

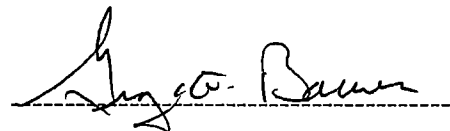
To the Graduate Council:

I am submitting herewith a thesis written by Kevin M. Costello entitled "The Perception of the Impact of Tourism as Related by the Residents of Margarita Island". I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master's of Science, with a major in Recreation, Tourism and Hospitality Management.

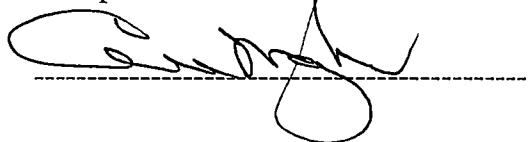
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**THE PERCEPTION OF THE IMPACT OF TOURISM
AS RELATED BY THE RESIDENTS OF MARGARITA ISLAND**

**A THESIS
PRESENTED FOR THE
MASTERS OF SCIENCE DEGREE
THE UNIVERSITY OF TENNESSEE, KNOXVILLE**

**KEVIN M. COSTELLO
MAY, 2001**

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DEDICATION

This thesis is dedicated to my parents, Mark and Carol Costello. I thank you for your patience, support and belief in me after all these many years of higher learning.

From you, I have inherited my love for people and places all over this wonderful world.

Although my wanderlust may never die, I know without any doubt that I will always have a place to call home and that is with you two.

ACKNOWLEDGEMENTS

Dr. Blanton has show as much patience and belief in me as my parents. I thank her dearly for that.

I want to thank Maggie for always being there for me. I look forward to you being there until the end of time.

The opportunity that I had to spend several months exploring and meeting the people of Margarita was a once in a lifetime experience. I want to thank all of the wonderful people who took part in my study. To learn about others is to learn about ones self.

I want to thank Ron, Tim and Jeff for watching my back and for making my years at the University of Tennessee, Knoxville enjoyable and a lot more interesting. I love you guys!

And finally I must thank Irma and Humberto Sardi for their love and hospitality. Allowing me into their life and home while on their lovely island proved to be the highlight of my adventure. Thank you so much.

ABSTRACT

The purpose of this study was to identify the perceptions of the impact of tourism as seen by the residents of Margarita Island. One hundred surveys were sent out to local residents with 53 people returning questionnaires and taking part in the study. Of these respondents seven were chosen to participate in the interview portion of the study.

The survey was used to provide the researcher with the background of the participant, their perceptions of tourism, their reactions and attitudes pertaining to visitors as well as a demographic profile. The survey also allowed the researcher to determine which participants met the qualifications that determined if they would go on to the interview phase of the study.

The interview consisted of eight open-ended questions designed to elicit responses from the participant in regards to tourism's effect on their life. The interview questions were used to explore the guiding question as well as the several sub-problems related to tourism development and visitor impacts on the local population. The study found that the three major impact area of economic, physical and social and cultural impacts were all being effected by tourism development. The interviews allowed for several key themes to immerge:

- 1) Tourism helped to improve the local economy.
- 2) Tourism provided a forum for positive cultural interaction.

- 3) The need for educational programs to improve cultural understanding and promote service quality.
- 4) Other minor points touched upon by one or two participants were included.

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CHAPTER I

INTRODUCTION

The industry of tourism has often been seen as a viable source of employment for economically underdeveloped small islands in the Caribbean. There has been widespread optimism that tourism may be a powerful agent of both economic and social change.

Indeed, tourism has stimulated employment and investment, modified land use and economic structure, and made a positive contribution to the balance of payments in many countries throughout the world (Mathieson, 1982). Islands whose economies were traditionally agricultural and fishing based are now becoming service-oriented. The promotion of tourism as a primary economic force is viewed as a simple source of new employment opportunities, increased tax revenue as well as an influence on maintaining and enhancing community infrastructure.

Unfortunately, many island nations and their local governments fail to consider the potential costs associated with the benefits of tourism development. In their attempt to increase economic growth, governments often lose sight of potential social and environmental consequences created by the expansion of tourism. These consequences

include increases in traffic, crime, drug use, cost of living; local residents feeling alienated or resentful; and a loss of the natural landscape.

In order to minimize the negative impacts of tourism, while at the same time promoting the positive impacts, comprehensive tourism planning must take place. For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Because of the frequency of interaction residents have with tourists, their willingness to serve as gracious hosts is critical to the success of tourism. Therefore, residents must be involved in the planning; they must be informed and consulted about the scope of development, and their attitudes towards tourism and perceptions of its impact on community life must be continually assessed (Allan & Long, 1988).

Throughout the history of the island it has been a destination for visitors who have had an impact on the land and people of Margarita. The Spanish explorer Christopher Columbus discovered Margarita in 1498 on his third journey to the New World. Not long after that, the discovery of a wealth of pearls lining the coast of the island brought fortune hunters from Spain. The wealth was immense and represented 40% of all the New World riches transported to Spain between 1500 and 1530. Enslaved native divers were fed only on oysters and forced to work until they died from exhaustion, blood gushing from mouth and nose. The only alternative to this ugly death



Figure 1.1 Map of Margarita

were the sharks attracted in ever increasing numbers (Branch, 1993). Today pearling is outlawed and the natives are treated much better by the visitors to Margarita.

Margarita is the largest of three islands that form the Caribbean State of Nueva Esparta (New Sparta). Figure 1.1 is a map of Margarita Island. Margarita has a population of over 300,000 while the other two islands -Coche and Cubagua- are sparsely populated (Brushaber, 1998). Margarita is 43 miles long and 300 square miles in all. It's largest city and main port is Porlamar, located in the southeast corner of the island. The Capital is La Asuncion (The Ascension), a colonial city located six miles from Porlamar

in the center of the island. Although considered as a Caribbean island, it still remains a relatively unknown tourist destination amongst North Americans. It was not until 1974, when the government declared the island a Duty Free Port, that mass tourism began. However, even this tourism was mostly domestic tourism consisting of local people from the mainland taking advantage of the Duty Free prices or weekend visitors escaping to the beach.

Within the last several years there has been a commitment to growth of the tourism industry. Local tourism professionals feel that with the backing and commitment of the government, the "tourism industry in Venezuela seems unstoppable" (Chiappe & Paredes, 1998). The tourism industry earned over \$1.1 billion in US dollars in 1997. More than half of this amount is concentrated on Margarita Island, the country's leading tourist destination. The proliferation of hotel and infrastructure projects is in direct relation to the goal of welcoming one million visitors a year, to Margarita (Chiappe, 1998). This proliferation sets the stage for both positive and negative impacts that rapid development can create. The question that will guide this particular research study focuses on these impacts.

How does development and rapid introduction of tourism as a primary economic base impact the local residents?

NEED FOR STUDY

The evaluation of the impacts of tourism is an important step in the development of a tourism destination. If left unexamined, certain negative impacts on the economy, environment and society could produce devastating results. In the same context beneficial impacts might go unnoticed leading to lost opportunities. This research can be a basis for the design and implementation of a sustainable tourism development program. The qualitative approach to this research may lead to the identification of issues, views or attitudes that should be studied in greater depth by future investigators.

PROBLEM STATEMENT

The impacts of tourism can have both a direct and indirect effect on the host community. These impacts can also be quite varied in their form and extent. This research will formulate potential themes pertaining to the interrelationship between the growth of tourism and the effects it has on the local residents. These themes will be used to answer the guiding question: *How does the development and rapid introduction of tourism as a primary economic base impact the local residents?* Several sub-questions will be identified and addressed.

- Does the amount of contact with visitors influence the participant's perceptions?

- Does the length of time a resident has lived on the island influence the participant's perceptions?
- Does age and or gender of the participant influence their perception of tourism?
- What other possible factors may influence participant perceptions of the impact of tourism?

LIMITATIONS

The following are possible limitations that may effect the research:

- The researcher has a limited understanding of the Spanish language and must rely on a translator during the interview process.
- The small number of participants may make it difficult to generalize the findings of the research.
- The participants will have varying degrees of contact and experience with visitors and the tourism industry.
- The survey and cover letter will be translated from English into Spanish.
- The researcher will have a length of two months stay on the island in order to conduct the study.

DELIMITATION'S

The following delimitation's set the boundaries of the research:

- A sample of 100 local residents will be drawn from a Chamber of Commerce (Camara de Comercio Puerto Libre y Produccion de Nueva Esparta) business directory.
- The sample will be based upon location within the city of Porlamar and the surrounding villages. Figure 1.2 is a Map of this area.
- The participants in the interview will be drawn from the respondents to the survey.
- An open-ended interview will be used to draw insight from the participants.

BASIC ASSUMPTIONS

The researcher is under the assumption that:

- The testimony given by the subjects is completely accurate and truthful.
- Those interviewed will have an understanding and an awareness of the tourism industry in relationship to their life on the island.
- The participant is willing to describe the effects of tourism on their life.



Figure 1.2 Map of Polamar and Pampatar

DEFINITION OF TERMS

Tourism is the temporary movement of people to destinations outside their normal places of work or residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Mathieson, 1982).

Foreign visitor is any adult traveling to Margarita for the purpose of anything other than work, staying over more than two days, and who is not a citizen of Venezuela.

Impacts are any perceived or apparent change in behavior or status created by the contact or influence of the tourism industry.

Socio-cultural impacts are any perceived or apparent change in the quality and or consistency of the life of residents.

Economic impact is any financial benefit or cost associated with the growth and development of the tourism industry.

Environmental impact is any modification to the natural state of the environment, be it in a positive or negative manner.

SIGNIFICANCE OF THE STUDY

The significance of this research is in the qualitative approach to the problem. Qualitative research is the foundation on which strong, reliable research programs are based. It is often the first step in a research program - the step designed to uncover motivations, reasons, impressions, perceptions and ideas which relevant individuals have about a subject of interest (Ritchie & Goeldner, 1987). The results of this research may provide insight into issues and topics that tourism professionals should consider while developing a tourism destination. The research is an attempt to identify possible commonalties in the responses of the community as well as establish differences in the perceived impact of tourism, to better understand the overall effect of tourism development. The qualitative nature of the research may also introduce the tourism professional to the language used by the local business-people impacted by tourism. This

sharing of knowledge will enable the different parties involved in the tourism process to better understand how each side is effected by the tourism industry. And finally, this research will contribute to the existing body of literature in the area of tourism impact.

CHAPTER II

REVIEW OF LITERATURE

The traditional approach to assessing tourism has primarily been focused on three areas: economic, environmental and social impacts. A wealth of studies, reviews and research has been conducted to uncover both the positive and negative aspects in relation to economic, physical and social impact areas. The predominance of the literature revolves around the seemingly more quantifiable area of economic impact. The research results seem to be changing direction as more research studies have been directed at studying the less quantifiable aspects such as physical and social impacts of tourism. With no clear-cut direction on the most enlightened way in which to study the effects of the development of tourism, a shift away from quantitative research towards qualitative research is taking place. Although there is a growing body of current literature regarding the study of tourism impacts, often the same experts are cited in these studies. The following literature review will describe the three primary impact areas as separate topics within the larger field of tourism research. They include (1) economic impacts, (2) physical impacts and (3) social and cultural impacts. The review will also serve to help the researcher focus the intent and direction of the research.

ECONOMIC IMPACTS

There is no doubt that tourism has major effects on the economy of the destination area. Research has primarily focused upon the economic aspects of the industry and this emphasis has resulted in a proportionately large number of studies of these effects (Mathieson, 1982). The reasoning behind the greater number of economic impact studies is based upon three primary factors. The first factor is that when compared with physical and social impacts, economic impacts are relatively easy to measure. Physical and social impacts are difficult to subject to numerical analysis (Mathieson, 1982). Secondly, there is a wealth of data that has been collected over the years on the economic impacts of tourism. This readily available and extremely reliable data makes economic assessment fairly easy. And finally, the emphasis on the economics of tourism, especially its benefits, reflect the widespread belief among agency personnel that tourism can yield rapid and considerable return on investments and be a positive force in remedying economic problems (Mathieson, 1982).

Although there is a large body of different research studies regarding tourism economic impacts, the general themes and findings are fairly consistent. The majority of the literature represented economic impacts in terms of either economic benefits or economic costs associated with tourism as a key source of employment. Mathieson

(1982) reveals the following which are the most commonly expressed economic benefits and costs in the current tourism impact literature:

- The contribution of tourism to foreign exchange earnings and the balance of payments.
- The generation of income.
- The generation of employment.
- The encouragement of entrepreneurial activity.

Much less is known about the economic costs of tourism than the benefits. Costs mentioned in the literature include:

- Opportunity costs.
- The danger of over dependence on tourism.
- Increased inflation and higher land values.
- The seasonality of production.

TOURISM BENEFITS

Foreign Exchange

The most widely discussed issue regarding the contribution of tourism to the economic success of a tourism destination is the balance of payments. Tourism is an

industry that is able to generate foreign earnings. The balance of payments account for a country is a record of economic transactions during a period of time (usually a year) between residents of that country and the rest of the world. It takes into account the value of all goods, gifts, loans, foreign aid and gold coming into and leaving the country and the interconnections between these items (Mathieson, 1982). Thus, in a tourism perspective, more visitors coming into a tourism area and spending more money than locals going out of the area, aids in tipping the balance of payments into a favorable measurement for the host community. Mathieson (1982) suggests that the effects of tourism on the balance of payments consists of two components: (1) the effects of tourism within the home country, including the country's own residents and visitor's from overseas, and (2) the effects of international tourism, i.e. the tourist activities of residents which take place outside of the home country.

Income

Another often-represented benefit of tourism development in the literature is the amount of income that it generates within a tourist destination. The literature seems to concentrate on how and where the tourist's dollars are spent. The economic impact of tourist spending depends upon the distribution of the initial round of tourist expenditures

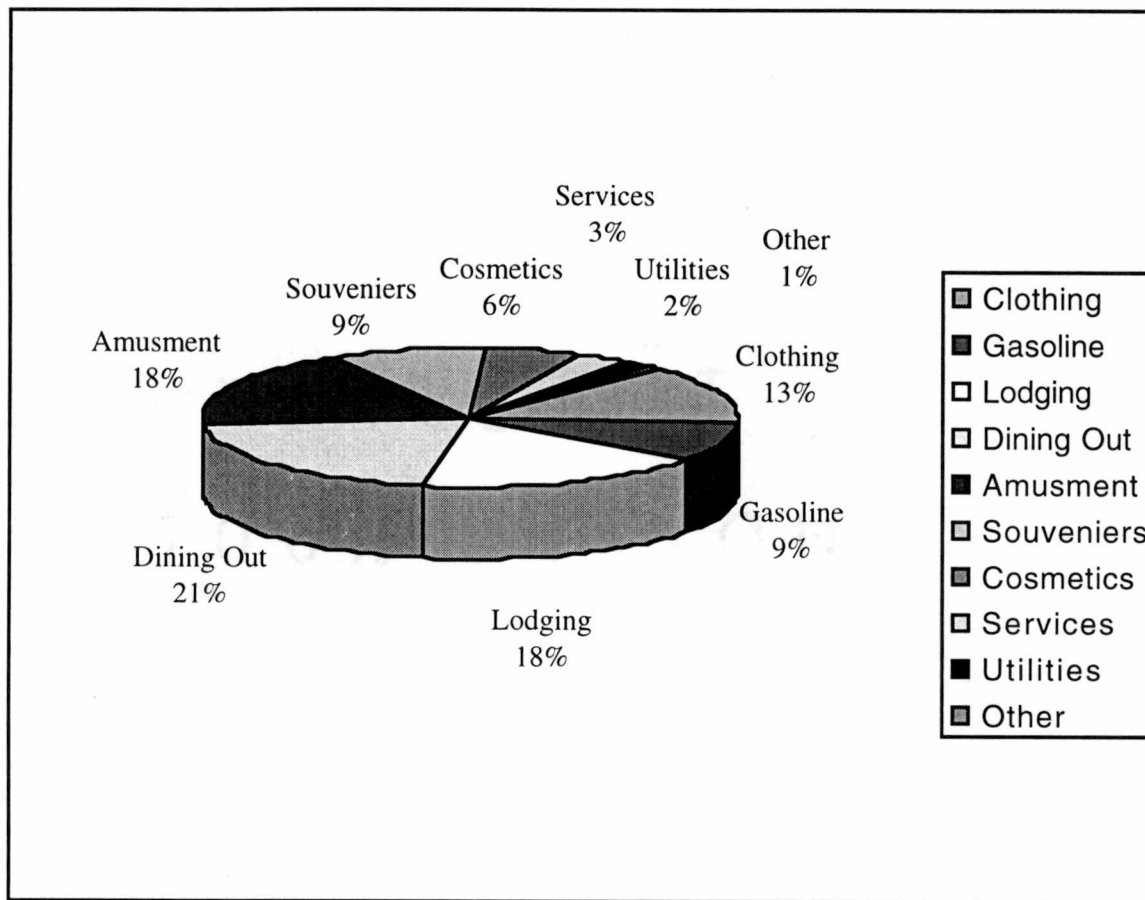


Figure 2.1 Distribution of Tourism Dollars (Lundberg, 1972)

and the linkages within the economy (Mathieson, 1982). For example Figure 2.1 shows the distribution of the tourist dollar in Florida, during 1968 (Lundberg, 1972).

According to the literature, other studies of tourism income generally focus on the revenues that tourism generates for government. Income from tourism for governments arises from direct taxation, mainly on tourist manpower, tourism and transportation enterprises, fees and service charges; from indirect taxation from customs duties and on goods consumed by tourists; and from interest payments, loan repayment and revenue

from government-owned or financed tourist enterprises (Mathieson, 1982). This type of research is somewhat limited to the disclosure of the local governments.

Employment

Mathieson (1982) suggests that there are three types of employment generated by tourism:

- (1) Direct employment results from visitors' expenditures in tourist locations, such as hotels.
- (2) Indirect employment is still in the tourist supply sector but does not result directly from tourist expenditures. A local working at a restaurant that services both locals and visitors is an example of indirect employment.
- (3) Induced employment is the additional employment resulting from the effects of the tourism multiplier as local residents respond to the additional money, which they have earned. A television repairman who has considerable more business because more locals are able to buy televisions due to their jobs in the tourism field is an example of induced employment.

The literature also suggests that most studies of employment generated by tourism primarily focus on direct employment. This focus on employment is due to the ease of tracing such type of employment.

Entrepreneurial Activities

The literature shows that very little study is paid to the relationship between the development of tourism and the increase in entrepreneurial activities. Mathieson (1982) feels there is little doubt that the tourism industry exhibits backward linkages and that external economics have emerged. The development of economic relationships between local suppliers and newly built hotels or the introductions of new taxi service are two such examples. The improvement of local infrastructure such as roads, water and sewage systems may have been due to the influx of tourist but also benefits the local population as well. The inability to determine the cause and effect relationship between tourism development and entrepreneurial activity may make its research a topic less addressed.

TOURISM COSTS

Opportunity Costs

The goal of cost-benefit analysis of tourism research must be to determine what a community gives up in order to become a tourism destination. Opportunity costs consider the relative economic benefits of investing in tourism as opposed to investing in another industry (Mathieson, 1982). This analysis of opportunity costs is a difficult task to perform, due to the difficulty in measuring the exact extent of choosing one industry as a primary economic source over the other. In order to measure opportunity costs, it is

necessary to accurately describe and evaluate the opportunity or opportunity costs which are to be forgone (Mathieson, 1982). For example, the development of a beach designated as a location strictly for tourists to swim negates the potential opportunities for developers of ocean front properties or for local fishermen using the waters to place their nets in.

Over Dependence on Tourism

The rapid development of tourism as a primary economic base may lead to an over dependence on the tourism industry. John Glasson (1995) describes one of the costs associated with the tourism industry, an "over dependence on what can be a fickle industry susceptible to variables such as politics, crime and rumor." Some destinations, by becoming over dependent on tourism for their livelihood, have made themselves vulnerable to changes in tourism demand. The tourism industry is highly susceptible to change both locally (e.g. price changes and changing fashions) and globally (e.g. global economic trends, political situations and energy availability) (Mathieson, 1982). A few examples of this possibility include over development, tourism employment as a substantial employment base and tourism taking the place of original local economies such as farming and handicrafts.

Inflation and Land Values

Another commonly referred to economic cost of tourism in the literature is inflation. Inflation due to the increase in tourism development can take on many forms:

- An increased cost of living.
- Higher rents and taxes.
- Dependence on imported goods for tourism product.

The most often cited inflationary cost to local residents is that of increased land value. The spectacular growth of tourism has also effected both the availability and the price of land, not only putting it out of reach of local people, but also reducing the pool of land for agriculture and other uses (Pattullo, 1996).

Seasonality

Tourism is a major source of employment for tourism destinations (Pattullo, Mathieson, 1982)). Throughout the Caribbean, up to one in six workers find direct employment in tourism. The Caribbean Tourism Organization estimates that in 1994 tourism provided direct employment for 216,000 people in the region, with some 580,000 gaining indirect employment from the industry (Pattullo, 1996). Seasonality of tourism has a major effect on such a large percentage of the work force dependent upon tourism for their livelihood. The seasonality of employment is often regarded as a devaluation of

the employment benefit (Glasson, 1995). In other word, as the demand for tourism declines due to particular *seasons*, there is a direct relationship with the need for the workers within the industry by their employers. Low occupancy rates and seasonality have a particularly painful impact in the Caribbean, where high food import bills and relatively high payrolls all contribute to low profit margins (Pattullo, 1996).

PHYSICAL IMPACTS

The environment, be it predominantly natural or largely man made, is one of the most basic resources for tourism. However, the growth of tourism leads, inevitably, to modifications of the environment (Mathieson, 1982). Much of the literature regarding the impacts of tourism upon the environment refers to the natural environment. While other literature considers the issue of the man-made environment. Key dimensions of the natural environment include air and water quality, flora and fauna, and landscape; the other built environment includes individual buildings, living quarters and the broader urban morphology of a location (Glasson, 1995).

Although there is a large amount of literature available discussing the relationship between tourism and the environment, very few in-depth studies have been completed. Little systematic work has been undertaken and this lack of work is surprising for it has occurred despite the current preoccupation of scientists, politicians and the general public

with the impact of man on the environment and despite the growing interest in tourism as a geographical, social and economic phenomenon (Mathieson, 1982). Of the literature that does address the physical impact of tourism, most analyze the relationship between the tourism and the environment from one of two viewpoints (Mathieson, 1982):

- Tourism and environmental conservation may enjoy a mutually supportive or symbiotic relationship where they are organized in such a way that each benefit from the other. From the perspective of the conservationist, environmental features and conditions are left as close as possible to their original state but, at the same time, they provide benefits to the tourists who view and experience them.
- Tourism and conservation can be in conflict, particularly when tourism introduces detrimental effects to the environment. Most documented relationships between tourism and the environment fall into this category. On some occasions, effects of tourism have stimulated conservatory measures in order to protect fragile ecosystems. More commonly, the damage has already reached irreparable proportions.

TOURISM AS A BENEFIT TO THE ENVIRONMENT

As stated earlier "the environment is one of the most basic resources for tourism" (Glasson, 1995). The tourists come to an area to view and experience both the natural and the man made environment of a destination. As the popularity of tourism has

expanded so has the desire to actively conserve and preserve these natural and man made sites. Conservation and the preservation of natural areas, archaeological sites and historical monuments have emerged as important spillover benefits of tourism. In turn, the protection of these prime tourist resources enhances and perpetuates tourism by maintaining its very foundation (Mathieson, 1982). The effects of these efforts can be seen in many different forms. Mathieson suggests that conservation within a tourist setting has taken four forms:

- (1) Tourism has stimulated the rehabilitation of existing historic sites, buildings and monuments.
- (2) Tourism has stimulated the transformation of old buildings and sites into completely new tourist facilities.
- (3) Tourism has provided an impetus for the conservation of natural resources.
- (4) Tourism has been responsible for the introduction of administrative and planning controls, which have been adopted in order to maintain the quality of the environment and to ensure the provision of satisfying experiences for visiting tourists.

TOURISM IN DIRECT CONFLICT WITH THE ENVIRONMENT

Large numbers of visitors may bring many problems for the environment. "These can include pedestrian and vehicle congestion, with noise, air and water pollution, litter,

trampling of vegetation, erosion of the physical fabric of buildings, inappropriate new buildings and land uses, insensitive rehabilitation of heritage sites and, at its extreme, the overwhelming morphology of a town" (Glasson, 1995). The effect of tourism on the environment has become an issue of importance in recent years with the advent of ecotourism. The Ecotourism Society defines ecotourism as "conserving natural environments and the well-being of local people as well as protecting historical and archaeological resources through responsible travel" (Ecotourism Society, 1998). The key to doing this has been in proper assessment of the impact of tourism on an area. It is far too easy for tourism to be blamed for physical impacts such as litter, traffic congestion, and air and water pollution, without any preliminary investigation-taking place.

A new tool in the fight to maintain a clean environment and at the same time continue to develop new tourism destinations has been the Environmental Impact Assessment. EIA is a systematic process, which examines the environmental consequences of development actions in advance; it is a good example of the precautionary principle. EIA can be an important instrument for sustainable development; it can also help to improve decision making on a project, and can improve the design of new developments, indicating areas where the project can be modified to minimize or eliminate adverse impacts on the environment (Glasson, 1995).

Although much of the literature is devoted to the sometimes-conflicting relationship between tourism and the environment, a move towards proactive research is emerging. Ecotourism and the EIA are two new examples of how developers and tourism officials are beginning to work towards conserving and preserving the environment that attracts the tourist in.

SOCIAL AND CULTURAL IMPACTS

The final of the three predominant impact areas is that of social and cultural impacts. Social and cultural impacts are the way in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, moral conduct, creative expression, traditional ceremonies and community organizations (Haralambopoulos, 1996). Within this definition, social impacts represent change in the ordinary day to day quality of the life that the residents of a tourism destination experience. Cultural impacts are changes in traditional held values, norms, and ideas shared by residents, influenced by tourism. These socio-cultural impacts result from the interaction between hosts and guests (Glasson, 1995).

Mathieson (1982) reveals that much of the research devoted to social and cultural impacts fall into three different categories that they concentrate on:

- (1) *The tourist.* Research focused on the tourist, has stressed the ramifications of the demand for tourist services and the motivations, attitudes and expectations of tourist.
- (2) *The host.* This research has emphasized aspects of the offering of tourist services. It is concerned with the inhabitants of the destination area, the labor engaged in providing services and the local organization of the tourist industry.
- (3) *Tourist-host interrelationships.* Research in this area has been concerned with the nature of the contacts between hosts and guests and with the consequences of these contacts.

Since this research is concerned with the last of these three categories, the following paragraphs will concentrate primarily on the tourist-host relationship.

The socio-cultural impacts result from interaction between *hosts* and *guests* (Glasson, 1995). Much of the research studying the impacts considers the problems or costs associated with this interaction. The research tends to focus on social impacts more so than cultural impacts. The next two sections will explore the two topics in greater detail.

SOCIAL IMPACTS

Social impacts of tourism refer to the changes in the quality of life of residents of tourism destinations. In order to study these changes, a proper framework for measuring such social impacts is needed. Two specific frameworks are most often referred to throughout the literature reviewed. These frameworks constitute the beginning of the development of a conceptual basis for the assessment of social impacts. Both frameworks recognize that the social impacts of tourism change through time in response to structural changes in the tourist industry, and the extent and duration of the exposure of the host population to the tourist development (Mathieson, 1982).

G.V. Doxey developed the first framework in 1976, during his research of tourism in Niagara-on-the-Lake in Ontario, Canada. Doxey (1975) suggests that the existence of reciprocating impacts between outsiders and residents may be converted into varying degrees of resident irritations. These irritations were put into several different levels, which became Doxey's irritation index (Figure 2.1).

- *The level of euphoria:* People are enthusiastic and thrilled by tourist development. They welcome the stranger and there is a mutual feeling of satisfaction. There are opportunities for locals and money flows in along with the tourist.
- *The level of apathy:* As the industry expands people begin to take the tourist for granted. He rapidly becomes a target for profit taking and contact on the personal plane begins to become more formal.
- *The level of irritation:* This will begin when the industry is nearing the saturation point or is allowed to pass a level at which the locals cannot handle the numbers without expansion of facilities.
- *The level of antagonism:* The irritations have become more overt. People now see the tourist as the harbinger of all that is bad. 'Taxes have gone up because of the tourists.' 'They have no respect for property.' Mutual politeness has now given way to antagonism and the tourist is *ripped off*.
- *The final level:* All the while people have forgotten that what they cherished in the first place was what drew the tourist, but in the wild scramble to develop they overlooked this and allowed the environment to change. What they now must learn to live with is the fact that their ecosystem will never be the same again. They might still be able to draw tourists but of a very different type from those they so happily. If the destination is large enough to cope with mass tourism it will continue to thrive.

Figure2.1 Index of Tourist Irritations (Doxey, 1975)

The Doxey framework suggests that tourist destinations will pass through stages of social change as tourists and hosts come into more contact.

In the Development of Tourism in the North and Implications of the Inuit, (1975)

R.W. Butler uses this framework to show the social relationships between tourists and hosts. Figure 2.2 shows the matrix, which is the basis of the framework.

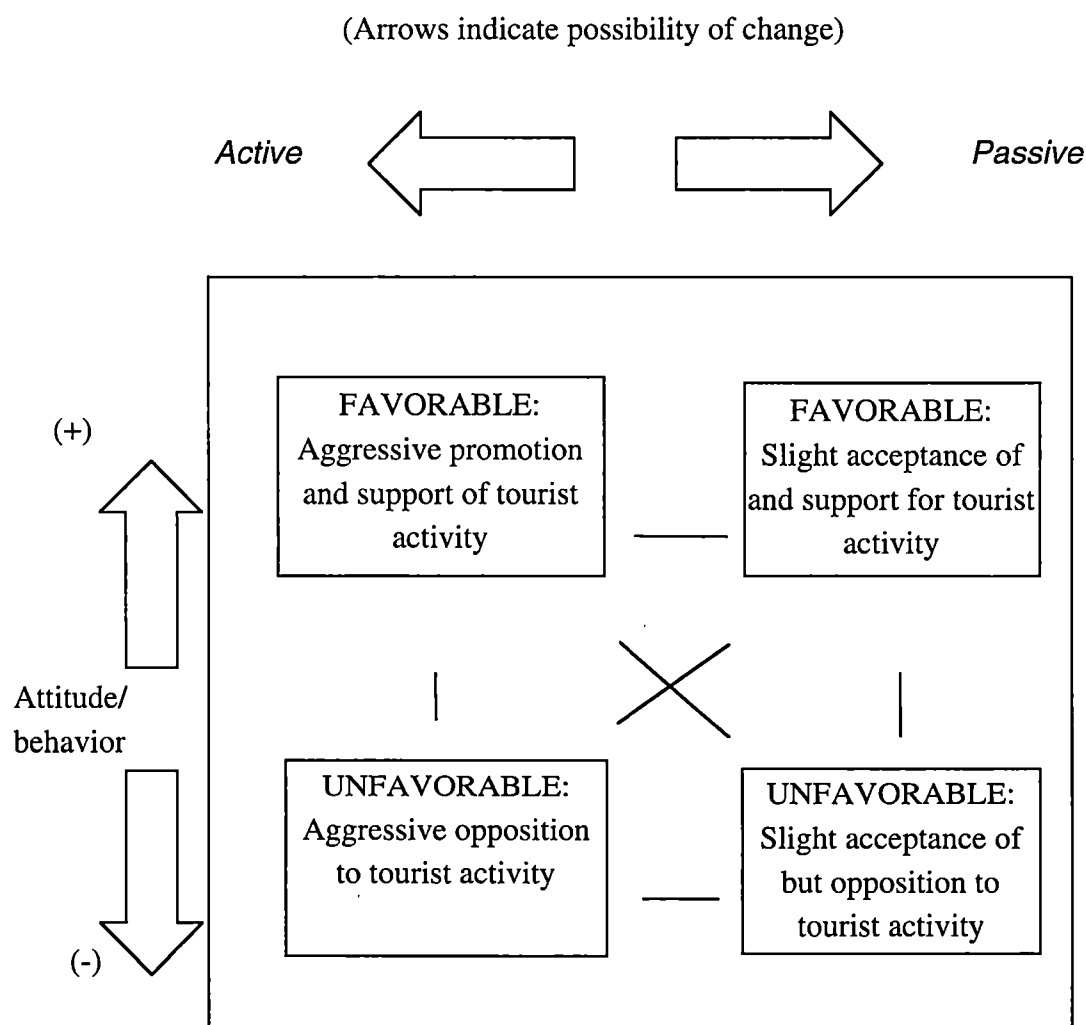


Figure 2.2 Host Attitudes/Behavioral Responses to Tourist Activities

The attitudes and behaviors of groups and individuals to tourism may be either positive or negative, and active or passive, respectively. The resulting combinations of reactions to tourism may take one of the four forms as shown in the diagram. Within any community, all four forms may exist at any one time but the number of people in any one category need not be constant (Mathieson, 1982).

The above frameworks both support the belief that social impacts will change over time. Their main difference is in how they examine a particular part of the population. Doxey's framework is to be applied to the prevailing mood of a resort in its entirety. On the other hand, Butler's framework examines groups and individuals within a single resort. It recognizes that there may be different attitudes towards tourism and even political pressures between different groups in that resort (Mathieson, 1982).

CULTURAL IMPACTS

Often experiencing the local culture is one of the motivating forces that inspire a person to travel. People travel to experience other people in their natural setting.

Cultural tourism has been defined as an element in the attractiveness of tourism regions (Mathieson, 1982). Elements such as handicrafts, language, traditions, foods, art and music attract tourists to a particular destination.

Research into cultural impacts of tourism is centered on three major forms of culture, which attract visitors (Mathieson, 1982):

- (1) The first are forms of culture which are inanimate or which do not directly involve human activity. Tourists visiting places of unique architecture and art, historical buildings and monuments, and purchasing traditional arts and crafts are notable examples.
- (2) The second are forms of culture reflected in the normal daily life of a destination. Visiting *foreign* peoples to observe their normal social, economic and leisure activities in an attempt to understand their lifestyles, ideologies and customs is a common tourist motivation.
- (3) And the third are forms of cultures that are especially animated and may involve special events or depict historic or famous occurrences. Examples include musical festivals, carnivals, and festivals reflecting old traditions and behavior, reenactments of battles and displays of old machinery.

The effects of tourism on culture can be seen in both a positive and negative manner. Often tourism is seen as doing more harm than good to native culture. Cultural change may occur as a result of (Mathieson, 1982):

- (1) The modification of the ecological niche occupied by a society. Changes to the habitat of a society induce changes, which may involve cultural adaptation, and change.
- (2) The contact between two societies with different cultures may bring about changes to both groups.
- (3) The evolutionary changes occurring within a society. This refers to the process of adaptation where societies change in responses to internal, biological and social needs to ensure satisfaction from the environment.

All three if these modes of change could be influenced by the introduction of tourism into an area. The literature seems to focus predominantly on the second category, contact between two societies of different cultural backgrounds interacting.

The literature focuses on the effects of tourism on native culture. A few of the effects which are seen as negative influences on culture include (Mathieson, 1982):

- (1) *Culture as commodity*. With increasing exposure to the outside world, local cultures have become 'pseudo-native', their culture becoming more closely integrated with that of the surrounding majority.
- (2) *Native arts and crafts dwindling*. As a result of tourism, arts and crafts of native peoples have changed in style and form, and also in the purpose for which they are produced.

- (3) *Cultural arrogance*. In some destinations the demands of cultural tourism have outstripped the supply. To compensate for the lack of real cultural experiences, many destinations stage attractions so that the tourists can view and experience cultural aspects of host communities.

A few of the more recognized positive cultural impacts include (Mathieson, 1982):

- (1) *Inter-cultural communication*: Contact between different social groups, nationalities and cultures may contribute to the removal of social or national prejudices and the promotion of better understanding and positive social change.
- (2) *Renaissance of traditional art forms*: Tourism has provided employment in the fabrication of arts and crafts and induced a renaissance in the production of art forms. It has been accompanied by an improvement in the quality of artistic designs of arts and crafts.

SUMMARY

Economic, physical and socio-cultural impacts are all inevitable consequences of tourism development. The very nature of tourism means that it is likely to bring about land-use conflicts and modify the economic and social characteristics of destination areas

(Mathieson, 1982). The literature review introduces these three major impact areas as well as several different costs and benefits of tourism within each. The importance of this body of literature is in its ability to aid future research in the study of tourism impacts.

The heart of the literature review lies around several well-referenced experts in the tourism field. Authors such as Mathieson, Walls and Doxey are considered the key developers of tourism research. Although the literature review makes use of several resources that may not be considered contemporary, the resources that are used do reflect the most often cited and respected researchers in tourism today.

CHAPTER III

METHODOLOGY

The purpose of this research is to identify impacts created as a consequence of tourism development, as perceived through the accounts of local participants on Margarita Island, Venezuela. The research will consider areas such as the participants' perceptions of tourism, their reaction to visitors and how they see their role in the tourism equation. This chapter will describe the subjects of the study, the interview instruments, and the procedure as well as the design of the study.

RATIONALE

A qualitative research approach was chosen in order to provide the participants' *perceptions* of the effects of tourism rather than attempting to measure *actual* effects. This determination reflects the current state of research within the tourism industry evolving towards a more subjective approach towards tourism.

SELECTION OF SUBJECTS

The initial phase of the research involved the distribution of 100 surveys (Appendix A). The participants for the survey were chosen from a Chamber of Commerce (Camara de Comercio Puerto Libre Y Produccion de Nueva Esparta) business directory. The participants are likely to represent business-people within the community. The participants were limited to the main city of Porlamar and a few surrounding villages. A translated cover letter included in the survey directed the resident to fill out and return the survey in the self-addressed stamped envelope included. From the responses to the survey the participants for the interview phase of the research were chosen, based on the subjects availability, willingness to participate and his or her accessibility to the researcher.

The subjects of the interview were residents of Porlamar, Margarita Island, and Venezuela. The participants had been residents of Margarita for at least the last year. The participants were between the ages of 20-69 years of age. There was no qualification for either sex or ancestry. There was no qualification for the type of occupation the participant had. Participants who spoke English were considered before those who did not speak English. The number of participants was set at seven based on parameters of qualitative research method. The research was conducted during the months of June through August. The interview was conducted at least two weeks after the return of the

survey and no longer than one month. This was to insure that the participants had the topic of tourism in mind and had time to recall past experiences. Also the time frame was limited to the length of time the researcher was at Margarita. Each participant was required to read and sign an informed consent form (Appendix B), before the interview actually took place.

INSTRUMENTATION

The research was based upon two research methods designed to elicit qualitative information. Surveys and interviews are both key methods for collecting information about a specific population. The survey was designed to develop a demographic and socioeconomic profile, elicit opinions as well as determine attitudes of the respondents. The interview involves direct discussion about details of an individual's life and experiences.

SURVEY

The survey that the researcher utilized an adaptation from a survey used by the city of Oxford, England in a similar study (Glasson, 1995). The survey was designed to provide the researcher with the background of the participant, their perceptions of tourism, their reactions and attitudes pertaining to visitors, as well as demographic profile of the participant. The survey allowed the researcher to determine which participants met

the qualifications set up to determine who would be interviewed in the second part of the research phase. These qualifications included availability, willingness to participate and accessibility to the researcher. The most important qualification being if the participant spoke English.

INTERVIEW

The interview was based on the interview guide (Appendix C) designed by the researcher. All participants read and signed the informed consent form, provided by the researcher before the interview took place. All interviews were recorded on audiotape to be used by the researcher to develop transcripts at a later time. The interview consisted of eight open-ended questions designed to elicit detailed personal responses from the participants. The interview process was an informal give and take in which the researcher asked the questions and if a translator was needed, then the question was repeated through the translator to the participant. The participant then answered the question in his or her own fashion. Again if translation was necessary the translator let the researcher hear the answer in English. Since all the responses to the interview questions are specific to each participant, their themes may be repeated in similar research, but content may not. An independent researcher reviewed the transcripts and validated the themes.

Upon completion of the research surveys, tapes and transcripts were stored in Room 357 in the HPER building of the University of Tennessee, in care of Dr. Mary Dale Blanton. They were left there for one year, at which time the tapes were erased and the surveys and transcripts disposed of.

BRACKETING INTERVIEW

The researcher participated in a bracketing interview prior to the pilot study. The bracketing interview gave the researcher the opportunity to become aware of any preconceptions or biases that might taint the future research. The researcher became aware of the importance of not assuming that the expected answer would be the one given by the participant. It was be important to clarify exactly what the participant was answering through follow-up questions to insure what was actually heard, was what was said. The researcher also learned the importance of patience in active listening. The ability to listen attentively allowed the researcher to pick up on cues to the direction that the conversation took.

PILOT STUDY

The pilot study took place over the course of one weekend. The researcher met and delivered the survey to a couple living in Pigeon Forge, Tennessee. The couple distributed the survey to three of their peers. The surveys were filled out and returned by mail. The original couple was also interviewed after they had completed the survey. The participants and location were chosen for several reasons. (1) Pigeon Forge, Tennessee is a location that the researcher feels is some what similar to Margarita Island; (2) They both have been introduced to rapid tourism development in the last twenty years. Also the areas have maintained a sense of their original culture and environment; and (3) The participants have lived in the area and have witnessed the development of tourism first hand.

The interview portion of the pilot study was undertaken the day after the survey was given out. The two original participants were interviewed at their home. The interview was audio taped and reviewed by the investigator. The pilot study gave the researcher an opportunity to assess the instrumentation and implementation of the study. The following conclusions were reached:

- The survey was successful in eliciting responses the researcher would use to screen out participants that would not benefit the follow-up portion of the research. For

instance, respondents whose answers to questions are frequently *don't know* or *neutral* would likely not be a benefit to the interview portion of the study.

- The interview guide needed to be reworked in order to develop a more sequential feeling to the questioning.
- The need for the researcher to practice the interview with the use of an interpreter was necessary.

PROCEDURE DESCRIPTION

The first phase of the research was the mailing of the survey. The survey was sent with a cover letter describing the study and asking for the respondent to participate. The survey included a self-addressed, stamped envelope for the participant to return upon completion. From these responses the researcher chose seven respondents to participate in the interview portion of the research.

The interviews took place at a prearranged convenient locations. The interviewer, the translator (when necessary) and the participant were the only people present at the interview. All the participants were informed of their rights of privacy and confidentiality through the informed consent form. If the participant chose not to participate at this time, they were given added reassurance of their rights and thanked for their time. The participants' personal information was withheld from the study to

maintain their confidentiality. The interview was a series of open-ended questions designed to encourage dialogue between the researcher and the participant. Probes and follow-up questions were used to encourage further input. Periodically, participants were given the opportunity to take breaks if so desired. The interviews lasted between 30-90 minutes depending upon the input of the participant.

Although the translation process introduces a potential for error, no follow-up interviews were conducted. This lack of follow-up was due to the limited length of time the researcher was in Margarita. Also the survey provided the researcher with ample background information on each participant.

DESIGN AND ANALYSIS

SURVEYS

The survey instrument was designed with key objectives in mind. The focus of the survey was on the local populations' attitude on several tourism issues. These issues included the local perception of the tourism industry, visitors to the area, as well as how they saw the future of tourism in their area. The survey was also a tool designed to build a demographic and socio-economic profile of the population.

In this study the survey served several primary roles. First, the survey allowed the researcher to become aware of potential themes that the interviewer may become

involved with. Secondly, the survey allowed the researcher to choose a group of individuals who represent a variety of demographic characteristics in order to ensure a clearer reflection of the actual population of the community. Also the analysis of the survey aided the researcher in providing statistical percentages used to answer the several sub-questions outlined in the problem statement.

INTERVIEWS

The interview consisted of eight open-ended questions. These questions were designed to elicit the participants' perceptions of how development of tourism in their area effected the quality of their life. Each participant gave his/her own views and personal accounts in response to the questioning. The goal of this phase of the research was to discover reoccurring themes associated with most of the participants responses.

Upon completion of the interview phase of the research, the taped recordings were transcribed into text by the researcher. The researcher reviewed the transcripts to identify potential themes. The themes were placed into an appropriate category. This grouping allowed the researcher to develop a consensus on the perceived impacts that could be attributed to the development of tourism on Margarita Island.

CHAPTER IV

RESULTS AND DISCUSSION

The relationship between perceived tourism impacts and communities overall attitude of tourism often goes hand in hand. The goal of this research was to identify what the local residents of Margarita Island judged as impacts created by tourism and to determine how these impacts effected their attitudes towards tourism. Sub-questions explored the amount of contact with visitors, length of residency, age, gender and several other possible areas that may influence the participant's perception of the impact of tourism. The chapter has been organized in two parts. The first details the Survey responses into:

- Demographics
- Respondent characteristics
- Advantages and disadvantages
- Resident's responses to statements about tourism on Margarita
- View of tourism by resident characteristics

The second part of the chapter is the Qualitative Study, which breaks the interview responses into:

- Introduction
- Demographics

- Economic impact statements
- Physical impact statements
- Social and cultural impact statements
- Other perceived impact statements

DEMOGRAPHICS

Figure 4.1 represents the sex of the participants. From the 100 surveys sent out 53 people returned surveys and participated in the study. Of the respondents there were almost identical percentages of male to female and single to married. There were 25 male respondents and 27 females representing a 47% to 53% split.

Figure 4.2 shows the breakdown of the respondent's marital status. Again this was a relatively even split with 23 being single and 25 being married. Only 5 people reported being divorced.

Figure 4.3 breaks down the respondents into demographic age groups. The majority of the respondents fell into the 20-29 age group with 23 or 43% of the respondents. The next largest group was the 40-49 year old category with 13 or 25% of respondents. The age groups of 30-39, 60-69 and 50-59 fellow with 17%, 9% and 6% of respondents in that order.

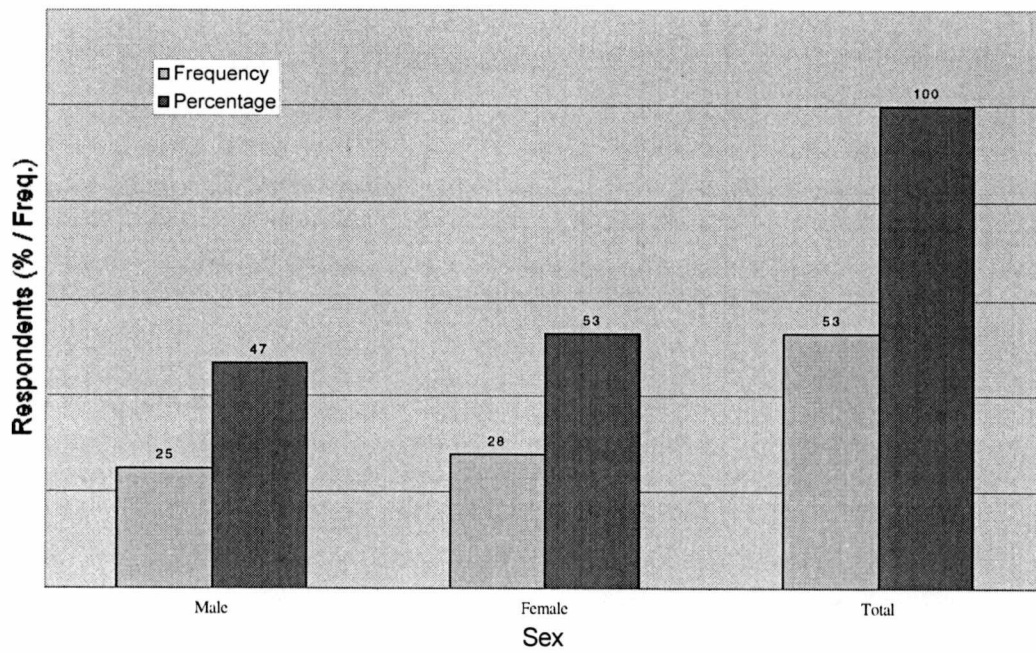


Figure 4.1 Sex of Respondent

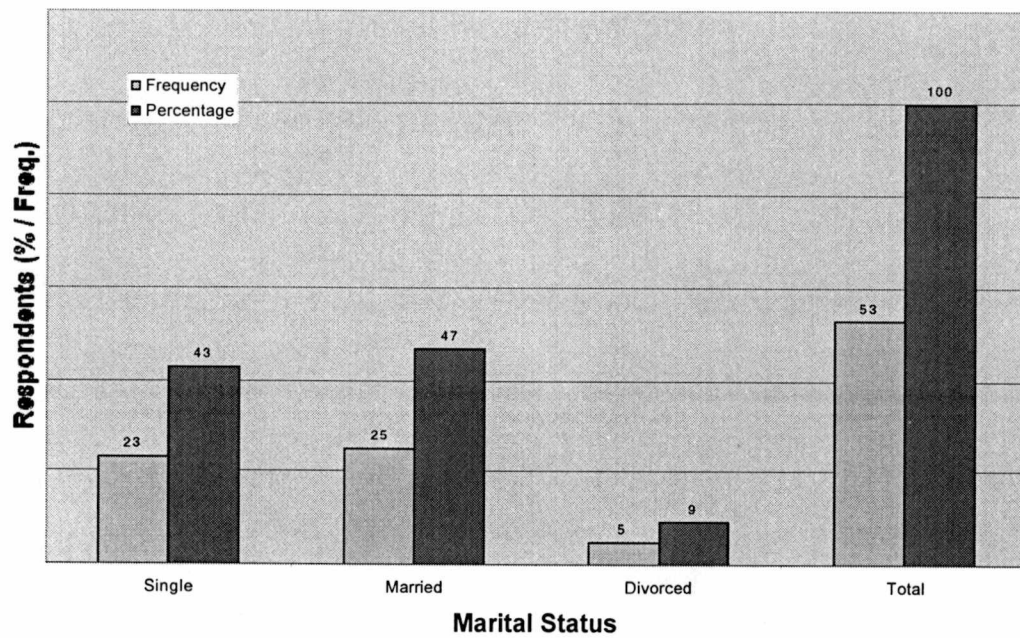


Figure 4.2 Marital Status of Respondent

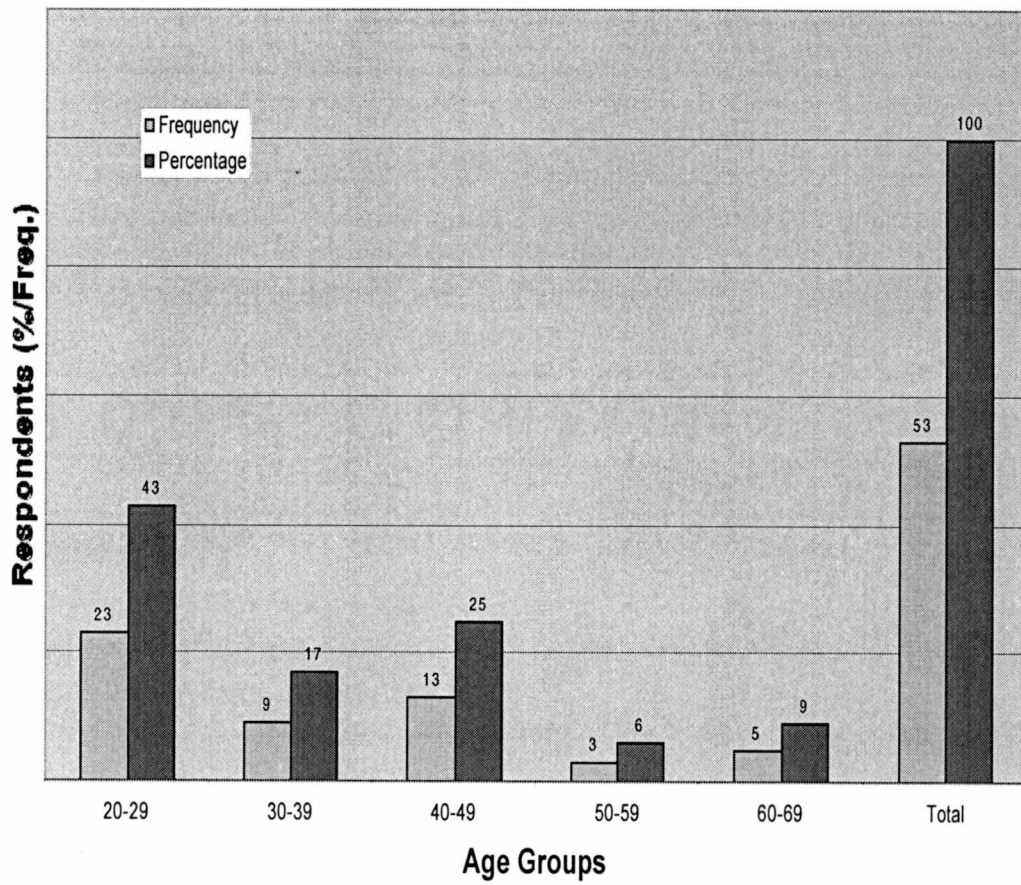


Figure 4.3 Age of Respondent

RESPONDENTS CHARACTERISTICS

Figures 4.4 through 4.6 represent the Respondents' Characteristics. These figures consider the length of time a respondent has lived on the island, how much the respondent is in contact with visitors and if the respondent or a member of their family works in the tourism industry.

Figure 4.4 shows how long each respondent had lived on Margarita. 6% of the respondents had lived on Margarita for one less than one year, 50% had lived in Margarita for more than 10 years, while 35% had lived there for five years or less.

Figure 4.5 shows overwhelmingly that most of the respondents (87%) had some or frequent contact with visitors. Only 13% of the respondents reported having very little or no contact with visitors.

In response to the question if the respondent or a member of their household had a job in the tourism industry 39 of the 53 respondents reported that they did. Of those that did have tourism related jobs most often they were employed in the Hotel or Restaurant industry (41%). Working at a tourist attraction was the next highest job (26). Figure 4.6 breaks down the respondent's employment by category.

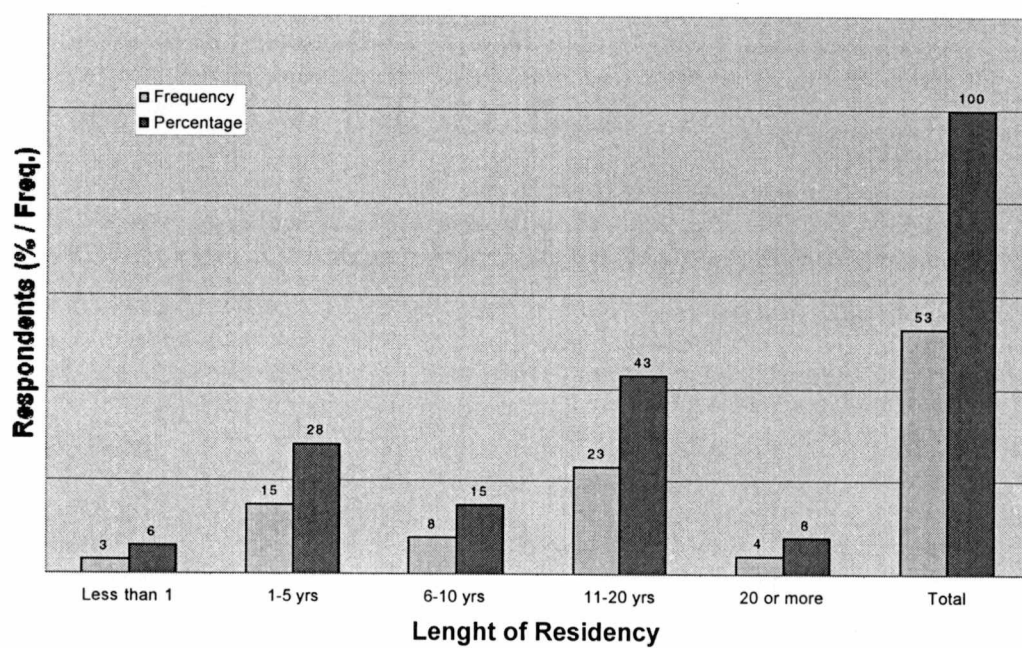


Figure 4.4 Length of Residency

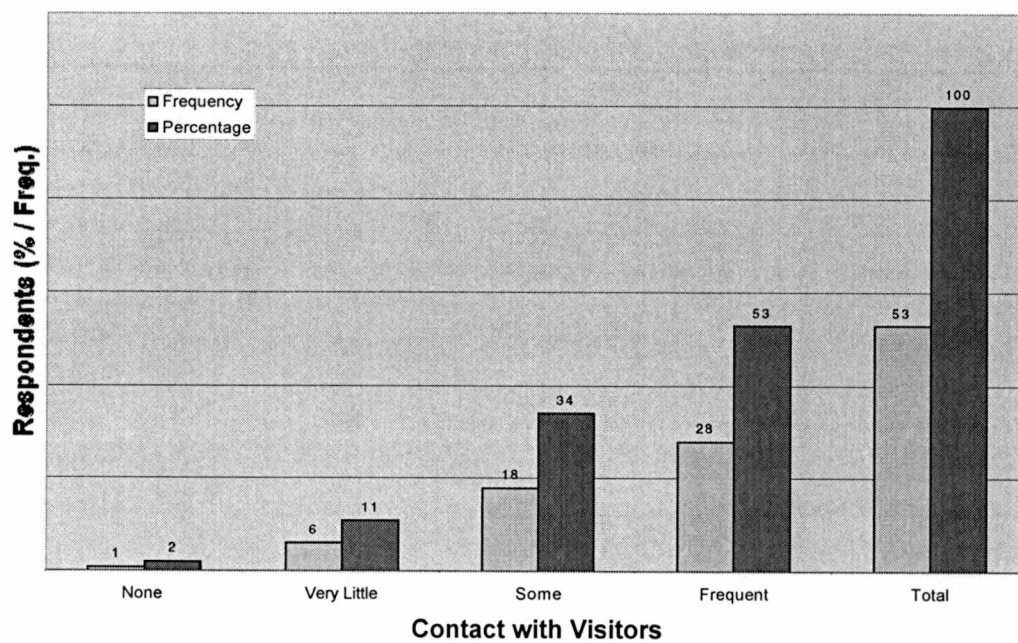


Figure 4.5 Respondent Contact with Visitors

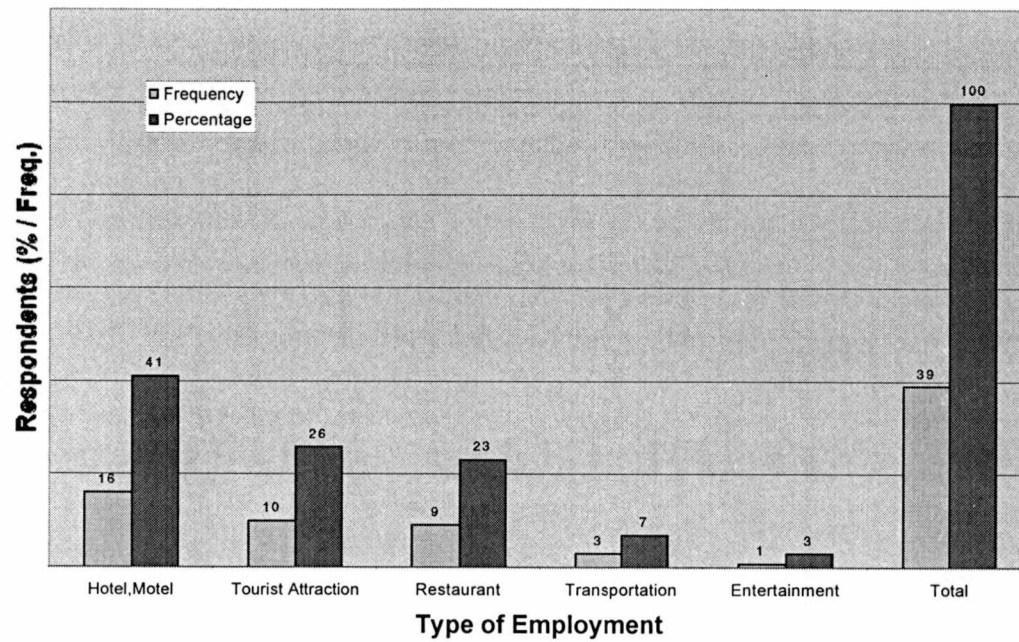


Figure 4.6 Respondents Working in Tourism Industry

ADVANTAGES AND DISADVANTAGES

Answers to the survey portion of the study showed resident's perceptions of the advantages and disadvantages of tourism in two ways. Open-ended questions were used to generate responses and substantiate answers given to statements about tourism in Margarita. Figure 4.7 shows that the respondents to the survey felt that the two biggest advantages that tourism brings are more money to the economy and more jobs to the island. These responses tend to correspond with answers given to survey questions 9a and 9b (Appendix A) where 96% of the respondents answered in the affirmative to questions asking if tourism was important in providing jobs and bringing money to Margarita.

Figure 4.8 shows that litter and trash (24%) as well as congestion in the streets (19%) are the two biggest concerns of the respondents. Several other disadvantages were referred to in lesser numbers. Also there were more disadvantages cited than advantage.

Figure 4.9 represents how respondents felt about the overall effect tourism had on the island. Twenty-four or 45% of the respondents felt that tourism had a good effect on the Island. While twenty-one or 40% felt neutral about tourism and its effect on their lives. Only 11% felt that tourism had a bad effect on their lives.

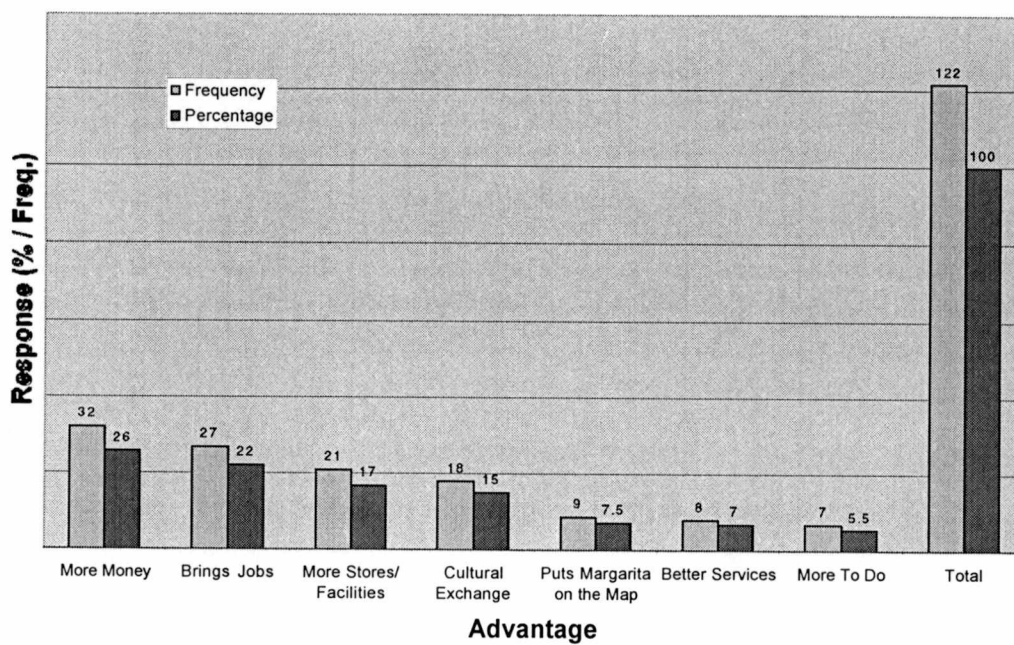


Figure 4.7 Advantage of Tourism

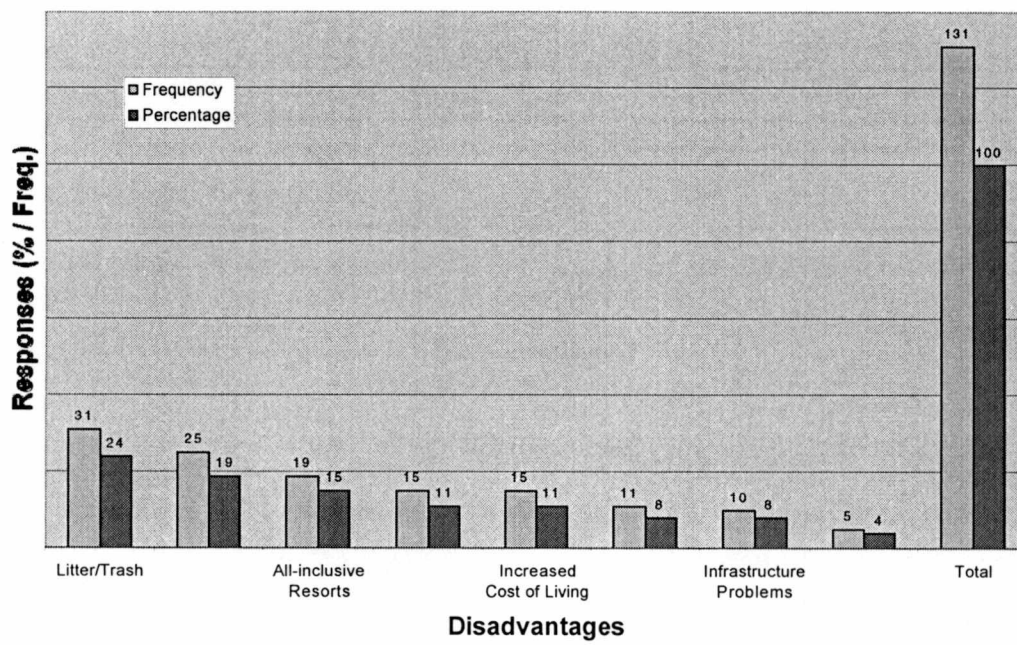


Figure 4.8 Disadvantages of Tourism

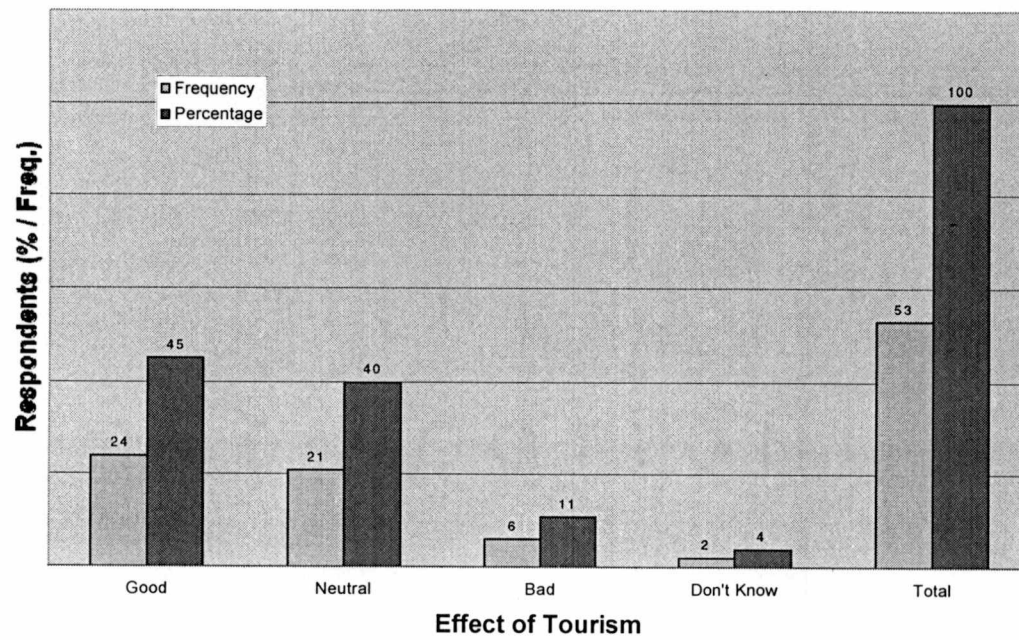


Figure 4.9 Responses to the Effect of Tourism

Figure 4.10 shows that residents felt that the number of visitors currently coming to the Island was about right (22%) or too low (70%). The numbers suggest that respondents would like to see more tourists come to the Island.

RESIDENT'S RESPONSES TO STATEMENTS ABOUT TOURISM ON MARGARITA

Figure 4.11 represents the respondent's level of agreement with several statements regarding tourism on Margarita Island. There is strong agreement with many of the top four questions in the following paragraph.

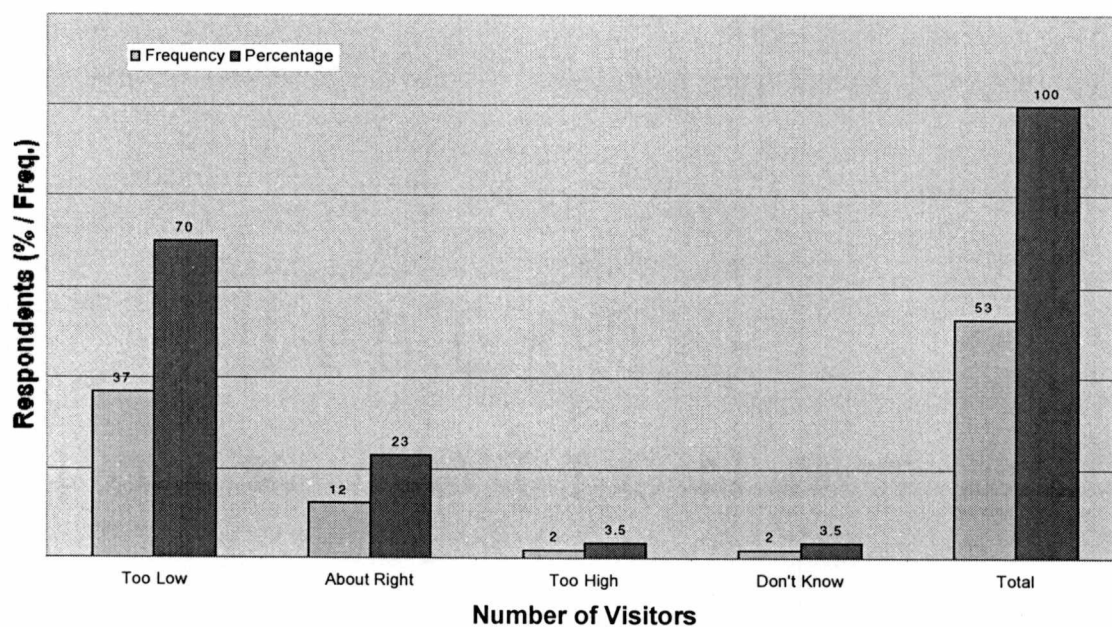


Figure 4.10 Responses to the Number of Visitors

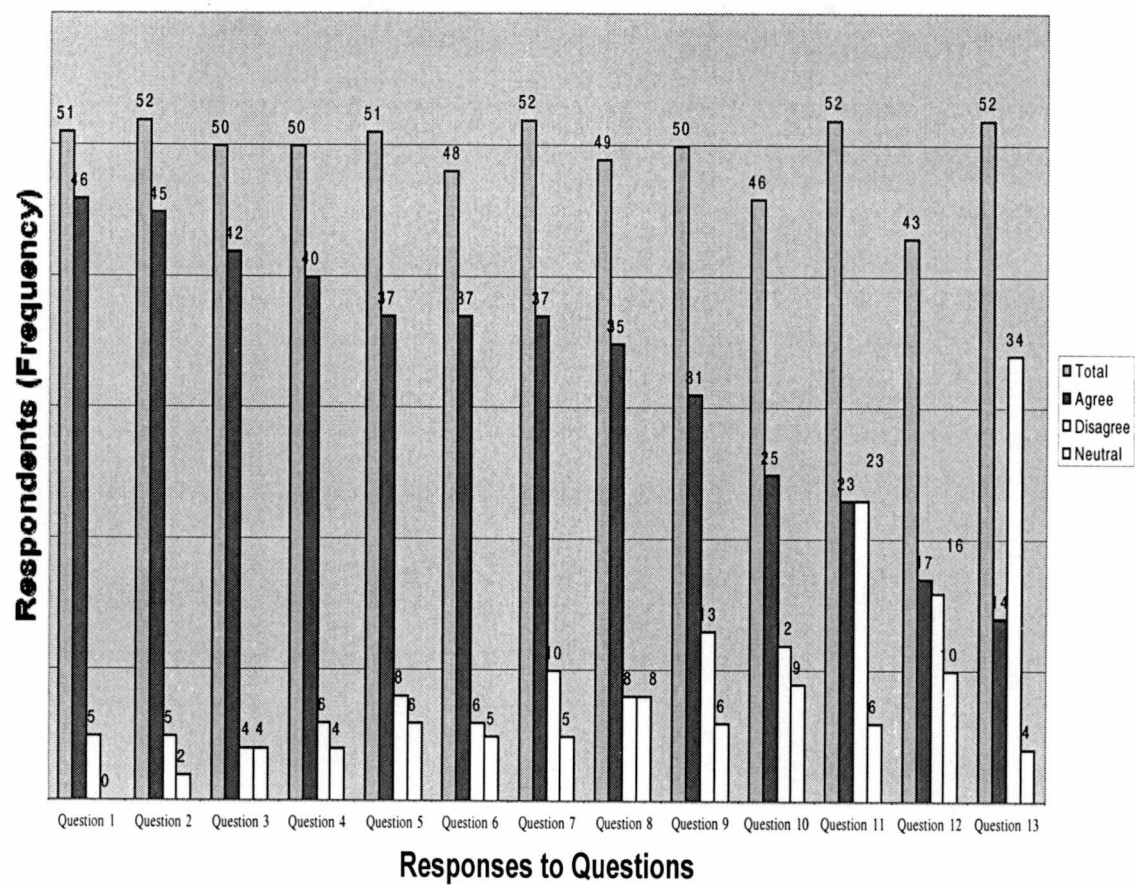


Figure 4.11 Respondent Level of Agreement

Three of these four questions seem to suggest that the residents feel that tourism and tourism investment are beneficial to local infrastructure. Responses to questions three and nine indicate that locals seem to enjoy the presence of tourists and that visitors actually add to the quality of the surroundings. The responses to the last question seems to contradict the response to question two. In question two 45 of the 52 people responding fell in agreement that tourist using local transportation did improve the quality of service for locals. In question thirteen, 34 of the 52 people responding disagreed with the statement that because of tourism, Margarita has good local transportation.

The following are the questions the respondents were to asked to decide if they agreed, disagreed or felt neutral about:

Question 1. Improving and managing tourist facilities is money well spent?

Question 2. Tourists using Margarita's local transport system improves the quality of service for locals.

Question 3. All the different nationalities make the streets interesting.

Question 4. There are better recreation and leisure facilities for local residents due to visitors?

Question 5. Tourism does not interfere with resident enjoyment of the town.

Question 6. Tourism brings more money to Margarita than any other type of business or industry?

Question 7. Visitor's interest in local heritage means that our old buildings are better cared for?

Question 8. Visitors do not interfere with locals use of entertainment, leisure and recreation facilities?

Question 9. Tourists in Margarita improve the local fabric of the city?

Question 10. Visitors bring jobs and money, and that is more important than any problem they create.

Question 11. Visitors do not result in unpleasantly overcrowded streets and outdoor places.

Question 12. Jobs created by tourism are not demeaning and of low status.

Question 13. Because of tourism, Margarita has good local transportation.

VIEW OF TOURISM BY RESIDENT CHARACTERISTICS

The research problem statement proposed looking at how different characteristics might effect the participants' perception of tourism. The sub-questions of the research asked if a resident's age, amount of contact with visitors, length of time as a resident or

even occupation might influence perceptions of the impact of tourism. In order to answer these questions, the researcher cross-tabulated these characteristics against the views made by the respondents.

Figure 4.12 shows that there is no difference in views on the level of tourism by age of respondent. There is an overwhelming belief among all age groups that the level of tourism on the island is too low.

Figure 4.13 shows that the amount of contact that a respondent had with visitors does not necessarily influence their attitude on the level of tourism on the Island. Almost all of those who responded that they had any contact with visitors, from very little to frequent contact, felt that the level of tourist coming to the island was too low. Even those who had claimed to have no contact with visitors, felt 100% sure that the level of tourism was about right. And the only respondents who felt that the level was too high were 7% of the respondents who had frequent contact with visitors.

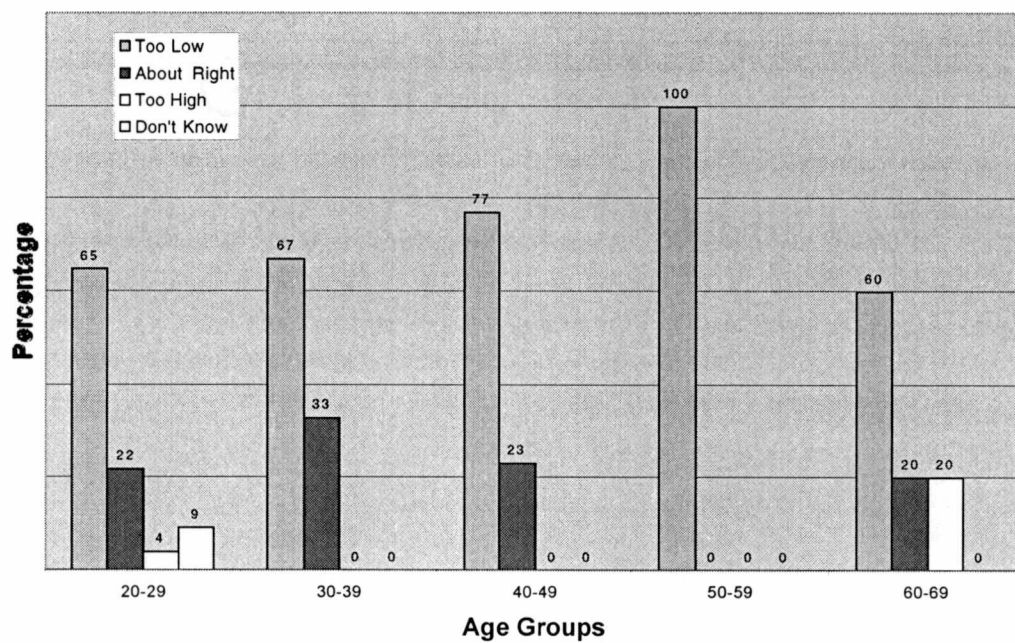


Figure 4.12 Age of Respondent and Level of Tourism

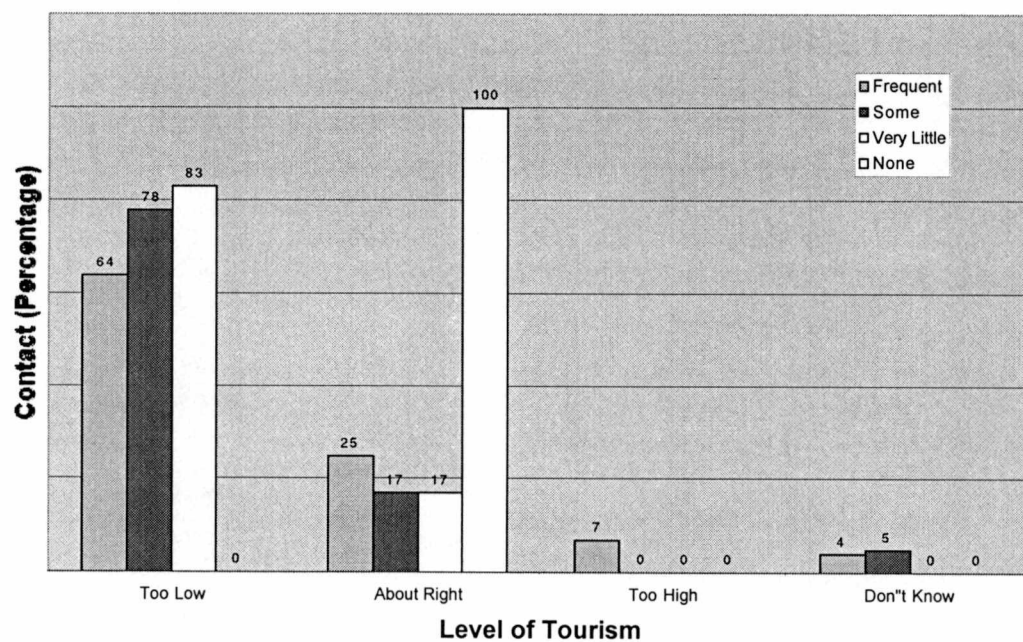


Figure 4.13 Contact with Visitors and Level of Tourism

Figure 4.14 and 4.15 show that the length of time a resident has lived on the island does have an influential effect on the respondent's attitude towards tourism in frequency and percentage. Those who have lived on the Island for over ten years or more consistently felt that tourism had a good or neutral effect on Margarita. However, 33% of those who had lived on the Island for a time period between one and five years felt that tourism had a bad effect. And those who were new to living on the Island, less than one year, they were either unsure or did not know how tourism had an effect on Margarita.

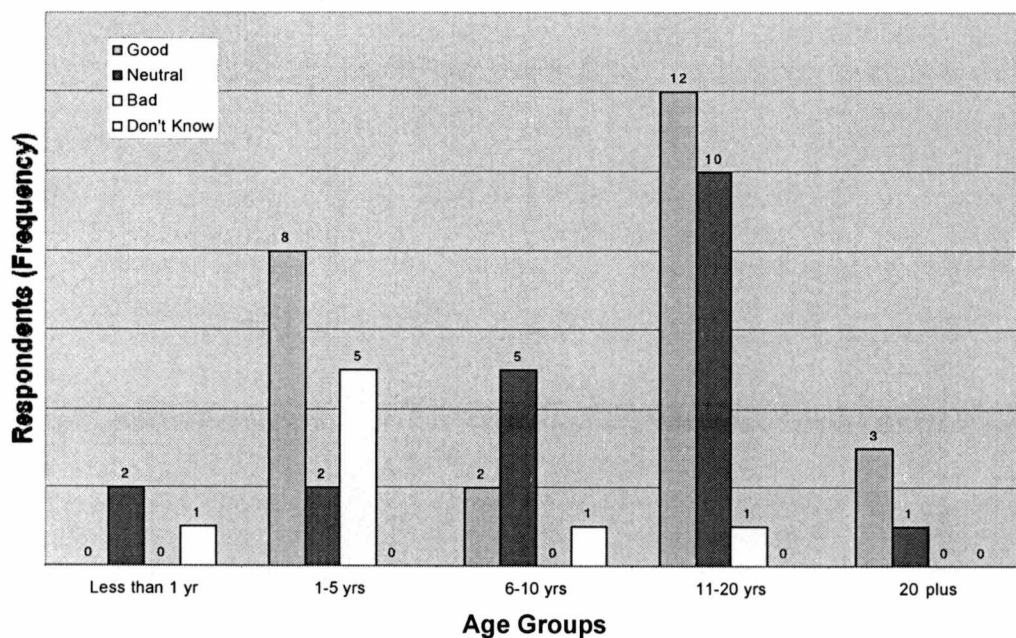


Figure 4.14 Length of Residency and Overall Effect of Tourism

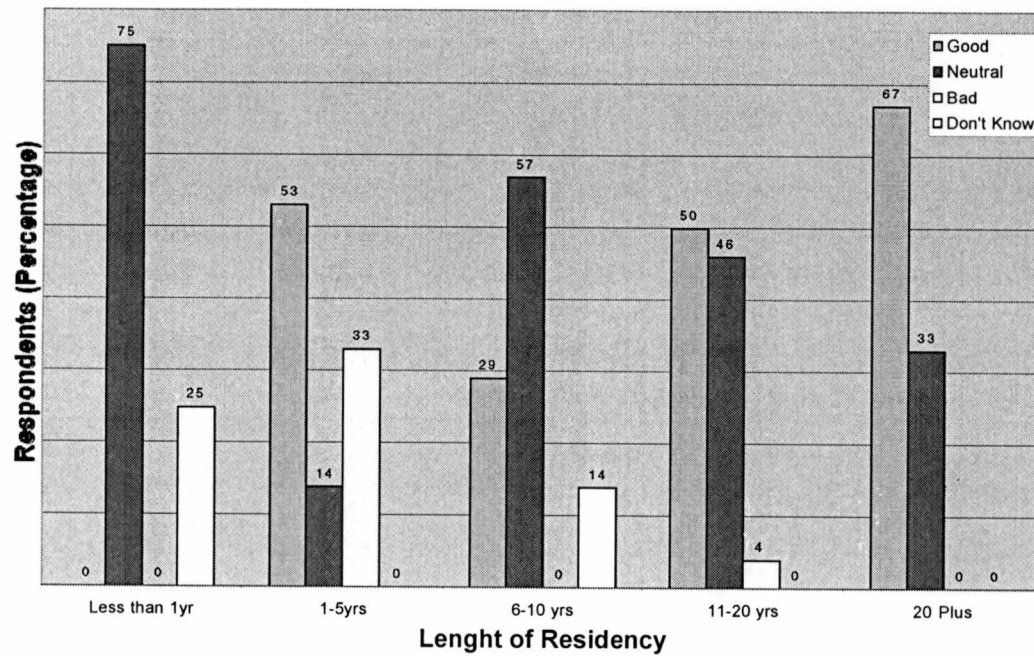


Figure 4.15 Length of Residency and Overall Effect of Tourism in Percentage

Figure 4.16 shows that respondents with tourism related jobs or who have family members in the tourism industry, are more likely to view tourism in a more positive light than those employed in other fields. Of those with tourism related jobs, 62% found tourism's effects to be good overall and only 8% found it bad.

Figure 4.17 shows 27% of respondents without tourism related jobs felt the effects of tourism were good, with 15% feeling tourism had a bad effect. There was 50% who were neutral about the effects of tourism.

Figure 4.18 shows that respondents with tourism related jobs were more opinionated about the level of tourism on the Island. In the group of respondents, who had tourism related jobs 37% felt the level was about right and 48% too low. Within this group 7.5% also responded that the level of tourism was too high or they did not know.

Figure 4.19 shows that of those without tourism related jobs, 88% felt that the level of tourism was too low and 12% felt it was about right and there were no respondents in this group that felt it was too high or did not know. Again the majority of respondents believed the level of tourism was too low.

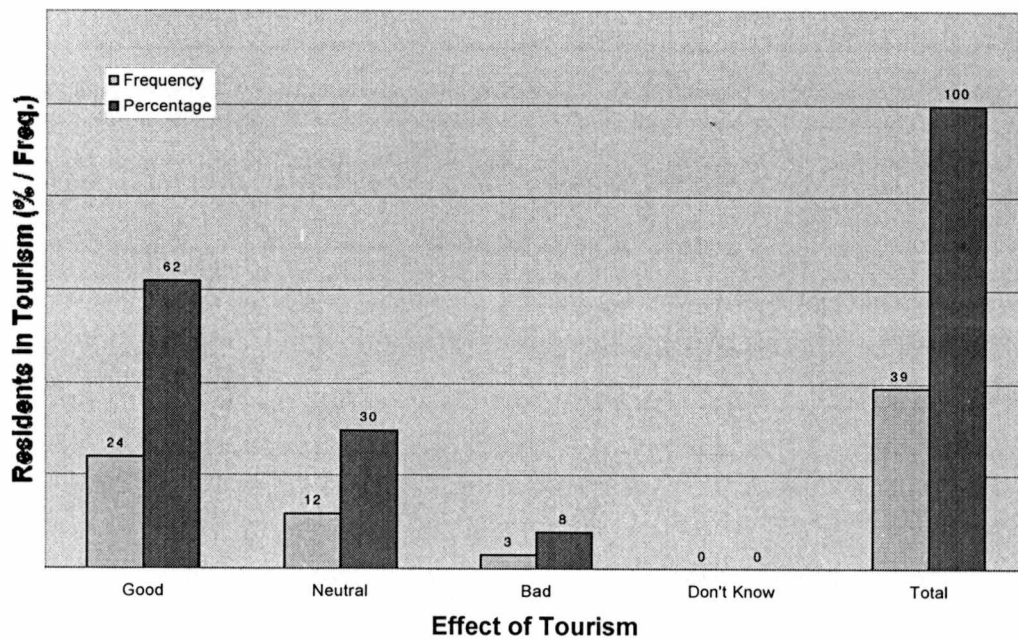


Figure 4.16 Tourism Employment and Overall Effect of Tourism

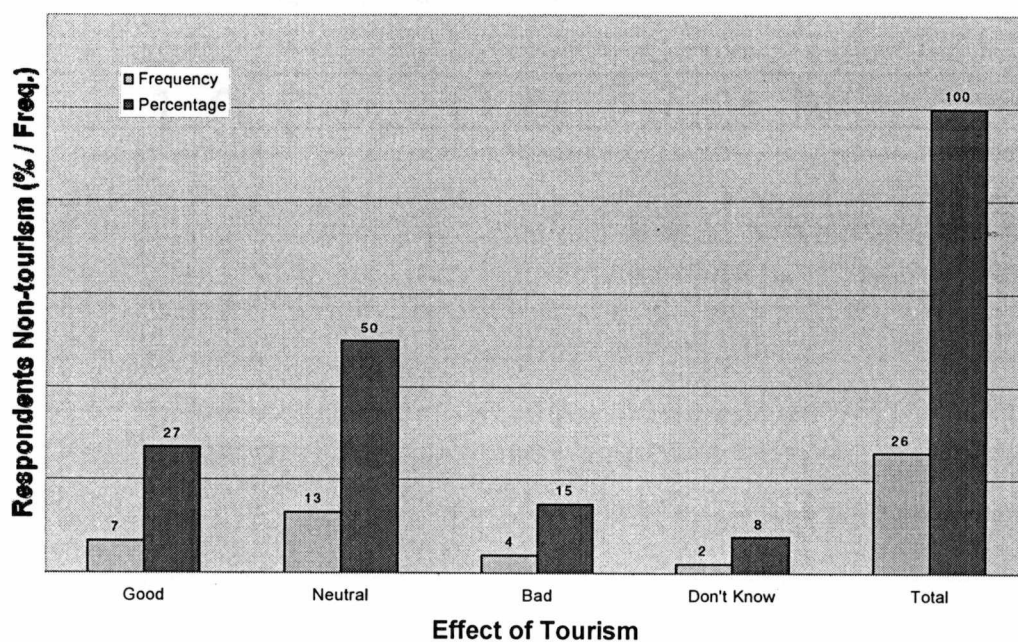


Figure 4.17 Non-tourism Employment and Effect of Tourism

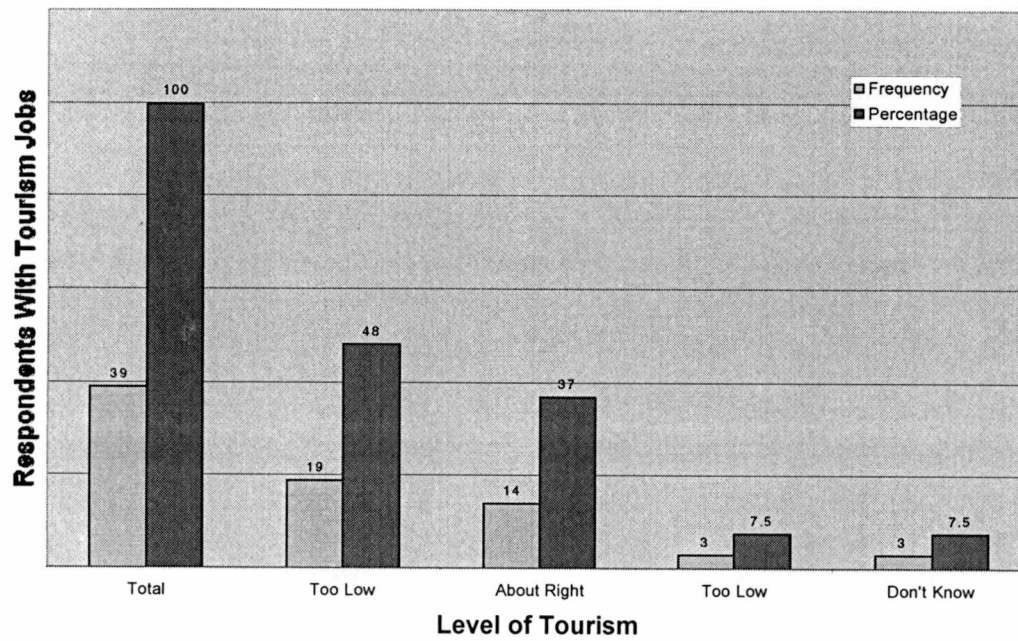


Figure 4.18 Tourism Employment and Level of Tourism

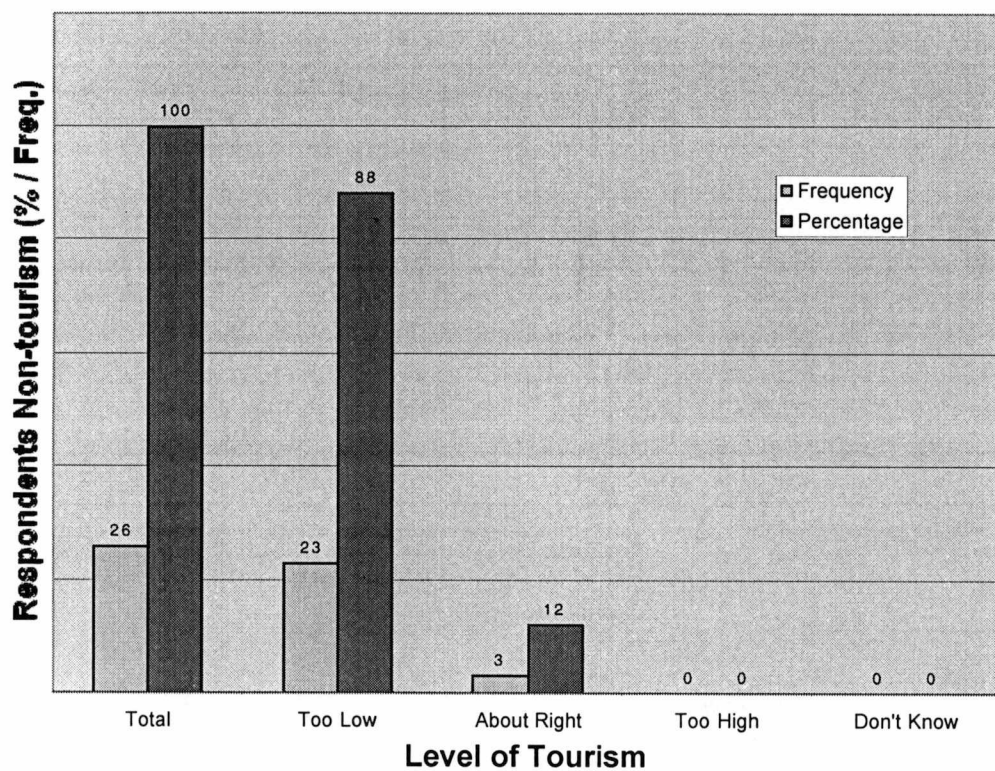


Figure 4.19 Non-tourism Employment and Level of Tourism

QUALITATIVE STUDY

INTERVIEWS

The interview portion of the research took place after the survey portion was complete. Seven participants were chosen from the survey respondents based upon their availability, willingness to participate and his or her accessibility to the researcher. The most important qualification for the selection of the participant was his or her knowledge of the English language. The interviews provide the researcher with first hand testimony of local people regarding the impacts of tourism in their own lives. The results of the interviews have been reviewed and analyzed for potential themes and from there categorized into specific impact categories. Replicating the findings in the literature review, the three major categories expressed by the participants revolved around economic, physical and social and cultural impacts. The following will review these three areas through the words of the participants as well as cover any other common impact category mentioned by several participants.

Demographics

Seven people were chosen as the participants for the study. All the participants were residents of Margarita Island, Venezuela. The participants were between the ages

of 20 and 65 years of age. Only one of the participants was female. At the time of the interviews, all but one of the respondents was married. All of the participants were employed full-time and most were owners or operators of their own local business.

ECONOMIC IMPACTS

The economic impact of tourism on a destination area has been widely documented (Pattullo, 1996, Mathieson, 1982, Conapi, 1998). As Mathieson (1982) suggests in the literature review, the majority of this literature revolves around the economic benefits and or costs of tourism to a destination. The same holds true for this research as well.

Although not directly asked about how they perceived any economic benefit or cost associated with tourism development, many of the respondents discussed their experience in terms of impacts. When asked to describe how the development of Margarita as a tourism destination had impacted their lives, several of the respondents discussed what would coincide with several of the most commonly expressed economic benefits described by Mathieson (1982) in the literature review.

Table 4.1 represents the statements made by participants on the theme of tourism generating new jobs and economic opportunities.

There are now more people doing that, providing services, because the people (tourists) are coming and there are more people coming to live on the island. Which is important to note, that before there weren't as many employment opportunities on the island. Tourism started to develop and there are new opportunities for employment. So people come to the island. In the last year the population of the island has probably doubled. Because there are more opportunities for jobs, so people come here looking for opportunities.
I live well. I work with tourists and I feel great about working with tourists. And with more people coming, I think I will have more jobs. And maybe I will be a little bit more economically better. And maybe many soon will have more opportunities to do many things.
Some people are more rich now because they are merchants. The original people, the fishermen maybe have more work because they have to fish more. They have more opportunities to sell their fish with a lot of new restaurants and hotels here now. I think that the economy is better for everyone.
I think that during the old days there were not that many things, services available. So basically, there were only a few things, a few restaurants and a limited amount of shops. And as people (tourists) started to come to the island new services started to develop. For the people who live here, there is more competition among services such as television repairs or other services that are used by locals.

Table 4.1 Generation of Jobs and Opportunity

The respondents also spoke about some of the issues they consider as economic costs of tourism development. Although the following are not themes the researcher includes them because they make valid and interesting points. One participant describes the effect of inflation created by tourism and the *dollarization* of the local economy.

It starts to be more expensive, life. Everyday you know that the people (locals) think that everyone is a tourist, that everyone has U.S. dollars. And that is not true.

Mathieson (1982) refers to the danger of an total dependence on tourism as being a potential economic cost of tourism development. One respondent saw the island's inability to have the freedom to become more dependent upon tourism, due to the National governments commerce rules, as being an economic cost.' The respondent even went as far as to say "Margarita is a colony of Venezuela".

That is the way I see it. Year 2000 and we are still a colony of Venezuela. I see it this way because we can not authorize American Airlines to land in Margarita. Why not? Because Caracas has to give the authorization. And Caracas will not give the authorization because they prefer to have American Airlines to land in Caracas because they want to receive the tourists there. That is something we should decide here. So we are a colony. This is something in the future we will have to develop here. Maybe not a separate state (from Venezuela), maybe not an associate state, but something in our own laws that permits us to buy in the world not as a Venezuelan state but as an island in the Caribbean.

The participants seemed to see tourism as a positive force on the economic impacts of the island. Although there were some references to negative impacts such as inflation, dollarization and Government control of commerce, the general overall feeling was that tourism benefited the whole of Margarita. And one participant sums this sentiment up when saying "tourism is increasing on Margarita Island and it is good for the island. And what is good for the island is good for me".

PHYSICAL IMPACTS

The literature review seems to indicate that tourism and the physical environment of a destination can take on one or two types of relationships. The relationship between environment and tourism may either be symbiotic or conflicting. This research study seems to show that tourism in Margarita has had both a symbiotic and conflicting relationship with the environment. Most participants mention the impact of tourism on the environment through negative examples. However, a few participants did describe situations that can be considered a beneficial impact related to tourism upon the physical environment of Margarita.

Participants described several different negative impacts that they felt were a result of or influenced by tourism. The main theme that was often repeated was about the

I think the bad thing in this town is the traffic
Sometimes I might get a little upset by the traffic. Sometimes you get used to a relaxing style of living, then lots of people come and the there is more traffic in the streets, more people at the supermarket and the kind of stuff.
When there are a lot of people here some people say "now we have traffic

Table 4.2 Traffic and Street Congestion

amount of traffic and congestion on the streets, sidewalks and shops. Table 4.2 reflects the theme of traffic and congestion on the streets.

Although many participants expressed the theme of traffic congestion a few felt that the benefits of increased tourism outweighed the cost. "Basically you know, you understand that this is something (tourism congestion) that keeps the economy going. So I except it". Another respondent repeats this thought by saying, " No, we are waiting for the traffic so now we have people to drive our business".

Many of the participants referred to local problems with constant water and electricity as being one of the worst problems associated with living in a tourist destination. Table 4.3 represents the theme of infrastructure problems.

Litter and pollution was also mentioned quite often as being a negative impact of tourism. A participant stated that "the town is not very clean. It is not clean like other tourist towns." Another discusses the problem of "pollution on the beaches and garbage

The worst thing is that the services are not very steady. We have many problems with the water and the electricity
Water and electricity, this is something the government must work on
They (tourists) do not understand why the lights go out, why there is no water. And I know it is something difficult. It is very difficult for people from other countries to understand.
I think in the future the must improve (electric and water service), because we are growing up everyday. I think that they did not prepare, they did not think that Margarita was to become a tourist island. And they did not plan the infrastructure

Table 4.3 Infrastructure Problems

in the streets” and suggests that it is a “problem of prevention.” He blames the local government for not having a “national program” to educate the people to prevent water pollution and stop litter in their neighborhoods. He does hold out hope that “with the new Governess, she will take care of this problem.’

Not all of the physical impacts of tourism development were seen as negative by a few of the participants. Residents cited new facilities as a positive effect of tourism. Mathieson (1982) suggested that tourism has stimulated the transformation of old buildings and sites into completely new tourist facilities. This transportation is also apparent in Margarita. Although not a major theme it is worth mentioning. One participant describes the growth of development:

Twenty years ago Porlamar was a small town. Very old, the buildings were. Now the city has buildings less than ten years old. Say

for example the 4 de Mayo Avenue (Main Street of Porlamar) is very new with shops and hotels no more than fifteen years old.

Most of the impacts related by the participants were negative impacts. Increases in traffic, congestion and pollution were all big concerns with the participants. The need to improve the quality and consistency of water and electric service was seen, as more of an oversight on a part of the government not being able to foresee the increase in tourism then a direct result of tourism. And in one case tourism was seen a benefiting the development of the physical environment with the building of new shops and hotels.

Social and Cultural Impacts

Social and cultural impacts as a consequence of tourism development is a result of interaction between *hosts* and *guests* (Glasson, 1995). The participants were very open about their feelings towards this host-guest relationship. There were clear distinctions between the social impacts and cultural impacts described by the participants.

The participants seemed to respond positively to the social impacts of tourism. Table 4.4 shows the participant's responses to the theme of positive social and cultural interaction between host and guests.

Well, I think that we are here on a tourist island. There are many foreign people, especially from Europe, coming here. And the reason is that if you are in a tourist place you have to be a gentleman, be polite with the people who are coming to visit you. You have to be a host.
I think that people feel good with tourists. I think it is the same. People (locals) want to wait on tourists because they know it is a tourist island.
In general, I think that people (locals) tend to be helpful towards tourists. Not that much because they are understanding it is good for the island, but rather because people (locals) are happy to help people (visitors) out.
Margaritan people are very open. Very, very open to other cultures. We are very open to foreigners. We have a mix of cultures in our country and I think it shows in the way we treat people from other countries.

Table 4.4 Host and Guest Interaction

These statements tend to show that at this point in time the local residents of Margarita are still at the level of euphoria in Doxey's Index of Tourism Irritation (Doxey, 1975) (see Table 2.1). All the participants seemed to be enthusiastic about tourism development. They all expressed the need to welcome visitors. One participant sums this up best by saying:

I enjoy meeting and communicating with visitors. People come from different countries, for example Mexico, America, Chile, Italy and Germany. They are very friendly. They can come here and feel friendly.

Not all of the participants felt that tourism had a positive impact on local culture. In fact, one participant felt that tourism created an environment that produced a lack of cultural attractions.

Most things are oriented towards tourists. There are discos and the amusement parks but cultural-wise there are not many activities going on. In terms of the theater or the arts, those are limited. Because, the place is mostly resorts that receive people who don't want to go to a museum, they want to go to the beach, party and shop.

Another participant felt strongly that native arts and handicrafts were on the decline.

One of the downsides of tourism on the island. Well for example, there has been a big tradition of handicraft making on the island, making hammocks and baskets. They make these traditional shoes on the island. The new generation are more interested in sort of going to school and learning something else, because they have it now (opportunity). And that is fine, for someone to want to do something else, get a career. But this traditional handicraft culture is something being lost. Eventually it will disappear.

There was an overwhelming attitude that tourism was a social benefit to the island of Margarita. The opportunity of cultural exchange brought about by the inflow of tourist to the island provided the participants with the positive cultural experiences they described.

Other Impacts

One of the themes that evolved out of the participant's interview was the lack of government involvement in tourism development. Many of the participants believed that

This is a great island, a major point in the Caribbean. The problem is that until now, nobody has done anything (to make) it a touristic point. We have many beautiful beaches, many services and places, but we haven't taken care of them. We haven't realized that we have got them. We need to manage them to make people come here.

The problem is to have a clear plan, what the government has to do. How you say, put the cards on the table.

The government here and the private companies have to improve themselves to help the people to educate-to educate the people to help receive the tourist people. I think the best way is to bring people from outside, like from Europe, the United States or South America to give classes to teach the locals how to act with foreigners.

There are a few things that we need to fix to make it better. The transportation, our culture and the way we manage in front of people from other countries. I have met people who say, 'I don't want to speak English because when I am in the States I have to speak English'. So I say, 'What do you want, do you want the people to come here or to go somewhere else'? The language is the only way to express. I think to make an effort to make others understand is no big deal. Things like that present a problem to those who come here. But I think this is a very good place and has an opportunity for people who know how to manage it.

Table 4.5 Governments Role in Tourism

the lack of government in tourism management created several problems for the island.

Table 4.5 shows residents responses to the government and its role in tourism.

Another concern among the participants was the Venezuelan national economy and how it has an effect upon their local economy. One participant shows this by stating that "we all know our economic problems in Venezuela are the same in Margarita."

Another even goes as far to say, "right now is going on a depression again." and he sees the blame lying in the current "economic and political situation in Venezuela." And

another gave a more detail description of the economic difficulties of the country but felt that especially, on Margarita the economy is turning around.

In 1983 the dollar (exchange rate) went from \$4.30 up to \$7.50 (massive inflation) and that is where our tragedy started. Since then we have had economic problems. In the past they (locals) used to emigrate from Margarita to other parts of Venezuela to work. Because there was no activity. So when this development came here, Margarita's 'best sons' were not living here. But although with all those economic problems this island grew a lot, and developed as you can see. So we have started growing.

The all-inclusive resort was another topic that was seen as a negative impact on the island by a few of the participants. One participant felt that the type of visitors to Margarita "are not high-class tourists". He said that, "the European tourists, the ones we receive here are very, very cheap. They are the people who buy the all-inclusive packages." Where this participant sees all-inclusive tourists and having an impact on the economy of the island, another was concerned with the cultural impacts associated with these types of visitors.

Culturally I do not think that interaction (between visitors and locals) has been really too good. In the sense that most of the people who come to the island, from abroad, normally stay at these resorts (all-inclusive) and they do not have much contact with local culture. They may go to the market and buy a few things, but there is not an interest in culture in itself.

Summary

This chapter has discussed the findings from the data of this study. The study was broken into two separate parts, the survey and the interview. The survey provided the researcher with:

- (1) A demographic profile of the respondents.
- (2) A background of the participants.
- (3) A detailed analysis of the participants perceptions of tourism.
- (4) The participants reactions and attitudes pertaining to visitors.
- (5) A cross-tabulation of the participants demographic and backgrounds with their perception, reactions and attitudes.

The qualitative analysis portion of this chapter reviewed the respondents' interviews and developed themes within them. These themes were then placed within the three areas of economic, physical environment and social and cultural impacts. Under the area of economic impact one central theme evolved, the generation of more jobs and new economic opportunities. The area of the physical environment produced two central themes. Traffic and street congestion as well as the local infrastructure problems were most often discussed by the respondents interviewed. The third area of social and cultural impacts produced a common theme describing the *host-guest* relationship. The theme relating to the social relationship between the host and guest showed an overwhelming

positive response. Another theme that evolved was placed into a separate area other than the three areas of economic, physical and social impacts. The participants developed a theme relating the role of government in tourism planning. This theme was seen as a separate area by the researcher. The participants discussed other ideas that a few of the respondents described that were considered important including:

- (1) The *dollarization* of the local economy.
- (2) The national economy and its influence on local economy.
- (3) All-inclusive resorts.
- (4) The need for tourism education programs on the island.
- (5) The decline of native arts and handicrafts.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter includes a summary of this thesis, presents conclusions reached by the researcher and provides recommendations for future research and practical application. The last part of the chapter provides the researcher an opportunity to include his personal insight to reflect on the outcome of the study.

SUMMARY

The purpose of this study was to determine how the development of tourism as a primary economic source might impact local residents of Margarita Island. The review of literature prompted the following sub-questions:

1. Does the amount of contact with visitors, influence the participant's perception?
2. Does the length of time a resident has lived on the Island influence the participant's perceptions.
3. Does age and or gender of the participant influence their perception of tourism?
4. What other possible factors may influence participant perceptions of the impact of tourism?

The participants for the survey portion of the study were fifty-three local residents between the ages of 20-69. Each participant was a resident of the Island, with 65% of the respondents living on the Island for over six or more years. The participants were

drawn from a Chamber of Commerce (Camara de Comercio Libre y Produccion de Nueva Esparta) business directory. The respondents were business-people, working for or related to the individual name drawn from the business directory. Of the participants, 48% were male and 52% were female.

The survey portion of the study was used to provide detailed background information about the population of Margarita Island. The survey provided the researcher with demographic and background profiles of respondents. Also the survey allowed the researcher to draw conclusions about the sub-questions related earlier. And finally the survey provided the researcher with a list of potential interview participants.

The participants of the interview portion of the study were chosen from the survey respondents. The participants were six males and one female, ages 30-69. Participants were chosen based upon their availability, accessibility and their ability to speak English. The requirement of speaking English was due to the researcher's inability to speak Spanish.

The researcher used a qualitative research method in order to present personal perceptions and attitudes of the participants. These perceptions were gathered using an open-ended interview method. The researcher used a developed interview guide during the course of the interview. Each participant for the interview chose a

prearranged meeting time and place. The length of each interview varied from thirty to ninety minutes. The researcher transcribed the interviews. The researcher reviewed the transcripts and general themes were developed. An independent researcher reviewed the transcripts and validated the themes.

CONCLUSIONS

The data revealed in the survey portion of the research allowed the researcher to answer the several sub-questions laid out in the problem statement. The results showed that the amount of contact with visitors or the age of the participant does not necessarily influence the participant's perception of tourism. However, the factors of length of residency and if the respondent had a tourism-related occupation, did influence the participant's attitude towards tourism. The longer a person lived on the island the more positive their impression of tourism was. The same held true for the respondents who held tourism related jobs. The survey also allowed the researcher to identify specific advantages and disadvantages the respondents felt were created by tourism development. More money, more jobs and cultural exchange were among the most often cited advantages of tourism development. All-inclusive resorts, problems with local infrastructure and congestion on the streets were the top disadvantages of tourism development. The overall results of the survey suggest that the respondents

felt that tourism had a positive effect on the Island, and that they personally benefited from tourism development.

The results of the interview portion of the study revealed that the three subject areas of economic, physical and social and cultural impacts were all seen as being effected by tourism. The participants were asked open-ended questions that did not directly refer to the three impact areas, yet each area was commented upon by at least half of the respondents. These responses helped to develop the key themes regarding each of the impact areas. The respondents strongly felt that tourism helped to improve the local economy by bringing more jobs and introducing more opportunities for local people. The majority of the respondents were business-people working in or closely with tourism and that may have influenced the responses towards tourism. In opposite direction, several of the respondents felt that tourism also produced negative economic impacts such as inflation and *dollarization* of the local economy. There were also mixed attitudes over the physical impacts of tourism development. Several respondents felt that tourism generated more litter and traffic congestion in the streets. However, others felt that tourism helped to aid in the revitalization and improvement of an aging downtown district. The respondents all seemed to feel that tourism provided a forum for positive cultural exchange.

There were four other areas that were not themes but were discussed by the respondents that the researcher felt were important to include in the results. It is speculated that the areas may not have been themes because of their special and narrow focus.

1. The lack of governmental involvement in tourism development.
2. The national economy and it's influence on the local economy.
3. The effects of all-inclusive resorts.
4. The need for tourism education programs on the Island.

Several of the respondents felt that the local government and even local business should take an active part in helping develop tourism. One respondent felt that the lack of a clear plan prevented Margarita from living up to its true tourism potential. And another felt that this participation of the government should be in the improvement of local infrastructure and services.

The national economy was a very personal issue expressed by almost all of the participants. It seemed that many of the people in the country were concerned with the economic difficulties facing the nation. Although not a direct impact due to tourism, the national economy does effect the tourism industry, which Margarita depends upon for a major part of it's economy. Thus the researcher felt that it should be mentioned as a common factor influencing the participants perceptions.

All-inclusive resorts were an important topic with two of the respondents. One of the respondents felt such resorts brought a lower class of tourist, less interested in spending money within the local economy. Another felt that the all-inclusive tourist took little interest in cultural exchange, one of the key benefits of tourism. The effects of all-inclusive resorts are a potential theme for future research on the Island.

The need for educational programs designed to improve cultural understanding and service quality is the other issue covered in the interviews. Although all of the participants felt that tourism had a general positive impact on the Island, many felt that there was room for improvement. In response to that need for improvement two respondents suggested the implementation of an island-wide tourism education program.

RECOMMENDATIONS

Based on the findings and conclusions of this thesis, the following recommendations are made for future research:

1. Due to the researcher's limited time, only 100 surveys were sent out, of which 53 were returned. It is recommended that a survey of a larger population be conducted.

2. Replicate the study with participants from other locations throughout the Island to explore if the impacts of tourism are expressed differently in different parts of the Island.
3. Concentrate future research on specific impact areas such as economic, physical or social and cultural impacts instead of researching all three areas at once.
4. Replicate the study and incorporate a portion that researches the visitor's attitudes about that impacts that they feel they create.
5. Research the impacts that are significant to specific populations, such as homeowners, fishermen, or only women.
6. Research each of the four final topics discussed in the interview (governmental involvement, national economy, all-inclusive resorts and educational programs) and how they may impact tourism in Margarita.
7. The researcher feels that more qualitative research in general should be conducted to increase the amount and quality of literature concerning the impacts of tourism on a local population.

PERSONAL INSIGHT

In conclusion to this thesis the researcher felt it was important to reflect upon a few of the things he had learned while conducting the research. Research designed to find out how the *host* of a tourism destination feels about the *guest* is extremely

important. Often local tourism officials feel that the local residents and business-people will openly expect visitors simply because they bring more money into an area. Without research such as this thesis the local population might never voice the actual impacts (both positive and negative). The researcher has learned that often the local people are open and willing to discuss the problems and even take steps to remedy the problems.

Although the researcher was on the Island for only two months he was able to experience the culture of the people of Margarita. The research helped the researcher see the importance of maintaining the identity and culture of an island community. The people of Margarita are an open people. Through his journeys on foot throughout the island, the researcher met many wonderful people. Unfortunately Margarita is becoming another one stop port of call for cruise-ships or an all-inclusive hideaway for bargain vacationers. It is hoped that all visitors to Margarita will find the opportunity that the researcher had to explore the island and meet and enjoy its people.

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APPENDICES

APPENDIX A

**RESIDENTIAL SURVEY
MARGARITA TOURISM IMPACT STUDY**

A. BACKGROUND INFORMATION

Q1. How long have you lived in Margarita?

Less than 12 months

1-5 years

6-10 years

11-20 years

Q2. Do you speak English?

Q3. How much contact do you have with visitors and tourists to Margarita?

None Very little

Some Frequent

Q4. Do you or any member of your household work in the following types of jobs?

Hotels, Motels and other Accommodation establishment

Restaurant and catering

Tourist and Recreation Attractions

Transportation

Entertainment

None

B. DEMOGRAPHIC INFORMATION

Q5. Please indicate which age category you fall into

20-29

30-39

40-49

50-59

60-69

Q6. Marital status

Never been married

Married

Divorced

Widowed

Q7. What is your occupation?

Q8. Is the respondent:

Male

Female

C. PERCEPTIONS OF TOURISM

Q9 a. Do you see tourism as an important local industry in providing jobs for local people?

YES

NO

b. Do you see tourism as an important local industry in bringing money into Margarita?

YES

NO

Q10. In your opinion, do you think the effect of tourism in Margarita is?

Good

Neutral

Bad

Don't know

Q11. Do you think you personally benefit from tourism in any way?

YES

NO

D. REACTION TO VISITORS

Q12. The following set of statements has been designed to gauge your overall reaction to visitors to Margarita. Please indicate which response fits most closely to your opinion.

	D. Disagree	N. Neutral	A. Agree	DK. Don't Know
a. Tourism interferes with residents Enjoyment of their own town	D	N	A	DK
b. Tourism brings more money to Margarita than any other type of Business or industry	D	N	A	DK
c. Tourists in Margarita erode the local Environment and fabric of the city	D	N	A	DK
d. There are better recreation and Leisure facilities for local residents Because visitors help support them	D	N	A	DK
e. Tourists using Margarita's local Transport system reduces the quality Of services provided for local residents	D	N	A	DK
f. Improving and managing tourist Facilities in Margarita is money Well spent	D	N	A	DK
g. All the different Nationalities amongst				

	Visitors to Margarita make the streets More interesting and exciting	D	N	A	DK	
h.	Visitors' interest in Margarita heritage Means that our old buildings are better Cared for than otherwise would be	D	N	A	DK	
i.	Visitors result in unpleasantly Overcrowded streets and other Outdoor places		D	N	A	DK
j.	Because of tourism, Margarita has good Local transport services (i.e. bus service Taxi service)	D	N	A	DK	
k.	Jobs created by tourism are Demeaning and of low status	D	N	A	DK	
l.	Visitors to Margarita interfere with Local people's use of entertainment, Leisure and recreation facilities	D	N	A	DK	
m.	Visitors to Margarita bring jobs and Money that is more important Than the problems they create		D	N	A	DK

Q13. Do you think visitors to Margarita should pay more than local residents to use local facilities paid for by local residents?

YES

NO

E. THE FUTURE

Q14. Do you think that the number of visitors to Margarita is too high, too low, or about right?

Too High Too Low About Right Don't Know

Q15. How should local residents be involved in tourism management and planning?

Public meetings
 Individuals can object to developments as they arise attending City
 Council meetings
 Through surveys from time to time
 By making their views known to City Council officials
 By joint discussions with tourist industry and planners
 Leave it up to the planners

Other? _____

Q16. What advice would you give to better manage visitors to Margarita?

Q17. Do you think the effects of tourism have changed since you have moved to Margarita?

Q18. What major advantages do you think tourism has brought Margarita?

Q19. What major disadvantages do you think tourism has brought to Margarita?

THANK YOU FOR YOUR COOPERATION

APPENDIX B

**ENCUESTA RESIDENCIAL
ESTUDIO SOBRE EL IMPACTO DEL TURISMO EN LA ISLA DE
MARGARITA**

A. ANTECEDENTES

1. Cuánto tiempo lleva viviendo en la Isla de Margarita?
 Menos de 12 meses
 1-5 años
 6-10 años
 11-20 años

2. Habla ingles?
 Si
 No

3. Qué tipo de contacto tiene con visitantes y turistas de la Isla de Margarita?

 Ninguno Muy Poco Algún contacto Contacto frecuente

4. Ud. o alguno de los miembros que vive con Ud. trabaja en cualquiera de los
 siguientes áreas?
 Hoteles, Moteles y otros establecimientos similares.
 Restaurantes y similares
 Atracciones turísticas y recreacionales
 Transporte
 Entretenimiento
 Ninguna de las anteriores

B. INFORMACION DEMOGRAFICA

5. Por favor indique en cual rango de edad se ubica Ud.
 20-29
 30-39
 40-49
 50-59
 60-69

6. Estado Civil

Nunca ha estado casado

Casado

Divorciado

Viudo

7. Ocupación: _____

8. Sexo:

Masculino

Femenino

C. PERCEPCION DEL TURISMO

9 a. Considera Ud. que el turismo es una importante fuente de empleo de los residentes de la Isla de Margarita?

Si

No

b. Considera que el turismo es una importante fuente de ingresos para la Isla de Margarita?

Si

No

10. Según su opinión, cómo piensa Ud. que ha sido el efecto del turismo en la Isla de Margarita?

Bueno

Regular

Malo

No sabe

11. Ud. en lo personal, se beneficia de alguna manera de la actividad turística?

Si

No

D. REACCION HACIA LOS VISITANTES

12. Las siguientes afirmaciones han sido diseñadas para medir su reacción general hacia los visitantes de la Isla de Margarita. Por favor indique cuál respuesta es la que mejor refleja su opinión.

	ED. En Desacuerdo	N. Neutral	DA. De Acuerdo	NS. No Sabe
a. La actividad turística interfiere con el disfrute de la isla por parte de sus residentes	ED.	N.	DA.	NS.
b. El turismo brinda más ingresos a la isla que otros tipos de negocios o industrias	ED.	N.	DA.	NS.
c. Los turistas deterioran el medio ambiente y las tradiciones culturales de la isla.	ED.	N.	DA.	NS.
d. Debido al desarrollo turístico, los residentes pueden disfrutar de mejor infraestructura de esparcimiento y recreación	ED.	N.	DA.	NS.
e. El uso del sistema de transporte por parte de los turistas, deteriora la calidad del servicio prestado a los residentes de la isla	ED.	N.	DA.	NS.
f. Una buena manera de invertir los dineros públicos es promoviendo mejoras de las facilidades turísticas en la isla de Margarita	ED.	N.	DA.	NS.
g. Las diferentes nacionalidades de los visitantes que convergen en Margarita hacen que su ambiente sea más interesante y excitante	ED.	N.	DA.	NS.

- h. El interés de los turistas por la cultura e historia local promueve que sus edificaciones históricas sean mejor preservadas ED. N. DA. NS.
- i. La afluencia de visitantes congestiona de manera no deseada calles, avenidas y otros sitios públicos ED. N. DA. NS.
- j. Debido al desarrollo turístico, Margarita cuenta con buenos servicios de transporte local (por ejemplo: taxis, autobuses, etc) ED. N. DA. NS.
- k. El empleo generado por la actividad turística es de baja calificación ED. N. DA. NS.
- l. Los visitantes de la isla interfieren negativamente con el disfrute de los residentes de sus áreas de esparcimiento y recreación ED. N. DA. NS.
- m. Los ingresos percibidos de los turistas y visitantes de la isla son más importantes que los problemas por ellos generados ED. N. DA. NS.
13. Piensa Ud. que los visitantes de la isla de Margarita deberían pagar más por el uso de las facilidades, que los residentes?

Si

No

E. EL FUTURO

14. Piensa que el número de visitantes de la isla es muy alto, muy bajo, o el justo?

Muy Alto

Muy Bajo

El Justo

No Sabe

15. Cómo deben ser incorporados los residentes de la isla en el manejo y planificación de la actividad turística?

Mediante Cabildos Abiertos

A través de encuestas

Haciendo conocer sus puntos de vista a los miembros el

Concejo Municipal

Incorporándose a la discusión del tema con los

representantes de la industria turística y planificadores

Delegando la responsabilidad a los planificadores

Otra: _____

16. Cuál sería su recomendación para lograr un mejor manejo de los visitantes de la Isla de Margarita?

17. En que sentido ha afectado el turismo a la isla de Margarita?

18. Cuáles considera Ud., son las ventajas más resaltantes que el turismo le ha traído a Margarita?
19. Cuáles considera Ud., han sido las desventajas más resaltantes que el turismo le ha traído a Margarita?

MUCHAS GRACIAS POR SU COOPERACION

APPENDIX C

INFORMED CONSENT FORM

INTRODUCTION

This is a request to participate in a research study. The purpose of this study is to investigate the impacts and consequences that tourism has on the local residents of Margarita Island. The objective of studying the resident's perceptions is to develop a first hand informative reflection of both the positive and negative impacts of tourism. This information in turn can be used to aid future tourism development by reinforcing the positive impacts and minimizing the negative ones.

PARTICIPANTS INVOLVEMENT IN THE STUDY

The study will consist of an interview between the researcher and the participant. Since the researcher is not fluent in the Spanish language an interpreter will also be present. The interview will consist of several questions designed to allow the participant to give their own personal ideas and perceptions. The interview is meant to be an opportunity for the participant to express their views freely.

The interview shall last from one half to one and a half-hour, depending on the participant's input. The entire interview will be recorded on audio-tape for the express purpose of aiding the researcher in transcribing the interview at a later time. If the participant feels any discomfort in being recorded, than the researcher will make use of hand written notes as an alternative. The audio tape will be erased by the research after transcripts of the interview are written.

BENEFITS

The researcher feels that the involvement of the participant will benefit the whole of Margarita. A closer relationship between hosts, developers, and participants of tourism will help in sustaining the culture, economy and environment of Margarita. There is no risk to the participant of this research.

CONFIDENTIALITY

The information provided by the participant for this study will be kept confidential. All data will be stored securely and will be made available only to persons conducting the study unless the participant specifically gives permission in writing to do otherwise. No reference will be made in oral or written reports which could link the participant to the study.

CONSENT

I have read the above information. I have received a copy of this form. I agree to participate in this study.

Participant's signature _____ Date _____

Investigator's signature _____ Date _____

CONTACT INFORMATION

If you have any questions at any time about the study or the procedures, you may contact: Dr. Mary Dale Blanton, Recreation Department, 1914 Andy Holt Avenue, The University of Tennessee, Knoxville, Tennessee 37996-2700 (423) 974-1200

ACUERDO DE PARTICIPACION COMO FUENTE DE INFORMACION

INTRODUCCION

La presente tiene por objeto solicitar su participación como proveedor de información en el siguiente proyecto de investigación. El propósito del estudio es investigar los impactos y consecuencias que el desarrollo de la actividad turística tiene sobre los residentes de la Isla de Margarita. Más allá de medir los impactos directos, los resultados de la investigación revelará cuales son las percepciones, que al respecto, tienen los residentes locales. El estudio de las percepciones de los residentes locales tiene por objeto desarrollar una serie de consideraciones sobre los impactos positivos y negativos de la actividad turística en el área. Los resultados obtenidos podrán ser utilizados para apoyar el desarrollo futuro de la actividad turística, reforzando los impactos positivos y minimizando los negativos.

PARTICIPANTES DEL ESTUDIO

El presente estudio requiere de una entrevista entre el investigador y el participante como fuente de información. Dado que el investigador no habla fluidamente español, se contará con la presencia de un intérprete. La entrevista consistirá en una serie de preguntas diseñadas para facilitar la expresión de ideas y percepciones personales del entrevistado. Por medio de la entrevista, se le brinda al entrevistado la oportunidad de expresar libremente sus puntos de vista.

La entrevista tendrá un rango de duración estimado entre media hora a una hora y media, dependiendo de las necesidades de expresión del participante. La totalidad de la entrevista será grabada con el propósito de facilitarle al investigador su posterior transcripción. Si el participante no siente deseo de ser grabado, el investigador como alternativa tomará apuntes de la entrevista.

BENEFICIOS

El investigador cree de manera vehemente que la colaboración de los participantes en el presente estudio beneficiará en el futuro de la Isla de Margarita en su conjunto. Una relación más cercana entre residentes, promotores y el resto de los involucrados de una forma u otra en la actividad turística, contribuirá en el desarrollo sustentable de la economía, cultura y medio ambiente de la isla.

CONFIDENCIALIDAD

La información suministrada por el participante para el presente estudio se mantendrá con carácter confidencial. Todos los datos recabados serán protegidos y sólo serán disponibles de manera restringida a aquellas personas que participan en la conducción de la investigación, a menos que el participante dé su consentimiento por escrito de proceder de otra manera. No se harán referencias orales o escritas que permitan vincular al participante con el estudio.

CONSENTIMIENTO

He leído la información precedente. He recibido copia de este formato. Estoy de acuerdo en participar en este estudio.

Firma del participante _____ Fecha: _____

Firma del Investigador: _____ Fecha: _____

INFORMACION DE CONTACTO

Si requiere mayor información sobre los procedimientos del estudio, puede contactar al Dr. Mary Dale Blanton, Recreation Department, 1914 Andy Holt Avenue, The University of Tennessee, Knoxville, Tennessee 37996-2700 (423) 974-1200

APPENDIX D

INTERVIEW GUIDE

1. Tell me a bit about your life and how you find yourself living in such an exotic place.
2. Recall your first or most memorable contact with visitors to Margarita Island.
3. How do you see the development of Margarita as a tourist destination impacting your life?
4. How do you feel about people from other cultures and countries coming to the place in which you live?
5. Do you feel that your life would be different if Margarita was not a tourist destination?

VITA

Kevin Costello was born in Rochester, New York on May 6, 1968. He graduated from Skaneateles High School in Skaneateles, New York in 1986. He attended Dutchess Community College and received as Associates of Arts and Science in Liberal Arts/Humanities in 1990. Kevin continued his education by attending Rochester Institute of Technology where he graduated in 1994 with a Bachelor of Arts in Tourism Management.

After several years of working in the Hospitality industry, Kevin returned to higher education. At the University of Tennessee, Knoxville Kevin received his Master of Science degree in Recreation, Tourism and Hotel Management in December, 2000.