
The general level of public health and nutrition	204	47	26
Ease of travel	194	42	41
The sense of community	165	76	35
The ethical, moral, and spiritual values of Belongers	162	59	56
The overall "quality of life" here	221	36	20

Managing Development and Keeping Informed

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3. Private businesses and public agencies should develop more historic and cultural attractions for tourists.	4	8	35	123	107
4. There are too many legislative controls on new coastal development projects (such as marinas, reef cuts, terminals, canals, resort buildings).	61	118	64	27	7
5. There are not enough legislative controls on new coastal development projects.	6	41	78	118	34
6. The government needs to diversify the country's economic foundation for the future.	4	6	58	139	69
7. The government should concentrate on tourism as the means to develop the economy.	9	67	52	108	40
8. Each island should develop something different for tourists.	2	9	28	128	110
9. Newspapers, magazines, radio, and TV keep people well informed about development projects.	7	24	28	139	78
10. Word of mouth is more important than public media for keeping people informed about development projects.	44	118	52	46	17
11. Belongers seldom talk among themselves about the good and bad of tourism.	29	111	52	64	21
12. Belongers talk quite a bit among themselves about the good and bad of tourism.	9	41	51	131	45

13. Which kinds of tourism would you like to see more or less of on each of the following islands?

Providenciales	More	No change	Less
Beach/resort tourism	131	102	42
Historic/cultural tourism	238	31	5
Eco-tourism/diving tourism	190	76	8
Cruise ship tourism	163	89	22
Wedding/honeymoon tourism	200	70	6
Other: _____(separate tally)_____	–	–	–

Grand Turk	More	No change	Less
Beach/resort tourism	237	35	3
Historic/cultural tourism	256	21	0
Eco-tourism/diving tourism	234	37	4
Cruise ship tourism	169	96	10
Wedding/honeymoon tourism	243	28	5
Other: _____(separate tally)_____	–	–	–

North Caicos	More	No change	Less
Beach/resort tourism	239	33	4
Historic/cultural tourism	251	23	2
Eco-tourism/diving tourism	226	43	6
Cruise ship tourism	129	120	23
Wedding/honeymoon tourism	230	37	8
Other: _____(separate tally)_____	–	–	–

Salt Cay	More	No change	Less
Beach/resort tourism	220	51	4
Historic/cultural tourism	256	19	0
Eco-tourism/diving tourism	228	42	5
Cruise ship tourism	119	136	19
Wedding/honeymoon tourism	235	37	4
Other: _____(separate tally)_____	–	–	–

Middle Caicos	More	No change	Less
Beach/resort tourism	244	30	3
Historic/cultural tourism	256	21	0
Eco-tourism/diving tourism	223	47	7
Cruise ship tourism	117	136	22
Wedding/honeymoon tourism	223	50	4
Other: _____(separate tally)_____	–	–	–

South Caicos	More	No change	Less
Beach/resort tourism	251	24	2
Historic/cultural tourism	258	18	1
Eco-tourism/diving tourism	245	27	5
Cruise ship tourism	153	112	11
Wedding/honeymoon tourism	222	50	5
Other: _____(separate tally)_____	–	–	–

THANK YOU for participating in this survey!

Before you return the form to us, please take just a minute to go through the form and make sure you didn't miss any of the questions.

Appendix B: The Survey Form (in Haitian Creole) without Frequencies

Kòman Belonger Pèsevwa Tourism   (Gatewood & Cameron: Ete, 2007)

Seksyon A. KESYON KONESANS

1. Kibò ou te fèt?   2. Kibò wap viv konnyè-a?   3. Nan ki distri ou gendwa vote?
   (zile / peyi)   (zile)

_____   _____   _____

4. Kòman ou te fè vin genyen "Belonger"?   ☐ de nesans   ☐ par natiralizasyon

5. Seks: 6. Laj: 7. Edikasyon fòmèl:
     ☐   ☐ 20 an ou mwens   (tcheke nivo ki koresponn-lan)
     Gason   ☐ 30-39   ☐ Lekòl primè
     ☐ Fi   ☐ 40-49   ☐ Lekòl segondè
                      ☐ 50-59   ☐ Filozofi
                      ☐ 60-69   ☐ Lekòl pwofesyonèl
                      ☐ 70-79   ☐ Lòt etud
                      ☐ 80 an ou plis   ☐ Lisansye
                                                  ☐ Lòt etud apre lisans

8. Eta sivil aktyèl:
     ☐ Selibatè   ☐ Marye   ☐ Divòse

9. Konbyen timoun: _____

10. Revnu manm fanmiy-lan chak ane (tcheke yon ti kare sèlman):
     ☐ mwens ke $25,000   ☐ $100,000 - $149,999
     ☐ $25,000 - $49,999   ☐ $150,000 - $199,999
     ☐ $50,000 - $74,999   ☐ $200,000 - $249,999
     ☐ $75,000 - $99,999   ☐ $250,000 ou plis

11. Kibò wap travay aktyèlman?   _____
    (Site tout djòb yo, si ou genyen plis ke yon djòb)

    _____

12. Eske wap travay nan zafè tourism?   ☐ Wi   ☐ Non

13. Eske madanm ou osinon mari-ou, paran ou, pitit ou ap travay nan zafè tourism?   ☐ Wi   ☐ Non

14. Eske ou genyen vwazen osinon zanmi kaptravay nan zafè tourism?   ☐ Wi   ☐ Non

15. Nan lane ki sot pase-a, konbyen de fwa ou ta kapab di ou te panse osijè de tourism e ki enpak li fè nan la vi pa bò isit?
     ☐ Preske chak jou
     ☐ Yonn ou de fwa pa semèn
     ☐ Yonn ou de fwa pa mwa
     ☐ Trè rarman

16. Konbyen de fwa ou te pale ak touris visitè nan lane ki sot pase-a?
     ☐ Preske chak jou
     ☐ Yonn ou de fwa pa semèn
     ☐ Yonn ou de fwa pa mwa
     ☐ Trè rarman

17. Ki tip de touris ke ou rankontre plu souvan?
- ☐ Ki nan bato de kwazyè
- ☐ Ki vin fè sejou

18. Surtou, kòman ou ta kapab dekri rankont ou avèk touris vizitè-yo?
(tcheke yon ti kare sèlman)
- ☐ Trè pozitif
- ☐ En pe pozitif
- ☐ Net (neutral)
- ☐ En pe negatif
- ☐ Trè negatif

19. Anviwon ki distans wap viv de yon zòn touristik?
- ☐ Trè proch
- ☐ Kelke kilomèt
- ☐ Yon long distans

20. Sur le plan finansye, ki kantitè pwofi tourism pote:

	Trè pe	En pe	Anpil
a) Pou ou pèsonèlman	☐	☐	☐
b) Pou moun ki nan fanmiy-ou	☐	☐	☐
c) Pou zanmi-ou ak vwazen-ou	☐	☐	☐
d) Pou moun ki rezide nan zile-a	☐	☐	☐
e) Pou peyi-a an jeneral	☐	☐	☐

21. Ki kantite konesans ou genyen nan zafè istwa ak la kilti peyi Turks and Caicos?
- ☐ Mwen konnen anpil bagay nan zafè istwa ak la kilti lokal
- ☐ Mwen genyen yon ti konesans nan zafè istwa ak la kilti lokal
- ☐ Mwen pa konnen prèske anyen nan zafè istwa ak la kilti lokal

22. An konparezon avèk lòt Belonger, kòman afeksyon-ou avèk atachman-ou ye pou peyi Turks and Caicos?
- ☐ Plu fò ke lòt yo
- ☐ Anviwon menm bagay ak lòt yo.
- ☐ Mwens ke lòt yo

23. Ki ès nan sous sa yo ki enfòme-ou o sijè de nouvèl lokal avèk lòt evènman?
(tcheke tout sa ki apwopriye)
- ☐ Jounal
- ☐ Magazin
- ☐ Radyo
- ☐ Televizyon
- ☐ Sit Entènèt lokal osinon Gouvènmantal
- ☐ Diskou publik
- ☐ Lòt moun ke ou konnen (radyo bouch)

24. Konbyen de fwa ou vwayaje en deyò de Turks and Caicos?
- ☐ Rarman o sinon jamè
- ☐ Anviwon yon fwa pa ane
- ☐ De fwa ou plus pa ane

25. Ki ès nan zòn sa yo nan mond lan ke ou te vizite?
(tcheke tout peyi ke ou te vizite)
- ☐ Etazini – Florid
- ☐ Lòt zòn nan Etazini
- ☐ Kanada
- ☐ Angletè
- ☐ Kontinan Ewòp
- ☐ Lòt peyi ki nan Karayib-la
- ☐ Amerik Santral / Amerik du Sud
- ☐ Afrik / Moyen Oryan
- ☐ Azi
- ☐ Ostrali / Nouvèl Zeland / Zile Pasifik-yo

Seksyon B. TOURISM AK ATRAKSYON TOURISTIK

1. A pe prè konbyen touris ou panse ki te vizite Turks and Caicos ane pase?
    - ☐ Mwens ke 50,000
    - ☐ 50,000 – 100,000
    - ☐ 100,000 – 250,000
    - ☐ 250,000 – 500,000
    - ☐ Plus pase 500,000

2. Ki twa kote nan mond lan ki bay plus tourist ki vini nan Turks and Caicos?
    (Make sèlman 3 nan zòn yo, utilize: 1= plus, 2 = dezyèm, e 3 = twazyèm)
    - _____ Afrik / Moyen Oryan
    - _____ Azi
    - _____ Ostrali / Nouvèl Zeland / Zile Pasifik-yo
    - _____ Kanada
    - _____ Lòt peyi ki nan Karayib-la
    - _____ Kontinan Ewop
    - _____ Amerik Santral / Amerik du Sud
    - _____ Angletè
    - _____ Etazini

3. Silvouplè, bay non twa moun ki trè selèb ki te vizite Turks and Caicos pandan 10 ane kit sot pase?

    a)_____   b)_____   c)_____

Apèl de Turks and Caicos nan zafè Touris

Ki enpòtans chak bagay sa yo genyen nan sa ki konsène atire touris nan Turks and Caicos?

	Pa Enpòtan	Pe Enpòtan	Trè Enpòtan
4. Plaj non polue, ak resif (solèy, sab, lamè)	☐	☐	☐
5. Fasilite pou peyi-a entegre nan Amerik du Nò	☐	☐	☐
6. Turks and Caicos se yon destinasyon nouvèl, frèch, e diferan	☐	☐	☐
7. Trankilite, la pè ak estil de vi nan zòn-lan	☐	☐	☐
8. Moun Turks and Caicos ospitalye epi yo trete vizitè byen	☐	☐	☐
9. Sit istorik peyi-a avèk tradisyon kiltirèl lokal	☐	☐	☐
10. Yon pousantaj de krim ki trè ba	☐	☐	☐
11. Reputasyon Turks and Caicos kòm yon destinasyon ekskliziv	☐	☐	☐
12. Opòtunite eksepsyonèl pou plonjon ak spò nan dlo	☐	☐	☐

Karakteristik Touris-yo

"Anpil nan touris ki vizite Turks and Caicos… <propozisyon>."

	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
1. rich anpil epi yo abitye ak luks.	☐	☐	☐	☐	☐
2. trè senpatik e trè jantiy.	☐	☐	☐	☐	☐
3. òdinèman, pap espere okenn trètman spesyal.	☐	☐	☐	☐	☐
4. pa enterese de zòn-lan ni moun kap viv nan zòn-lan.	☐	☐	☐	☐	☐
5. egzije yon sèvis pwemye klas.	☐	☐	☐	☐	☐
6. byen dispoze pou fè-l vin dur.	☐	☐	☐	☐	☐
7. genyen tandans pou yo rete a koz de kompòtman ak prensip lokal-yo.	☐	☐	☐	☐	☐
8. aji tankou ti bondye.	☐	☐	☐	☐	☐
9. egzijan epi tou yo pa genyen pasyans.	☐	☐	☐	☐	☐
10. genyen tandans a derespekte koutum ak prensip lokal.	☐	☐	☐	☐	☐
11. genyen yon budjè ki byen kontrole e yo prudan avèk lajan-yo.	☐	☐	☐	☐	☐
12. trè kirye o sujè de zile-a ak tout moun kap viv ladan-l.	☐	☐	☐	☐	☐
13. ale fasil e tounen fasil.	☐	☐	☐	☐	☐
14. tapajè e yo pa sivilize.	☐	☐	☐	☐	☐

Seksyon C. PESEPSYON JENERAL DU TOURISM

Mezur de Chanjman ak Potansyalite pou Lòt Devlòpman

	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
1. Pandan dis lane ki sot pase-yo, peyi-a te chanje trò vit.	☐	☐	☐	☐	☐
2. Nan dis lane ki sot pase-yo, peyi-a sot konnen you chanjman ki fèt nan yon pa nòmal.	☐	☐	☐	☐	☐
3. Anpil Belonger wè tourism kòm yon bagay ki bon pou Turks and Caicos.	☐	☐	☐	☐	☐
4. Anpil Belonger wè tourism kòm yon balans antre bon bagay ak move bagay pou Turks and Caicos.	☐	☐	☐	☐	☐
5. Trè resamman nan ane ki sot pase-yo, tròp travayè ki soti nan lòt peyi te rantre nan Turks and Caicos.	☐	☐	☐	☐	☐
6. Endistri tourism-la ap devlope nan yon rit ki lant e ki regulye.	☐	☐	☐	☐	☐
7. Kwasans popilasyon nan dènye ane sa yo fatige sistèm lekòl lokal-la.	☐	☐	☐	☐	☐
8. Devlòpman kite anpil moun lokal dèyè.	☐	☐	☐	☐	☐

	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
9. Nan devlòpman yon peyi, pèsonn pa dwe rete dèyè.	☐	☐	☐	☐	☐
10. Tout moun dwe jwenn yon ti moso nan gato-a.	☐	☐	☐	☐	☐
11. Sèlman se yon ti group moun ki ap pwofite nan tourism.	☐	☐	☐	☐	☐
12. Endistri tourism-la fè ekonomi peyi-a monte byen wo.	☐	☐	☐	☐	☐
13. Turks and Caicos kapab devlope san tourism.	☐	☐	☐	☐	☐
14. Pa gen yon limit reyèl pou endike nan ki nivo endistri touris-la kapab devlope nan Turks and Caicos.	☐	☐	☐	☐	☐
15. Nan Turks and Caicos, tourism kouramman se yon kalfou ant bon ak move rezilta.	☐	☐	☐	☐	☐
16. Endistri touristik isit-la kapab sèlman fè bagay yo ale mye pou peyi-a.	☐	☐	☐	☐	☐
17. Nan Turks and Caicos, tourism genyen ankò anpil lòt espas pou lòt devlòpman.	☐	☐	☐	☐	☐
18. Devlòpman tourism deja depase degre de balans e pa kapab kenbe ankò.	☐	☐	☐	☐	☐
19. Nan Turks and Caicos, tourism frajil anpil e li te kapab ruine par yon seri de ti bagay ki aparamman san valè.	☐	☐	☐	☐	☐
20. Kwasans endistri touristik nan peyi-a li trè pwobab pou'l rezève yon move avni pou Belonger-yo.	☐	☐	☐	☐	☐
21. Devlòpman ekonomik peyi-a li gide prensipalman par yon seri de plan byen long.	☐	☐	☐	☐	☐

Atitud Belonger yo nan Travay ki Konsène Tourism

"Anpil Belonger … <propozisyon>."	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
1. apresye ke travay tourism se yon jwèt ke ou dwe jwe.	☐	☐	☐	☐	☐
2. santi ke travay tourism se tankou yon sèvitè.	☐	☐	☐	☐	☐
3. prefere sekirite ak stabilitè nan travay gouvènman.	☐	☐	☐	☐	☐
4. prefere djob nan sektè prive.	☐	☐	☐	☐	☐
5. ta kapab travay nan zafè tourism si e sèlman si yo ta kapab vin manedjè.	☐	☐	☐	☐	☐
6. vle kòmanse antrene nan zafè tourism jusk nan fon.	☐	☐	☐	☐	☐
7. konsidere travay nan zafè tourism tankou yon djòb ki pa peye.	☐	☐	☐	☐	☐
8. wè travay tourism kòm yon djob ki peye byen.	☐	☐	☐	☐	☐
9. an mezu pou yo jwenn yon prè pou kòmanse yon biznis, si yo vle.	☐	☐	☐	☐	☐
10. genyen pwoblem pou yo trouve yon prè pou yo kòmanse.	☐	☐	☐	☐	☐
11. santi ke la vi-a dwe-yo.	☐	☐	☐	☐	☐

"Anpil Belonger … <propozisyon>."	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
12. vle travay di pou yo genyen suksè.	☐	☐	☐	☐	☐
13. prefere kite travay domestik (tankou sèvant, gason lakou) pou imigran-yo.	☐	☐	☐	☐	☐
14. vle pran travay domestik.	☐	☐	☐	☐	☐
15. santi ke yo trete yo onètman nan aplikasyon ke yo fè pou travay tourism.	☐	☐	☐	☐	☐
16. santi ke yo bay plis preferans a etranje ki aplike pou travay tourism.	☐	☐	☐	☐	☐
17. pa wè travay tourism kòm yon bagay "ki konsène zile."	☐	☐	☐	☐	☐
18. wè anpil opòtunite pou yo menm nan travay tourism.	☐	☐	☐	☐	☐

Seksyon D. ENPAK ESPESIFIK NAN ZAFE TOURISM

Enpak Sosyal e Kiltirèl

"Kwasans endistri touristik peyi-a … <propozisyon>."	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
1. mennen tout kalite touris nan peyi-a..	☐	☐	☐	☐	☐
2. mennen prensipalman menm kalite touris nan peyi-a.	☐	☐	☐	☐	☐
3. te elaji pèspèktiv moun lokal-yo.	☐	☐	☐	☐	☐
4. te mete Turks and Caicos nan kat du mond.	☐	☐	☐	☐	☐
5. te bay twòp egzijans a sèvis publik lokal-yo (tankou la polis ak sèvis medikal).	☐	☐	☐	☐	☐
6. te pote kòm rezulta yon amelyorasyon trè siyifikatif nan sèvis publik yo (tankou la polis ak sèvis medikal).	☐	☐	☐	☐	☐
7. pat genyen okenn efè sou kèlkeswa kote Belonger yo kapab ale nan peyi-a, swa pou travay osinon pou plezi.	☐	☐	☐	☐	☐
8. te pemèt plus Belonger rete travay nan peyi-a.	☐	☐	☐	☐	☐
9. te rann moun natif natal peyi-a pi egoyis e pi visyè.	☐	☐	☐	☐	☐
10. pat afekte natur swanye e sèviab moun natif natal peyi-a.	☐	☐	☐	☐	☐
11. te fè Turks and Caicos nan yon tè ki apatyen a etranje.	☐	☐	☐	☐	☐
12. demoli sans lokal kominote-a.	☐	☐	☐	☐	☐
13. ranfòse sans lokal kominote-a.	☐	☐	☐	☐	☐
14. pat genyen okenn efè nan zafè ki konsène moun lokal kap utilize dròg.	☐	☐	☐	☐	☐
15. te kondwi a yon ogmantasyon pwoblèm sosyal yo tèlke moun kap bwè alkòl, vyolans fizik, ak divòs.	☐	☐	☐	☐	☐

110

"Kwasans endistri touristik peyi-a … \<propozisyon\>."	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
16. pat genyen okenn efè sou pwoblèm sosyal-yo tèlke moun kap bwè alkòl, vyolans fizik, ak divòs.	☐	☐	☐	☐	☐
17. te genyen yon move efè sou moral anpil moun.	☐	☐	☐	☐	☐
18. pat genyen okenn efè sou moral anpil moun.	☐	☐	☐	☐	☐
19. te genyen yon ti efè nan zafè ki konsène krim.	☐	☐	☐	☐	☐
20. pa genyen anyen pou'l wè avèk ogmantasyon imigran ilegal.	☐	☐	☐	☐	☐
21. pral disparèt kilti lokal-la.	☐	☐	☐	☐	☐
22. pral fè yon revèy nan kilti lokal-la.	☐	☐	☐	☐	☐
23. te fè Belonger yo pedi idantite-yo.	☐	☐	☐	☐	☐
24. te ranfòse idantite Belonger yo.	☐	☐	☐	☐	☐

Enpak sou Anviwònman

"Akwasman touris nan Turks and Caicos te mennen … \<propozisyon\>."	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
1. plus prezèvasyon sit istorik ak ansyen kay-yo.	☐	☐	☐	☐	☐
2. destriksyon sit istorik ak ansyen kay-yo.	☐	☐	☐	☐	☐
3. wout lokal ak plas publik yo genyen yon mentenans ki medyòk.	☐	☐	☐	☐	☐
4. ogmantasyon trafik, bwi, ak ankonbreman.	☐	☐	☐	☐	☐
5. mwens ak fèb règleman pou pwoteje anviwònman.	☐	☐	☐	☐	☐
6. plus konstriksyon otèl nan zòn natirèl ki trè delika.	☐	☐	☐	☐	☐
7. plus lwa kontr konstriksyon nan zòn natirèl ki trè delika.	☐	☐	☐	☐	☐
8. plus pil fatra ak polusyon.	☐	☐	☐	☐	☐
9. yon meyè jerans nan zafè gaspiyaj ak polusyon.	☐	☐	☐	☐	☐
10. degradasyon resif koralyen yo ak plaj-yo.	☐	☐	☐	☐	☐
11. yon pi gran enterè pami Belonger-yo nan zafè anviwònman natirèl.	☐	☐	☐	☐	☐
12. mwens enterè pami Belonger-yo nan zafè ki konsène anviwònman natirèl.	☐	☐	☐	☐	☐
13. meyè sante ak nutrisyon pou moun lokal.	☐	☐	☐	☐	☐
14. degradasyon la sante ak malnitrisyon pou moun lokal.	☐	☐	☐	☐	☐
15. potansyalite pou yon kriz nan anviwònman nan lavni.	☐	☐	☐	☐	☐
16. potansyalite pou yon meyè konsèvasyon anviwònman.	☐	☐	☐	☐	☐

Enpak sou Ekonomi

"Kòm rezilta nan devlòpman endistri touristik nan peyi-a, … \<propozisyon\>."	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
1. nivo de vi de Turks and Caicos te monte.	☐	☐	☐	☐	☐
2. le kou de la vi (kay, byen, sèvis) te bese.	☐	☐	☐	☐	☐
3. genyen plus chwa nan zafè ki konsène kalite byen ak sèvis ki disponib.	☐	☐	☐	☐	☐
4. majorite nouvo djòb-yo se nan sektè tourism-la ke yo ye.	☐	☐	☐	☐	☐
5. anpil kalite travay diferan vin disponib konnyè-a.	☐	☐	☐	☐	☐
6. nouvèl opòtunite de travay regilyèman distribye nan diferan zile-yo.	☐	☐	☐	☐	☐
7. opòtunite yo pa pwobab pou pote amelyorasyon pou moun lokal yo.	☐	☐	☐	☐	☐
8. peyi-a te genyen bezwen empòte travayè etranje.	☐	☐	☐	☐	☐
9. pwofi ke yo tire nan zafè tourism koule tout moun.	☐	☐	☐	☐	☐
10. pwofi ke yo tire nan zafè touris ale jwenn yo ti group moun sèlman.	☐	☐	☐	☐	☐
11. genyen nouvèl opòtunite nan zafè biznis pou moun natif natal yo.	☐	☐	☐	☐	☐
12. te genyen yon diminisyon nan envèstisman etranje kap fet nan peyi-a.	☐	☐	☐	☐	☐
13. tout nouvèl biznis kap fèt nan peyi-a konnyè-a genyen obligasyon pou yo asosye avèk yon Belonger.	☐	☐	☐	☐	☐
14. Turks and Caicos amelyore surtou sur le plan ekonomik.	☐	☐	☐	☐	☐
15. genyen mwens fon disponib pou edikasyon ak bous detud.	☐	☐	☐	☐	☐
16. sèvis publik yo vin pwobableman pi mal.	☐	☐	☐	☐	☐

Seksyon E. PLANIFIKASYON POU LAVENI

1. An konparezon a dis lane ki sot pase-yo, èske la vi-a vin pi bon osinon pi mal nan zafè ki konsène:

	Pi Bon	Menm Bagay	Pi Mal
Estandar de vi Belonger yo isit nan peyi-a	☐	☐	☐
Edikasyon ak opòtunite de travay pou Belonger-yo	☐	☐	☐
Divès kalite bagay moun kapab fè pou yo amize-yo lokalman	☐	☐	☐
Fyète Belonger yo nan peyi-yo	☐	☐	☐
Pwoblèm sosyal, tankou krim, dròg, ak vyolans domestik	☐	☐	☐
Nivo jeneral sante publik ak nutrisyon	☐	☐	☐
Ezans nan zafè vwayaje	☐	☐	☐
Sans de komunote	☐	☐	☐
Valè etik, moral, ak espirityèl Belonger-yo	☐	☐	☐
"Kalite kominezon la vi" isit-la genyen	☐	☐	☐

2. Nan dis lane ankò, èske ou panse la vi isit la ap vin pi bon osinon pi mal nan zafè ki konsène:

	Pi Bon	Menm Bagay	Pi Mal
Estandar de vi Belonger yo isit nan peyi-a	☐	☐	☐
Edikasyon ak opòtunite de travay pou Belonger-yo	☐	☐	☐
Divès kalite bagay moun kapab fè pou yo amize-yo lokalman	☐	☐	☐
Fyète Belonger yo nan peyi-yo	☐	☐	☐
Pwoblèm sosyal, tankou krim, dròg, ak vyolans domestik	☐	☐	☐
Nivo jeneral sante publik ak nutrisyon	☐	☐	☐
Ezans nan zafè vwayaje	☐	☐	☐
Sans de komunote	☐	☐	☐
Valè etik, moral, ak espirityèl Belonger-yo	☐	☐	☐
"Kalite kominezon la vi" isit-la genyen	☐	☐	☐

Jere Devlòpman e Rete Enfòme

	Antyèman Pa Dakò	Pa Dakò	Net (neutral)	Dakò	Antyèman Dakò
3. Biznis prive ak ajans publik ta dwe devlope plus atraksyon istorik e kultirèl pou touris.	☐	☐	☐	☐	☐
4. Genyen tròp kontròl lejislatif nan nouvo pwojè de devlopman kap fèt bò lanmè (tèlke marina, koup resif, tèminal, kanal, konstriksyon resort).	☐	☐	☐	☐	☐
5. Pa genyen ase kontròl lejislatif nan pwojè de devlòpman kap fèt bò lanmè.	☐	☐	☐	☐	☐
6. Gouvènman bezwen diferant kalite fondasyon ekonomik peyi-a nan laveni.	☐	☐	☐	☐	☐
7. Gouvènman ta dwe konsantre-l sou tourism kòm mwayen pou devlope peyi-a.	☐	☐	☐	☐	☐
8. Chak zile ta dwe devlope yon bagay diferan pou touris.	☐	☐	☐	☐	☐
9. Jounal, magazin, radyo, ak televizyon toujou byen enfòme pèp-la o sujè de pwojè devlòpman.	☐	☐	☐	☐	☐
10. Radyo bouch pi enpòtan ke medya publik-yo nan zafè enfòmasyon nan bagay ki konsène pwojè de devlopman.	☐	☐	☐	☐	☐
11. Belonger yo koze rarman pami yo o sujè du bon kote osinon move kote nan sa ki konsène tourism.	☐	☐	☐	☐	☐
12. Belonger yo fè yon ti koze pami yo o sujè du bon kote osinon move kote nan zafè tourism.	☐	☐	☐	☐	☐

13. Ki jan de tourism <u>ou</u> ta renmen wè plus osinon mwens nan chak zile sa yo?

Providenciales	Plus	Pa de Chanjman	Mwens
Tourism nan plaj / resort	☐	☐	☐
Tourism istorik / kiltirèl	☐	☐	☐
Tourism nan anviwònman / kap fè plonjon	☐	☐	☐
Tourism nan bato de kwazyè	☐	☐	☐
Tourism ki vin marye / ki vin fè lin de myèl	☐	☐	☐
Lòt (sijesyon): _____	☐	☐	☐

Grand Turk	Plus	Pa de Chanjman	Mwens
Tourism nan plaj / resort	☐	☐	☐
Tourism istorik / kiltirèl	☐	☐	☐
Tourism nan anviwònman / kap fè plonjon	☐	☐	☐
Tourism nan bato de kwazyè	☐	☐	☐
Tourism ki vin marye / ki vin fè lin de myèl	☐	☐	☐
Lòt (sijesyon): _____	☐	☐	☐

North Caicos	Plus	Pa de Chanjman	Mwens
Tourism nan plaj / resort	☐	☐	☐
Tourism istorik / kiltirèl	☐	☐	☐
Tourism nan anviwònman / kap fè plonjon	☐	☐	☐
Tourism nan bato de kwazyè	☐	☐	☐
Tourism ki vin marye / ki vin fè lin de myèl	☐	☐	☐
Lòt (sijesyon): _____	☐	☐	☐

Salt Cay	Plus	Pa de Chanjman	Mwens
Tourism nan plaj / resort	☐	☐	☐
Tourism istorik / kiltirèl	☐	☐	☐
Tourism nan anviwònman / kap fè plonjon	☐	☐	☐
Tourism nan bato de kwazyè	☐	☐	☐
Tourism ki vin marye / ki vin fè lin de myèl	☐	☐	☐
Lòt (sijesyon): _____	☐	☐	☐

Middle Caicos	Plus	Pa de Chanjman	Mwens
Tourism nan plaj / resort	☐	☐	☐
Tourism istorik / kiltirèl	☐	☐	☐
Tourism nan anviwònman / kap fè plonjon	☐	☐	☐
Tourism nan bato de kwazyè	☐	☐	☐
Tourism ki vin marye / ki vin fè lin de myèl	☐	☐	☐
Lòt (sijesyon): _____	☐	☐	☐

South Caicos	Plus	Pa de Chanjman	Mwens
Tourism nan plaj / resort	☐	☐	☐
Tourism istorik / kiltirèl	☐	☐	☐
Tourism nan anviwònman / kap fè plonjon	☐	☐	☐
Tourism nan bato de kwazyè	☐	☐	☐
Tourism ki vin marye / ki vin fè lin de myèl	☐	☐	☐
Lòt (sijesyon): _____	☐	☐	☐

MESI pou patisipasyon ou nan rechèch sa!

Avan ou renmet-nou fòmilè-a, pran yon minut pou revize-li e pou asure-ou ke ou pa manke okenn kesyon.