The Impacts of Tourism and Local Residents' Support for Tourism Development: A Case Study of the Rural Community of Jeongseon, Gangwon Province, South Korea

Ms. Sun Hee Choi

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
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The Graduate School/Faculty of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business in Tourism Management

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ABSTRACT

The impact of tourism in a local community is a complex and varied issue. It is generally agreed that tourism results in both positive and negative impacts for hosts of tourist destinations. There is a need to study the hosts' perception of tourism because local residents are the ones who are most directly affected by tourism. This study provides an explanation of how residents' perception of tourism impacts significantly affected local residents' support for tourism development. This research is likely to be an important planning and policy consideration for successful tourism development.

The research adopted the quantitative methodology which was based on the social exchange theory as a theoretical framework. This research attempts to examine the impacts of tourism and local residents' support for tourism development throughout the benefits and costs of tourism on their economic, socio-cultural and environmental impact. A total of 376 valid responses were collected from the rural tourism destination at Jeongseon, Gangwon province, South Korea. The questionnaires were divided into four sections for socio-demographic characteristics, the positive and negative impacts of tourism and support for tourism development. To achieve the research's goal, ten research hypotheses were proposed_ For the hypotheses tests, the One-way ANOVA, Independent Sample T-test and Pearson Correlation Coefficient were performed to analyze the impacts of tourism and support for tourism development.

The findings revealed that the local residents perceived tourism as one component of a larger system of growth and development within the tourism industry in Jeongseon. The economic impacts of tourism were the most favorably perceived positively by local people. Also it was found that local residents perceived a positive impact which was closely related to the support for tourism development. Moreover, the result of negative impacts of tourism

reveals a weakly negative correlation between the negative socio-cultural, environmental impacts and the support for tourism development.

This research hopes to assist the local tourism organization and policy-makers in the local government to understand the key issues in tourism development with Jeongseon local people, in order to successfully develop the settings planning and implement successfully for both the local people and the tourism industry.

Key words: tourism development, perception, impacts, support, Jeongseon

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SunHee Choi

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LIST OF ACRONYMS

GDP	**Gross Domestic Product**
KOREA	**South Korea, the Republic of Korea**
KTO	**Korea Tourism Organization**
WTTC	**World Travel and Tourism Council**
UNWTO	**World Tourism Organization**

CHAPTER I

GENERALITES OF THE STUDY

1.1 Introduction

The travel and tourism industry today is the world's largest and most diverse business sector. In 2010, according to the Korea National Tourism Organization (KTO), around 8.78 million foreign tourists visited Korea. This figure shows a 12.5% risen compared in 2009. It was considered as a remarkable growth in Korea Tourism by UNWTO, 2010, especially when the world had suffered a 4 % fall in global tourism. Korean tourism is contributing more portions of GDP. The tourism business is very important for the diverse economic growth of the country. In 2009, tourism in Korea was estimated to generate US $58 billion of economic activity which was equivalent to 7.6 % of total GDP (WTTC, 2010).

Nowadays, the Korean central as well as local governments are strongly a paying attention to national and regional scale of tourism development. Moreover, it is also focusing on developing rural tourism destinations. The aim of rural tourism is to develop a local economy and to improve the standard of living for local communities_ Meanwhile, Tourism development can bring both benefits and costs to the local community, whether it comes to economic, social, or environmental effects. A major reason for rising interest in the area has been the evidence that tourism leads not only to be positive, but also has the potential for negative, outcomes at the local level (Lankford & Howard, 1994).

Tourist destinations have made a substantial impact on both local people and tourists. Tourism can have both positive impacts and negative impacts on local residents therefore should be carefully monitored in order to minimize the negative implied tourism process (Sheldon & Abenoja, 2001). Keeping a balance of residents' perceptions of the costs and benefits of tourism is considered a major factor in visitor satisfaction. Therefore, it is vital for

the success of the tourism industry. In another study, Fisher (2005) suggested the importance of community perception as an effective element in processes of community development. So, understanding local residents' perceived the impacts of tourism development is essential in achieving the host community tourism development for future planning and managing (Yoon, Gursoy & Chen, 2001). For that reason, a number of studies have focused on the host residents' perception of tourism development on their community (Ko & Stewart, 2002). If residents hold positive attitude towards tourism impacts, they are more likely to support the tourism development of a destination (Lee, Kang, Long & Reisinger, 2010). Local residents' support is essential to ensure long-term success in tourism development, and this is particularly important in regional destinations. As indicated by Hall, Jenkins, and Kearsley (1997), a destination can only retain its popularity in the long term if the local residents are friendly, hospitable and welcome the visitors. Therefore, it is necessary to pay attention to the impacts of tourism and the perception of the local residents.

1.1.1 Tourism Development in Korea

In 1962, Korea Tourism Organization (KTO) was established to support and to develop the country's tourism industry. This early stage of Korea tourism industry was not able to success. At that time, the situation in Korea has not recovered yet from the Korean War.

According to Korea tourism statistical data, around one-million international tourist arrivals were recorded in 1978. Therefore, Korea Tourism Organization was primarily needed to promote Korea as a tourist destination to attract foreign tourists in the 1980s. Korea had an opportunity to draw the international attention toward Seoul by the host city of the XXIV Summer Olympic Games in 1988. In the Seoul Olympic Games, 160 nations were represented by a total of 8,391 athletes (www. olympic.org).

The result of the Seoul Olympic Games has given an opportunity to the tourism industry of Korea to reach the global standard for foreign businesses and international travelers. As a

big global sports event, Korea was presented to the world. It also increased its national infrastructure such as public transportation, hotels, tourist facilities, and service standard. In 1988, around 2.34 million international tourists visited Korea.

After Seoul Olympics, from 1989, the Korean government opened for all Korean citizens to travel abroad. In mid 1999, Korean TV dramas started to spread throughout Asia in a phenomenon named Hallyu by Chinese journalist. Since Hallyu, Korea tourism industry has dramatically increased. Between 1988 and 1999 the number of tourists visiting Korea rose 75% from 2.34 million visitors to 4.65 million (KTO).

Korea government established a five year plan for Korea tourism development (1999-2003) named 'Tourism Vision 21'. It was aimed at establishing Korea as a tourism hub in northeast Asia, attracting both foreign and domestic investment, establishing the knowledge-based tourism industry, and encouraging domestic tourism (OECD 2002). In 2003, Hallyu (Korean Wave) became the major theme of the Korea Tourism Organization's overseas marketing promotion strategy to enhance Korean image and positioning in the global tourism market.

In 2009, the Korean Tourism Organization launched the "2010-2012 Visit Korea Year" campaign to attract inbound travelers. To boost the tourism industry in Korea, the Korean government tried to host international events such as international big conferences, sport events and Expos (www. koreatimes.co.kr). At the same time, during the visit Korea campaign in 2010, the efforts were also to try adding value through expansions, which included MICE (Meeting, Incentive, Conference and Exhibition) event and the launching of medical tourism. If the tourism industry of Korea will hold such big global events, it can give a good chance to improve the national brand value and to develop the new tourism products in global tourism market as well. For improving medical tourism, the Korea government has set up a medical visa for foreign patients. KTO reported that through all kinds of efforts

Korea tourism organization is aiming to draw 20 million inbound visitors to South Korea in the year 2020 (KTO, 2011).

Table 1.1 A Brief Summary of South Korea Tourism Development

Year	Issues
1962	Establishment of Korea Tourism Organization (KTO)
1978	Around 1 million foreign tourists visited Korea
1988	Around 2.34million foreign travelers visited Korea
1989	Started all Korean citizens oversea travel liberalization
1999	Korean wave(Hallyu) started to spread throughout Asia
1999	Around 4.65 million international tourists visited Korea
2003	Hallyu has become the major theme of inbound travel market
2009	KTO launched the "2010-2012 Visit Korea Year"
2010	Around 8.79 million foreign travelers visited Korea

Source: Author's survey

1.1.2 History of Rural Tourism in Korea

Many rural regions in Korea are facing similar problems that include low income, declining population and reduced labor force. As industrialization expanded in Korea, many people moved from rural to urban areas. In Korea, rural tourism began in 1984 as part of a government project to raise farm incomes and to bring equal development between rural and urban areas. At that time, the project was not effectively successful due to insufficient tourism resources and facilities.

Since 2002, the Korean government had established the development project where it plans to build a rural traditional theme village and the green rural experience village. These

two main projects were focused on rural tourism to encourage 'Bottom-up' development (Ministry of Agriculture & Forestry, 2002).

In 2006, the number of accommodation units available as tourist accommodation, according to the Rural Resources Development Institute (2006), was estimated to be 8,500 rooms in 2,500 farm-stay households. During that time, many rural houses are restored old houses or newly constructed houses that use traditional architecture and materials.
In addition, the Korean central government supported the projects for 1,500 villages as tourism destinations from 2002 to 2010 (Korea rural develop administration, 2011). As a result of this project, some of villages were successes but some were not because the project did not reflected the local communities' opinions. The rural tourism in Korea faced a problem that some of local communities are not willing to please with tourists. Moreover, many of the villages' tourism products were not unique or were similar with other rural tourism destinations.

1.1.3 Korea Inbound Tourism

The inbound tourism in Korea plays an important role in the creation of a growing national economy. In recent years, the tourism market of Korea is getting attention in the global tourism market as compared to before the Korean wave (or Hallyu). Especially, from 2009 to 2010, international tourists increased dramatically in Korea (table 1.3). Seoul is the major tourist destination for foreign tourists. Also, a popular tourist destination in Korea which is Nami-island (for Winter Sonata), Sido (Full House), Anyang (Deajanggum), Gyeongbok palace, Deoksugung palace, and so on. According to Korea Tourism Organization (KTO), the characteristics of Korea inbound tourism that all most of the foreign tourists are to join a package tour with tour guides. The average length of stay of foreign tourists was around seven days.

In 2010, around 8.79 million foreign travelers visited Korea, which increased around 18.3 percent as compared to 2009. Japan and China is a major market in Korea inbound tourism industry. According to the 2010 Korea inbound tourism statistics, Japanese tourists increased 11.7% and China increased (31%). Also, other Asian tourists increased significantly such as Thailand (47%), Vietnam (45%), Malaysia (41%), India (32%), and Taiwan (21%) Furthermore, tourists from America including the U.S. and Canada increased by 7.9%, while European tourists increased by 23.8%. Most the international tourists come primarily from nearby countries of Asia. The biggest market, Japan, China, Taiwan and Thailand is roughly representing 75% of the total number of international tourists in South Korea. However, Korea tourism industry strives to increase foreign arrival but there is not enough attraction as an international tourist destination in Korea. In 2010, Korea ranked 28th in the world for international visitor arrivals (UNWTO). Nowadays, Korea tour and tourism industry are making efforts to establish Korea as an attractive tourist destination with international competitiveness in both government sectors as well as an individual sector; moreover, they are striving to find ways to represent the country in the world tourism destination market.

Table1.2 South Korea Inbound Tourism Statistics from 2005 to 2010

Year	Arrivals	Growth rate (%)
2005	6,022,752	3.5
2006	6,155,047	2.2
2007	6,448,240	4.8
2008	6,890,841	6.9
2009	7,817,533	13.4
2010	8,797,658	12.5

Source: http://kto.visitkorea.or.kr/kor/notice/data/statis.kto (2010)

1.1.4 Tourism in Gangwon Province

1.1.4-1 Location of Gangwon Province

Gangwon province is located in the mid-eastern part of the Korean Peninsula and is divided into two areas, Yeongdong and Yeongseo, by the Taebaek mountains running along the eastern part of the peninsula. It ranges from the north latitude over from 37 degrees and 02 minutes to 38 degrees and 37 minutes, in the east. The province is also crossed by the 145 Km long Military Demarcation Line (MDL), which starts at 38°45' north latitude in Goseong-Gun to the southwest. Gangwon-Do is 150km wide, from east to west, and 243 km long, from north to south, and has an eastern coastline of about 314 km (www.gangwon.to)

1.1.4-2 Geographical Features and Climate of Gangwon Province

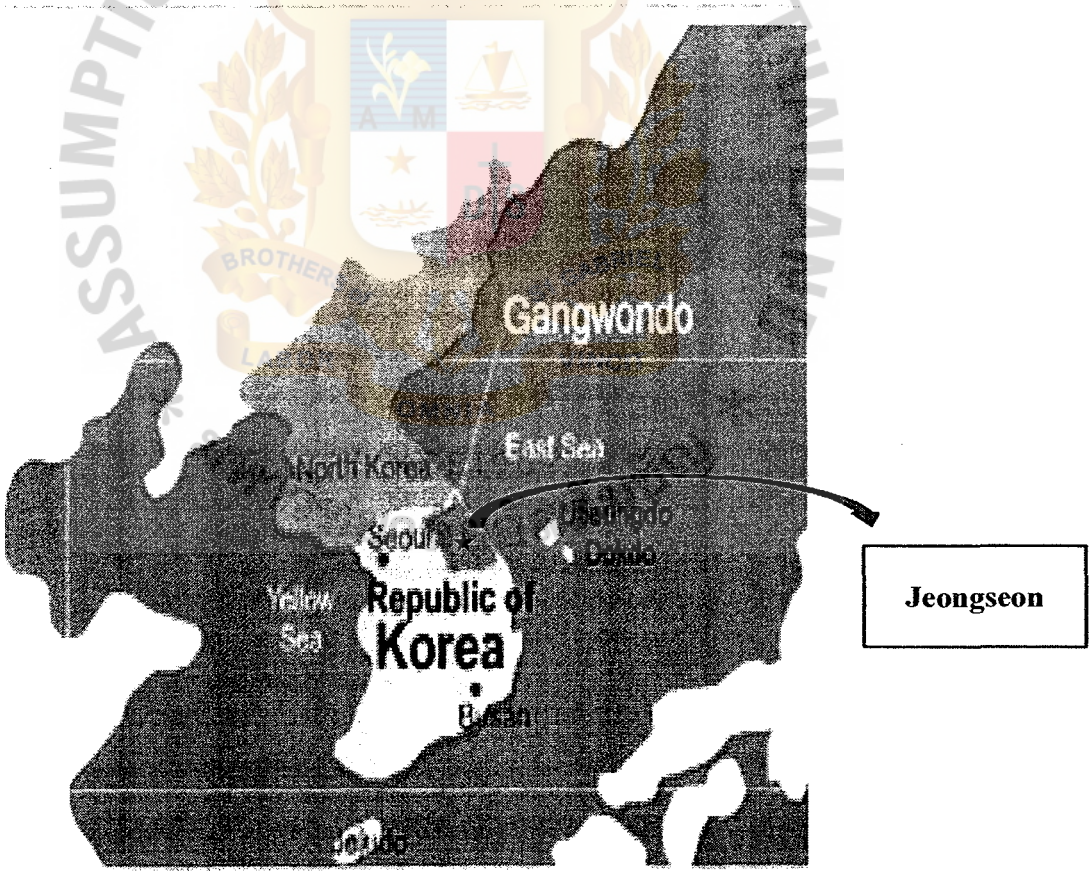
Gangwon province is a mountainous area covering 81.0% of the total provincial area, which is 16.8% of the national territory of South Korea. There are the Taebaek Mountains which are like the backbone of the Korean Peninsula, in the middle. The land covers only 5.6% of the total area of Gangwon. Gangwon province has clearly divided four seasons of spring, summer, fall and winter. These four seasons have completed a different characteristic that seems to be four different worlds. The annual average temperature is based on Chuncheon-Si around 10.5 °C (www.gangwon.to)

1.1.4-3 Tourism in Gangwon Province

Gangwon provice is very famous tourism destination with rich tourism resources throughout the year. During the summer, it is the lowest the temperature region and until the middle of March it will open the ski resort. For this reason, Gangwon province always offer a visiting place for local as well as foreign tourists with their destinations in all the four seasons. It is considered as one of the best natural tourist spots in Korea. In addition, Gaongwon province has become more famous because of the winter Olympic Games. After losing the bidding for the year 2010 and 2014, PyeongChang in Gaongwom-do has been named as the

host for the 23rc Olympic Winter Games in 2018 by the international Olympic Committee (www.olympic.org). In addition, according to the rural development administration research in 2011, Chuncheon, capital of Gaongwom-do is the place where most of the Koreans want to live. It also has the most famous film tourist spot called Nami Island (Jeju Island was not included in the survey). Moreover, according to the result of this survey, the YongPyeong ski resort is the place where most of the Koreans want to visit. This is Korea's biggest ski resort, and is one of best ski resorts of Asia. The Yongpyong ski resort and Nami Island is a draw for Asian fans of the TV drama "Winter Sonata", because many key scenes were filmed in Gangwon-do province.

Figure 1.1 The Map of Gangwon Province, South Korea



Source : http://en.gangwon.to/page/sub01/sub01_01

1.1.5 Jeongseon and Tourism

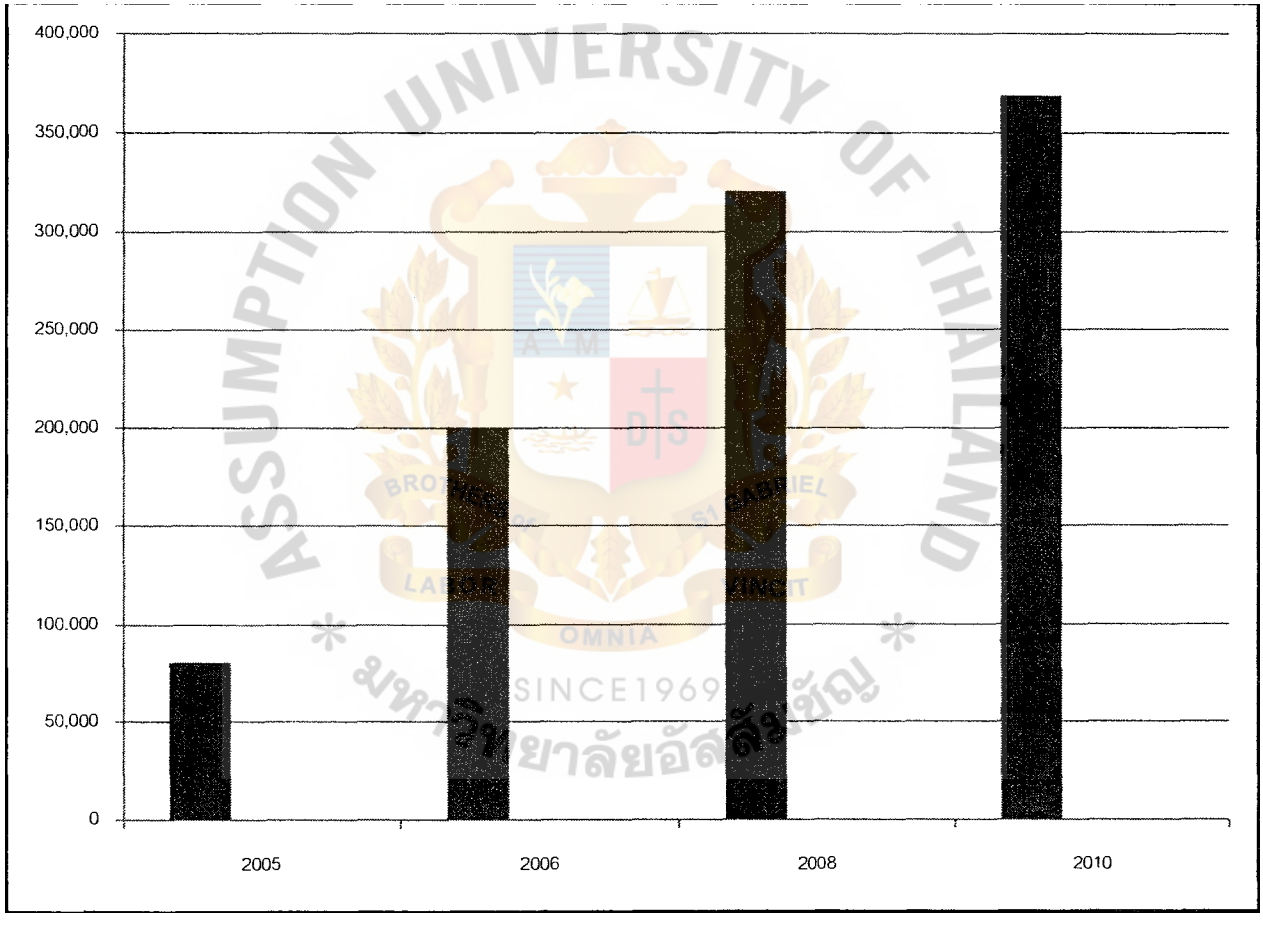
Jeongseon has numerous merits such as mysterious natural cave and man-made attractions as tourism facilities. Jeongseon has approximately 41,000 populations. Jeongseon is famous throughout Korea for two things; Arrirang, and its five day market named Jeongseon Jang (Traditional five day market). Jeongseon is famous as the hometown of "*Jeongseon Arirang*", which has been sung for more than 600 years. The Arirang has been handed down from mouth to mouth. There are many versions and lyrics of Arirang composition base on the different regions. It is describes the travels, suffering lives, love and broken heart while crossing a mountain pass. "Arirang" is one name for the pass and hence the title of the song. The five day market still sells traditional style of living necessities. People can buy many of products and produces which include natural herbs, old fashion products and Jeongseon's organic vegetables. The Jeongseon five-day market does not only sell products/produces but it is also brings back a touch of nostalgia for many visitors. This small region was based on an agricultural industry and the coal mining industry.

From 1966 to 1989, Jeongseon had a population of 110,000 at the time when Korea was using coal as the major source of energy. From 1990, the population started declining. In 1986, the Korean government changed their main source of energy from coal to petroleum due to the environment issues. After the policy change, Jeongseon had a sharp decline in its local economy, and the local people started losing their jobs.

Today, Jeongseon is based on its unique tourism resources such as the Kangwon Land casino, the Rail Bike and a good natural environment. Kangwon Land casino located in abandoned mining district in Jeongseon is presently the only casino that Korean citizens may enter. The Kangwon Land has complex of tourist facilities which include a ski resort, hotel rooms, and other tourist facilities. The rail bike is very memorable and meaningful for Korean. This rail is reusing from coal mining industry. Now, it is getting reused and reformed as an

attractive tourism facility such as some trains were converted into a café or restaurant, even a unique hotel. The Korean government and people had learned from it to reuse, recycle and reduce (replace), therefore, Jeongseon is also place for education and travel. Since 2005, every year, the number of visitors to Jeongseon has steadily increased. This single facility of the rail bike has drawn 350,000 visitors in 2010, which is shown in figure 1.2

Figure 1.2 The Numbers of Visitors to Ride Rail Bike in Jeongseon



Source: www.yonhapnews.co.kr

Figure 1.3: The Rail Bike in Jeongseon

Source: www.yonhapnews.co.kr

1.2 Statement of the Problems

In the past ten years, Jeongseon has changed a lot into a quite different atmosphere. Jeongseon is undergoing revitalization to bring businesses and tourists into the local area to boost the local economy. This rural tourist destination has a unique natural environment, traditional cultural resources and various tour facilities which have been drawing many tourists to this rural destination. Nevertheless, Jeongseon has became one of the famous tourist destinations in the tourism market, but the local government and academic fields are paying less attention. Many local communities recognize that tourism can stimulate change in social, cultural, environmental and economic dimensions, where tourism activities have had a close connection with the local communities (Beeton, 2006; Richards & Hall, 2000). Understanding and assessing tourism impacts in local communities is important in order to maintain sustainability and long-term success of the tourism industry (Diedrich &

García-Buades, 2008). Thus, the measurement of the host community's perception and support of tourism development plays a vital role in the sustainable local tourism development. Moreover, in order to sustain tourism development, the local community requires local residents' support. Hall, Jenkins, and Kearsley (1997) argued that a destination can only retain its popularity in the long term if the local residents are friendly, hospitable and welcome the visitors. Therefore, Jeongseon local community must be continually assessed to evaluate how the tourism impacts affect residents' perception and reaction to tourism industry and tourists. For these reasons the following research questions are created:

1. What is the Jeongseon local residents' perception of positive and negative impacts of tourism development in Jeongseon?
2. What is the relationship between perception of positive and negative impacts of tourism and support for tourism development?

1.3 Research Objectives

L To identify the impact of tourism development on Jeongseon community.

2. To examine the impacts of tourism in terms of economic, socio-cultural and environmental by local residents' diverse demographic groups.
3. To study relationships between the positive and negative impacts of tourism and support for tourism development.

1.4 Scope of the Research

This research aims to identify the impact of tourism development in Jeongseon community at present and to try finding the significant differences on the perceived impacts of tourism by local resident's diverse demographic characteristics. Also, this study attempts to test the relationship between the impacts of tourism and support for tourism development.

1.5 Limitations of the Study

This study used the research methodology only using the closed-ended questions to collect data to examine. So, in this research did not include a different type of research methodology to collect data such as interviews and open-ended questions from local people. Moreover, the data were collected from 376 respondents in Jeongseon community that it may not reflect the general perception of the entire Jeongseon people. In addition, in this research, the target population excludes those under the age of 18 years, because the author did not expect their strong individual perception of tourism development.

1.6 Significance of the Study

This research results would indicate that shows the current situation of the rural tourist destination of Jeongseon and the local people who had perceived impacts of tourism that might reflect the present problems. Also it would predict the Jeongseon local people attitudes toward support for potential tourism development or not. The perceived impacts of tourism and local residents' support are to be an important planning and policy consideration for successful development. Thus, awareness of residents' perception of tourism development and its impacts can help planners and developers to identify real concerns and issues for appropriate policies and action to take place for in order for long-term tourism development, there must have a proper plan and management processes for a host community. The result of this research could help the local government policy planners, decision makers and the local tourism organization to seek maximization of benefits and minimization of costs, and to decrease any discord between host community and tourism developers.

1.7 Definition of Terms

Attitude is defined as a psychological construct, composed of affective, cognitive, and behavioral components, which may be used to describe human evaluative responses (Nilsson & Kuller, 2000).

Demographics are variables that are used to divide the market into groups such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality and social class (Kotler, 2000).

Economic impact: the powerful effects of economic aspects produced by tourism activities on local communities (Socnes & Hawker, 2008), such as income, job opportunities, cost of Living and other effects related to money.

Environmental impact: the powerful effects of environmental aspects produced by tourism activities on local communities (Socnes & Hawker, 2008) such as natural assets, heritage conservation and awareness of protecting environment.

Local community is a group of interacting people sharing an environment, and it can consists of business operators, public agency staff and residents, and their interactions can include the sharing of resources, information and assistance. In addition, it is a group of people of the same religion, race, occupation who share common goals or opinions (Williams &Lawson, 2001).

Resident – A person is considered to be resident in a country (place) if that person has lived in that country (place) for at least twelve (six) consecutive months prior to his or her arrival in another country (place) for a period not exceeding one year (six months) (WTO, 1998).

Perception is 'a process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world' (Schiffman & Kanuk, 2004), It entails deciding which information to notice, how to categorize this information, and how to interpret

it within the framework of our existing knowledge (McShane & Von Glinow, 2007).

Socio-cultural impact: the powerful effects of socio-cultural aspects produced by tourism activities on local communities (Socnes & Hawker, 2008), such as culture undermine, Quality of life, entertainment and so on.

Tourism impact : Results from a complex process of interchange between tourists, host communities, and destinations (Mathieson & Wall, 1982) .

CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

Introduction

This chapter describes supporting literature for establishing the research's conceptual framework. The literature review for this research presents the concepts of impacts of tourism and local residents' support for tourism development. In addition, it contains relevant theories related to three scopes of impacts of tourism which are the economic, socio- cultural and environmental. Moreover, the last part of this chapter, the research reviews is the empirical data relevant to this research for the research's purpose methodology and the findings for understanding other related case studies.

2.1.1 Tourism Development

Tourism development is widely viewed as an important set of economic activities to enhance national and local economy. Many studies have suggested that tourism development is a source of new employment, revenues, additional tax receipts, foreign exchange benefits, and increased benefits, and improved community infrastructure that will, in turn, attract other industries (Lankford & Howard, 1994). In order for tourism development to be successful, it must be planned and managed in a sustainable manner (Inskeep, 1991; McCool & Martin,1994) .

Enhancing tourism development in a community needs the support of stakeholders (e.g. host community, SMEs and community leaders). The principle of tourism planning and development should involve the broader community is now widely accepted and approved (Backman & Crompton,1989; Ap, 1990; Brayley,Var, & Sheldon,1990). Consequently, if any tourist destination will become successful the tourism industry, it will make a significant

contribution to improve the standard of living and to hold up the better quality of life.

2.2 The impacts of tourism development

The term "tourism impact" has been gaining increasing attention in the tourism literature. Understanding and assessing tourism impacts in local communities is important in order to maintain sustainability and long-term success of the tourism industry (Diedrich & García-Buades, 2008). A majorreason for rising interest in the area has been the evidences that tourism leads not only to be positive, but also has the potential for negative, outcomes at the local level (Lankford & Howard, 1994).

It is generally felt that community perceptions toward tourism impacts are likely to be an important planning and policy consideration for successful tourism development (Ap, 1992). The fact is, optimizing of local people would reflect a good attitude such as friendliness with tourists. It also will improve the region's image and revisit. Ko and Stewart (2002) observed relationship between the resident characteristics and perceptions of impacts as supporting a positive relationship between personal benefits from the tourism; and consequently, favorable perceptions of tourism impacts. On the other hand. the local community's perception toward tourism may have outweighed the negative impacts much more than positive impacts. In that case, it may not expect their support for the tourism development or maintain the regional tourism business. In this sense, tourists might be facing an unhappy experience which may lead to visitors not wanting to revisit the region. Generally, residents consider that tourism has impacts that are more negative about the environment than positive impacts such as too many visitors may cause noise, overuse water and electricity and air pollution with visitors' cars (UNWTO, 1999).

2.3 The Relationship between the Impacts of tourism and Support for Tourism

The relationship between local residents' perception of the impacts of tourism development and their support may become a big challenge to tourism industry. Once a community becomes a destination, the lives of residents in the communities are affected by tourism, and the support of the entire population in the tourism community is essential for the development, planning, successful operation and sustainability of tourism (Jurowski, 1994). Since various studies suggested that providing local residents' support is essential to ensure long-term success in tourism development, this is particularly important in regional destinations. For instance, many of the researchers have studied about the resident's attitude which suggests, that local residents' support for community tourism business affects their perception of tourism impacts, including economic (Allen & Consenza, 1988 ; Getz, 1994; Perdue, Long, & Allen, 1990), environmental, socio-cultural elements (Fesenmaier, O'Leary& Uysal, 1996; Gee, Mackens, & Choy, 1989). More studies have been made which confirms local residents' support for tourism. According to the Social Exchange Theory, local residents are willing to participate in an exchange with tourists if they believe that they are likely to gain benefits without unacceptable costs. In other words, if residents perceive that the positive impacts of tourism are greater than the negative impacts, they are inclined to be involved in the exchange and, therefore, support future tourism development in their community (Ap, 1990; Getz, 1994; Gursoy, Jurowski, & Uysal, 2002; Jurowski, Uysal, & Williams, 1997; Madrigal, 1993; Perdue, Long, & Allen, 1990; Yoon, & Chen, 1999). Therefore, tourist destination and local community should constantly be monitored by local government and tourism authority.

2.4 Theories and Studies Related to Independent Variables

2.4.1 Socio-demographic characteristic

Much of the tourism research community on impacts treats social-demographic characteristic as essential independent variables to examine the differences and relationships between the various perceptions of tourism impacts of local community (Allen, Long, Perdue, & Kieselbach, 1988; Williams & Lawson 2001). The socio-demographic characteristics usually include age, gender, level of education, household income, marital status, occupations and religions.

Lankford and Howard (1994) found that residents who worked in the tourism industry had more increased favorable reaction of tourism, as a business owner. In addition, residents who themselves or who have family employed in the tourism industry then to have more positive perceptions of tourism industry than other residents (Jurowski, Uysal, &Williams,1997; Brunt & Courtney, 1999; Deccio & Baloglu, 2002; Sirakaya, Teye, & Sönmez,2002). Another study insisted the that residents who lived in their community longer than other residents had more strong negative perception of tourism in their community (Um & Crompton 1987). The lengths of residency of locals have a direct impact on tourism development. The factors that affect resident's attitudes towards tourism are intrinsic and extrinsic variables (Faulkner & Tideswell, 1997). The intrinsic variables refer to "the characteristics of the host community that affect the impacts of tourism with the host community"(Faulkner & Tideswell, 1997) and includes factors such as: employment, length of residence, proximity to tourist zones and involvement within the tourism industry. However, perceptions on tourism impacts from tourism development differs across resident due to socio demographic profiles, as each segment has its own social exchange relations with other stakeholders (Chen & Hsu, 2001). Many studies indicated that socio-demographic characteristic related individually and particular environment; therefore, it cannot be generally implied to measure any case or

conditions.

2.5 Theories and Studies related to Dependent Variables

2.5.1 Economic Impact of Tourism Development

Economic growth is an essential criterion of tourism development. Furthermore, the economic impact would have such a significant tool to change local residents' perception and their attitude to tourism development. Nemours researchers suggested that residents who are dependent on the tourism industry, perceive a greater level with economic growth were tend to have more positive perceptions of tourism than other residents (Haralambopoulos &Pizam, 1996; Jurowski, Uysal, &Williams,1997; Deccio & Baloglu, 2002). The aim of tourism development is generally expected economic growth for the nation and region. The economic benefits of travel and tourism in an area are the gross contributions to resident income and wealth resulting from the presence of travelers (Frechtling, 1994). In fact, economic impacts of tourism tend to contain a mix of both positive and negative things on the local community. For example, tourism brings an increase of income and employment opportunities for the local people; the cost of living has also increased including the price of land, house, and price of goods and services. Therefore, many tourism development planners seek to achieve the best balance between economic benefits and social and environmental costs (McKercher, 2003). On the other hand, with the increasing tourist arrivals, longer staying periods, and higher consumption at the destination, the economic impacts have been less positive (Haralambopoulos & Pizam, 1996; Lankford, 1994). Every tourism destination while developing its tourism industry brings both economic benefits and negative costs together. Consequently, a central and local tourism planner should seek to find the maximized economic benefit to the tourism destination which is the best way to improve local resident's positive perception and support for tourism development.

2.5.2 Socio-Cultural Impact of Tourism Development

Identifying a social-cultural impact of tourism will reflect on community individual behavior toward tourism. Social impact of tourism is the most related subject issue to tourism activity and likely to be influenced and changed a local community. There are also both negative and positive impacts of tourism on the local community; it may lead much influence to tourism destination and tourism development. Tourism is an interface for cultural exchange, facilitating the interaction between tourism destination and visitors_ It is a positive way for learning each other's culture and manners. On the other hand, if it is unplanned it would cause those visitors to bring the bad culture the community, for example, gambling, drug and prostitution. Some studies found that related this bad impact; tourism may lead to a decline in moral values; residents' attitude worsening; increases crime rates and tension in the community (Liu & Var, 1986; Milman & Pizam, 1988). In addition, with the development of tourism in a community, human relations are commercialized. It is beginning to lose a human relationship in the community (Dogan, 1989). Moreover, Ross (1994) presented that limited facility of public areas such as parks, gardens and beaches as well as of local services by the residents, may also result in negative attitudes towards tourists. For that reason, it seems a quite multifaceted outcome for both hosts and visitors on the socio-cultural impact of tourism; it is impossible to sustain on local communities without a management by local government. If the local community is a healthy society, it will give tourists valuable experience.

2.5.3 Environmental Impacts of Tourism Development

There are common of environmental issues in tourism destination which are the physical appearance of their environment, natural values, environmental resource and considering pollutions. The existing tourism study has presented that the main concerns of environmental impacts of tourism are associated with various elements which may concern the life of the

host population and community.

The environmental impact of tourism is being quite complex which involves positive and negative impacts. The negative impacts of tourism in the host community, destruction of natural resources, pollution, deterioration of custom or heritage resources, and changes in community appearance (Allen & Perdue,1988; Liu et al., 1987; McCool &Martin, 1994; Milman & Pizam, 1988; Murphy, 1983; Var, Kendall, & Tarakcioglu,1985). It can affect many facts influence such as tourist destination, human being's daily life and tourists. Some studies have reported that tourism provides incentive factors or benefits which are preserved historic sites and resources, recreation facilities, and higher quality of roads and facilities (Akis, Peristianis, & Warner1996; Getz, 1994; Var, Kendall, & Tarakcoglu, 1985; Lankfor & Howard, 1994; Perdue et al., 1987). The environmental impacts are not immediate phenomena, but it can be changed the negative way and brings the problem to the host community. Therefore, the environmental problems are not only tourism industry issues, but it is also global issues today. The national and local government plan should make a regulation and guideline to educate people the value of environment, how to conserve the natural resource for the present and the next generation. A consistent environmental consideration is to be required for the successful tourism sustainable development.

2.5.4 Residents' Support for Tourism Development

Local residents' support is essential to ensure long-term success in tourism development, and this is particularly important in regional destinations. As indicated by Jenkins (1997), a destination can only retain its popularity in the long term if the local residents are friendly, hospitable and welcome the visitors. There is obviously an assumption that positive resident' attitudes toward tourism involved support for tourism development in many of the researches. The tourism literature reveals that residents' attitudes toward tourism play an important

role for sustainable management of tourist destination (Sharma, Dyer, 2009; Andriotis, 2004: Gursoy & Rutherford, 2004; Gursoy, Jurowskiand, & Uysal,2002). More researchers provide some results of support for the relationship between attitudes and support for developing a relationship. Furthermore, there were similar results indicated by the social exchange theory which perceived personal benefit of tourism rather than personal costs will support tourism development (Jurowski, Uysal, & Williams 1997; Perdue, Long, & Allen, 1990). On the hand, local residents are not the only concern of personal economic benefit. Jurowsky, Uysal, and Williams (1997) found that local people' perceived impacts of tourism in their daily life and living such as economic benefits, socio-cultural and environment factors, their support or opposition to tourism. Therefore, tourism planners sought to seek the key factor to improve the local residents' support and participation for tourism development.

2.6 Underlying Theories Presented and Discussed

There are several theoretical frame models which have been developed to help explain the impact of tourism and the relationship with the host community's perception and attitudes toward tourism development. For example, Doxey's (1975) Irridex model, Butler's tourism Area Life Cycle model (Butler, 1980), and Perdue, Long, and Allen (1990) Social Exchange Theory, Equity theory (Pearce, Moscardo, & Ross, 1996) and so on. However, this paper tries to review literature more closely related to the topic of this study such as Doxey's (1975), Butler's Tourism Area Life Cycle model (Butler, 1980), and Perdue, Long, and Allen (1990) Social Exchange Theory (SET).

2.6.1 Doxey's irridex model (1975)

Doxey' Irrdes (1975) proposed a simple set of stages describing residents' attitudes toward tourism between local social relationship and increasing number of visitors. He

proposed that a local tolerance threshold and a host's resistance to increasing tourism development was based on a fear of losing community identity; therefore, these host communities went through a series of stages. The Doxey's scale includes four steps; from "euphoria", through "apathy" and "irritation". To "antagonism", as the perceived costs exceed the expected benefits. Doxey describes the community's responses to the increasing effect of tourism development on social interrelations between host communities and tourists. The early stage of tourism in local communities is euphoric, welcoming the potential economic and social benefits that tourism may bring. The next stage moves to an annoyance with the inconveniences of the increased number of visitors in tourism destinations. The last stage is antagonism towards the visitors, which may ultimately be expressed through violence. As result, Doxey described that of resignation, with local residents' avoiding visitors. Therefore, this theory is a useful tool for forecasting and determining the destination's capacity or limits on tourism destination, which can be considered the potential negative aspects of tourism for long-term planning for local tourism.

2.6.2 Butler's (1980) Tourism Area Life Cycle (TALC)

Tourism Area Life Cycle had been developed in 1980 by Richard Butler. This life cycle is based on the product cycle concept. Butler acknowledges the contribution of others who have perceived a similar cycle in the real world (Butler, 1980). It contained the six stages of the investigative cycle: exploration, involvement, development, consolidation, stagnation and the either decline or rejuvenation. Butler's research study areas evolved through the following stages. The exploitation stage is a small number of visitors attracted by natural beauty or a cultural characteristic that just has few of tourists and a tourist facility still exist. The involvement stage is limited involvement of local residents to provide some facilities for tourists. There begins to be a definite tourist market. Development stage is a large number of

tourists arrive. It starts the increasing tension between local resident and tourist. Most of tour products and destinations have a lifecycle such as the awareness, positioning, development and stagnation. Consolidation stage is the tourism has become a major part of the local economy. Butler notes that there is a need for a tourism developer to understand this model- his words of warning from over 30 years ago still ring frighteningly true.

2.6.3 Social Exchange Theory

The social exchange theory has roots in economics, psychology and sociology. For social exchange theorists, when the costs and benefits are equal in a relationship, then that relationship is defined as equitable. Social exchange theory (SET) theory has been adapted widely by tourism researchers since the **1990s** as appropriate method to evaluate the local residents' perception s and attitudes of host community toward tourism development. SET assumes that social relations involve exchange of resources among groups seeking mutual benefits from exchange relationships. The primary motive of exchange is the improvement of the community's economic benefits (Ap, 1992). A number of studies were conducted based on social exchange theoretical framework for studies on the host community's perception or attitudes toward tourism development (Andereck & Vogt, 2000; Jurowski, Uysal, & Williams 1997; Ap, 1992; Allen, Long, & Perdue, 1994; Perdue, Long, & Allen, 1990: Gursoy, 2002; McGehee & Andereck, 2004). Especially, Perdue, Long, and Allen (1990) found from their study the rural resident perceptions of tourism impacts of development in Colorado; local residents' support for additional development was positively or negatively related to the perceived positive or negative impacts of tourism. The local residents' support for additional tourism development was also negatively related to the perceived future of the community. This researcher therefore has chosen the social exchange theory as the theoretical framework to study Jeongseon local residents' perception and support for tourism development.

2.7 Empirical Studies

Juan, Gabriel Brida, Linda, Osti and Michela, Faccioli (2010). Residents' perception and attitude towards tourism impacts: A case study of the small rural community of Folgaria (Trentino, Italy). This study focused how the local population perceives the impacts of tourism and which factors affect the relationship between impacts and perceptions' creation, with specific consideration of the rural mountain resort. The study identified the demographic formation characteristics of the local community members of Flogaria. This research collected the questionnaire which was directed to a randomly selected sample among all residents' families of Folgaria. Following the results of this survey, the majority of people (56.75%) who were not involved the employed tourism sector. Furthermore, 62.3percent of respondents stated working without the tourism industry. The region even has the resort but it is not the first source of income for this local resident. The finding of this research, in general, the local residents had positive attitudes toward tourism impacts. The largest effects of tourism recognized the positive economic impacts and closely followed socio-cultural impacts hold positive but it was at lower degrees.

Kotuwegoda Palliyaguruge Lalith Chandralal (2010). Impacts of Tourism and Community Attitude towards Tourism: A case study in Sri Lanka. This research was aimed to survey the impact of tourism development. This local community of a reputed tourism destination which includes over 80 caves is the major attraction is the Dambulla. In the past, Dambulla people had against the tourism development. There was a huge gap among the government's policies, hotel investors and local people demand. There was unplanned the tourism development stage in this destination. However, over the past ten years, the local government had tried to accept the local people's opinions and established the new regulation for the local people and for environment preservation. The result of this research showed that

a higher number of community member has a positive perception toward tourism development in Dambulla. This local community has a high level of support for tourism development. This research shows that the local government role is important for tourism investors and local community people.

Timothy Jeonglyeol Lee, Jing Li, and Hwa-Kyung Kim (2007). Community residents' perceptions and attitudes towards heritage tourism in a historic city. The aim of this study was to investigate the residents' perceptions in a historic heritage city in a developed nation by identifying the residents' attitudes toward tourism related issues as well as to examine how socio-economic and demographic indicators influence the residents' perceptions via the question "What are residents' attitude towards tourism impacts in their community?; What are the significant demographic characteristics that influence residents' perception of tourism impacts?; To what extent does the economic reliance of residents affect their perceptions of tourism impacts? Data was collected from three main locations in York, England. The sample consisted of 181 residents from various geographical areas. The data was analyzed using ANOVA, Independent Samples t-tests were likewise used to assess the influence of personal characteristics on the items measuring perceptions of the impacts of tourism in the city of York. The results indicate that the majority of residents had positive attitudes towards tourism impacts. Even though respondents seemed to be well aware of the negative costs, their positive opinion of the tourism industry should not be neglected. Therefore, awareness of tourism's social and environmental costs did not necessarily lead to opposition towards the expansion of the industry.

Yooshik Yoon, Dogan Gursoy, Joseph S. Chen (2001) . Validating a tourism development theory with structural equation modeling. This research attempted to examine the structural

model for tourism impact factors on local residents' support. The sample consisted of 304 questionnaires from the Norfolk/Virginia Beach/Newport News area which were analyzed. The structural model tried to identify the role of social exchange between local community and tourism development. This article researched using Structural Equation Modeling, to examine the structural relationship between the perceived total impact of tourism and the local residents' support for tourism development. The research authors said that understanding local residents' reaction towards tourism development, is essential in achieving a host community's key impact of tourism development for future planning and managing. The findings of this study that the economic and cultural impacts are positively associated with the total tourism impacts, but the social and environmental impacts negatively affected the total tourism impacts. Also, the perception of environmental impact is found to affect local residents' support for tourism development.

Table 2.7.1 Summary of Empirical Studies

Name of the Researchers	Research Topic	Objectives of the Research	Research Methodology	Research Findings
Juan, G, Brida, Linda,Osti. and Michela,Faccioli. (2010)	Residents' perception and attitudes toward tourism impacts	To study how the **Impacts** of tourism are perceived by local people	Quantitative research with 293 of questionnaires	The findings are recognized the positive impacts with economic and socio-cultural impacts positive at lower degrees.

Table 2.7.1 (Continued)

Name of the Researchers	Research Topic	Objectives of the Research	Research Methodology	Research Findings
Kotuwegoda Palliyagurug e Lalith Chandralal (2010).	The impacts of tourism and community attitude towards tourism in Sri Lanka	To exam local community attitude toward impact of tourism	Quantitative research with 400 of questionnaires and qualitative research interview to residents	This research found that a higher level of support for tourism among the local community at the present.
Timothy Jeonglyeol Lee, Jing Li, and Hwa-Kyung Kim (2007)	Community residents' perceptions and attitudes towards heritage tourism in a historic city	To test community residents' perception attitudes towards heritage tourism in a historic city	Quantitative research with 181 of questionnaires and qualitative research interview to residents	York residents even knew well about costs of tourism impacts but the majority of residents were positive attitudes towards the expansion of tourism industry.

Table 2.7.1 (Continued)

Name of the Researchers	Research Topic	Objectives of the Research	Research Methodology	Research Findings
Yooshik Yoon, Dogan Gursoy, Joseph S. Chen (2001)	Validating a tourism development theory with structural equation modeling	To develop a refined model of host community's support for future tourism development	Quantitative research with 304 of questionnaires	The economic and socio-cultural impacts are positively associated with the total tourism impacts, whereas the social and environmental impacts negatively affected the total tourism impacts.

2.7.2 Conclusion of Empirical Studies

The above empirical study areas were from different nations and people but the results of the studies revealed some similarities; also its indicates the results in terms of difference.

In terms of similarities, the four empirical case studies suggested that the local people tended to prefer the benefits than the costs in their local communities from the tourism development wherever the host community either belongs to a developed country or to a developing country. In addition, all of those researches indicated that local respondents have reflected the positive attitudes towards the economic impacts of tourism development (Brida, Osti, & Faccioli, 2010; Kotuwegoda, P. L. C, 2010; Timothy, J. Lee, Jing, L, & Hwa-Kyung Kim ,2007; Yoon, Gursoy, & Chen, 2001).

In terms of difference, the empirical of case studies revealed that the environmental and socio-cultural impacts became more sensitive issues that reflect the local peoples' different attitudes and perception toward tourism development. The case of Folgaria Trentino Italy Brida, Osti, and Faccioli (2010) indicated that Folgaria people were concerned about the negative effects of tourism on the environment and socio-cultural dimension, especially regarding the perception of negative influence on local tradition and culture. In general, they recognize no benefits from the tourism industry. The case study of Kotuwegoda (2010) reported that when the destination began the tourism development this study area; the local peoples were against tourism development. The reason was the government, tourism planners and hotel investors ignored how to manage the local environmental resource and how to protect the local community from crimes. After solving those problems, local residents held a favorable perception about tourism development. The local people felt the most benefit of tourism development that was employment opportunities. In case study of Yoon, Gursoy, and Chen (2001) found that the environmental impacts were negatively associated with support for tourism development. Especially, local people believed that tourism development created congestion, noise, pollution, crowding, and destruction of the natural environment. The case of York England, Timothy Jeonglyeol Lee, Jing Li, and Hwa-Kyung Kim (2007) suggested that even local residents seemed to be well aware of the negative aspects but most of them did not resist the additional tourism development. Especially, almost 80% of residents had realized the positive impacts on the conservation of the old buildings from the tourism revenues. In addition, this research found that residents who were born in York, who owned houses closer to central tourist area and have higher income, hold more positive attitudes toward tourism impacts than those do not live in these areas.

Therefore, in order for long-term tourism development to continue, local government and tourism organization should be setting appropriate plans and policies. Any of plans must be

considered, both the local people and the local tourism resources by measuring capability. Also, the local government would manage a balance of local residents' social benefits and costs. Because, the local community is not only looking for economic benefits but it is also looking for more healthy society for their well being. The tourism destinations' community would get more benefits than costs considering all of the tourism effect. It is an opportunity for the local people to enhance growing motivation to support tourism development.

CHAPTER III

RESEARCH FRAMEWORK

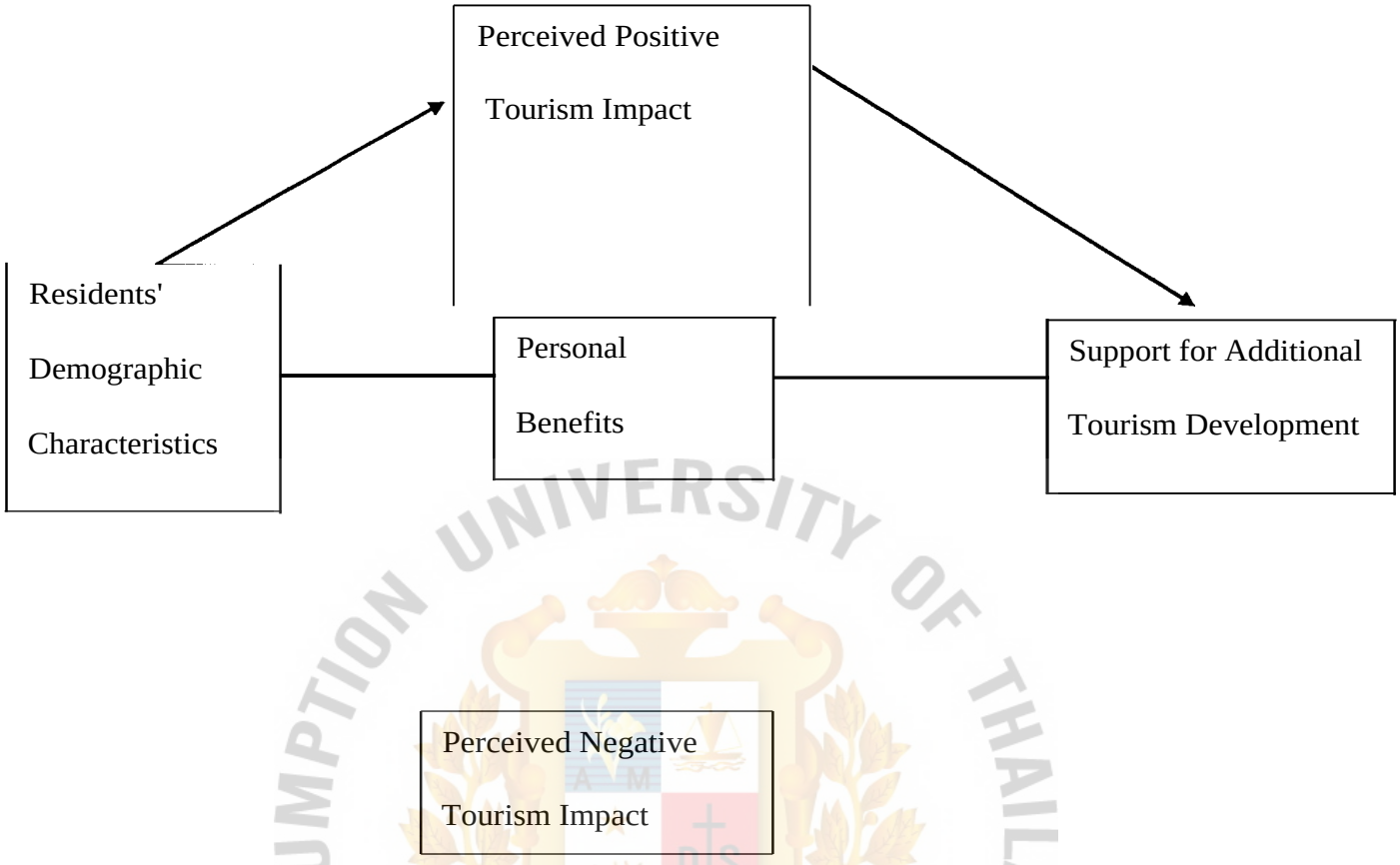
The purpose of this chapter is to describe the theoretical framework and conceptual framework which is related to the objectives of this study. This chapter comprises four sections. The first section of this chapter is the theoretical framework to study on Jeongseon local community's perceived impacts of tourism development through impacts of tourism on local people and their support for the local tourism development. The theoretical framework is the foundation on which the entire research project is based. The second section is the conceptual framework, which explain this paper's independent, and dependent variables. The next section is the research hypothesis which describes statements and information about concepts, specifying the relationship of variables that will be tested in this research. The final section includes defined independent and dependant variables in which the operationalization of related variables and examples of all variables and its sub-variables are translated into action.

3.1 Theoretical Framework

The researcher has drawn a theoretical framework to represent a concept related to this study. The theoretical framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems (Sekaran, 1992). This paper adapted the conceptual framework developed by Perdue, Long and Allen (1990). They have developed a model that examined the relationship between resident's perceptions and attitudes toward impacts of tourism development and residents' support for tourism development at Colorado, U.S. Perdue, Long and Allen (1990) research

have been applied in the Social Exchange Theory. SET is based on the principle that human beings are reward-seeking and punishment avoiding and that people are motivated to action by the expectation of profits (Skidmore, 1975). Additionally, other researchers used social exchange practice model as a theoretical basis for various understanding of whether residents perceive tourism impacts positively or negatively. The model was based upon the concept of the exchange relation where a resident is more likely to be inclined towards and supportive of tourism development if he/she perceives more favorable impacts (benefits) than negative impacts (costs) from tourism development (Ap, 1992). Perdue, Long and Allen (1990) conducted a research that local resident support for tourism development is consequently dependent on perceived benefits or anticipated costs of development. Particularly, the local people are more probable to have a positive behavior towards tourism and perceived benefits than costs, which was found in earlier studies (Ap, 1990, 1992; Lindberg & Johnson, 1997; Perdue, Long, & Allen, 1990; Yoon, Chen, & Guroy, 1999; Gursoy, 2001, Dyer et al.,2007). A number of studies revealed that local residents' support for tourism is essential to ensure long-term success in tourism development and this is above all important in the regional destinations_ This research got an idea of theoretical framework from Perdue, Long and Allen (1990) whose model (Figure3.1) contained five underlying constructs about tourism impacts and support for tourism development.

Figure 3.1 Theoretical Framework Model of Support for Tourism Development

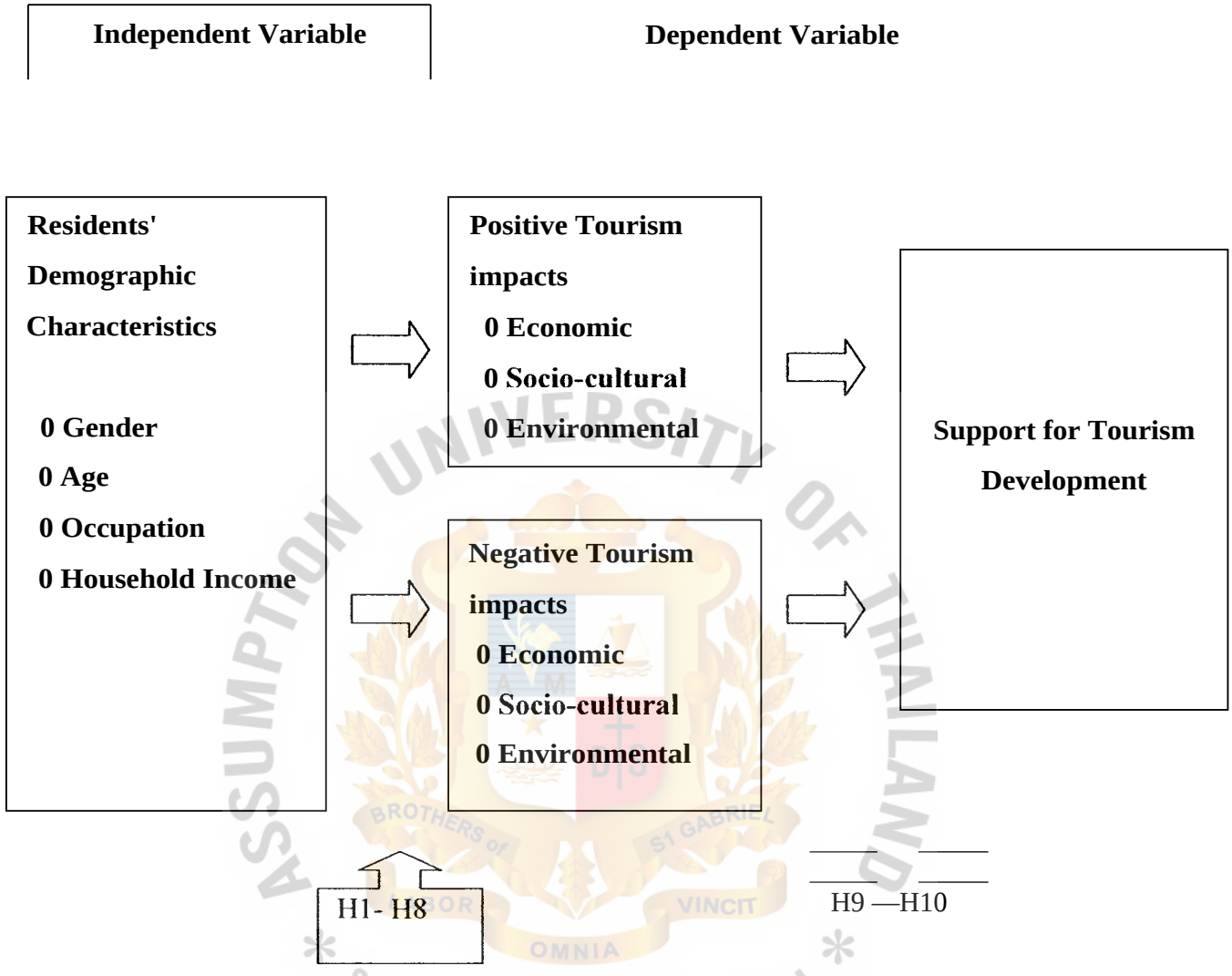


Source: Perdue, R., Long. P., & Allen, L. (1990). Resident support for tourism development. *Annals of Tourism Research, 17,* 586-599.

3.2 Conceptual Framework

This study focuses on the local residents' perceived impacts of tourism development which is related to local residents' support for tourism development. The respondents' socio-demographic characteristics will act as the independent variable. To study the relationship between the impacts of tourism and local residents' support for tourism development, the impacts of tourism and the local residents' support for tourism development are to become the dependent variable.

Figure 3.2 Conceptual Frameworks for the Research



Source: Developed by this researcher for this study from Perdue, Lang and Allen, 1990.

3.3 Independent Variables and Definition Variables

3.3.1 Independent Variables

The independent variables are variables which are presumed to influence or determine the dependent variable. The independent variable is the element that is subject to arbitrary change, in order to test the relationship between the independent and dependent variable. Independent variables in this study include four of Jeongseon residents' demographic characteristics such

as gender, age, occupation and household income (annual).

Gender : The differences in residents' perception and attitudes were based on demographic attributes, but the study results are mixed. In one study, Haralambopoulos and Pizam (1996) indicated that local residents believed employment opportunities for women and the socio-economic position of women within communities had improved because of tourism.
In addition, Tosun (2002) suggested that there was a weak but positive correlation between gender and the level of support for the tourism industry in the case of Central Florida.

Age : In the case of the age variable, different results are observed in various studies. According to Kim and Petrick(2005), the residents are found to have a significant positive relationship with tourism positive impacts regardless of the age. Older persons are linked to favorable attitudes towards tourism development (Tomljenovic & Faukner, 2000). In another study, Husband (1989) in Zambia revealed that age group influences community perceptions and that it is closely associated with occupation and education.

Occupation : Lankford and Howard(1994) found that residents who are business owners worked in the tourism industry had more increased favorable reaction to tourism. Likewise, residents who themselves or who have family employed in the tourism industry have more positive perceptions of tourism's impact than other residents (Deccio & Baloglu, 2002).

Household Income: Residents with higher household incomes had more positive attitudes. This is not only the affects the economy but also on its positive effects on certain social issues(Nicholas & Pizam, 1996). Moreover, Mansfeld (1992) confirmed that people with higher incomes from tourism hold more positive attitudes towards tourism and he established a model of the development phase of tourism and tourist destinations.

3.3.2 Dependent Variables

A dependent variable is a criterion or variable that is to be predicted or explained. It is the thing that changes as a result. It is also to be dependent on the experimenter's manipulation of the independent variable. Dependent variable in this study includes the perceived positive and negative tourism impacts and the support for tourism development (the correlations coefficient test to the relationship between the tourism impacts and the support for tourism development which is no need to divide either an independent or the dependent variable).

Positive Economic Impacts: A host nation will gain foreign exchange, which will contribute to improve the nation's balance of payment (Gee, Makens, & Choy, 1997; Liu & Var, 1986). It decreases unemployment for tourism encourages new infrastructure investment (Inskeep, 1991). Fleming and Toepper (1990) recognized of the potential economic benefits of increased travel (e. g., jobs, wages, and tax revenues) which has led many nations, states, and local communities to intensify their tourism development

Positive Socio-cultural Impacts: There are also powerful effects of socio-cultural aspects produced by tourism activities on local community (Soanes & Hawker, 2008), such as culture undermine, quality of life and so on. Furthermore, local people increased support for traditional cultures and displays of ethnic identify and support for medical, education and other facilities which enhance quality of life (UNWTO, 1999).

Positive Environmental Impacts: people believe that tourism helps create a greater awareness and appreciation for the need to preserve the environment to capture its natural beauty for tourist purposes and increase investment in the environmental infrastructure of the host country (Var & Kim, 1989).

Negative Economic Impacts: Perdue, Long. and Allen (1990) suggested the negative economic impact of tourism development, such as increasing cost of living, the price of land

house, price of goods and services.

Negative Socio-cultural Impacts: Tourism may lead to a decline in moral values; invokes the use of alcohol and drugs; increases crime rates and tension in the community (Liu & Var, 1986). Moreover, with the development of tourism, human relations are commercialized while the non-economic relations being lose their importance in the community (Dogan, 1987).

Negative Environmental Impacts: There are negative impacts of tourism in the host community, which are destruction of natural resources, pollution, deterioration of custom or heritage resources, and changes in community appearance (Milman & Pizam, 1988).

Support for tourism development: Perdue, Long, and Allen (1990) argued that local resident support for tourism development is consequently dependent on perceived benefits or anticipated costs of development.

3.4 Research Hypotheses

A research hypothesis is a specific statement of expected outcomes of an experiment to find a solution of the statement of the problems. The researcher formed a total of ten hypotheses according to the above conceptual framework. The research hypotheses are stated as follows:

H1o: There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by gender.

H1a: There is a difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by gender.

H2o : There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by age.

H2a : There is a difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by age.

H3o: There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by occupation.

H3a: There is a difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by occupation.

H4o: There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by annual income.

H4a: There is a difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by annual income.

H5o: There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by gender.

H5o: There is a difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by gender.

H6o: There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by age.

H6a: There is a difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by age.

H7o: There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by occupation.

H7a: There is a difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by occupation.

H8o: There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by household income.

H8a: There is a difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by household income.

H9o: There is no significant relationship between Jeongseon residents' perceived positive impacts of tourism and support for tourism development.

H9a: There is a significant relationship between Jeongseon residents' perceived positive impacts of tourism and support for tourism development.

H10o: There is no significant relationship between Jeongseon residents' perceived negative impacts of tourism and support for tourism development.

HI Oa: There is a significant relationship between Jeongseon residents' perceived negative impacts of tourism and support for tourism development.

3.5 Operationalization of the Independent and Dependent Variables

Table 3.5.1 Independent Variables

Independent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Gender	Sexual identify, especially in relation to society or culture	1=Male 2= Female	Nominal	Q. 1
Age	The number of years that a person has lived or a thing had existed	1= 18-20 years old 2=21-30 years old 3=31-40 years old 4= 41-50 years old 5=51-60 years old 6= over 61 years old	Ordinal	Q. 2
Occupation	An activity that serves as one's regular source of livelihood	1= Employees in tourism 2= Government Officials 3= Owner of SMEs 4= Farmer 5= Employees of firm 6= Housewife 7= Others	Nominal	Q. 3

Table 3.5.1 (Continued)

Independent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Household income (Per year)	The amount of money or its equivalent received per month in exchange for labor or services.	1= Under $ 10,000 2= Under $ 20,000 3= Under $ 30,000 4= Under $ 40,000 5= Over $ 40,000	Ordinal	Q. 4

Table 3.5.2 Dependent Variables- Positive Tourism Impacts

Dependent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Positive Economic Impacts	The effects positively economic, socio-cultural, environmental aspects brought by tourism development	Tourism is one of the most important industries supporting the Jeongseon local economy.	Interval	Q. 5
		Tourism gives economic benefits to Jeogseon local people.		Q. 6
		Tourism has created more jobs for Jeongseon local community.		Q. 7

Table 3.5.2 (Continued)

Dependent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Positive Economic Impacts	The effects positively economic, socio-cultural, environmental aspects brought by tourism development	Our standard of living has increased considerably because of tourism in Jeongseon.		Q. 8
		Tourism has attracted more investments to Jeongseon.		Q. 9
Positive Socio-cultural Impacts		Jeongseon is becoming increasingly popular as a tourist destination.		Q 10
		Tourism supplies more variety of recreational facilities for Jeongseon residents.		Q. 11
		Results of tourism provide a better standard of services by local shops.		Q. 12
		Tourism has resulted in greater cultural exchange between tourists and residents.		Q. 13
		Tourism has increased Jeongseon residents' pride in the local culture.		Q. 14

Table 3.5.2 (Continued)

Dependent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Positive Socio-cultural Impacts	The effects positively economic, socio-cultural, environmental aspects brought by tourism development	Tourism helps to keep the Jeongseon Arirang and helps maintain the region identity of the Jeongseon residents.		Q. 15
Positive Environmental Impacts		Tourism has contributed to the preservation of Jeongseon natural environment.		Q. 16
		Tourism has improved the ecological environment of Jeongseon in many ways.		Q. 17
		Tourism increases residents' awareness and concern for the environment.		Q. 18
		Tourism has improved Jeongseon's appearance.		Q. 19
		Because of tourism, our roads and other public facilities are kept at a higher standard.		Q. 20

Table 3.5.3 Dependent Variables- Negative Tourism Impacts

Dependent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Negative Economic Impacts	The effects negatively economic, socio-cultural, environmental aspects brought by tourism development	Tourism development increases a gap between the rich and the poor in Jeongseon.	Interval	Q. 21
		Tourism increases cost of living for Jeongseon local people.		Q. 22
		Tourism increases the cost of property and rental to decrease on local businesses.		Q. 23
		The seasonality of tourism industry makes the local economy more unstable.		Q. 24
Negative socio-cultural Impacts		Jeongseon residents have suffered from living in tourism zones.		Q. 25
		Tourism causes security and crime problems.		Q. 26

Table 3.5.3 (Continued)

Dependent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Negative socio-cultural Impacts	The effects negatively economic, socio-cultural, environmental aspects brought by tourism development	Tourism brings some bad habits to our community (such as drug use, gambling, prostitution).		Q. 27
		Casino has negative consequences to Jeongseon residents.		Q. 28
Negative Environmetal Impacts		Tourism increases car traffic, noise and pollutions in Jeongseon.		Q. 29
		Tourism causes land misuse in Jeongseon.		Q. 30
		The construction of hotel and other tourist facilities have destroyed the natural environment of Jeongseon.		Q. 31

Table 3.5.4 Dependent Variables- Supports for Tourism Development

Dependent Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Support for Tourism Development	The local community attitudes to support for tourism development	I am happy and proud to see a tourist coming to see what Jeongseon community has to offer.	Interval	Q. 32
		Our community and local tourism organization should do more to promote our region and to develop tour products.		Q. 33
		I would support any tourism planning and policies for potential tourism development in Jeongseon.		Q. 34
		I am willing to be involved a vital role in Jeongseon's tourism development.		Q. 35

CHAPTER IV

RESEARCH METHODOLOGY

This chapter presents the research design, data process and methodology approaches of this paper. The first section of this chapter explains the research methodology of this study. This is followed by a section that provides respondents and sampling procedures. The third section of the chapter presents the research instruments and questionnaire design. The fourth section consists of the collection of data and gathering procedures of this study. This is followed by a section containing a pretest and reliability test and statistical treatment of data of this research.

4.1 Research Methodology

Research is the process of collecting, analyzing, and interpreting data in order to understand a phenomenon (Leedy & Ormrod, 2001). This research study used a quantitative methodology in which the researcher collected sample by questionnaire. In this research, the sample survey method was applied. The survey method is defined as a research technique in which information is gathered from a sample of people by use of a questionnaire; a method of primary data collection based on communication with a representative sample of individuals. A sample survey can provide quick, inexpensive, efficient, and accurate means of assessing information about the population (Zikmund, 1997). This research utilized the descriptive research, which is the process of transforming the raw data into a form that is to be understood and interpreted. Descriptive research seeks to determine the answers to who, what, when, where, and how question. Frequently, descriptive research will attempt to determine the extent of the differences in needs, perceptions, attitudes, and characteristics of subgroups (Zikmund, 1997).

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

According to the website of Jeongseon local government, there are around 18,292 households in Jeongseon. The sampling size for this study is 389 respondents in Jeongseon. Residents who live in Jeongseon are target respondents and only the adults were selected (above 18 years old).

Table 4.1 The Population of Jeongseon

Name of region	Total			
	Householder	Population		
		Total	Man	Female
Jeongseon Gun	**18,292**	41,551	21,494	20,057
Jeongseon Yeup	4,688	11,873	6,080	5,793
Gohan Yeup	2,992	5,270	2,726	2,544
Sabuk Yeup	2,544	6,041	3,159	2,882
Sindong Yeup	1,847	4,144	2,152	1,992
Hwaam Myeon	781	1,794	942	852
Nam Myeon	1,451	3,378	1,772	1,606
Yerang Myeon	1,061	2,317	1,187	1,130
Bukpyeong Myeon	1,203	2,785	1,428	1,357
Imgye Myeon	1,725	3,949	2,048	1,901

Source from: www.jeongseon.go.kr/site/home/sub01/sub01_01_07.asp

4.2.2 Sampling Procedure

This sampling provides a range of alternative techniques and is convenient to select samples than the probability samples. The convenience sampling is the sampling procedure used to obtain those units or people most conveniently available (Zikmund, 2000). This author was regarding to a process of efficiently collecting data; therefore, choose non-probability of convenience sampling as the proposed sampling method.

4.2.3 Sample Size

The research methods for business students say that unlike quota and probability samples there are no rules (Mark, Philip, & Adrian, 2007). Rather, sample size depends on the research question(s) and objectives in particular, that researcher needs to find out, what will be useful, what will have credibility and what can be done within the researcher's available resources (Patton, 2002). Therefore, the author adapted the Taro Yamane formula (1973):

$$j \quad \frac{N}{1 + e}$$

$$n = \frac{18292}{1+18292(0.05)^2}$$

$$n = \frac{18292}{47}$$

$n = 389$

where:

n = sample size

N = population size

e = sampling error (0.05 acceptable error)

Based on 18,292 households in Jeongseon, this research needed 389 questionnaires which were applied to the above Taro Yamane formula. The sample is based on the expected rate of theoretical sample size for different sizes of population and 95 percent level of certainty. It has a 5 percent margin of error.

4.3 Research Instruments and Questionnaire Design

For this study, the researcher used a structured questionnaire with close-ended questions for data collection to examine the impacts of tourism and local residents' support for tourism development. The questionnaire consists of 35 items in this study that was mainly adapted from the previous researches which was used to assess the impacts of tourism, residents attitude and perception toward tourism development by Tourism Impact Attitude Scale (TIAS) (Lankford and Howard, 1994) and Tourism Impact Scale (Ap and Cromptom, 1998). Also some of the items in the questionnaire were adjusted to fit the Jeongseon local community. All items will be rated by a five-point Likert Scale which ranged strongly agree=5, agree = 4, neither agree nor disagree= 3, disagree= 2, strongly disagree= 1. The structure of four-part questionnaire in this research is as follows:

Part I consisted of four questions designed to categorize the socio-demographic characteristics of the Jeongseon local community, including gender, age, occupation and household income.

Part H included sixteen items of questions to measure the degree of local peoples' perceived positive impacts of tourism development in Jeongseon local community. The questions were divided into three sections namely, the first section was five questions of positive economic issues, the second section was six questions of positive socio-cultural issues and the third was

five questions of positive environmental issues.

Part III included eleven items of questions to evaluate the degree of local peoples' perceived negative impacts of tourism development in Jeongson local community. The questions were divided into three sections, the first section was four questions of negative economic issues, the second section was four questions of negative socio-cultural issues and the third was three questions of negative environmental issues.

Part IV included four items of questions to evaluate the Jeongseon residents' support for tourism development.

4.4 Collection of Data and Gathering Procedures

4.4.1 Primary Data

A total of 389 questionnaires were distributed and collected, during the period from March to April 2012. Eventually, a total of 376 valid questionnaires were collected, and the response rate was 96.7%. A response rate of more than 80% can be considered as good response rate (Malhotra, 2004). The question items in this study was mainly adapted from the previous researches which used to assess the impacts of tourism, residents attitude and perception toward tourism development by Tourism Impact Attitude Scale(TIAS)(Lankford & Howard, 1994) and Tourism Impact Scale(Ap & Cromptom, 1998). Moreover, considering the study area, the questionnaire was slightly modified. Respondents filled them out individually.

4.4.2 Secondary Data

There were secondary data used to obtain in this research such as academic tourism research journals as well as the e-Journal from the library of Assumption University. Statistics of data on Korea inbound tourism market was adapted from the website of the Korean

tourism organization. In addition, the website of the Jeongseon and Gangwon province were very useful collecting much information about the study area. Moreover, the latest fact of Jeongseon tourism was gained from the tourism newspaper and Gangwon province local newspaper.

4.5 Pre-test and Reliability

Pretest is a small-scale study to test a questionnaire to minimize the likelihood of respondents having problems answering the questions and of data recording problems as well as to allow some assessment of the questions (Saunders,Lewis, &Thornhill, 2003). To make an efficient survey, the questionnaire was pre-tested by local residents. In this research, total of 30 sets of questionnaires collected from Jeongseon community, Gangwon province, Korea. From the 30 respondents, data were used to analyze for the reliability of the questionnaires.

Statistical Package of Social Science (SPSS) 14.0 was used to analyze the collected data. While pre-testing, the researcher found some mistakes. They were corrected to fit the respondents' understanding clearly. Reliability is a criterion for evaluating measurement scales: it represents how consistent or stable the ratings generated by a scale are (Parasuraman et al., 1991). From the results of reliability tests shown in Table 4.2, the alpha score of all variables are greater than 0.6, this outcome implies that the questionnaire used for this study is reliable.

Table 4.2 Reliability test for the Questionnaire

Variables	Cronbach's Alpha	No of Items
Positive tourism impacts		
. Economic impact	.815	5
. Socio-cultural impact	.792	6
. Environmental impact	.802	5
Negative tourism impact		
. Economic impact	.636	4
. Socio-cultural impact	.776	4
. Environmental impact	.730	3
Support for tourism development	.803	4

4.6 Statistical Treatment of Data

Statistical treatment of data is essential in order to make use of the data in the right form. There are difference type of variables and it is important to recognize them since different statistical analysis are needed. The Sophisticate Statistical Analysis Software Packages (SPSS 14) to input and to analyze to testing for this research. The results of statistical analysis will be categorized into two major parts: Descriptive Statistics and Hypothesis Test as follows:

4.6.1 Descriptive Statistics

Descriptive Analysis is used to describe the percentage, distribution, frequency distribution of the demographic factors. The purpose of descriptive research is to describe characteristics of a population in a research area. According to Zikmund (2003), the transformation of raw data into a form that makes them easy to understand and interpret, rearrange, order, and manipulate data to provide descriptive information. Descriptive analysis of the data was

performed to identify Jeongseon local peoples' demographics and perception of the impacts of tourism and support for tourism development.

4.6.2 Statistical Technique for Hypothesis Testing

A set of measurements could be regarded as dimensions on a sample of items from a questionnaires of those items. This research will measure the value of items for hypothesis test, which is from questionnaires. Descriptive frequencies, means, percentages, standard deviations and 95 per cent confidence intervals were used to compute and compare for the categorical variables. Also, T-test, Correlation Coefficient and ANOVA (One-way Analysis of Variance), was used to test for significant mean differences in variation among multiple groups. The ANOVA is based on almost the same logic oft-test, but ANOVA applies to more complex designs (Winner & Cooper, 2000). To t-test for different means, it is assumed that two samples are drawn from the two or more variable is equal. Therefore, the t-test will apply in this study to observe whether the gender group will have deferent perception of tourism impacts or not. Simple correlation coefficient or Pearson product-moment correlation coefficient is the most popular technique that indicates the relationship between two variables (Zikmund, 2003). In bivariate analysis, correlation coefficient is commonly used to measure interval and ratio scales. The equation of Pearson product-moment correlation coefficient is as follows:

$$r = \frac{\sum xy - \frac{(\sum x)(\sum y)}{n}}{\sqrt{\left(\sum x^2 - \frac{(\sum x)^2}{n}\right)\left(\sum y^2 - \frac{(\sum y)^2}{n}\right)}}$$

Where:

r = the correlation coefficient between X and Y

X = Independent variable

Y = Dependent variable

n = the sample size

The value of correlation *(r)* measures the strong or weak relationship ranging between +1.0 to -1.0 (See Table 4.3 Level of Degree of Correlation Coefficient). If the value of correlation *(r)* closes to +1.0 and -1.0, then there is a strong positive and strong negative relationship, respectively. Hence, the scatter diagram illustrates the small dispersion of data. If the value of correlation *(r)* closes to zero, there is no relationship between two variables and the dispersion of scatter diagram is large.

Table 4.3 Level of Degree of Correlation Coefficient

Correlation *(r)*	**Level of Correlation**
0.00 – 0.20	Very weak / negligible correlation.
0.21 – 0.40	Weak / low degree of correlation.
0.41 – 0.60	Moderate / moderate degree of correlation.
0.61 – 0.80	High / marked degree of correlation.
0.81 – 1.00	Very high / indicating high correlation.

Source: Franzblau, A. (1958), A primer of statistics for non-statisticians, New York, NY: Harcourt, Bruce & World.

Table 4.4 Statistical Method Used for Data Analysis

Number	Hypothesis Statement	Statistical Test
H1o	There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by gender.	Independent Sample T-test
H2o	There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by age.	One -way ANOVA
H3o	There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by occupation.	One -way ANOVA
H4o	There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by household income.	One- way ANOVA
H5o	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by gender.	Independent Sample T-test

Table 4.4 (Continued)

Number	Hypothesis Statement	Statistical Test
H6o	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by age.	One -way ANOVA
H7o	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by occupation.	One -way ANOVA
H8o	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by annual income.	One -way ANOVA
H90	There is no significant relationship between the perceived positive impacts of tourism and support for tourism development.	Pearson's Correlation Coefficient
H10o	There is no significant relationship between the perceived negative impacts of tourism and support for tourism development.	Pearson's Correlation Coefficient

CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter presents the results of data analysis according to the procedures and discussion in chapter four. There are three sections in this chapter. The first section is concerned with the descriptive statistics of the respondents' characteristics, perceived impacts of tourism and support for tourism development. The next section is to test the hypotheses of this study using the One-way ANOVA, Independent Sample T-test and Pearson Correlation Coefficient for the impacts of tourism and Jeongseon residents' support for tourism development. The last section includes the results of the hypotheses.

5.1 Descriptive Statistics

The data are processed by the Statistical Package for Social Science (SPSS) 14. Descriptive statistics is used to summarizes the Jeongseon residents' demographic characteristics as well as the statements to measure their perception of tourism, evaluation of tourism impacts, and support for tourism development.

5.1.1 Descriptive Statistics of Respondents' Profile

A descriptive analysis is applied in analyzing the data in order to identify the characteristics of respondents who have participated in this research. This study was measured by gender, occupation and household income. The summary of demographic characteristics of respondents is reported in Table 5.1. The following discussion compares the major characteristics of samples collected in this study.

Table 5.1 Gender Group of Respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	195	51.9	51.9	51.9
	Female	181	48.1	48.1	100.0
	Total	376	100.0	100.0	

Figure 5.1 Pie Chart of Gender Distribution of the Respondents

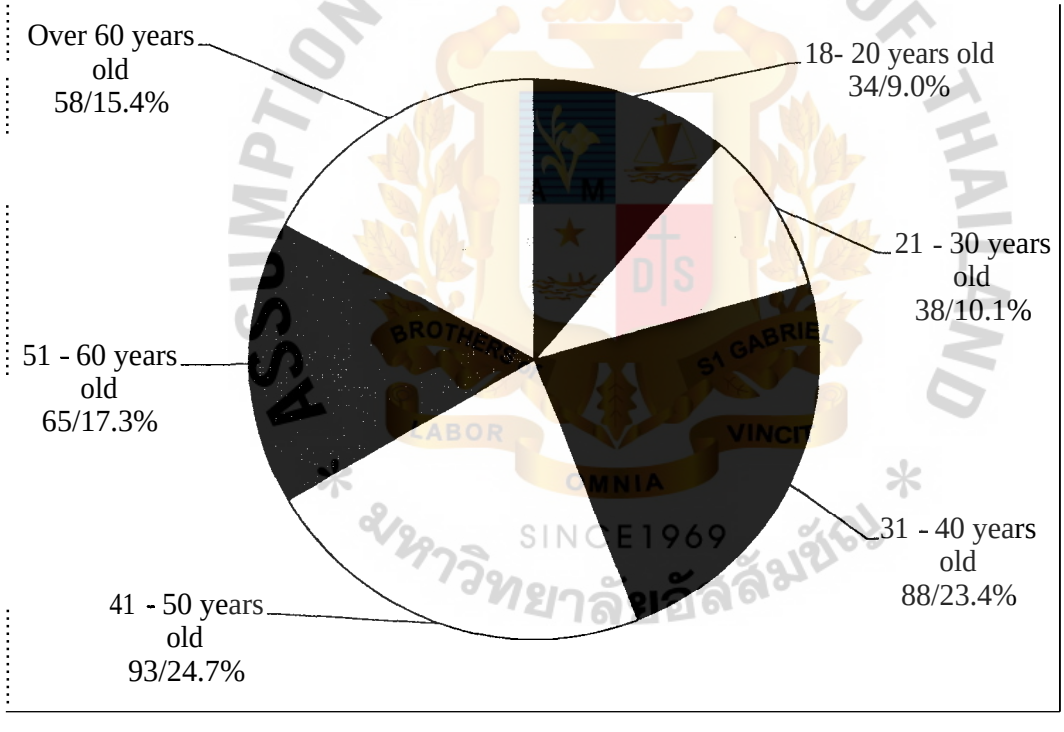
The pie chart in Figure5.1 illustrates the gender of respondents. According to the pie chart, the majority's gender of the respondents is male. The numbers of respondents were comprised of male 51.9% (195) and female 48.1.9% (181) of female.

Table 5.2 Age Group of the Respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18- 20 years old	34	9.0	9.0	9.0
	21 - 30 years old	38	10.1	10.1	19.1
	31 - 40 years old	88	23.4	23.4	42.6
	41 - 50 years old	93	24.7	24.7	67.3
	51 - 60 years old	65	17.3	17.3	84.6
	Over 61years old	58	15.4	15.4	100.0
	Total	376	100.0	100.0	

Figure 5.2 Pie Chart of Age Distribution of the Respondents



As shown in Figure 5.2 the respondents have been categorized by their age group in which the major percentage of respondents' age was 24.7% (93) ranging from 41-50 years old, follow by 23.4% (88) ranging from 31 to 40 years old, 17.3% (65) respondents were age from 51-60 years old, 15.4 % (58) of over 60 years old, 10.1% (38) of respondents age 21-30 years old, and 9.0% (34) of those 18-20 years old, respectively.

Table 5.3 Occupation Group of the Respondents

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employees in tourism	69	18.4	18.4	18.4
	Government officials	73	19.4	19.4	37.8
	Owner of SMEs	62	16.5	16.5	54.3
	Farmer	65	17.3	17.3	71.5
	Employees in firm	43	11.4	11.4	83.0
	Housewife	34	9.0	9.0	92.0
	Others	30	8.0	8.0	100.0
	Total	376	100.0	100.0	

Figure 5.3 Pie Chart of Respondent's Occupation

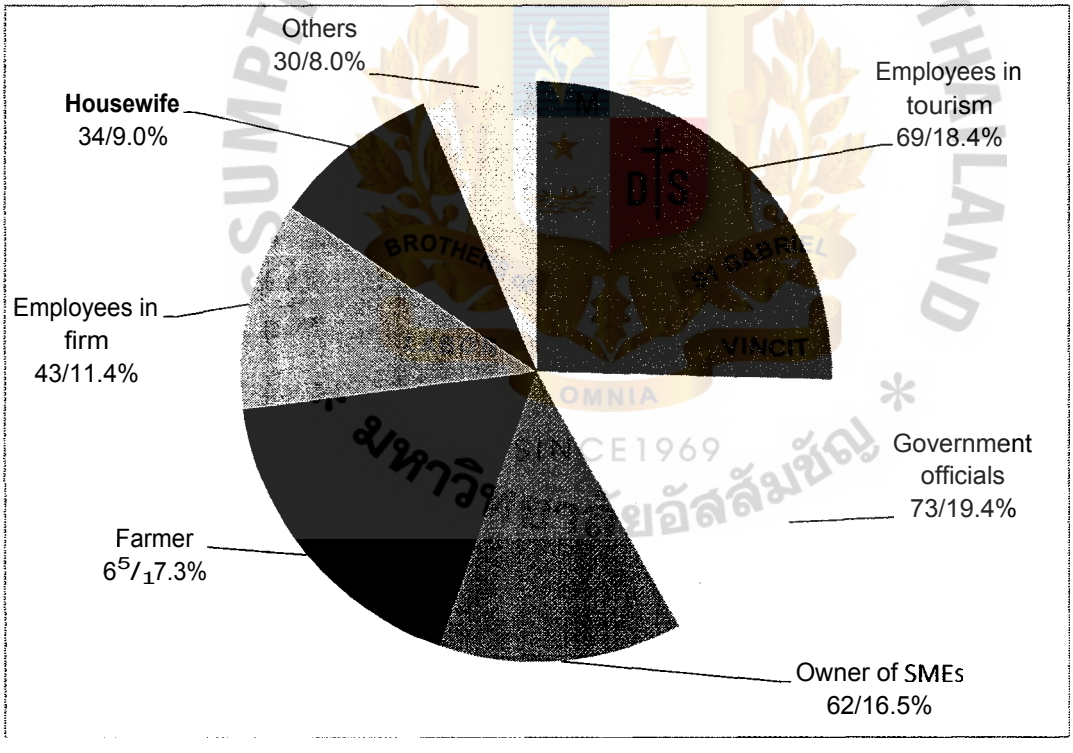


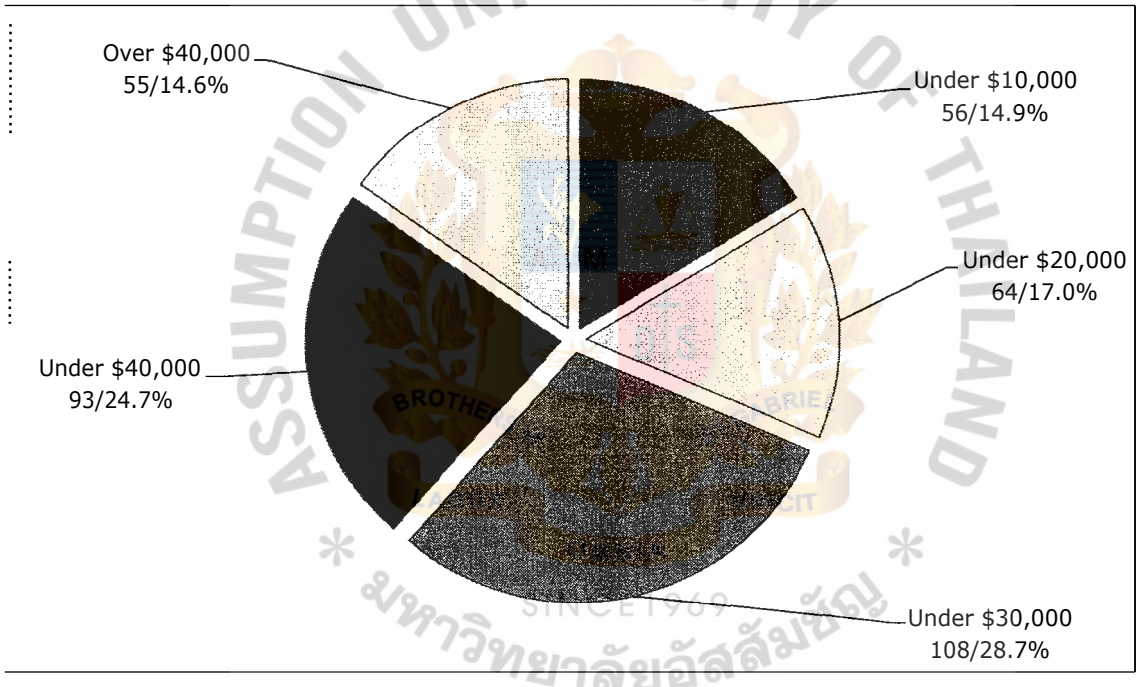
Figure 5.3 reveals that the highest percentage of respondent's occupation was 19.4% (73) government officials, follow by employees in tourism 18.4% (69) , 17.3% (65) of farmers, 16.5% (62) of the SME owner, 11.4% (43)of employees in firm, 9.0% (34) of housewife and 8.0% (30) of others, respectively.

Table 5.4 Household Income Groups of the Respondents

Household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $10,000	56	14.9	14.9	14.9
	Under $20,000	64	17.0	17.0	31.9
	Under $30,000	108	28.7	28.7	60.6
	Under $40,000	93	24.7	24.7	85.4
	Over $40,000	55	14.6	14.6	100.0
	Total	376	100.0	100.0	

Figure 5.4 Pie Chart of Household Income of the Respondents



According to Figure 5.4. Jeongseon residents' household income level showed that the major percentage of respondents' household annual income of 28.7% (108) that is under $30,000, 24.7% (93) of under $40,000, 17.0% (64) of under $10,000, and 14.9% (56) of income under $20,000. Additionally, 14.6 % (55) of respondents had incomes over $ 40,000.

5.1.2 Descriptive Statistics of Respondents' Perception of the Positive Impacts of Tourism

The results of descriptive statistics analysis for the positive impacts of tourism scale are presented in Table 5.5. This measurement scale consists of 16 items reflecting the perceived economic, socio-cultural, and environmental impacts positively. Respondents were asked to provide answers on each item that was measured by a five point Likert scale ranging from 1 being Strongly Disagree to 5 being Strongly Agree. As shown in Table 5.6, the mean scores of the measurement items were between mean score= 4.12 and mean score=2. 97. Based on the mean score of each item, respondents tended to strongly agree that tourism gives economic benefits to Jeongseon local community (*M* = 4.12, *SD*=.79) tourism is the most important industry in Jeongseon (*M* = 4.09, *SD* = .77) and, additionally, they also agreed that Jeongseon is becoming increasingly popular as a tourist destination has high ranked (*M* 4.06, *SD* = .66). Further, respondents were likely to agree that tourism has resulted more conservation of Arirang (M=3.91, *SD*=.82) and created more job (*M* = 3.86, *SD* = .86). The lowest has resulted in positive impacts on preservation of the Jengseon natural environment (*M* = 2.97, *SD* = .88).

Table 5. 5 Jeongseon Local Residents' Perception of Positive Impacts of Tourism

	N	Minimum	Maximum	Mean	Std. Deviation
tourism is the most important industry	376	2	5	4.09	.765
tourism gives economic benefits	376	1	5	4.12	.791
created more job	376	2	5	3.86	.860
our standard of living has increased	376	1	5	3.57	.864
more investors	376	1	5	3.63	.826
increasingly popular as a tourist destination	376	2	5	4.06	.655
more variety of recreational facilities	376	1	5	3.60	.849
better standard of services	376	1	5	323	.826

Table 5. 5 (Continued)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
greater cultural exchange	376	1	5	3.43	.858
pride in the local culture	376	1	5	3.53	.813
conservation of Arirang	376	1	5	3.91	.819
preservation of Jeongseon natural	376	1	5	2.97	.879
improved the ecological environment	376	1	5	3.39	.878
residents' concern for the environment	376	1	5	3.41	.862
improved Jeongseon's appearance	376	1	5	3.41	.847
higher standard a public facilities	376	1	5	3.61	.856
Valid N (listwise)	376				

5.1.3 Descriptive Statistics of Respondents" Perception of the Negative Impacts of Tourism

The results of descriptive statistics analysis for the negative impact of tourism scales are presented in Table 5.6. This measurement scale consisted of 11 items reflecting the perceived negative economic, socio-cultural, and environmental impacts. Respondents were asked to provide answers on each item that was measured by a five point Likert scale ranging from 1 being Strongly Disagree to 5 being Strongly Agree. As shown in Table 5.6, the mean scores the measurement range of items were between mean score=3.57 and mean score=2.57. Based on the mean score of each items, respondents tended to agree that tourism increases the cost of property and rental to decrease on local businesses (M= 3.57, *SD* =0.94) and lead to an increase in cost of living *(M* = 3.57, *SD* =0.88). Additionally, they also agreed that tourism development increases a gap between the rich and the poor in Jeongseon *(M* = 3.42, *SD* = 0.91). Most respondents disagreed on the statement that the seasonality of tourism industry

makes the local economy more unstable *(M* = 2.57, *SD* = 1.05).

Table 5.6 Jeongseon Local Residents' Perception of the Negative Impacts of Tourism

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
increased a gap between rich and poor	376	1	5	3.42	.906
increased costs of living for Jeongseon	376	1	5	3.57	.882
increases the cost of property and rental to decrease	376	1	5	3.57	.935
seasonality of tourism makes the economy unstable	376	1	5	2.57	1.051
suffered from living	376	1	5	3.07	.988
crime problems	376	1	5	2.94	1.036
affect on local's habits	376	1	5	3.00	1.042
casino has negative consequences	376	1	5	3.13	.976
increase in noise, pollution	376	1	5	3.41	.843
land used incorrectly	376	1	5	2.91	.851
tourists facilities destroyed our nature	376	1	5	3.05	.922
Valid N (listwise)	376				

5.1.4 Descriptive Statistics of Respondents' Support for Tourism Development

Descriptive statistics of support for tourism development are presented in Table 5.7. The measurement scale consisted of 4 items regarding Jeongseon local residents' support for future tourism development which tried to predict whether local people will come to join local community and enroll in some activities relating to tourism. Respondents were asked to provide answers on each item that was measured by a five point Likert scale ranging from 1 being Strongly Disagree with 5 being Strongly Agree. As shown in Table 5.8, the mean scores of the measurement items were between mean score=4.06 and mean score=3.85. The highest mean score was that community and local tourism organization should do more to promote

the region and to develop tourism products *(M* = 4.06, *SD* = 0.78), followed by wanting to see more tourists *(M* = 3.99, *SD* =0.82) and I would support a tourism planning *(M* = 3.88, *SD* = 0.81). The lowest mean score was I would support tourism having a vital role *(M* = 3.85, *SD* = 0.85).

Table 5. 7 Jeongseon Local Residents' Support for Tourism Development

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
want to see more tourists	376	1	5	3.99	.823
promote and develop tour products	376	2	5	4.06	.784
would support any tourism planning	376	1	5	3.88	.813
willing to be involved a vital role	376	1	5	3.85	.852
Valid N (listwise)	376				

5.1.5 The impact of tourism development in Jeongseon

According to descriptive analysis of Jeongseon respondents' perception of tourism development, the figures indicated a different perception of positive and negative impacts of tourism development in Jeongseon among different socio-demographic groups. Jeongseon residents' perceived most positively from the positive economic impacts and the positive socio-cultural impacts of tourism development. Also, Jeongseon residents' attitude to support for tourism development yielded positive responses. However, high proportions of Jeongseon respondents neither agree nor disagree with all of the negative impacts of tourism (economic, socio-cultural and environmental) and the positive environmental impact.

Table 5.8 Jeongseon Local Residents' perception and Support of Tourism Development on Likert scale

Variables	Mean	Interpretation
Economic positive impacts	3.854	Agree
Socio-cultural positive impacts	3.626	Agree
Environmental positive impacts	3.358	Neither agree nor disagree
Economic negative impacts	3.282	Neither agree nor disagree
Socio-cultural negative impacts	3.035	Neither agree nor disagree
Environmental negative impacts	3.123	Neither agree nor disagree
Support for tourism development	3.945	Agree

Data source: Author's survey, average rating on a 5-point Scale: 5.00- 4.20 strongly agree, 4.19-3.40 agree, 3.39- 2.60 neither agree nor disagree, 2.59-1:80 disagree, 1.79- 1.00 strongly disagree.

5.2 Hypotheses Testing

This section analyzes to the ten hypotheses that have been developed in order to test and find out distinctive residents' perception of impacts of tourism and support for tourism development among diverse socio demographic characteristic group in Jeongseon. The researcher formed hypotheses according to the conceptual framework. A total of 376 questionnaires used to test the ten hypotheses. The Independent Samples T-test was used for testing hypotheses 1 and hypothesis 5; Analysis of variance (ANOVA) was used for testing hypotheses 2, 3, 4, 6, 7, 8; Pearson correlation coefficient was applied to hypotheses 9 and 10. The research hypotheses are stated as follows:

H1o	There is no difference among Jeongseon residents' perception of positive economic, socio-cultural and environmental impacts of tourism development classified by gender.

Table 5.9 Independent T-test the Positive Impacts of Tourism in Terms of Gender

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Ebenefits	Equal variances assumed	.221	.639	1.074	374	.284	.06524
	Equal variances not assumed			1.072	368.725	.284	.06524
Sbenefits	Equal variances assumed	7.250	.007	1.071	374	.285	.05999
	Equal variances not assumed			1.064	352.623	.288	_05999
Enbenefits	Equal variances assumed	.803	.371	1.910	374	.057	.11610
	Equal variances not assumed			1.904	364.087	.058	.11610

According to the Independent Samples Test in Table 5.9 reveals that the items on economic benefits (t=1.074, p=0.284), socio-cultural benefits (t=1.071, p=0.285) and environmental benefits (1=1.910, p=0.057) have significant values respectively. All of three benefits impacts of significant level more than 0.05. Therefore, the null hypothesis failed to

reject. Therefore, there is no difference in the Jeongseon residents' perception of positive economic, socio-cultural and environmental impacts of tourism development classified by gender.

H2o	There is no difference among Jeongseon residents' perception of positive economic, socio-cultural and environmental impacts of tourism development classified by age.

Table 5.10 One-way ANOVA test for The Positive Impacts of Tourism in Terms of Age

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Ebenefits	Between Groups	9.133	5	1.827	5.592	.000
	Within Groups	120.862	370	.327		
	Total	129.995	375			
Sbenefits	Between Groups	1.561	5	.312	1.061	.382
	Within Groups	108.924	370	.294		
	Total	110.486	375			
Enbenefits	Between Groups	5.681	5	1.136	3.357	.006
	Within Groups	125.238	370	.338		
	Total	130.919	375			

The One-way Analysis of variance (ANOVA) in Table 5.10 reveals that the items on economic benefits (F=5.592, p=0.000), socio-cultural benefits (F=1.061, p=0.382) and environmental benefits (F=3.357, p=0.006) have significant values respectively. Only economic benefits is lower than 0.05. Therefore, the null hypothesis is rejected for the economic benefits. Socio-cultural and environmental benefits are higher than 0.05. So, the null hypothesis failed to reject. However, economic benefits has a significance level lower than 0.05. Therefore, there is no difference between the Jeongseon residents' perception on positive socio-cultural and environmental impacts of tourism development classified by age group but, the economic benefits were perceived differences in opinion with Jeongseon local people in terms of age group.

The Post-hoc Scheffe test showed that the 18-20, 21-30 and over 61year old age group differed in the perception of positive economic impacts compared to other age groups. Those age group revealed significantly at p <0 .05; the other age groups did not show significantly different perception of positive economic impacts (Appendix E).

H3o	There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by occupation.

Table 5.11 One-way ANOVA test for The Positive Impacts of Tourism in Terms of Occupation

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ebenefits	Between Groups	9.935	6	1.656	5.089	.000
	Within Groups	120.059	369	.325		
	Total	129.995	375			
Sbenefits	Between Groups	5.481	6	.913	3.210	.004
	Within Groups	105.005	369	.285		
	Total	110.486	375			
Enbenefits	Between Groups	5.959	6	.993	2.933	.008
	Within Groups	124.960	369	.339		
	Total	130.919	375			

The One-way Analysis of variance (ANOVA) in Table 5.11 reveals that the items on economic benefits (F=5.089, p=0.000), socio-cultural benefits (F=3.210, p=0.004) and environmental benefits (F=2.933, p=0.008) have significance levels respectively. The environmental benefits (p=0.008) have a significance level higher than0.05. Therefore, the null hypothesis failed to reject. However, the economic benefits (p=0.000) and socio-cultural benefits (p=0.004) represented a p- values less than 0.05. It means that the null hypothesis is

rejected for the economic benefits and socio-cultural benefits. So, there is no difference between the Jeongseon residents' perception on positive environmental impacts of tourism development classified by occupation. At the same time, the economic and socio-cultural benefits perceived different effects with Jeongseon local people_

The Post-hoc Tukey test shows that the employees in tourism, owner of SMEs, government officials and the other group of occupations different in the perception positive economic and socio-cultural impacts compared with the other group of occupations. The occupations of employees in tourism, owner of SMEs, government officials and the other group showed significantly at $p < 0.05$; the other group of occupations were not significantly different perception of positive economic and socio-cultural impacts (Appendix F).

H4o	There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by household annual income.

Table 5.12 One-way ANOVA test for The Positive Impacts of Tourism in Terms of Household Income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ebenefits	Between Groups	2.548	4 1	.637	1.854	.118
	Within Groups	127.447	371	.344		
	Total	129.995	375			
Sbenefits	Between Groups	1.641	4	.410	1.399	.234
	Within Groups	108.845	371	.293		
	Total	110.486	375			
Enbenefits	Between Groups	5.825	4	1.456	4.319	.002
	Within Groups	125.094	371	.337		
	Total	130.919	375			

The One-way ANOVA Analysis of variance in Table 5A2 reveals that the items on economic benefits *(F=1 .85 4*, *p*=0.118), Social benefits (F=1.399, p=0.234) and environmental benefits (F=4.319, p=0.002) which show that the economic benefits and socio-cultural benefits are higher than 0.05. Therefore, the null hypothesis failed to reject.

As result, environmental benefit is lower than 0.05 which means the null hypothesis is rejected. There is no difference in the Jeongseon residents' perception of positive economic impacts and socio-cultural impacts of tourism development classified by household income. However, environmental positive impacts convey a different opinion with Jeongseon local residents classified by household income_

The Post-hoc Tukey test shows that the household income under $40,000 and over $40,000 differed in perceptions of positive environmental impacts when compared the others. Therefore, the household income under $40,000 and over $40,000 were statistically significantly at $p < 0.05$; the other of household income groups were not significantly different perception of the positive environmental impacts (Appendix G).

5Ho	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by gender.

Table 5.13 Independent simple T-test for the Negative Impacts of Tourism in Terms of Gender

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Ecosts	Equal variances assumed	4.323	.038	-1.718	374	.087	-.09974
	Equal variances not assumed			-1.728	371.766	.085	-.09974
Scosts	Equal variances assumed	.579	.447	-1.353	374	.177	-.10911
	Equal variances not assumed			-1.349	365.556	.178	-.10911
Encosts	Equal variances assumed	.672	.413	-2.183	374	.030	-.15778
	Equal variances not assumed			-2.178	366.628	.030	-.15778

The Independent Samples T-Test results in Table 5.13 reveal the items on economic costs (t=-1.718, p=0.087), socio-cultural costs (t=-1.353, p=0.177) and environmental costs (t=-2.183, p=0.030) have significance values respectively. The economic and socio-cultural negative impacts are higher than 0.05. Therefore, the null hypothesis failed to reject concerning these two items. However, the environmental negative impacts' p-value is lower than 0.05. It means the null hypothesis is rejected. There is no difference in the perception of the negative economic and socio-cultural impacts of tourism development classified by gender. However, the negative environmental impact is a different perception among

Jeongseon local residents classified by gender group.

H6o	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by age.

Table 5.14 One-way ANOVA test for the Negative Impacts of Tourism in Terms of Age

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ecosts	Between Groups	2.916	5	.583	1.855	.101
	Within Groups	116.339	370	.314		
	Total	119.255	375			
Scosts	Between Groups	2.390	5	.478	.779	.565
	Within Groups	227.035	370	.614		
	Total	229.426	375			
Encosts	Between Groups	1.753	5	.351	.705	.620
	Within Groups	181916	370	.497		
	Total	185.669	375			

The One-way Analysis of variance in Table 5.14 reveals the items economic costs (F=1.855, p=0.101), Socio-cultural costs (F=0.779, p=0.565) and environmental costs (F=0.705, p=0.620) have significance levels respectively. The negative economic, socio-cultural and environmental impacts' p- values are higher than 0.05. Therefore, the null hypothesis failed to reject. There is no difference in the Jeongseon residents' perception of the negative economic, socio-cultural and environmental impacts of tourism in terms of age group.

H7o	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by occupation.

Table 5.15 One-way ANOVA test for the Negative Impacts of Tourism in terms of Occupation

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ecosts	Between Groups	3.159	6	.526	1.673	.126
	Within Groups	116.096	369	.315		
	Total	119.255	375			
Scosts	Between Groups	6.414	6	1.069	1.769	.104
	Within Groups	223.011	369	.604		
	Total	229.426	375			
Encosts	Between Groups	1.556	6	.259	.520	.793
	Within Groups	184.113	369	.499		
	Total	185.669	375			

The One-way Analysis of variance (ANOVA) in Table 5.15 reveals that the items on economic costs (F=1.673, p=0. I 26), socio-cultural costs *(F=1.769,* p=0.104) and environmental costs (F=0.520, p=0.793) have significance values respectively. The negative economic, socio-cultural and environmental impacts' p-values are higher than 0.05. From that reason, the null hypothesis failed to reject. Therefore, the Jeongseon resident's perceived negative impacts are not different in terms of the occupation groups.

H8o	There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by household income.

Table 5.16 One-way ANOVA test for the Negative Impacts of Tourism in terms of Household Income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ecosts	Between Groups	.632	4	.158	.494	.740
	Within Groups	118.623	371	.320		
	Total	119.255	375			
Scosts	Between Groups	5.056	4	1.264	2.090	.082
	Within Groups	224.369	371	.605		
	Total	229.426	375			
Encosts	Between Groups	1.343	4	.336	.676	.609
	Within Groups	184.326	371	.497		
	Total	185.669	375			

The One-way Analysis of variance (ANOVA) in Table 5.16 reveals that the items on economic costs (F=0.494, p=0.740), socio-cultural costs (F=2.090, p=0.082) and environmental costs (F=0.676, p=0.609) have significance levels respectively. All of the negative impacts of tourism revealed that the p-values are higher than 0.05. Therefore, the null hypothesis failed to reject. Therefore, it can be interpreted that the Jeongseon resident's perceived negative economic, socio-cultural and environmental impacts do not differ in terms of household income groups.

H90	o There is no significant relationship between the Jeongseon residents' perceived positive impacts of tourism and support for tourism development.

Table 5.17 Correlations Coefficient test the Relationship between the Positive Impacts of Tourism and Local Residents' Support for Tourism Development

Correlations

		Ebenefits	Sbenefits	Enbenefits	Support
Ebenefits	Pearson Correlation	1	.534(**)	.394(**)	.535(**)
	Sig. (2-tailed)		.000	.000	.000
	N		376	376	376
Sbenefits	Pearson Correlation		1	.523(**)	.476(**)
	Sig. (2-tailed)			.000	.000
	N			376	376
Enbenefits	Pearson Correlation			1	.402(**)
	Sig. (2-tailed)				.000
	N				376
Support	Pearson Correlation				1
	Sig. (2-tailed)				
	N				

** Correlation is significant at the 0.01 level (2-tailed).

In this hypothesis testing, the Pearson correlation test was used to find out the relationship between the positive tourism impacts and support for tourism development.

Table 5.17 shows that the economic benefits (r=0.535, p=0.000), socio-cultural benefits(r=0.476, p=0.000) and environmental benefits(r=0.402, p=0.000) have correlation significance levels respectively. All of the positive impacts are less than° .05 (0.000 < .05). Therefore null hypothesis is rejected. The correlation coefficient showed a moderate positive correlation. The positive impact has a significant positive relationship with support for tourism development. So it could be interpreted that residents would be positively support tourism development depending on their benefits from tourism.

H10o	There is no significant relationship between the Jeongseon residents' perceived negative impacts of tourism and support for tourism development.

Table 5.18 Correlations Coefficient test the Relationship between the Negative Impacts of Tourism and Local Residents' Support for Tourism Development

Correlations

		Ecosts	Scosts	Encosts	Support
Ecosts	Pearson Correlation	1	.258(**)	.226(**)	-.004
	Sig. (2-tailed)		.000	.000	.943
	N		376	376	376
Scosts	Pearson Correlation		1	.625(**)	-.331(**)
	Sig. (2-tailed)			.000	.000
	N			376	376
Encosts	Pearson Correlation			1	-.247(**)
	Sig. (2-tailed)				.000
	N				376
Support	Pearson Correlation				1
	Sig. (2-tailed)				
	N				

* Correlation is significant at the 0. 1 level (2-tailed).

From the Pearson correlation coefficient in Table 5.18 shows that the economic costs (r=-0.004, p=0.943), socio-cultural costs (r=-0.331, p=0.000) and environmental costs(r=-0.247, p=0.000) have a correlation significance values respectively. The negative socio-cultural and environmental impacts of tourism are significant levels less than0.05 (0.000 <0.05). So, the null hypotheses are rejected. But the negative economic impact is higher than 0.05 (0.943 >0.05). Therefore, the null hypothesis is failed to reject about the negative economic impact to support for tourism development. The correlation reveals a weakly negative correlation between the negative socio-cultural and environment impact of tourism and the support for tourism development. As result, it could be interpreted that if the negative impacts is growing in Jeongseon that might lead to react negatively to support for

tourism development. However, Jeongseon residents know well about the negative economic impact of tourism development, but it does not affect to against Jeongseon residents' support for tourism development.

5.3 Summary of Hypotheses testing Results

This study focuses on the ten hypotheses to examine the Jeongseon residents' perceived impacts of tourism by the difference group of demographic characteristics and to study the relationship between the positive and negative impacts of tourism and the local people support for tourism development. The hypothesis testing results that investigated the statistical difference between the independent variables and dependent variables are presented in Table 5.19.

Table 5.19 Hypotheses testing Results

Hypothesis Statements	**Statistical technique used**	**Results**
Hypothesis 10 There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by gender.	Independent sample T-test	
. Positive economic impacts		Failed to reject
. Positive socio-cultural impacts		Failed to reject
. Positive environmental impacts		Failed to reject

Table 5.19 (Continued)

Hypothesis Statements	Statistical technique used	Results
Hypothesis 2o There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by age. . Positive economic impacts . Positive socio-cultural impacts . Positive environmental impacts	One- way ANOVA	 Rejected Failed to reject Failed to reject
Hypothesis 3o There is no difference among Jeongseon residents' perception on positive economic, socio-cultural and environmental impacts of tourism development classified by occupation. . Positive economic impacts . Positive socio-cultural impacts . Positive environmental impacts	One- way ANOVA	 Rejected Rejected Failed to reject
Hypothesis 4o There is no difference among Jeongseon residents' perception on positive economic, socio-cultural 1 and environmental impacts of tourism development classified by annual income. . Positive economic impacts . Positive socio-cultural impacts . Positive environmental impacts	One- way ANOVA	 Failed to reject Failed to reject Rejected

Table 5.19 (Continued)

Hypothesis Statements	Statistical technique used	Results
Hypothesis 5o There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by gender. . Negative economic impacts . Negative socio-cultural impacts . Negative environmental impacts	Independent sample T-test	 Failed to reject Failed to reject Rejected
Hypothesis 6o There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by age. . Negative economic impacts . Negative socio-cultural impacts . Negative environmental impacts	One- way ANOVA	 Failed to reject Failed to reject Failed to reject
Hypothesis 7o There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by occupation. . Negative economic impacts . Negative socio-cultural impacts . Negative environmental impacts	One- way ANOVA	 Failed to reject Failed to reject Failed to reject

Table 5.19 (Continued)

Hypothesis Statements	Statistical technique used	Results
Hypothesis 8o There is no difference among Jeongseon residents' perception on negative economic, socio-cultural and environmental impacts of tourism development classified by annual income.	One- way ANOVA	
. Negative economic impacts		Failed to reject
. Negative socio-cultural impacts		Failed to reject
. Negative environmental impacts		Failed to reject
Hypothesis 90 There is no significant relationship between the perceived positive impacts and support for tourism development.	Pearson's Correlation Coefficient	
. Positive economic impacts		Rejected
. Positive socio-cultural impacts		Rejected
. Positive environmental impacts		Rejected
Hypothesis 10o There is no significant relationship between the perceived negative impacts and support for tourism development.	Pearson's Correlation Coefficient	
. Negative economic impacts		Failed to reject
. Negative socio-cultural impacts		Rejected
. Negative environmental impacts		Rejected

CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter comprises three sections. The first section is the summary of findings in this research, which includes the respondents' characteristics and the results of descriptive analysis. The second section presents the conclusion of the research objective, which is used to answer the statement of problems and achieve the research objectives. The third section is the recommendations and the suggestions for further research.

6.1 Summary of Findings

6.1.1 Summary of Major Respondents' Demographics Characteristics

From the data of 376 respondents surveyed, the demographic characteristics of respondents—local community residents' perception of the impacts of tourism and support for tourism development — in this study was measured by gender, age, occupation and household income with questionnaires by a five- point Likert Scale in the rural tourism destination of Jeongseon. The variables designed by ratio scales were recorded into nominal values and then were profiled. The summary of demographic characteristics of respondents is presented in Table 6.1. The majority of the respondents comprised of male 195 (51.9 %), age 93(24.7%) between 41-50 years old, and the respondents were government officials 73 (19.4%) and household income 108 (28.7%) under $30,000.

Table 6.1 Major Demographic Characteristics of Respondents (N=376)

Demographic characteristics	Majority	Percentage of respondents
Gender	Male	195 (51.9%)

Table 6.1 (Continued)

Demographic characteristics	Majority	Percentage of respondents
Age	**41-** 50 years old	93 (24.70%)
Occupation	Government officials	73 (19.4%)
Annual income	Under $ 30,000	108 (28.7%)

Source: Author's survey

6.1.2 Summary of the Frequency and Percentage of Respondents Perception of Positive Impacts of Tourism

The results of descriptive analysis regarding Jeongseon local residents' perception of positive impacts of tourism summarized in table 6.2. The perception of Jeongseon residents agreed the positive economic and socio-cultural impacts of tourism. Almost. 85.6% respondents agreed with the statement that Jeongseon is becoming increasingly popular as a tourist destination. Furthermore, 80.3% of the respondents agreed with the statement that tourism gives economic benefits to Jeogseon local people. On the other hand, respondents neither agreed nor disagreed with the statement that results of tourism provides a better standard of services by local shops (45.2%) and tourism has contributed to the preservation of Jeongseon's natural environment(42.8%).

Table 6.2 Jeongseon Local Residents' Perception of Positive Tourism Impacts (n=376)

Statement	Agree to strong agree	Neither agree nor disagree	Disagree to strongly disagree	Mean score
Positive Economic Impacts of Tourism				
Tourism is one of the most important industries supporting the Jeongseon local economy.	**79.5 %** (n= 299)	**18.1%** (n=68)	2.4% (n=9)	4.09
Tourism gives economic benefits to Jeogseon local people.	**80.3 %** (n=302)	**17.0%** (n=64)	2.7% (n= 10)	4.12
Tourism created more jobs for Jeongseon local community.	**66.3 %** (n=249)	28.2% (n=106)	5.6% (n=21)	3.86
Our standard of living has increased considerably because of tourism in Jeongseon.	**51.6 %** (n=194)	39.6% (n=149)	8.7% (n=33)	3.57
Tourism has attracted more investments to Jeongseon.	**58.0%** (n=218)	34.0% (n=128)	7.9% (n=30)	3.63
Positive Socio-cultural Impacts of Tourism				
Jeongseon is becoming increasingly popular as a tourist destination.	**85.6%** (n=322)	12.2% (n=46)	2.1% (n=8)	4.06
Tourism supplies more variety of recreational facilities for Jeongseon residents.	**61.2%** (n=230)	26.6% (n=100)	12.3% (n=46)	3.60

Table 6.2 (Continued)

Statement	Agree to strong agree	Neither agree nor disagree	Disagree to strongly disagree	Mean score
Results of tourism provide a better standard of services by local shops.	37.0% (n=139)	**45.2%** (n=170)	17.8% (n=67)	3.23
Tourism has resulted in greater cultural exchange between tourists and residents.	**48.4%** (n=182)	39.4% (n=148)	12.3% (n=46)	3.43
Tourism has increased Jeongseon residents' pride in the local culture.	**53.9%** (n=203)	36.7% (n=138)	9.3 (n=35)	3.53
Tourism helps to keep the Jeongseon Arirang and helps maintain the region identity of the Jeongseon residents.	**72.3 %** (n=272)	23.4% (n=88)	4.3% (n=16)	3.91
Positive Environmental Impacts of Tourism				
Tourism has contributed to the preservation of Jeongseon natural environment.	27.1% (n=102)	**42.8%** (n=161)	30.1% (n=113)	2.97
Tourism has improved the ecological environment of Jeongseon in many ways.	**46.5%** (n=1775)	39.1% (n=147)	14.4% (n=54)	3.39
Tourism increases residents' awareness and concern for the environment.	**47.4%** (n=178)	40.42% (n=152)	12.2% (n=46)	3.41

Table 6.2 (Continued)

Statement	Agree to strong agree	Neither agree nor disagree	Disagree to strongly disagree	Mean score
Tourism has improved Jeongseon's appearance.	**49.2%** (n=185)	38.8% (n=146)	12.0% (n=45)	3.41
Because of tourism, our roads and other public facilities are kept at a higher standard.	**60.1%** (n=226)	31.4% (n=118)	8.5% (n=32)	3.61

Note: Note: A five-point Likert scale was used to measure with the word integrated *Strongly Agree* and *Agree* into **Agree** item; Integrated *Strongly Disagree* and *Disagree* into **Disagree** item. Source: Author's survey

6.1.3 Summary of the Frequency and Percentage of Respondent's Perception of Negative Impacts of Tourism Development

The findings summarized in table 6.3 shows that the perception of Jeongseon residents have negative impacts of tourism, to some extent, is negative. More than half of the respondents were in agreement with the statement that tourism increases cost of property and rental to decrease on local businesses(57.7%), tourism also cause increases in costs of living in Jeongseon(56.4%), and Tourism development increases a gap between the rich and the poor in Jeongseon (54.2.%). These results show that although tourism industry brings benefits to Jeongseon local community, it also brings negatively affected Jeongseon local community.

Table 6.3 Jeongseon Local Residents' Perception of Negative Tourism Impacts (n=376)

Statement	Agree to strong agree	Neither agree nor disagree	Disagree to strongly disagree	Mean Score
Negative Economic Impacts of Tourism				
Tourism development increases a gap between the rich and the poor in Jeongseon.	**54.2%** (n=204)	30.1% (n=113)	15.7% (n=59	3.42
Tourism increases cost of living for Jeongseon local people.	**56.4%** (n=212)	32.4% (n=122)	11.2% (n=42)	3.57
Tourism increases the cost of property and rental to decrease on local business.	**57.7%** (n=217)	29.3% (n=110)	13.1% (n=49)	3.57
The seasonality of tourism industry makes the local economy more unstable.	19.2% (n=72)	27.7% (n=104)	**53.2%** (n=202)	2.57
Negative Socio-cultural Impacts of Tourism				
Jeongseon residents have suffered from living in tourism zones.	32.1% (n=121)	**38.0%** (n=143)	29.8% (n=112)	3.07
Tourism causes security and crime problems.	27.9% (n=105)	33.2% (n=125)	**38.9%** (n=146)	2.94
Tourism brings some bad habits to our community (such as drug use, gambling, prostitution).	28.5% (n=107)	**38.0%** (n=143)	33.6% (n=126)	3.00

Table 6.3 (Continued)

Statement	Agree to strong agree	Neither agree nor disagree	Disagree to strongly disagree	Mean Score
Casino has negative consequences to Jeongseon residents.	323% (n=123)	**41.8%** (n=157)	25.5% (n=96)	3.13
Negative Environmental Impacts of Tourism				
Tourism increases car traffic, noise and pollutions in Jeongseon.	**45.2%** (n=170)	43.6% (n=164)	11.2% (n=42)	3.41
Tourism causes land misuse in Jeongseon.	21.6% (n=81)	**47.6%** (n=179)	30.9% (n=116)	2.91
The construction of hotel and other tourist facilities have destroyed the natural environment of Jeongseon.	30.1% (n=113)	**41.2%** (n=155)	28.7% (n=108)	3.05

Note: Note: A five-point Likert scale was used to measure with the word integrated *Strongly Agree* and *Agree* into **Agree** item; Integrated *Strongly Disagree* and *Disagree* into **Disagree** item. Source: Author's survey

6.1.4 Summary of the Frequency and Percentage of Respondents' Support for Tourism

The findings of Jeongseon residents' support tourism development summarized in table 6.4. It reveals that respondents had a positive attitude toward the support for tourism development. This result indicated that the Jeongseon local people are in favor of future tourism development. Almost 76.9%respondents agreed with the statement that "Our community and local tourism organization should do more to promote our region and to

develop tour products. It reveals that Jeongseon local people tend to be support for local tourism development. On the other hand, the lowest agreed that Jeongseon local people are willing to be involved playing a vital role in Jeongseon tourism development (67.6%).

Table 6.4 Jeongseon Local Residents' Support for Tourism Development (n=376)

Statement	Agree to strong agree	Neither agree nor disagree	Disagree to strongly disagree	Mean score
I am happy and proud to see tourists coming to see what Jeongseon community has to offer.	**73.6%** (n=277)	22.9% (n=86)	3.5% (n=13)	3.99
Our community and local tourism organization should do more to promote our region and to develop tour products.	**76.9%** (n=289)	20.7% (n=78)	2.4% (n=9)	4.06
I would support any tourism planning and policies for potential tourism development in Jeongseon.	**71.0%** (n=267)	24.5% (n=92)	4.5% (n=17)	3.88
I am willing to be involved playing a vital role in Jeongseon tourism development.	**67.6%** (n=254)	28.2% (n=106)	4.2% (n=16)	3.85

Note: A five-point Likert scale was used to measure with the word integrated *Strongly Agree* and *Agree* into **Agree** item; Integrated *Strongly Disagree* and *Disagree* into **Disagree** item.

Source: Author's survey

6.2 Findings of Research Questions and Conclusion

6.2.1 To identify the impact of tourism development in Jeongseon

The results from the descriptive statistics indicate that the different perceptions of positive and negative impacts of tourism development. Jeongseon local people believed that tourism development brings the positive economic impacts and positive socio-cultural impacts to their community. In the other words, the positive economic and socio-cultural impacts of tourism were perceived more favorably by Jeongseon local people. These results are consistent with Doxey's (1975) Irridex Model, which suggests that in the early stages of tourism, the local community holds a relatively positive attitude, welcoming the potential economic and social benefits of tourism may bring. Jeongseon residents perceived the most favorably on the positive economic impacts of tourism. Respondents (80.3%) most strongly agreed that tourism gives economic benefits to Jeogseon local community and tourism is one of the most important industries supporting the Jeongseon local economy (79.5%). Moreover, local residents also believed the positive socio-cultural impacts of tourism. Almost 85.6% respondents strongly agreed that tourism increases the Jeongseon is becoming increasingly popular as a tourist destination. Considering this research results, Jeongseon residents have neutral opinions with of all the negative impacts of tourism (economic, socio-cultural and environmental) and the positive environmental impact. According to results of environmental statement that tourism increases car traffic, noise and pollutions in Jeonseon(45.2%). These findings support the research of Yoon at el. (2001) that negatively associated tourism development created congestion, noise, pollution, crowding, and destruction of the natural environment.

6.2.2 To examine the Jeongseon local residents' perception of positive and negative impacts through tourism industry in terms of demographic characteristics

This research question was divided into eight hypotheses (H1-H8). Findings indicated that there was a different perception of positive and negative impacts of tourism in terms of different socio-demographic characteristics which was not homogeneous in each various groups. Snaith and Haley (1999) insisted that residents were heterogeneous in their attitudes toward tourism. Opinions of Jeongseon local residents were found to differ between people with different socio-economic and socio-demographic backgrounds. However, according to the testing results there was no significant difference of perception of negative impacts of tourism (costs) in terms of ages, occupation and household income groups. Nevertheless, Jeongseon local people had different opinions in regard to the positive impacts of tourism development.

The gender groups did not yield significant differences on the positive impacts of tourism. But, the gender group did not have a homogeneous perception of negative environmental impacts of tourism development. In addition, the age group created different perception towards positive environmental impacts of tourism development. The result of hypothesis revealed that the age groups of Jeongseon people were not same point of view toward tourism development. Especially, the 18-20, 21-30 and over 61year old age group differed in the perception of positive economic impacts compared to other age groups.

Those age groups tended to disagree on economic benefits of tourism industry. This result is consistent with the findings of Cavus and Tanrisevdi (2003) that older persons are linked to unfavorable attitudes towards tourism development. Furthermore, different occupation groups had different opinions toward economic and socio-cultural benefits. According to occupation groups, employees in tourism group revealed that they were the most positive perception on the positive economic and positive socio-cultural impacts of tourism. These results is similar

with Madrigal (1993) found that personal benefits from tourism are the best predictor of positive perception. In addition, community residents who are employed in or associated with the tourism industry have very positive attitudes toward tourism (Haralamboulos & Pizam 1996). On the other hand, the occupation groups, there was an interesting result that the government officials and other groups of occupation have a lower agreed on the positive economic impact and positive socio-cultural impact of tourism in Jeongseon. As a final point, the household income group has a different perception of the positive environmental impact of tourism than the under $ 30,000 household income group which was the highest agreed with the positive environmental impact. On the other hand, the lowest number of respondents agreed in household income over $40,000, and also under $40,000 household income group with the positive environmental impact. These result is quite opposite with Nicholas and Pizam(1996) which found that residents with higher household incomes had more positive attitudes not only the effects of tourism development on the economy but also on its positive effects on certain social issues_

6.2.3 To study relationships between Jeongseon local residents perceived impacts of tourism and support for tourism development

This research question was divided into hypotheses H9 and H10. Findings indicated that the relationship between impacts of tourism and the Jeongseon residents' support for tourism development. According to the results, the perceived positive impacts of tourism were considerable in relation to Jeongseon residents' support for tourism development. In particular, the positive economic impact of tourism far outweighed support for tourism development. On the other hand, the perceived negative impacts of tourism were negatively related to support for tourism development. Such results can also be explained by social exchange theory. SET by Perdue, Long and, Allen (1990) reported that if residents perceive that the positive impacts

of tourism are greater than the negative impacts, they tended to be involved in the exchange and, therefore, support future tourism development in their community. Although Jeongseon people have known the negative economic impacts of tourism but, there was not a significant relationship to support tourism development. The negative socio-cultural and environmental impacts were related a weakly negative affected to local residents' support for tourism development. In other words, Jeongseon community needs to manage the negative socio-cultural and negative environmental impacts of tourism for improving local residents' support for tourism development.

6.2.4 Summary of finding discuss

The findings of this study indicated that Jeongseon residents hold a relatively positive perception on the positive economic impacts of tourism and socio-cultural impacts of tourism. Meanwhile, all of the negative impacts of tourism (economic, socio-cultural and environmental) and the positive environmental impacts have indicated the neutral perception as neither agree nor disagree. Findings also showed that local people reveal the different perceptions of positive and negative impacts of tourism development in terms of demographic characteristics. Main finding of this research that Jeongseon local residents' perceived positive impacts of tourism were significantly related support for tourism development; and the negative impacts of tourism were negatively related the Jeongseon local residents' support for tourism development.

6.2.5 Conclusion

This study provides an explanation of how residents' perception of tourism impacts did significantly affect local residents' support for tourism development. The findings suggest that local people believed that tourism development brings the positive economic impacts and

positive socio-cultural impacts, but also they have unfavorable perceived on environmental impacts of tourism. Meanwhile, the perceived impacts of tourism are not homogenous in each variable groups which reveals that different perceptions of positive and negative impacts of tourism development in terms of demographic variables. Main findings of this research, Jeongseon residents perceived the positive economic and positive socio-cultural impacts of tourism were considerably related Jeongseon residents' support for tourism. On the other hand, the negative impacts of tourism were related a weakly with negatively correlation with the support for tourism development. As can see from this research results, the negative impacts of tourism may lead them to discourage for the positive perception and support for tourism development. Therefore, as from the results of this study provided some explanation for how residents' perception of the impact of tourism influences their positive perception, and how they have perceived specific positive impacts of tourism which will use as key tools to encourage for the local residents' support tourism more. Furthermore, tourism planners and policy makers should manage well the negative key impacts and should make efforts to increase more benefits for the Jeongseon local community and people.

6.3 Implication and Recommendations

6.3.1 Recommendations for Planners of Central and Local Government

The research findings may help the government tourism planners, tourism operators, and policy-makers to understand what is the key issues concerning impacts of tourism for Jeongseon local people, in order to develop a tourism plan and implement successfully for both the local community and tourism development. The findings revealed that Jeongseon local residents have a positive perception of tourism impacts and support for tourism development. Although, the positive perception is higher than the negative perception, but there are some problems to solve. Therefore, the central and local government bodies should

manage the benefits and costs of tourism development in Jeongseon, even though; it is considerably difficult to develop an appropriate tourism planning and policy to tourism development.

Reinforce monitor, management and planning

The tourist destination of Jeongseon seems to be one of the complicated places because of its agriculture based industry, tourism destination and the casino business. The respondents of view about gambling resulted not in positive and neither negative perception that leads to uncertainty in regards to tourism development in the region. The casino business could cause some harmful habits to local people especially without the appropriate regulation. The local government should establish a guideline and education programs to protect some negative impacts. Moreover, tourism development increases a gap between the rich and the poor in Jeongseon and tourism increases the cost of property and rental to decrease on local businesses. The local respondents were strongly agreed these two questions. The results further showed that the tourism revenues are not distributed equally to local people or no chance to join to small business. Local government should enhance the social welfare system and job training for the young and old unemployed. Also local government and local organizations should build financial systems to support the SMEs for the local people. It might improve the Jeongseon residents' positive perception and would give a chance to become supporters in the local tourism industry.

Community Orientation Planning and empower to local people

Since the goals of tourism planning and development is to seek maximization of benefits and minimization costs of tourism activities, so before setting up any plans or regulations in advance. the government should listen to the Jeongseon local people' opinion.

In addition, when tour products are creates, it is an obligation to ask local leaders for agreement with local resident. If local people are empowered to make decisions, it will grow positive perception and attitudes. The government role should be to develop the tourism industry which could offer local people a chance to becoming the investors and/or co-operate in different sectors of tourism industry. However, the sustainable tourism development needs agreement and support from the local people. Therefore, local government officials and local tourism organization need to get local people involved in making decisions and understand their aspirations when planning tourism projects.

Environmental Orientation Planning

The results of this research revealed that Jeongseon residents disagree that tourism has contributed to the preservation of Jeongseon natural environment. In addition, the whole of environmental statement indicated neither agree nor disagree. This result may help to restore a chance and challenge for environment planners in government bodies to monitor and evaluate themselves for future planning. If there were more serious damages to natural environment, it is not damage the natural resource, it could also cause loses of the competitive advantage in the tourism destination because the Jeongseon's tourism fascination strongly depends on its valuable natural environment. The environment's issues are not only in tourism industry, people know well that there are limitations, therefore, it should be managed and preserved for our living condition and the next generation.

6.4 Suggestions for Further Research

From this study, some suggestions and recommendations are addressed to improve future research in Jeongseon as follows. This study adopted the research methodology only used the closed-ended questions to collect data to evaluate the perception and local residents' support

for tourism development. Further study should have to use several different research methodologies such as interviews with local people and to collect data with an open-end questionnaire which may help to understand problems more clearly.

Furthermore, this research was just aimed to study local residents and local community. The author would suggest further researchers to study more various focuses on Jeongseon local tourism. It should be studied the tourists' satisfaction throughout the local people, tour products and tour facilities. For reasons that it may help to evaluate the strength and weakness the market value of tourist destination of Jeongseon and also to observe the local people's behavior to tourist for future plan and management. In addition, this research did not divide who has got a personal economic benefit directly from the tourism. Further studies should divide different independent variables such as who works in tourism related job or not, which might identify more clearly the social exchange theory.

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Appendix A

Questionnaire

Dear respondents:

This questionnaire is designed as a part of thesis for the Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University, Thailand.

The purpose of this survey is to explore the impacts of tourism development and attitudes for tourism development in Jeongseon-gun, Gangwon–do Province, Korea. Your answers are valuable and your information will be valuable for educational purpose and treated as confidential. Your cooperation and precious time on this questionnaire are highly appreciated.

Yours sincerely,

SunHee Choi

Part I: Demographic Characteristics

Please answer the questionnaire below by a tick mark (√) one option that best convey your opinion in the appropriate boxes.

1. What is your gender?

1) Male 2) Female

2. What is your age?

1) 18-20 years old 2) 21-30 years old 3) 31-40 years old

4) 41-50 years old 5) 51-60 years old 6) over 61 years old

3. What is your occupation?

1) Employees in tourism 2) Government Officials 3) Owner of SMEs

4) Farmer 5) Office worker 6) Housewife

7) Others

4. Household annual income? (US $)

1) Under $ 10,000 2) Under $ 20,000 3) Under $ 30,000 4) Under $ 40,000

5) Over $ 40,000

Part H: Positive Impact of Tourism in Jeongseon

Please tick mark (√) one that matches best with your opinion for the following statements were Strongly agree=5, Agree = 4, Neither agree nor disagree= 3, Disagree= 2, Strongly disagree= 1

	Statement	**5 (SA)**	**4 (A)**	**3 (N)**	**2 (D)**	**1 (SD)**
Positive Economic Impacts						
5.	Tourism is one of the most important industries supporting the Jeongseon local economy.					
6.	Tourism gives economic benefits to Jeogseon local people.					
7.	Tourism has created more jobs for Jeongseon local community.					
8.	Our standard of living has increased considerably because of tourism in Jeongseon.					
9.	Tourism has attracted more investments to Jeongseon.					
Positive Socio-cultural Impacts						
10.	Jeongseon is becoming increasingly popular as a tourist destination.					
11.	Tourism supplies more variety of recreational facilities for Jeongseon local people.					
12.	Results of tourism provides a better standard of services by local shops.					
13.	Tourism has resulted in greater cultural exchange between tourists and residents.					

14.	Tourism has increased the Jeongseon residents' pride in the local culture.					
15.	Tourism helps to keep the Jeongseon Arirang and helps maintain the region identity of the Jeongseon residents.					
Positive Environmental Impacts						
16.	Tourism has contributed to the preservation of Jeongseon natural environment.					
17.	Tourism has improved the ecological environment of Jeongseon in many ways.					
18.	Tourism increases residents' awareness and concern for the environment.					
19.	Tourism has improved Jeongseon's appearance.					
20.	Because of tourism, our roads and other public facilities are kept at a higher standard.					

Part III: Negative Impact of Tourism in Jeongseon

Please tick mark (√) one that matches best with your opinion for the following statements were Strongly agree=5, Agree = 4, Neither agree nor disagree= 3, Disagree= 2, Strongly disagree= 1

	Statement	5 (SA)	4 (A)	3 (N)	2 (D)	1 (SD)
Negative Economic Impacts						
21.	Tourism development increases a gap between the rich and the poor in Jeongseon.					

22.	Tourism increases cost of living for Jeongseon local people.					
23.	Tourism increases the cost of property and rental to decrease on local business.					
24.	The seasonality of tourism industry makes the local economy more unstable.					
Negative Socio-cultural Impacts						
25.	Jeongseon residents have suffered from living in tourism zones.					
26.	Tourism causes security and crime problems.					
27.	Tourism brings some bad habits to our community(such as drug use, gambling, prostitution).					
28.	Casino has negative consequences to Jeongseon residents.					
Negative Environmental Impacts						
29.	Tourism increases car traffic, noise and pollutions in Jeongseon.					
30.	Tourism causes land misuse in Jeongseon.					
31.	The construction of hotel and other tourist facilities have destroyed the natural environment of Jeongseon.					

Part IV: Support for Tourism Development in Jeongseon-gun

Please tick mark (√) one that matches best with your opinion for the following statements were Strongly agree=5, Agree = 4, Neither agree nor disagree= 3, Disagree= 2, Strongly disagree= 1

	Support for tourism development	**5 (SA)**	**4 (A)**	**3 (N)**	**2 (D)**	**1 (SD)**
32.	I am happy and proud to see tourists coming to see what Jeongseon community has to offer.					
33.	Our community and local tourism organization should support more to promote our region and to develop tourism products.					
34.	I would support any tourism planning and policies for potential tourism development in Jeongseon.					
35.	I am willing to be involved playing a vital role in Jeongseon's tourism development.					

Thank you very much for your time and cooperation!

Appendix B

설 문 지

ᅩ애히는 ᅥ러분:

01 설문지의 2E 질문은 EH Assumption University (이섬션 대학교)관광 경경

대학원 넉사 연 용이며, 다른 용도 사용 하지

여ᄅ 들께서 관광 산업으 어떤 게시며, 산업에 대한

한층 더 나아가 겨 신업01 ;선군ᅦ시

디불ᄀ , x11 발전 기능힌지를 조사히기 TI한 것입니디. 01 조사는 괸광 신업으

인히ᅥ 경제적, 사회적, 지ᄀ'환경과 생휠흰경 부문ᅦ 010 1 ᅵ펀 경향을

계신지를 알ᅡ보기 위힌 제공해 주시는 자료ᄀ 개인의

T of ᅡ니리, 관광신겁 발 디불ᅥ디 실기 흰경ᅵ조성 z T 싰기

외 ᅦ도 ᅵ렇게 설문ᅦ 답헤ᄅ 신ᅥ리 께

ㅇ AI C립LI다

설문 작ᄾ지:

A. 아래의 "V

1. 1하의 1) 님자 여자

2. 언령대기

1) 18-20111 미만 2) 21-30세 3) 31-40A11

4) 41-504 5) 51-60세 6) 614 ^1싱

3. 직업을 ㅔ크해

1) 련 사자 2) 공두원 3) 개인사업 4)

사원 6) 가정주ㅜ 7) 71Ef

4. 귀하의 언

1) 1,000만 원 미민 2) 2,000만원 미간 3) 3,000만원 미만

4) 4,000 민원 ^1만 5) 4,001만원이 of

B. 긍 산업이 정선 지역^에 경향^에 관한 질문이며, 아래의 질문에 "V" 체크해

(5=매우 a러다 4=그렇다, 3=보통이다, 2=아니다, 1=Lion 아니다)

정선 지역에 영향	5 매우 a	4	3	2 아니다	1 전혀 아니다
경제적 01°191 관점					
5. TAAIx1210ll					
6. T-01 -0117ll 7.4x-V-1 01 91 -a					
7. 8 6{TUT?: Vxl-L1-2					
8. ° 2-1 g9-1 01 높아졌다.					
9. glt.Pd° -721 XI 4 0ll Alll-?L id 증가 하고 있다.					
AF I 문화적 이익의 8TA					
10. C) -I MIES g-g-					
11. T CI 1 9 11 7l 421, -?-14 'kW 이 증가 했다.					
12. agLI Vio { 21 x1 90-11 92I 서비스업 분야에 01 o상되 다.					

13.	관광객 로 인한 문화 교류를 할 수 있다.					
14.	관광산업으로 주민들이 지역 문화의 자긍심 을 게 되었다.					
15.	관광 산업으로 인하여 성산 아리랑 과 성산장 등 지역 문화를 알리고, 존할 수 WEI-.					
자 과 환경의 이익의 관점						
16.	관광 산업으로 지역의 자연 환경이 보존 되고 있다.					
17.	광 산업으 인하여, 다양한 방법으 생태 자연 환경의 중요성이 높아 지고 있다.					
18.	관광 산업으로, 지역 주민들이 환경에 대한 관심이 증가 했다.					
19.	관광 산업으 인하여, 성산의 주변 경관 좋아 졌다.					
20.	관광 산업으 , 정산 지역의 교통 여건 공공 시설이 좋아 졌다.					

C. 71[2]1[9]11 영향에 이래의 질문에

"V"체크해

(5=매우 4=L 다, 3=S. 014, 2=아니다,

관 업이 정선 지역에 미치는 부정적 영향		5 매우 렇디	4 그렇디	3 통 op	2 아니다	1 전혀 아니다
경제적 비용의 관점						
21.	관광 업은 빈부의 격차를 심회 시키고 있다.					
22.	관광 id[O] 생활 물가가 싱 다.					
23.	정선의 집, 광값 임대료의 상승 a 지 창업 감소					
24.	관광업의 성수기와 비수기 수입의 이 지역 경제가 불안정 art					
사회문화적 비용의 관점						
25.	관광지 인근의 지역 민들은 관광 . 한 생활의 불편을 겪고 있다.					
26.	관광객으 인하여, 정선 지역에 안전과 범죄의 위험이 증기 하고 있다.					
27.	관광산업으 인하여, 우리 지역이 유흥에 물들어 간다.					
28.	지노 산업은 정선 지역 주민에게 부 영향을 미친다.					

지	과 환경 ¦11g-9-I 관점					
29.	관광 산업으로, 1량과 소음과 환경 공해기 증가 했다.					
30.	관광 산업으 인하 ˇ, 지역의 토지기 사용되고 있다. (농지 쿠족)					
31.	호텔, 숙박업과 관광시설ˆ 주위 자인' 환경을 파괴 하고5j E E.					

D. 지역 주 들의 관광 산업ˆ 의향ˆ 에 관 한 NE0101, ˆ 래의 질문ˆ 에 "V"체크해 ㅜMa.

(5=매우 S EE, 4=그렇다, 2=이니다, 1=전혀 아니다)

	지속 적인 관광 발전을 위한 선 지역 주민들의 태도와 지지	5 매우 그렇다	4 그렇다	3 .통 이다	2 아니다	1 전혀 아니다
32.	나는 우 리 지역ˆ 에 더 많은 관광 Ai이 방문 하 기대힌다.					
33.	성선군과 지역 단체 등은 지속 으로 관광개발을 지원해야 힌다.					
34.	나는 LIE광 정책과 t저 빙안ˆ 에 x I x I 한다.					
35.	나는 우 티 지역의 관광개발 대한 주어 진 역홸과 행동을 할 것ˆ 다.					

Appendix C

Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Positive economic impact

Cronbach's Alpha	N of Items
.815	5

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Positive socio-cultural impact

Cronbach's Alpha	N of Items
.792	6

Case Processing Summary

		N	%
Cases	Valid	30	100_0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Positive environmental impact

Cronbach's Alpha	N of Items
.802	5

Case Processing Summar

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Negative economic impact

Cronbach's Alpha	N of Items
.636	4

Case Processing Summar

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Negative socio-cultural impact

Cronbach's Alpha	N of Items
.776	4

Case Processing Summar

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Negative environmental impact

Cronbach's Alpha	N of Items
.730	3

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Support for tourism development

Cronbach's Alpha	N of Items
.803	4

Appendix D

1. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	195	51.9	51.9	51.9
	Female	181	48.1	48.1	100.0
	Total	376	100.0	100.0	

2. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years old	34	9.0	9.0	9.0
	21 - 30 years old	38	10.1	10.1	19.1
	31 - 40 years old	88	23.4	23.4	42.6
	41 - 50 years old	93	24.7	24.7	67.3
	51 - 60 years old	65	17.3	17.3	84.6
	Over 61years old	58	15.4	15.4	100.0
	Total	376	100.0	100.0	

3. What is your occupation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employees in tourism	69	18.4	18.4	18.4
	Government officials	73	19.4	19.4	37.8
	Owner of SMEs	62	16.5	16.5	54.3
	Farmer	65	17.3	17.3	71.5
	Employees in firm	43	11.4	11.4	83.0
	Housewife	34	9.0	9.0	92.0
	Others	30	8.0	8.0	100.0
	Total	376	100.0	100.0	

4. Household income? (US $)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $10,000	56	14.9	14.9	14.9
	Under $20,000	64	17.0	17.0	31.9
	Under $30,000	108	28.7	28.7	60.6
	Under $40,000	93	24.7	24.7	85.4
	Over $40,000	55	14.6	14.6	100.0
	Total	376	100.0	100.0	

5. Tourism is one of the most important industries supporting the Jeongseon local economy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	2.4	2.4	2.4
	Neither agree nor disagree	68	18.1	18.1	20.5
	Agree	181	48.1	48.1	68.6
	Strongly agree	118	31.4	31.4	100.0
	Total	376	100.0	100.0	

6. Tourism gives economic benefits to Jeongseon local people.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	9	2.4	2.4	2.7
	Neither agree nor disagree	64	17.0	17.0	19.7
	Agree	171	45.5	45.5	65.2
	Strongly agree	131	34.8	34.8	100.0
	Total	376	100.0	100.0	

7. Tourism has created more jobs for Jeognseon local community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	21	5.6	5.6	5.6
	Neither agree nor disagree	106	28.2	28.2	33.8
	Agree	154	41.0	41.0	74.7
	Strongly agree	95	25.3	25.3	100.0
	Total	376	100.0	100.0	

8. Our standard of living has increased considerably because of tourism in Jeongseon.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	31	8.2	8.2	8.8
	Neither agree nor disagree	149	39.6	39.6	48.4
	Agree	137	36.4	36.4	84.8
	Strongly agree	57	15.2	15.2	100.0
	Total	376	100.0	100.0	

9. Tourism has attracted more investments to Jeongseon.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	28	7.4	7.4	8.0
	Neither agree nor disagree	128	34.0	34.0	42.0
	Agree	168	44.7	44.7	86.7
	Strongly agree	50	13.3	13.3	100.0
	Total	376	100.0	100.0	

10. Jeongseon is becoming increasingly popular as a tourist destination.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	2.1	2.1	2.1
	Neither agree nor disagree	46	12.2	12.2	14.4
	Agree	238	63.3	63.3	77.7
	Strongly agree	84	22.3	22.3	100.0
	Total	376	100.0	100.0	

11. Tourism supplies more variety of recreational facilities for Jeongseon local people.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	45	12.0	12.0	12.2
	Neither agree nor disagree	100	26.6	26.6	38.8
	Agree	188	50.0	50.0	88.8
	Strongly agree	42	11.2	11.2	100.0
	Total	376	100.0	100.0	

12. A result of tourism provides a better standard of services by local shops.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	1.3	1.3	1.3
	Disagree	62	16.5	16.5	17.8
	Neither agree nor disagree	170	45.2	45.2	63.0
	Agree	121	32.2	32.2	95.2
	Strongly agree	18	4.8	4.8	100.0
	Total	376	100.0	100.0	

13. Tourism has resulted in greater cultural exchange between tourists and residents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	1.9	1.9	1.9
	Disagree	39	10.4	10.4	12.2
	Neither agree nor disagree	148	39.4	39.4	51.6
	Agree	150	39.9	39.9	91.5
	Strongly agree	32	8.5	8.5	100.0
	Total	376	100.0	100.0	

14. Tourism has increased the Jeongseon residents' pride in the local culture.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.1	1.1	1.1
	Disagree	31	8.2	8.2	9.3
	Neither agree nor disagree	138	36.7	36.7	46.0
	Agree	169	44.9	44.9	91.0
	Strongly agree	34	9.0	9.0	100.0
	Total	376	100.0	100.0	

15. Tourism helps to keep the Jeongseon Arirang and helps maintain the region identity of the Jeon seon residents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.8	.8	.8
	Disagree	13	3.5	3.5	4.3
	Neither agree nor disagree	88	23.4	23.4	27.7
	Agree	184	48.9	48.9	76.6
	Strongly agree	88	23.4	23.4	100.0
	Total	376	100.0	100.0	

16. Tourism has contributed to the preservation of Jeongseon natural environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	3.5	3.5	3.5
	Disagree	100	26.6	26.6	30.1
	Neither agree nor disagree	161	42.8	42.8	72.9
	Agree	90	23.9	23.9	96.8
	Strongly agree	12	3.2	3.2	100.0
	Total	376	100.0	100.0	

17. Tourism has improved the ecological environment of Jeongseon is many ways.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	1.9	1.9	1.9
	Disagree	47	12.5	12.5	14.4
	Neither agree nor disagree	147	39.1	39.1	53.5
	Agree	143	38.0	38.0	91.5
	Strongly agree	32	8.5	8.5	100.0
	Total	376	100.0	100.0	

18. Tourism increases residents' awareness and concern for the environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.4	2.4	2.4
	Disagree	37	9.8	9.8	12.2
	Neither agree nor disagree	152	40.4	40.4	52.7
	Agree	148	39A	39.4	92.0
	Strongly agree	30	8.0	8.0	100.0
	Total	376	100.0	100.0	

19. Tourism has improved Jeon seon's appearance.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	2.7	2.7	2.7
	Disagree	35	9.3	9.3	12.0
	Neither agree nor disagree	146	38.8	38.8	50.8
	Agree	161	42.8	42.8	93.6
	Strongly agree	24	6.4	6.4	100.0
	Total	376	100.0	100.0	

20. Because of tourism, our roads and other pub is facilities are kept at a higher standard.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	2.1	2.1	2.1
	Disagree	24	6.4	6.4	8.5
	Neither agree nor disagree	118	31.4	31.4	39.9
	Agree	181	48.1	48.1	88.0
	Strongly agree	45	12.0	12.0	100.0
	Total	376	100.0	100.0	

21. Tourism development increases a gap between the rich and the poor in Jeongseon.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	3.2	3.2	3.2
	Disagree	47	12.5	12.5	15.7
	Neither agree nor disagree	113	30.1	30.1	45.7
	Agree	179	47.6	47.6	93.4
	Strongly agree	25	6.6	6.6	100.0
	Total	376	100.0	100.0	

22. Tourism increases cost of living for Jeongseon local people.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.1	1.1	1.1
	Disagree	38	10.1	10.1	11.2
	Neither agree nor disagree	122	32.4	32.4	43.6
	Agree	162	43.1	43.1	86.7
	Strongly agree	50	13.3	13.3	100.0
	Total	376	100.0	100.0	

23. Tourism increases the cost of property and rental to decrease on local business.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	1.9	1.9	1.9
	Disagree	42	11.2	11.2	13.0
	Neither agree nor disagree	110	29.3	29.3	42.3
	Agree	162	43.1	43.1	85.4
	Strongly agree	55	14.6	14.6	100.0
	Total	376	100.0	100.0	

24. The seasonality of tourism industry makes the local economy more unstable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	53	14.1	14.1	14.1
	Disagree	147	39.1	39.1	53.2
	Neither agree nor disagree	104	27.7	27.7	80.9
	Agree	54	14.4	14.4	95.2
	Strongly agree	18	4.8	4.8	100.0
	Total	376	100.0	100.0	

25. Jeongseon residents have suffered from living in tourism zones.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	14	3.7	3.7	3.7
	Disagree	98	26.1	26.1	29.8
	Neither agree nor disagree	143	38.0	38.0	67.8
	Agree	90	23.9	23.9	91.8
	Strongly agree	31	8.2	8.2	100.0
	Total	376	100.0	100.0	

26. Tourism causes security and crime problems.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	16	4.3	4.3	4.3
	Disagree	130	34.6	34.6	38.8
	Neither agree nor disagree	125	33.2	33.2	72.1
	Agree	70	18.6	18.6	90.7
	Strongly agree	35	9.3	9.3	100.0
	Total	376	100.0	100.0	

27. Tourism brings some bad habits to our community (such as drug use, gambling, prostitution).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	19	5.1	5.1	5.1
	Disagree	107	28.5	28.5	33.5
	Neither agree nor disagree	143	38.0	38.0	71.5
	Agree	68	18.1	18.1	89.6
	Strongly agree	39	10.4	10.4	100.0
	Total	376	100.0	100.0	

28. Casino has negative consequences to Jeongseon residents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	14	3.7	3.7	3.7
	Disagree	82	21.8	21.8	25.5
	Neither agree nor disagree	157	41.8	41.8	67.3
	Agree	89	23.7	23.7	91.0
	Strongly agree	34	9.0	9.0	100.0
	Total	376	100.0	100.0	

29. Tourism increases car traffic, noise and pollutions in Jeongseon.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	1.9	1.9	1.9
	Disagree	35	9.3	.9.3	11.2
	Neither agree nor disagree	164	43.6	43.6	54.8
	Agree	138	36.7	36.7	91.5
	Strongly agree	32	8.5	8.5	100.0
	Total	376	100.0	100.0	

30. Tourism causes land misuse in Jeongseon.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	3.5	3.5	3.5
	Disagree	103	27.4	27.4	30.9
	Neither agree nor disagree	179	47.6	47.6	78.5
	Agree	68	18.1	18.1	96.5
	Strongly agree	13	3.5	3.5	100.0
	Total	376	100.0	100.0	

31. The construction of hotel and other tourist facilities have destroyed the natural environment of Jeongseon.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.4	2.4	2.4
	Disagree	99	26.3	26.3	28.7
	Neither agree nor disagree	155	41.2	41.2	69.9
	Agree	89	23.7	23.7	93.6
	Strongly agree	24	6.4	6.4	100.0
	Total	376	100.0	100.0	

32. I am happy and proud to see tourists coming to see what Jeongseon community has to offer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	12	3.2	3.2	3.5
	Neither agree nor disagree	86	22.9	22.9	26.3
	Agree	166	44.1	44.1	70.5
	Strongly agree	111	29.5	29.5	100.0
	Total	376	100.0	100.0	

33. Our community and local tourism organization should support more to promote our region and to develop tourism products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	2.4	2.4	2.4
	Neither agree nor disagree	78	20.7	20.7	23.1
	Agree	171	45.5	45.5	68.6
	Strongly agree	118	31A	31.4	100.0
	Total	376	100.0	100.0	

34. I would support any tourism planning and policies for potential tourism development in Jeongseon.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	15	4.0	4.0	4.5
	Neither agree nor disagree	92	24.5	24.5	29.0
	Agree	184	48.9	48.9	77.9
	Strongly agree	83	22.1	22.1	100.0
	Total	376	100.0	100.0	

35. I am willing to be involved playing a vital role in Jeongseon's tourism development.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	1.3	1.3	1.3
	Disagree	11	2.9	2.9	4.3
	Neither agree nor disagree	106	28.2	28.2	32.4
	Agree	168	44.7	44.7	77.1
	Strongly agree	86	22.9	22.9	100.0
	Total	376	100.0	100.0	

Appendix E

Post Hoc Tests (Hypothesis 2)

Multiple Comparisons

Scheffe

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Ebenefits	18- 20 years old	21 - 30 years old	-.57740(*)	.13492	.003	-1.0288	-.1260
		31 - 40 years old	-.16939	.11541	.827	-.5555	.2167
		41 - 50 years old	-.23207	.11454	.535	-.6153	.1511
		51 - 60 years old	-.19068	.12097	.779	-.5954	.2140
		Over 61years old	-.00426	.12345	1.000	-.4172	.4087
	21 - 30 years old	18-20 years old	.57740(*)	.13492	.003	.1260	1.0288
		31 - 40 years old	.40801(*)	.11094	.020	.0369	.7792
		41 - 50 years old	.34533	.11004	.082	-.0228	.7135
		51 - 60 years old	.38672	.11671	.054	-.0037	.7772
		Over 61years old	.57314(*)	.11928	.000	_1741	.9722
	31 - 40 years old	18- 20 years old	.16939	.11541	.827	-.2167	.5555
		21 - 30 years old	-.40801(*)	.11094	.020	-.7792	-.0369
		41 - 50 years old	-.06268	.08500	.990	-.3470	.2217
		51 - 60 years old	-.02129	.09347	1.000	-.3340	.2914

	Over 61years old	.16513	.09666	.713	-.1583	.4885
41 - 50 years old	18-20 years old	.23207	.11454	.535	-.1511	.6153
	21 - 30 years old	-.34533	.11004	.082	-.7135	.0228
	31 - 40 years old	.06268	.08500	.990	-.2217	.3470
	51 - 60 years old	.04139	.09240	.999	-.2677	.3505
	Over 61years old	.22781	.09563	.341	-.0921	.5477
51 - 60 years old	18 - 20 years old	.19068	.12097	.779	-.2140	.5954
	21 - 30 years old	-.38672	.11671	.054	-.7772	.0037
	31 - 40 years old	.02129	.09347	1.000	-.2914	.3340
	41 - 50 years old	-.04139	.09240	.999	-.3505	.2677
	Over 61years old	.18642	.10323	.660	-.1589	.5318
Over 61years old	18 - 20 years old	.00426	.12345	1.000	-.4087	.4172
	21 - 30 years old	-.57314(*)	.11928	.000	-.9722	-.1741
	31 - 40 years old	-.16513	.09666	.713	-.4885	.1583
	41 - 50 years old	-.22781	.09563	.341	-.5477	.0921
	51 - 60 years old	-.18642	.10323	.660	-.5318	.1589

* The mean difference is significant at the .05 level.

Ebenefits

Scheffe

Age	N	Subset for alpha = .05	
		1	2
18 - 20 years old	34	3.6647	
Over 61 years old	58	3.6690	
31 - 40 years old	88	3.8341	
51 - 60 years old	65	3.8554	
41 - 50 years old	93	3.8968	3.8968
21 - 30 years old	38		4.2421
Sig.		.484	.080

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 54.313.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Appendix F

Post Hoc Tests (Hypothesis 3)

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Ebenefits	Employees in tourism	Government official	.39142(*)	.09577	.001	.1075	.6754
		Owner of SMEs	.06928	.09982	.993	-.2266	.3652
		Farmer	.27732	.09860	.076	-.0150	.5696
		Employees in firm	-.00768	.11082	1.000	-.3362	.3209
		Housewife	.26701	.11952	.280	-.0873	.6213
		Others	.39014(*)	.12474	.031	.0203	.7600
	Government official	Employees in tourism	-.39142(*)	.09577	.001	-.6754	-.1075
		Owner of SMEs	-.32214(*)	.09851	.020	-.6142	-.0301
		Farmer	-.11410	.09728	.904	-.4025	.1743
		Employees in firm	-.39911(*)	.10965	.006	-.7242	-.0740
		Housewife	-.12442	.11843	.942	-.4755	.2267
		Others	-.00128	.12370	1.000	-.3680	.3655
	Owner of SMEs	Employees in tourism	-.06928	.09982	.993	-.3652	.2266
		Government official	.32214(*)	.09851	.020	.0301	.6142

		Farmer	.20804	.10126	.382	-.0922	.5082
		Employees in firm	-.07697	.11320	.994	-.4126	.2586
		Housewife	.19772	.12173	.667	-.1632	.5586
		Others	.32086	.12686	.152	-.0552	.6970
	Farmer	Employees in tourism	-.27732	.09860	.076	-.5696	.0150
		Government official	.11410	.09728	.904	-.1743	.4025
		Owner of SMEs	-.20804	.10126	.382	-.5082	.0922
		Employees in firm	-.28501	.11213	.148	-.6174	.0474
		Housewife	-.01032	.12073	1.000	-.3682	.3476
		Others	.11282	.12590	.973	-.2604	.4861
	Employees in firm	Employees in tourism	.00768	.11082	1.000	-.3209	.3362
		Government official	.39911(*)	.10965	.006	.0740	.7242
		Owner of SMEs	.07697	.11320	.994	-.2586	.4126
		Farmer	.28501	.11213	.148	-.0474	.6174
		Housewife	.27469	.13091	.356	-.1134	.6628
		Others	.39783	.13569	.055	-.0045	.8001
	Housewife	Employees in tourism	-.26701	.11952	.280	-.6213	.0873
		Government official	.12442	.11843	.942	-.2267	.4755
		Owner of SMEs	-.19772	.12173	.667	-.5586	.1632
		Farmer	.01032	.12073	1.000	-.3476	.3682
		Employees in firm	-.27469	.13091	.356	-.6628	.1134
		Others	.12314	.14288	.978	-.3005	.5467
	Others	Employees in tourism	.39014(*)	.12474	.031	-.7600	-.0203

		Government official	.00128	.12370	1.000	-.3655	.3680
		Owner of SMEs	-.32086	.12686	.152	-.6970	.0552
		Farmer	-.11282	.12590	.973	-.4861	.2604
		Employees in firm	-.39783	.13569	.055	-.8001	.0045
		Housewife	-.12314	.14288	.978	-.5467	.3005
Sbenefits	Employees in tourism	Government official	.30518(1	.08957	.013	.0396	.5707
		Owner of SMEs	.07616	.09335	.983	-.2006	.3529
		Farmer	.17778	.09221	.463	-.0956	.4511
		Employees in firm	.12661	.10364	.886	-.1807	.4339
		Housewife	.07190	.11178	.995	-.2595	.4033
		Others	.37778(*)	.11666	.022	.0319	.7236
	Government official	Employees in tourism	.30518(*)	.08957	.013	-.5707	-.0396
		Owner of SMEs	-.22901	.09213	.167	-.5021	.0441
		Farmer	-.12740	.09097	.801	-.3971	.1423
		Employees in firm	-.17856	.10255	.589	-.4826	.1255
		Housewife	-.23328	.11076	.351	-.5616	.0951
		Others	.07260	.11569	.996	-.2704	.4156
	Owner of SMEs	Employees in tourism	-.07616	.09335	.983	-.3529	.2006
		Government official	.22901	.09213	.167	-.0441	.5021
		Farmer	.10161	.09470	.936	-.1791	.3824
		Employees in firm	.05045	.10587	.999	-.2634	.3643
		Housewife	-.00427	.11384	1.000	-.3418	.3332
		Others	.30161	.11864	.147	-.0501	.6533
	Farmer	Employees in tourism	-.17778	.09221	.463	-.4511	.0956

		Government official	.12740	.09097	.801	-.1423	.3971
		Owner of SMEs	-.10161	.09470	.936	-.3824	.1791
		Employees in firm	-.05116	.10486	.999	-.3620	.2597
		Housewife	-.10588	.11291	.966	-.4406	.2288
		Others	.20000	.11774	.617	-.1491	.5491
	Employees in firm	Employees in tourism	-.12661	.10364	.886	-.4339	.1807
		Government official	.17856	.10255	.589	-.1255	.4826
		Owner of SMEs	-.05045	.10587	.999	-.3643	.2634
		Farmer	.05116	.10486	.999	-.2597	.3620
		Housewife	-.05472	.12242	.999	-.4177	.3082
		Others	.25116	.12690	.430	-.1251	.6274
	Housewife	Employees in tourism	-.07190	.11178	.995	-.4033	.2595
		Government official	.23328	.11076	.351	-.0951	.5616
		Owner of SMEs	.00427	.11384	1.000	-.3332	.3418
		Farmer	.10588	.11291	.966	-.2288	.4406
		Employees in firm	.05472	.12242	.999	-.3082	.4177
		Others	.30588	.13362	.252	-.0903	.7020
	Others	Employees in tourism	.37778(*)	.11666	.022	-.7236	-.0319
		Government official	-.07260	.11569	.996	-.4156	.2704
		Owner of SMEs	-.30161	.11864	.147	-.6533	.0501
		Farmer	-.20000	.11774	.617	-.5491	.1491
		Employees in firm	-.25116	.12690	.430	-.6274	.1251
		Housewife	-.30588	.13362	.252	-.7020	.0903

Enbenefits	Employees in tourism	Government official	.36299(*)	.09771	.004	.0733	.6527
		Owner of SMEs	.19883	.10183	.447	-.1031	.5007
		Farmer	.06310	.10059	.996	-.2351	.3613
		Employees in firm	.21766	.11306	.465	-.1175	.5529
		Housewife	.09523	.12193	.987	-.2663	.4567
		Others	.24464	.12726	.467	-.1327	.6219
	Government official	Employees in tourism	-.36299(*)	.09771	.004	-.6527	-.0733
		Owner of SMEs	-.16416	.10050	.661	-.4621	.1338
		Farmer	-.29989(*)	.09924	.042	-.5941	-.0057
		Employees in firm	-.14533	.11187	.852	-.4770	.1863
		Housewife	-.26777	.12083	.289	-.6260	.0904
		Others	-.11836	.12620	.966	-.4925	.2558
	Owner of SMEs	Employees in tourism	-.19883	.10183	.447	-.5007	.1031
		Government official	.16416	.10050	.661	-.1338	.4621
		Farmer	-.13573	.10330	.845	-.4420	.1705
		Employees in firm	-.01883	.11549	1.000	-.3236	.3612
		Housewife	-.10361	.12419	.981	-.4718	.2646
		Others	.04581	.12942	1.000	-.3379	.4295
	Farmer	Employees in tourism	-.06310	.10059	.996	-.3613	.2351
		Government official	.29989(*)	.09924	.042	.0057	.5941
		Owner of SMEs	.13573	.10330	.845	-.1705	.4420
		Employees in firm	.15456	.11439	.827	-.1846	.4937
		Housewife	.03213	.12317	1.000	-.3330	.3973

	Others	.18154	.12844	.794	-.1993	.5623
Employees in firm	Employees in tourism	-.21766	.11306	.465	-.5529	.1175
	Government official	.14533	.11187	.852	-.1863	.4770
	Owner of SMEs	-.01883	.11549	1.000	-.3612	.3236
	Farmer	-.15456	.11439	.827	-.4937	.1846
	Housewife	-.12244	.13355	.970	-.5184	.2735
	Others	.02698	.13843	1.000	-.3834	.4374
Housewife	Employees in tourism	-.09523	.12193	.987	-.4567	.2663
	Government official	.26777	.12083	.289	-.0904	.6260
	Owner of SMEs	.10361	.12419	.981	-.2646	.4718
	Farmer	-.03213	.12317	1.000	-.3973	.3330
	Employees in firm	.12244	.13355	.970	-.2735	.5184
	Others	.14941	.14577	.948	-.2827	.5816
Others	Employees in tourism	-.24464	.12726	.467	-.6219	.1327
	Government official	.11836	.12620	.966	-.2558	.4925
	Owner of SMEs	-.04581	.12942	1.000	-.4295	.3379
	Farmer	-.18154	.12844	.794	-.5623	.1993
	Employees in firm	-.02698	.13843	1.000	-.4374	.3834
	Housewife	-.14941	.14577	.948	-.5816	.2827

* The mean difference is significant at the .05 level.

Appendix G

Post – hoc Test (Hypothesis 4)

Multiple Comparisons

Dependent Variable		(I) Household income	(J) Household income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Ebenefits	Tukey HSD	Under $10,000	Under $20,000	-.12455	.10725	.773	-.4185	.1694
			Under $30,000	-.18254	.09651	.324	-.4471	.0820
			Under $40,000	-.05853	.09914	.976	-.3303	.2132
			Over $40,000	-.25325	.11127	.155	-.5583	.0518
		Under $20,000	Under $10,000	.12455	.10725	.773	-.1694	.4185
			Under $30,000	-.05799	.09246	.971	-3114	.1955
			Under $40,000	.06603	.09519	.958	-.1949	.3270
			Over $40,000	-.12869	.10777	.755	-.4241	.1667
		Under $30,000	Under $10,000	.18254	.09651	.324	-.0820	.4471
			Under $20,000	.05799	.09246	.971	-.1955	.3114
			Under $40,000	.12401	.08291	.566	-.1033	.3513
			Over $40,000	-.07071	.09709	.950	-.3369	.1954
		Under $40,000	Under $10,000	.05853	.09914	.976	-.2132	.3303
			Under $20,000	-.06603	.09519	.958	-.3270	.1949
			Under $30,000	-.12401	.08291	.566	-.3513	.1033
			Over $40,000	-.19472	.09970	.291	-.4680	.0786
		Over $40,000	Under $10,000	.25325	.11127	.155	-.0518	.5583
			Under $20,000	.12869	.10777	.755	-.1667	.4241
			Under $30,000	.07071	.09709	.950	-.1954	.3369
			Under $40,000	.19472	.09970	.291	-.0786	.4680
	Scheffe	Under $10,000	Under $20,000	-.12455	.10725	.853	-.4566	.2075

			Under $30,000	-.18254	.09651	.467	-.4813	.1163
			Under $40,000	-.05853	.09914	.986	-.3654	.2484
			Over $40,000	-.25325	.11127	.271	-.5977	.0912
		Under $20,000	Under $10,000	.12455	.10725	.853	-.2075	.4566
			Under $30,000	-.05799	.09246	.983	-.3442	.2282
			Under $40,000	.06603	.09519	.975	-.2287	.3607
			Over $40,000	-.12869	.10777	.839	-.4623	.2049
		Under $30,000	Under $10,000	.18254	.09651	.467	-.1163	.4813
			Under $20,000	.05799	.09246	.983	-.2282	.3442
			Under $40,000	.12401	.08291	.692	-.1327	.3807
			Over $40,000	-.07071	.09709	.970	-.3713	.2299
		Under $40,000	Under $10,000	.05853	.09914	.986	-.2484	.3654
			Under $20,000	-.06603	.09519	.975	-.3607	.2287
			Under $30,000	-.12401	.08291	.692	-.3807	.1327
			Over $40,000	-.19472	.09970	.433	-.5034	.1139
		Over $40,000	Under $10,000	.25325	.11127	.271	-.0912	.5977
			Under $20,000	.12869	.10777	.839	-.2049	.4623
			Under $30,000	.07071	.09709	.970	-.2299	.3713
			Under $40,000	.19472	.09970	.433	-.1139	.5034
Sbenefits	Tukey HSD	Under $10,000	Under $20,000	.05357	.09911	.983	-.2181	.3253
			Under $30,000	-.13239	.08919	.573	-.3769	.1121
			Under $40,000	-.03491	.09162	.996	-.2861	.2162
			Over $40,000	-.08317	.10283	.928	-.3650	.1987
		Under $20,000	Under $10,000	-.05357	.09911	.983	-.3253	.2181
			Under $30,000	-.18596	.08544	.191	-.4202	.0483
			Under $40,000	-.08849	.08797	.853	-.3296	.1527
			Over $40,000	-.13674	.09959	.645	-.4097	.1363
		Under $30,000	Under $10,000	.13239	.08919	.573	-.1121	.3769
			Under $20,000	.18596	.08544	.191	-.0483	.4202

		Under $40,000	.09747	.07662	.709	-.1126	.3075
		Over $40,000	.04921	.08973	.982	-.1967	.2952
	Under $40,000	Under $10,000	.03491	.09162	.996	-.2162	.2861
		Under $20,000	.08849	.08797	.853	-.1527	.3296
		Under $30,000	-.09747	.07662	.709	-.3075	.1126
		Over $40,000	-.04826	.09213	.985	-.3008	.2043
	Over $40,000	Under $10,000	.08317	.10283	.928	-.1987	.3650
		Under $20,000	.13674	.09959	.645	-.1363	.4097
		Under $30,000	-.04921	.08973	.982	-.2952	.1967
		Under $40,000	.04826	.09213	.985	-.2043	.3008
Scheffe	Under $10,000	Under $20,000	.05357	.09911	.990	-.2533	.3604
		Under $30,000	-.13239	.08919	.699	-.4085	.1437
		Under $40,000	-.03491	.09162	.997	-.3185	.2487
		Over $40,000	-.08317	.10283	.957	-.4015	.2352
	Under $20,000	Under $10,000	-.05357	.09911	.990	-.3604	.2533
		Under $30,000	-.18596	.08544	.317	-.4505	.0786
		Under $40,000	-.08849	.08797	.908	-.3608	.1839
		Over $40,000	-.13674	.09959	.757	-.4451	.1716
	Under $30,000	Under $10,000	.13239	.08919	.699	-.1437	.4085
		Under $20,000	.18596	.08544	.317	-.0786	.4505
		Under $40,000	.09747	.07662	.805	-.1397	.3347
		Over $40,000	.04921	.08973	.990	-.2286	.3270
	Under $40,000	Under $10,000	.03491	.09162	.997	-.2487	.3185
		Under $20,000	.08849	.08797	.908	-.1839	.3608
		Under $30,000	-.09747	.07662	.805	-.3347	.1397
		Over $40,000	-.04826	.09213	.991	-.3335	.2370
	Over $40,000	Under $10,000	.08317	.10283	.957	-.2352	.4015
		Under $20,000	.13674	.09959	.757	-.1716	.4451
		Under $30,000	-.04921	.08973	.990	-.3270	.2286
		Under $40,000	.04826	.09213	.991	-.2370	.3335

Enbenefits	Tukey HSD	Under $10,000	Under $20,000	.09464	.10625	.900	-.1966	.3859
			Under $30,000	-.08452	.09562	.903	-.3466	.1776
			Under $40,000	.21924	.09822	.170	-.0500	.4885
			Over $40,000	.19578	.11023	.389	-.1064	.4980
		Under $20,000	Under $10,000	-.09464	.10625	.900	-.3859	.1966
			Under $30,000	-.17917	.09160	.290	-.4303	.0719
			Under $40,000	.12460	.09431	.678	-.1339	.3831
			Over $40,000	.10114	.10677	.878	-.1915	.3938
		Under $30,000	Under $10,000	.08452	.09562	.903	-.1776	.3466
			Under $20,000	.17917	.09160	.290	-.0719	.4303
			Under $40,000	.30376(*)	.08214	.002	.0786	.5289
			Over $40,000	.28030(*)	.09619	.031	.0166	.5440
		Under $40,000	Under $10,000	-.21924	.09822	.170	-.4885	.0500
			Under $20,000	-.12460	.09431	.678	-.3831	.1339
			Under $30,000	-.30376(*)	.08214	.002	-.5289	-.0786
			Over $40,000	-.02346	.09877	.999	-.2942	.2473
		Over $40,000	Under $10,000	-.19578	.11023	.389	-.4980	.1064
			Under $20,000	-.10114	.10677	.878	-.3938	.1915
			Under $30,000	-.28030(*)	.09619	.031	-.5440	-.0166
			Under $40,000	.02346	.09877	.999	-.2473	.2942
	Scheffe	Under $10,000	Under $20,000	.09464	.10625	.939	-.2343	.4236
			Under $30,000	-.08452	.09562	.941	-.3805	.2115
			Under $40,000	.21924	.09822	.291	-.0848	.5233
			Over $40,000	.19578	.11023	.533	-.1455	.5370
		Under $20,000	Under $10,000	-.09464	.10625	.939	-.4236	.2343
			Under $30,000	-.17917	.09160	.431	-.4627	.1044
			Under $40,000	.12460	.09431	.782	-.1674	.4166
			Over $40,000	.10114	.10677	.925	-.2294	.4317
		Under $30,000	Under $10,000	.08452	.09562	.941	-.2115	.3805

	Under $20,000	.17917	.09160	.431	-.1044	.4627
	Under $40,000	.30376(*)	.08214	.009	.0495	.5581
	Over $40,000	.28030	.09619	.077	-.0175	.5781
Under $40,000	Under $10,000	-.21924	.09822	.291	-.5233	.0848
	Under $20,000	-.12460	.09431	.782	-.4166	.1674
	Under $30,000	-.30376(*)	.08214	.009	-.5581	-.0495
	Over $40,000	-.02346	.09877	1.000	-.3292	.2823
Over $40,000	Under $10,000	-.19578	.11023	.533	-.5370	.1455
	Under $20,000	-.10114	.10677	.925	-.4317	.2294
	Under $30,000	-.28030	.09619	.077	-.5781	.0175
	Under $40,000	.02346	.09877	1.000	-.2823	.3292

* The mean difference is significant at the .05 level.

Homogeneous Subsets

Ebenefits

	Household income	N	Subset for alpha = .05	
			1	
Tukey HSD(a,b)	Under $10,000	56	3.7286	
	Under $40,000	93	3.7871	
	Under $20,000	64	3.8531	
	Under $30,000	108	3.9111	
	Over $40,000	55	3.9818	
	Sig.		.082	
Duncan(a,b)	Under $10,000	56	3.7286	
	Under $40,000	93	3.7871	3.7871
	Under $20,000	64	3.8531	3.8531
	Under $30,000	108	3.9111	3.9111
	Over $40,000	55		3.9818
	Sig.		.094	.073
Scheffe(a,b)	Under $10,000	56	3.7286	
	Under $40,000	93	3.7871	
	Under $20,000	64	3.8531	
	Under $30,000	108	3.9111	
	Over $40,000	55	3.9818	
	Sig.		.167	

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 69.758.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed

Enbenefits

	Household income	N	Subset for alpha = .05		
			1	2	3
Tukey HSD(a,b)	Under $40,000	93	3.2129		
	Over $40,000	55	3.2364		
	Under $20,000	64	3.3375	3.3375	
	Under $10,000	56	3.4321	3.4321	
	Under $30,000	108		3.5167	
	Sig.		.171	.362	
Duncan(a,b)	Under $40,000	93	3.2129		
	Over $40,000	55	3.2364	3.2364	
	Under $20,000	64	3.3375	3.3375	3.3375
	Under $10,000	56		3.4321	3.4321
	Under $30,000	108			3.5167
	Sig.		.235	.060	.086
Scheffe(a,b)	Under $40,000	93	3.2129		
	Over $40,000	55	3.2364		
	Under $20,000	64	3.3375		
	Under $10,000	56	3.4321		
	Under $30,000	108	3.5167		
	Sig.		.051		

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 69.758.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.