

**Resident Attitudes towards Tourism Development
In Conservative Cultures:
The Case of Qatar**

by

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**A thesis
presented to the University of Waterloo
in fulfillment of the
thesis requirement for the degree of
Master of Arts
in
Recreation and Leisure Studies – Tourism and Policy Planning**

Waterloo, Ontario, Canada, 2010

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AUTHOR'S DECLARATION

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

ABSTRACT

Over the past decade, Persian Gulf countries witnessed an increase in tourism development and the number of international tourists. Though tourism development plays an important role in enhancing economies, tourism development may conflict with the region's conservative traditions and culture. The purpose of this research is to identify the attitudes and perceptions of residents in the State of Qatar towards the impacts of tourism development by: 1) applying Ap & Crompton's (1998) Index of Tourism Impacts (ITI): measuring the physical/ecological/social or cultural environments, and the residents' acceptance of visitors, 2) by identifying resident attitudes as expressed on Qatari-based social networks, and 3) through personal observation of resident attitudes.

Respondents were selected using a convenience sampling technique to complete a survey instrument. Non-intrusive personal observation was also carried out to observe the nature of host-guest interactions at local tourist areas. Material regarding resident attitudes towards tourism development published through local media and forums on local social networks were collected. Descriptive statistics, factor analysis, and independent t-tests were used to describe data and to better understand resident attitudes towards the ITI dimensions. Content analysis was used to analyze forum entries, and field note extracts of personal observations were also used to present observed behaviours of residents.

Survey findings reveal that resident attitudes differed according to respondents' age, length of residence, and ethnicity, particularly with respect to perceptions of change in local services and natural environment. The content analysis of forums revealed mixed feelings by

residents (primary expatriates) towards tourism development. An attitude typology was derived from resident attitudes expressed through forum entries. Attitudes ranged from “*denying tourism's existence*” to “*encouraging tourism*”. Field observation of behaviours also revealed mixed attitudes towards the presence and behaviours of tourists, where residents either “*accepted tourism*” or “*disapproved tourism*”. Results suggested further research be carried out in testing the attitude typology in countries within the same region, and to modify the belief scale items and dimensions.

ACKNOWLEDGEMENTS

First and foremost, I would like to take this opportunity to thank God for making this all happen for me, and for keeping me sane and on my feet throughout the research period. I would also like to thank my parents, my sister, and my brother for their constant support, motivation and for believing in me. I would not have been able to be here if it was not for them.

I would also like to thank my research supervisor, Dr. Stephen Smith for his helpful input and guidance which helped me every step of the way and enabled me to fulfill my degree requirements. Further, I would also like to extend my appreciation to my committee member Dr. Judie Cukier for her comments and support.

Last but not least, I would like to thank my friends Britt Baumann, Ying-Yu Chen, Mike Mainland and Yaw for constantly lifting my spirits and believing in me, and my friends in Doha (Sara Al Natsha, Seema Akkawi, Nigel D'Souza, Mohammed Al-Shishtawi, Sarah Joachim, and Sahel Tubeishat) for their never ending support and for taking the time to help me during my data collection.

Thank You.

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CHAPTER 1

INTRODUCTION

With the beginning of the 21st century, tourism in the Middle East witnessed an increase in international tourist arrivals by an estimated annual average rate of 10% (Sharpley, 2008). The World Tourism Organisation (UNWTO) defines the Middle East as comprising of Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Oman, Palestine, Qatar, Saudi Arabia, Syria, the UAE and Yemen (Henderson, 2006). Tourism development within the Middle East varies from one country to the other along with differences in tourist flows. The UNWTO reported that in 2007 the Middle East led the growth in international arrivals with a 16% rise from the previous year with approximately 48 million international tourists (WTO, 2008).

Within the Middle-East, the oil-rich Gulf countries of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and UAE have built their economies mainly on the oil and natural gas industry. However, these oil-producing countries were urged to re-evaluate their economic policies after recurring oil crises in the 1990s along with dramatically fluctuating prices and revenues (Henderson, 2006). The Gulf countries have turned to the development of the tourism sector as an alternate source of revenue for the future of the Gulf economy, with more than \$272.3 billion spent on tourism-related projects to be completed by 2018 (Greenwood, 2007).

Though geographically small, the State of Qatar has one of the fastest growing economies in the world (QTEA, 2009). Building on the growth of the tourism sector in the region, Qatar's tourism sector is predicted to double its contribution to the Gulf state's economy by 2012 (Sambidge, 2009). According to Sambidge (2009), Qatar is progressing steadily towards its goal

of becoming a major player in the Middle East's tourism sector.

Developing tourism to attract international tourists can clash with Qatar's conservative traditions and culture, making the tourism phenomenon “culturally undesirable” in the eyes of some residents (Sharpley, 2008, p.13). The influx of international tourists in the Middle East is traditionally associated with unattached males and females, which is an unacceptable feature in Islamic cultures based on society and gender roles (Wigand, 1986). According to Henderson (2003), the arrival of Western tourists in Muslim or conservative communities can be more disruptive than the reverse situation “due to the religious codes that inform and are manifest in their daily lives and that may be violated by tourists knowingly or accidentally” (Henderson, 2003, p.449). With the Shari'a (Islamic law) and conservative culture being an influence on development and policies in Qatar, (*e.g.*, dress code, alcohol consumption, behaviour in public) a balance between tourism development and tourist influx on one hand and the culture and tradition of local residents on the other hand, can be difficult. Therefore the social, cultural, and environmental impacts caused by tourism (whether beneficial or not) on residents of host countries should be understood and considered to ensure the acceptance, if not the success, of tourism development (Brunt & Courtney, 1999).

Even though tourism development is considered to have an important role in enhancing local economies, by being a source for new employment opportunities, additional tax receipts, foreign exchange benefits, and revenues (Ko & Stewart, 2002), there has been evidence that tourism development has potential for negative outcomes (Ko & Stewart, 2002). Tourism development is considered to be a “counter-posed phenomena which [brings] with it both adverse and positive impacts” (Gilbert & Clark, 1997, p.343).

Interest in the impacts of tourism development has evolved over the past four decades. In the 1960s, studies regarding tourism impacts highlighted the positive impacts of tourism

development, with greater interest on negative impacts emerging in the 1970s (Zhang *et al.*, 2006). In the 1980s and 1990s, research highlighted both the positive and negative impacts of tourism (Zhang *et al.*, 2006). Understanding the impacts of tourism, be they positive or negative, on a destination and the associated perceptions and attitudes of residents towards tourism continues to be an important issue in the field of tourism research (Cavus & Tanrisevdi, 2003). Resident perceptions and attitudes towards tourism development could play a vital role in the planning and policy considerations for successful development, marketing and operations (Zhang *et al.*, 2006).

Research on the residents' perceptions of tourism impacts typically involved exploratory and descriptive research design. Researchers (Perdue, *et al.*, 1990; Sheldon & Var, 1984) sought a better understanding of residents' attitudes towards tourism impacts by carrying out research to help define and describe residents' attitudes towards impacts of tourism development. Research outcomes suggest that tourism impacts are multi-faceted and that resident attitudes are related to the degree and nature of contact between residents and visitors, length of residence, age, and language of the resident (Easterling, 2004). According to Ko & Stewart (2002), there still is a need to research community and residents' satisfaction with tourism development, and the attitudes of residents towards additional tourism development. Henderson (2003) further emphasizes the need to research into the views and attitudes of residents in Muslim countries (*e.g.*, countries in the Middle East) towards tourism's socio-cultural impacts on their communities.

One of the first models that was developed regarding resident attitudes towards visitors was that of Doxey (1975). The model suggested resident attitudes towards tourism development proceed through four stages: enthusiasm, apathy, annoyance, and antagonism (Cavus & Tanrisevdi, 2003). Building on Doxey's work, Butler (1980) developed the "Tourist Area Life

Cycle” model, that proposes the evolution of, tourist area through the stages of; exploration, involvement, development, consolidation/stabilization, decline or rejuvenation. Progressing through these stages, a tourist area would witness changes in the types of visitors, infrastructure, marketing strategies, and the residents' reactions towards tourism development.

Extending on the literature of residents' attitudes towards tourism development, Perdue, *et al.* (1990) developed a model examining resident perceptions on the impacts of tourism and the relationship between resident perception and their support for additional tourism development. The model was tested on residents of 16 rural communities in Colorado. Despite Perdue, *et al.'s* (1990) model, studies regarding residents' attitudes were criticized for their lack of any theoretical background (Ap, 1992). Therefore, Ap (1992) studied resident attitudes towards tourism by incorporating a social exchange theory model. Social exchange theory is based on understanding how individuals (residents) evaluate the exchange of resources with groups (tourists) based on the benefits and costs associated with the exchange (Ap, 1992). The model “outlines the processes by which residents become involved in tourism exchanges, continue these exchanges, and become disengaged from the exchanges” (Ap, 1992, p.669).

Lankford & Howard (1994) studied resident attitudes towards tourism by testing “independent variables to evaluate residents' attitudes toward tourism development” (Cavus & Tanrisevdi, 2003), through the use of a 27-item, two dimensional scale. However, Ap & Crompton (1998) suggested the need for more scale development because “empirically derived scales to that point were inconsistent with the prevailing three-dimensional conceptual taxonomy” (Ap & Crompton, 2001, p.317). Hence, Ap & Crompton (1998) devised an *Index of Tourism Impacts* (ITI) by measuring the physical, ecological, social or cultural environments relating to residents' perceptions and attitudes towards tourism development. The ITI is “intended to facilitate a monitoring process that assists communities in sustaining tourism at a level at which both

visitors and residents perceive net benefits to accrue” (Ap & Crompton, 1998, p. 123). The instrument analyzed quantitative data collected from three Texas communities (Fredericksburg, Galveston Island, and Mission) that differed in terms of their “physical setting, nature of tourism development, and types of visitors they attract” (Ap & Crompton, 1998, p. 125). The results of Ap & Crompton's (1998) study confirmed domains that are expressed as an important taxonomy to analyze the multidimensionality of tourism impacts. The confirmation of these domains strengthens the ITI scale as it allows for effective measurement of all aspects of residents' perceptions and attitudes towards tourism development (Ap & Crompton, 1998).

The various models and scales devised testing resident attitudes and perceptions towards tourism development have been applied to both developed and developing countries. However, despite the multiple studies carried out, studies regarding the development of tourism within the oil-rich countries of the Arabian Gulf region have been limited. There has been limited research in understanding the attitudes and perceptions of residents within that region towards tourism development. A majority of studies regarding resident attitudes towards tourism development have been carried out in areas with Western and liberal lifestyles (*e.g.*, Australia, United Kingdom, and the United States). Studying attitudes of residents in conservative cultures, such as the Arabian Gulf, gives a broader understanding of other cultures and could prevent problems between residents and tourists. Therefore to address this gap, the proposed study will examine residents' attitudes and perceptions towards tourism development in the oil-rich State of Qatar.

For the purpose of this research, the following terms have been defined: a) conservative, b) residents, c) citizens (locals), d) expatriates, and e) tourists. The term *conservative* reflects a society in which religion and tradition are of high value and are strongly embedded in society. The term *residents*; in the context of this study, is used to refer to all individuals residing in Qatar (regardless of ethnic origins and citizenship status). The term *citizens*, refers to nationals born in

Qatar holding a Qatari citizenship, they are also known as locals and Qataris. Whereas the term *expatriates* refers to foreign individuals (non-Qataris) residing in Qatar, mainly for employment opportunities. Finally, the term *tourists*, refers to individuals travelling to Doha for business or leisure (VFR, vacation) purposes and staying overnight.

1.1 Purpose Statement and Research Goal

The purpose of this study is to identify the attitudes and perceptions of residents in The State of Qatar towards the impacts of tourism development by applying Ap & Crompton's (1998) Index of Tourism Impacts (ITI).

1.2 Research Objectives

The aforementioned goal is explored in the context of The State of Qatar, as an example of a conservative society. It is worth noting, that using Qatar as an example does not limit the application of the proposed scale and objectives to countries with similar conservative societies.

The following research objectives will be pursued:

- To explore residents' attitudes towards tourism development through the application of Ap & Crompton's (1998) Index for Tourism Impacts.
- To identify whether the attitudes of residents differ depending on certain demographic characteristics.
- To understand through personal observation, the behaviour of residents towards tourism development.
- To explore attitudes towards tourism development as expressed in local mass media.
- To identify and explore attitudes of residents towards tourism development reflected in the local Qatari-based forums and chat-sites.

- To identify and explore attitudes, perceptions, and experiences of international visitors of tourism through forums and chat-sites.
- To develop recommendations for tourism plans and policies based on the findings of the study.

CHAPTER 2

LITERATURE REVIEW

This chapter provides an overview of empirical studies looking at tourism development and, in particular, resident attitudes and perceptions towards tourism. The literature review will be based on the following topics: 1) tourism development, 2) tourism impacts, 3) residents' attitudes towards tourism development, and 4) tourism impact and resident attitude scales.

2.1 Tourism Development

This section will provide a theoretical background of tourism planning that allows for a better understanding of the tourism planning in Qatar. The section will look at the importance of tourism planning in a destination and its relationship to how residents form attitudes towards tourism development.

2.1.1 Tourism Planning.

Tourism planning is considered critical for a destination's success, and is the essence of organizing aspects of the future to achieve certain objectives (Costa, 2001). Unfortunately, tourism expansion through the 1950s to the 1970s systematically overlooked social and physical matters, emphasizing on economic aspects of development (Costa, 2001). During this period, entrepreneurs were responsible for the development of the tourism sector, and were interested only in short-term profit without being concerned with the long-term impacts of tourism (Costa, 2001). The lack of concern with the long-term impacts of tourism led to evidence of the chaos

“brought about by a number of unplanned tourist developments” launched during this period (Costa, 2001, p.430).

For successful tourism planning to occur, it is vital to undertake an integrated planning approach. According to Gunn (2002), an integrated planning approach to tourism embraces the social, cultural, economic and physical aspects within a destination. Inskip (1991) describes the integrated approach to tourism as the merging of tourism plans within the existing broader development plan for the area. In other words, tourism planning could not be successfully implemented if visitor attraction and services are not simultaneously developed within the destination. For example, in the event that a destination's infrastructure (transportation, underground utilities, telecommunication, airports, accommodation, *etc*) is not developed to accommodate tourism, the tourism sector will not succeed. The integrated planning approach to tourism involves viewing tourism as an interrelated system (demand and supply) with all aspects of tourism development (*e.g.*, institutional elements, environmental factors, and socio-economic factors) analyzed and planned in a holistic manner (Inskip, 1991). In other words, planning for tourism should incorporate and consider the social, physical, cultural, and environmental characteristics of a destination as a whole in order to be successful. Furthermore, for successful long-term implementation tourism plans should be flexible, taking into consideration changing lifestyles, technology and circumstances (Inskip, 1991). Moreover, tourism development requires constant management, and monitoring to ensure its development within the broader economic and social development goals (Sharpley, 2008). For example, the development of tourism in Dubai has steadily exceeded global growth rates despite its “imperfect supply of conventional natural and cultural attractions” (Henderson, 2006, p.97). The success of tourism development in Dubai is based on (1) the financial resources available to the state (Henderson, 2006), and (2) the state's ability to control and manage the development of tourism (Sharpley,

2008).

Plans for tourism development in the State of Qatar are organized and supervised by the Qatar Tourism and Exhibitions Authority (QTEA). The QTEA works with other government ministries and associations to enable tourism development in Qatar. According to Henderson (2006), governments have an important role to play in initiating and sustaining development. That is, governments actively promote tourism because they regard it as beneficial. Sharpley (2008) further suggested that government “set[s] the agenda for tourism development” (p.15). Government intervention is necessary and “appropriate to the social, political and economic characteristics or developmental needs of the destination region” (Sharpley, 2008, p.15). Other than active involvement, governments need to embrace entrepreneurship and maintain the role of “establishing policies and plans for the development of tourism and supporting and managing the development of tourism” (Sharpley, 2008, p.17). Government's involvement in planning aids in the promotion of positive impacts and mitigating negative impacts, and “involve[ing] communities so that residents understand tourism, have participated in its decision making, and receive benefits from the industry” (Brunt & Courtney, 1999, p.494).

However, Sharpley (2008) suggests that integrated approaches have limited applicability in less developed countries, as they often lack “planning expertise, economic resources, a developed private sector or a diverse economy, many countries are obliged to follow more simplistic, economic growth planning models”. However, not all countries classified as developing countries lack economic diversity or resources. For example, countries in the Arabian Gulf, specifically the State of Qatar, have sufficient economic resources to support tourism planning. Despite that, the lack of expertise in the new emerging phenomenon calls for the need of simple planning models. Such planning models should also recognize and understand the public's attitudes and perceptions of tourism development (Harrill, 2004). Due to tourism, many

residents might find themselves displaced and hence form negative attitudes towards tourism that could delay or restrict successful tourism planning (Harrill, 2004). Therefore, tourism planning departments should “[understand] the importance of resident attitudes in tourism development processes” (Harrill, 2004, p.252).

Godfrey & Clarke (2003) state that tourism offers various communities important development opportunities. However, the development of tourism does have a down-side due to the costs associated with it. Therefore, planning for tourism within a destination should strive to find “a balance between these costs and benefits in the best interest of tourism and the community [...] tourism should not form the core element of a local economy, but is better suited to play a supplementary role to help diversify economic activity” (p. 5). For example, the development of tourism within countries of the Arabian Gulf is an alternative source of foreign exchange to the oil and gas industry. With the latter based on a non-renewable resource, Gulf countries are looking to the tourism sector to diversify and secure long term future growth. As previously stated, the oil crisis of the 1990s, urged oil-producing countries of the Gulf region to reassess their economic policies (Henderson, 2006).

The State of Qatar aims to become a high-quality tourist destination, which means establishing itself as a destination for business travellers and their families with high-standard services and facilities tailored to these needs (QTEA, 2008). Potential target markets are business tourists from other Arab and GCC countries, the United Kingdom, North America, and Asia. In aiming to establish a high-quality tourist destination, the planning approach set forth by The State of Qatar should be continuous and flexible, in the sense that impacts of several scenarios have been considered in order to deal with unexpected issues (*e.g.* financial crises, and political unrest in the region). In other words, the planning approach should be set forth to achieve long-term goals and objectives to avoid any attendant problems of over-rapid tourism development

(Henderson, 2006). Tourism planning should also be implementable, in the sense that plans are feasible and realistic, ones that help maintain a balance between the social, economic, and environmental characteristics of a destination. However, even with a cautious and careful approach to tourism development, negative impacts may arise.

2.2 Tourism Impacts

The purpose of this section is to provide a conceptual background of tourism's positive and negative impacts on a country's economic, social, cultural, and environmental characteristics.

Tourism development can enhance a country's economy through numerous positive economic impacts. However, tourism development can also cause negative outcomes. With the rapid expansion of tourism in the late 20th century came a noticeable change “in the structure of society...[and] the expansion of international tourism has increased the contact among different societies and cultures” (Brunt & Courtney, 1999, p.495). The change brought about by tourism development, questions the development of tourism on the basis of its damage to the social, cultural, and environmental characteristics within a destination. Furthermore, Ko & Stewart (2002) state the economic benefits resulting from tourism development must be compared to tourism's potential for social disruption.

2.2.1 Economic Impacts.

Positive economic aspects of tourism development revolve around increased employment opportunities, improved standard of living, support for infrastructure, and economic growth. In Faulkner & Tidswell's (1997) study of the Australian Gold Coast, tourism development contributed to economic growth and increased employment opportunities within the region. Liu

& Var (1986) reported that Hawaiian residents strongly agreed that tourism development led to economic benefits, with regards to job opportunities and increased investments in the state's economy. Similarly, residents in North Wales believed that tourism brought more investment and spending in the country's economy in addition to creating an increase in job opportunities (Sheldon and Var, 1984). Easterling suggests the positive economic impacts (Table, 1) to include “contributions to standard of living, increased employment, improvement of development, and infrastructure spending” (2004, p. 54). Tourism development further improves public utilities, transport infrastructure, and increases tax revenues (Ap & Crompton, 1998).

Table 1: Positive Economic Impacts of Tourism Development (Source: Easterling, 2004, p.51).

| | Findings | Researcher |
|-----------------------------------|--|---|
| Employment Opportunities | • Tourism results in increased employment | Ahmed, 1986; Ap & Crompton, 1998; Belisle & Hoy, 1980; Boissevain, 1979; Brayley et al., 1989; Carmichael et al., 1996; Davis et al., 1988; Faulkner & Tideswell, 1997; Forster, 1964; Hudman, 1978; Keogh, 1990; Lawson et al., 1998; Liu & Var, 1986; Mansperger, 1995; Milman & Pizam, 1988; Prentice, 1993; Rothman, 1978; Schroeder, 1996; Tomljenovic & Faulkner, 1999; Tyrell & Spaulding, 1984; Weaver & Lawton, 2001 |
| Standard of Living | • Tourism has significantly increased standard of living for the community | Akis et al., 1996; Belisle & Hoy, 1980; Laflamme, 1979; Liu & Var, 1986; Long et al., 1990; Pizam, 1978 |
| Support for Infrastructure | • Tourism enhances investment, development, and infrastructure spending | Akis et al., 1996; Ap & Crompton, 1998; Fritz, 1982; Sharpley, 1994 |
| Economic Growth | • Tourism is perceived to increase economic growth; a dominant factor in the economy | Ahmed, 1986; Brayley et al., 1989; Cooke, 1982; Greenwood, 1972; Perdue et al., 1990; Sheldon & Var, 1984 |

Even though tourism development brings positive economic benefits, it can also result in negative economic impacts. Tourism development can have the potential to cause over-dependence of residents on tourists, and to commercialize relationships between residents and visitors (Table, 2). For example, the economic crisis of 2001 in Asia led to a drastic reduction in the number of Japanese tourists to Canada, making several tourist operators who specialized in supplying tourist services to the Japanese market, go bankrupt (Wall & Mathieson, 2006). Negative economic impacts also include increased land and housing prices, higher taxes, and

inflation levels (Ap & Crompton, 1998). According to Wall & Mathieson (2006), another negative impact of tourism on the economy of a destination is the propensity to import. In other words, the possibility of leakage occurring from the destination. This is highly likely to occur in developing countries as they are “frequently unable to supply the quantity and quality of goods and services required to meet the demands created by tourists” (Wall & Mathieson, 2006, p. 103).

Table 2: Negative Economic Impacts of Tourism Development (Source: Easterling, 2004, p.51).

| | Findings | Researcher |
|--|---|---|
| Increased Cost of Living | • Tourism results in increased costs of living for host populations | Carmichael et al., 1996; Faulkner & Tideswell, 1997; Greenwood, 1972; Lawson et al., 1998; Liu & Var, 1986; Prentice, 1993; Stynes & Stewart, 1993 |
| Increased Prices | • Residents perceive that tourism results in increased prices (i.e., food, services, goods, land, etc.) | Ahmed, 1986; Akis et al., 1996; Bystrzanowski, 1989; Hudman, 1980; Husbands, 1989; Lawson et al., 1998; Liu et al., 1987; Long et al., 1990; Lovel & Feuerstein, 1992; Perdue et al., 1987; Pizam, 1978; Ross, 1992; Schroeder, 1992; Stonich, 1998; Var et al., 1985 |
| Benefits Not Distributed | • Residents believe that economic benefits accrue to a minority of the host population | Belisle & Hoy, 1980; Brugham & Butler, 1981; Freitag, 1994; Getz, 1994; Johnson et al., 1994; Lindberg et al., 2001; Prentice, 1993; Stonich, 1998; Tosun, 2001 |
| Employment Is Seasonal, Temporary | • Employment is seasonal, and is typically for low wages and long hours | Jordan, 1980; Lovel & Feuerstein, 1992; McCool, 1994; Sharpley, 1994; Stonich, 1998; Tooman, 1997; Tosun, 2001 |
| Increased Economic Instability | • Residents believe that tourism is responsible for fluctuations in income and prices | Gee et al., 1984 |

2.2.2 Socio-cultural Impacts.

Tourism development also affects the social, cultural and environmental aspects within a destination. Socio-cultural impacts are concerned with the “ways in which tourism is contributing to changes in value systems, individual behaviour, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization” (Pizam & Milman, 1984, cited in Haralambopoulos & Pizam, 1996, p.503).

Socio-cultural aspects within a destination may be positively affected through increased tourism (Table, 3). Research (Ap & Crompton, 1998; Easterling, 2004) suggests that tourism

brings an increased understanding of other cultures, and strengthens the cultural identity of the host destination and increases community pride. Furthermore, tourism development increases and promotes cultural exchange between tourists and residents. For example, the majority of Hawaiian residents agreed that tourism development promoted “cultural exchange giving [residents] better understanding of the world” (Liu & Var, 1986, p. 201). Tourism can also be a force to preserve and revitalize the cultural identity and traditional practices of host communities and act as a source of income to protect heritage sites (Easterling, 2004).

Table 3: Positive Socio-Cultural Impacts of Tourism Development (Source: Easterling, 2004, p.53).

| | Findings | Researchers |
|--|---|--|
| Increased Understanding of Different Cultures | <ul style="list-style-type: none"> Residents report enhanced understanding of differences | Ap & Crompton, 1998; Liu, Sheldon & Var, 1987; Liu & Var, 1986; Mathieson & Wall, 1982; Milman & Pizam, 1988; Pizam, 1978; Sheldon & Var, 1984 |
| Revitalized Traditional Practices | <ul style="list-style-type: none"> Residents believe that tourism has revitalized traditional practices leading to their preservation | Besculides, 2002; deKadt, 1979; Esman, 1984 |
| Increased Demand for Local Arts | <ul style="list-style-type: none"> Tourism has increased demand for historical/cultural exhibits and art | Ap & Crompton, 1998; Deitch, 1977; Liu & Var, 1986 |
| Preserves/ Strengthens Cultural Identity of Hosts | <ul style="list-style-type: none"> Residents believe that tourism has helped to preserve the cultural identity of the host population | Liu & Var, 1986; Evans, 1976 |
| Greater Pride in Community | <ul style="list-style-type: none"> As a result of tourism development, there is greater community pride and cohesion | Ap & Crompton, 1998; Delamere & Hinch, 1994 |
| Improves Quality of Life | <ul style="list-style-type: none"> Tourism development is believed to improve residents' overall quality of life | Burns, 1996; Bystrzanowski, 1989; Pizam, 1978; Milman & Pizam, 1988; Perdue, Long & Allen, 1990 |
| Promotes Cultural Exchange | <ul style="list-style-type: none"> Tourism is viewed as providing opportunities to meet people from other cultures, thereby promoting cultural exchanges | Belisle & Hoy, 1980; Brougham & Butler, 1981; Clements et al., 1993; Liu, Sheldon, & Var, 1987; Liu & Var, 1986; Sheldon & Var, 1984 |

Just like negative impacts of tourism development on developed countries, tourism development in developing countries has also led to negative socio-cultural change (Table, 4). The nature and degree of tourism impacts varies from one country to the other depending on the country's social and cultural structure (Dogan, 1989). Brunt & Courtney (1999) state that the degree to which tourism generates socio-cultural impacts depends on the number and type of tourists, the nature of tourism development within the area, and on many aspects of the host

community (*e.g.*, size, strength, resiliency, and traditions).

Brunt & Courtney (1999) indicate that social impacts are those with an immediate effect on tourists and host communities with regards to quality of life. However, these impacts are liable to change over time in response to the industry's structural changes and the extent of the host population's exposure to tourism development. Tourism development can affect the habits of individuals, their daily routines and social life, their beliefs and values (Dogan, 1989).

Table 4: Negative Socio-cultural Impacts of Tourism Development (Source: Easterling, 2004, p.53).

| | Findings | Researchers |
|--|--|---|
| Loss of Native Language | <ul style="list-style-type: none"> Residents report that as a result of the influx of tourist languages, their native language has been lost | Coppock, 1977; Cybrisky, 1970; White, 1974 |
| Increased Prostitution | <ul style="list-style-type: none"> Residents believe that tourism results in increased prostitution | Belisle & Hoy, 1980; Liu, Sheldon & Var, 1987; Liu & Var, 1986 |
| Tourism Destroys Community Relationships/ Character | <ul style="list-style-type: none"> Tourism erodes social fabric of communities and exacerbates class divisions Tourism increases inter-generational conflict and destroys friendly relationships | Faulkenberry et al., 2000 Allen et al., 1988, Bisilliat, 1979; Brayley et al., 1990; Delamere & Hinch, 1994; Krippendorf, 1987 |
| Resident Attitudes Worsen Over Time | <ul style="list-style-type: none"> Residents' negative attitudes may become hostile behaviors Conflict between hosts and guests is inevitable | Bryden, 1973; Doxey, 1975 Dogan, 1989; Husbands, 1986; Munt, 1994 |
| Tourism Intensifies Labor Burdens | <ul style="list-style-type: none"> Burden of accommodating tourists intensifies residents' stress and exploits workers | Brayley et al., 1990; Freitag, 1994 |
| Tourism Leads to a Loss of Authenticity | <ul style="list-style-type: none"> Tourism creates inauthentic behaviors on the part of the host population | Boynton, 1986; Brougham & Butler, 1981 |

According to Haralambopoulos & Pizam (1996), tourism has an impact on the transformation of the social system within communities, by changing “the socio-economic status of some individuals” (p. 505). For example, due to tourism, some residents could have a better social and economic status than others if the land they own suddenly acquires a higher value than it did before.

Cultural impacts of tourism are those that influence a longer-term and gradual change in the values, beliefs and traditions of a society. Research suggests that tourism can have a harmful

influence on the culture of a country (Haralambopoulos & Pizam, 1996). However, tourism is also believed to “contribute to the 'renaissance' of traditional art forms in host societies” (Haralambopoulos & Pizam, 1996, p.508). A majority of countries within the Arabian Gulf (i.e., Kingdom of Saudi Arabia, Qatar, and Kuwait) have very conservative views guided by Islam. The influx of Western tourists poses a threat to the culture and traditions of the country. As Tosun (2002) suggests, tourism generating from developed countries can have a negative socio-cultural impact (e.g., decline in traditions, materialization, and social conflicts) on members of developing countries. Further, the demonstration effect of tourism is seen as the main cause of change within community values, where the influx of Western tourists could mean the imitation of Western traits along with a shift of community morals from traditional, Islamic values (Haralambopolous & Pizam, 1996).

Haralambopolous & Pizam (1996) further reported that residents believe tourism development would increase rates of individual crime, drug taking and abuse, and sexual harassment. Mason & Cheyne (2000) suggest that residents express concern in fear of the perceived changes and loss of control over their environment as a result of tourism development. Dogan (1989), states that tourism leads to a decline in traditions, social conflict, environmental deterioration and an increased crime rate. For example, in a study on the impacts of tourism on the Amish of Pennsylvania, tourism development led to changes in the quilting designs produced by the Amish. Quilts designed for tourists, were not traditional Amish designs and not of the same quality of the quilts made for the Amish use (Besculides *et al.*, 2002). Even though the Amish population were benefiting from selling the quilts, the quilt design did not reflect their culture.

2.2.3 Environmental Impacts.

Tourism development also has both positive and negative impacts on the physical environment

(Table, 5). Tourism development could be of benefit to the physical environment in the sense that it helps in “the creation of wildlife parks and preservation of historic buildings” (Mathieson & Wall, 1982, p.130). According to Wall & Mathieson (2006), tourism development has also been responsible for introducing planning controls in order to maintain the quality of the environment. However, tourism development conflicts with the environment through the “trampling of vegetation [and] the pollution of resort beaches” (Mathieson & Wall, 1982, p.130). Furthermore, increased tourism development could cause inconvenience to host residents. These could be traffic congestion and overcrowding in public areas, noise and water pollution, and other forms of negative impacts caused by tourism and influx of tourists.

Table 5: Negative Environmental Impacts of Tourism Development (Source: Easterling, 2004, p.52).

| | Negative Outcomes | Researcher |
|---------------------------------------|---|---|
| Increased Pollution | <ul style="list-style-type: none"> Residents believe that tourism results in increased pollution (various studies focus on air, water, noise) | Akis et al., 1996; Caneday & Zeiger, 1991; Goksan, 1978; Gunn, 1988; Haulot, 1974; Lawson et al., 1998; Lovel & Feuerstein, 1992; Pizam, 1978; Rothman, 1978; Tyrell & Spaulding, 1984 |
| Natural Beauty and Tranquility | <ul style="list-style-type: none"> Residents perceive that tourism destroys natural beauty and tranquility Deforestation directly attributable to tourism | Akis et al., 1996; Ap & Crompton, 1998; Brayley et al., 1989; Faulkner & Tideswell, 1997; Goksan, 1978; Haulot, 1974; Wahab, 1978 Cater, 1987 |
| Over-Crowding | <ul style="list-style-type: none"> Residents report overcrowding is a direct result of tourism (various studies focus on different aspects of overcrowding) | Akis et al., 1996; Ap & Crompton, 1998; Brougham & Butler, 1981; Liu & Var, 1986; Pizam, 1978; Rothman, 1978; Thomason, 1979; Wahab, 1978; Var et al., 1985 |
| Traffic and Parking Congestion | <ul style="list-style-type: none"> Residents report frustration with traffic congestion and lack of parking | Akis et al., 1996; Ap & Crompton, 1998; Brougham & Butler, 1981; Caneday & Zeiger, 1991; Liu & Var, 1986; Liu et al., 1987; Perdue et al., 1990; Pizam, 1978; Rothman, 1978; Sheldon & Var, 1984; Var et al., 1985; |
| Over-Harvesting | <ul style="list-style-type: none"> Residents perceive conflicts over local fish/game resources Residents perceive depletion of wildlife | Cooke, 1982 Gunn, 1988; Kendall & Var, 1984 |

When exploring the attitudes of Hawaiian residents regarding the impacts of tourism development on the environment, Liu & Var (1986) found that Hawaiian residents were uncertain about the positive environmental benefits. Residents believed that protecting the environment from increased tourism development was more important than the economic benefits generated

from tourism (Liu & Var, 1986). Similarly, Turkish and Cypriot residents in Cyprus were aware that tourism results in unpleasantly crowded beaches and parks and increases traffic congestion (Akis, *et al.*, 1996).

2.2.4 Factors Influencing Residents' Attitudes.

Previous studies have examined residents' attitudes towards tourism development by identifying certain socio-demographic and independent variables. Variables such as age, income, gender, length of residence, and ethnicity have been used to understand and explain how attitudes towards tourism development differ from one resident to the other (Table, 6).

Table 6: Socio-demographic Factors Resulting in Positive and Negative Impacts (Source: Easterling, 2004, p.50).

| | Positive Impacts | Researchers | Negative (or Neutral) Impacts | Researchers |
|--|---|---|---|--|
| Age | <ul style="list-style-type: none"> Younger residents more favorable toward development | Haralambopoulos, 1996; Ritchie 1998 | <ul style="list-style-type: none"> Middle aged residents concerned about infrastructure Older residents less tolerable of tourism and more concerned about community impact | Bastias et al., 1993 Tomljenovic, 1999 |
| Education | <ul style="list-style-type: none"> More educated residents are more involved and supportive | Ayres & Potter, 1989; Korca, 1998 | <ul style="list-style-type: none"> More educated residents resent tourism Higher education leads to higher awareness | Ahmed, 1986 Bastias et al., 1993 |
| Gender | <ul style="list-style-type: none"> More opportunities for women workers in tourism industry | Tooman, 1997; Urry, 1991 | | |
| Income | <ul style="list-style-type: none"> The higher the income, the more positive the attitude toward tourism | Haralambopoulos, 1996 | | |
| Length of Residence | <ul style="list-style-type: none"> Newer residents more favorable Longer term residents become more attached, more involved | Stynes, 1993; Ayres & Potter, 1989; McCool, 1994 Haralambopoulos, 1996 | <ul style="list-style-type: none"> Residence has no effect on tourism attitudes Long term residents are less favorable | Allen et al., 1993; Clements et al., 1993 Haralambopoulos, 1996 |
| Residential Location– Proximity to Tourist Activity | <ul style="list-style-type: none"> Urban residents more favorable As distance increases, tourism viewed more favorably | Wall, 1996; Pearce, 1980 Belisle & Hoy, 1980 | <ul style="list-style-type: none"> The closer the proximity, the greater the concerns | Faulkner & Tideswell, 1997; Keogh, 1990; Korca, 1998; Teo, 1994 |
| Transience | | | <ul style="list-style-type: none"> The greater the number of tourists, the more transient the resident population becomes | Allen et al., 1988 |

Perdue, *et al.* (1990) suggest that very little variation in residents' attitudes are explained by these variables. However, McGehee & Andereck (2004) suggest that the individuals' age determines how they form their attitudes towards tourism. For example, McGehee & Andereck's study suggests older residents are less likely to agree with "statements concerning the negative impacts of tourism" (2004, p.136).

Tomljenovic & Faulkner (1999) found older residents to be more tolerant to the presence of international tourists than younger residents. However, older residents were more concerned with tourism's impact on crime and safety levels and disturbance in the neighbourhood, than younger residents (Tomljenovic & Faulkner, 1999). Contrary to Tomljenovic & Faulkner's (1999) study, Cavus & Tanrisevdi (2002) found older Turkish residents hold more negative perceptions towards tourism development than younger residents. Varying relationships between 'age' and residents' attitudes towards tourism development could depend on the values and culture of residents. Tomljenovic & Faulkner suggest that because older residents grew up with values conflicting with modern lifestyles, they are likely to oppose tourism development because of the social change associated with it.

Regarding gender; Mason & Cheyne (2000) found women to be more opposed to tourism development than men, due to increases in traffic, noise, and crime. According to Harrill (2004), women could be more opposed to tourism due to traditional wage and occupational difference. Iroegbu & Chen (2001) found urban male residents holding a college education and making more than \$25,000 per year, were more likely to support the development of tourism than female residents of the same age and income (McGehee & Andereck, 2004). Residents whose livelihoods depended on tourism were found to perceive tourism development more positively (Haralambopoulos & Pizam, 1996). McGehee & Andereck also found that residents who depended on the tourism industry "or perceive a greater level of economic gain tend to have a

more positive perception of tourism's economic impact than other residents” (2004, p.133).

Other factors such as length of residence, level of community attachment, and distance from tourism facilities and attractions have also been studied. Lankford & Howard (1994) suggest that the longer residents live in a destination, the more they opposed tourism development. For example, long-term residents of Montana & Virginia held less favourable perceptions than more recent residents towards tourism development (Harrill, 2004). Easterling (2004) suggests that residents living further away from tourism facilities and attractions are less likely to have negative perceptions towards tourism than those who live closer to tourism centres. Further, Harrill (2004) suggests residents who were more attached to the community were less likely to hold positive perceptions towards tourism impacts. However, McGehee & Andereck suggest that the relationship between community attachment and its influence on residents' attitudes was not yet conclusive, “given that other [researchers] have found the opposite relationship or no definitive relationship in their studies” (2004, p.133).

2.3 Attitudes towards Tourism Development

This section describes some models of residents' attitudes towards the development of tourism. Carmichael, defines attitudes as the “enduring predisposition towards a particular aspect of one's environment [and] can be reflected in the way one thinks, feels and behaves with respect to that aspect” (2000, p.603). Attitudes of individuals can be classified along the following three dimensions: cognitive (beliefs, knowledge, perceptions), affective (likes and dislikes), and behavioural (action taken or expressed) (Carmichael, 2000). Residents of host destinations can base their attitudes towards tourism development on any of the aforementioned attitude dimensions.

According to Getz, attitudes are “reinforced by perceptions and beliefs of reality, but are

closely related to deeply held values and even to personality” (1994, p.247). Andriotis & Vaughan, state that the important aspect of residents' attitudes is that “what is perceived does not have to be true” (2003, p.173). It is perceptions rather than reality that motivate an individual to act in a certain way. Hence, perceptions become the meaning associated with an object. It is suggested that “residents might attribute meaning to the impacts of tourism without necessarily having the knowledge or enduring predispositions” (Getz, 1994, p. 248).

When residents feel that tourism development threatens their identity, they are more likely to develop attitudes that are “at best ambivalent and at worst actively hostile” (p.393). For example, Hernandez, *et al.'s* (1996) study of residents in Puerto Rico suggested mixed feelings towards tourism development. Residents were concerned with possible changes to their way of life, ending the tranquillity and increasing crime (Mason & Cheyne, 2000). Similarly, in a study by Haralambopolous & Pizam (1996) investigating social impacts of tourism as perceived by local residents of Samos (Greece), mixed attitudes towards the industry were held. Residents reported positive impacts of tourism to include job creation, increased tax revenue and increased personal income. In addition, “residents felt local hospitality benefited and the area's image improved as a result of tourism” (Mason & Cheyne, 2000, p.393). Moreover, suggestions have been made (Fredline & Faulkner, 2000) that community members benefiting from tourism through investment, ownership, or employment are more likely to form positive attitudes towards tourism development than residents who do not directly benefit from tourism.

Capenerhurst (1994) argues that the concern of residents towards tourism development arises when tourism is perceived as a threat to the status quo, to the community identity, or to local culture. The reaction of residents towards tourism development also depends on the number of people in the host community. For example, smaller host communities might have stronger reactions towards tourism development than larger host communities as development

is more visible. It is “at the local level where facilities are seen to be built, where land and other resources are allocated between competing users, and where the wishes of permanent residents need to be accommodated as well as visitors” (p.152, cited in Mason & Cheyne, 2000, p.395). Moreover, it is noted that “the consequences of tourism have become increasingly complex and contradictory [and] are manifested in subtle and often unexpected ways” (Mathieson & Wall, 1982, p.4-5).

2.3.1 A Typology of Host-Community Interactions.

The tourism literature has used typologies as a useful way to establish broad categories (Singh, *et al.*, 2003). Singh, *et al.* (2003) devised a typology assessing the relationships between tourism businesses and host community. Williams & Lawson define a community as “a group of people who share common goals or opinions” (2001, p.271). For the purpose of this study, a community is defined as the residents of a destination including tourism businesses, tourism employees, tourism agencies, and tourism entrepreneurs. Though tourism businesses, agencies, and entrepreneurs are considered part of the community, the typology looks at the relationship scenarios between those involved in the tourism sector and those who are not. In other words, it is the tourism sector against everyone else within the community. The typology consists of four relationship scenarios: win-win, win-lose, lose-win, and lose-lose.

Singh, *et al.* (2003), identify a *win-win* scenario as a situation where both the community and tourism sector benefit. This scenario can also be referred to as community-based tourism, “where the community is in support of tourism, participates and benefits from it and where tourism ensures the maintenance of the resource base of the community itself” (p.26).

A *win-lose* situation is identified by Singh, *et al.* as the scenario in which the community benefits not necessarily the tourism sector. “The community benefits as emphasis is often on

encouraging quality tourism, stressing meaningful interaction between residents and tourists, encouraging higher spending, minimal leakage and less negative impact” (2003, p.27). On the other hand, a *lose-win* scenario is where the host community loses while the tourism sector gains. The first category could apply to countries within the Arabian Gulf region. For example, the State of Qatar aims for high-quality tourism when planning for tourism development, and to maintain the rich Arabic culture to enhance the experience of tourists (QTEA, 2008).

The final scenario is *lose-lose*, where both the community and the tourism sector lose. An example of this *lose-lose* situation are resorts along the Mediterranean, where “traditional fishing villages have been replaced with masses of visitors who have a superficial relationship with their hosts, and are low spenders with significant negative impacts” (Singh, *et al.*, 2003. p.29). The ideal scenario is that of a *win-win* situation, where both the host community and tourism sector benefit.

2.3.2 Doxey's 'Irridex'.

Doxey's 'Irridex' model or Irritation Index (1975) was one of the first models of residents' attitudes towards tourists and tourism. The model suggests that resident attitudes change over time, becoming more negative as tourism development and tourist influx increased. The model comprises of four stages explaining the responses of the host community to tourism development, moving through stages of euphoria to apathy, annoyance (irritation) and then antagonism (Bramwell, 2003).

The model recognizes that negative impacts due to tourism development might eventually lead to irritation. Doxey further argues that “residents' irritation is determined by the degree of incomparability between residents and tourists” (Zhang, *et al.*, 2006, p.185). According to Keyser (2002), figure, 1 displays Doxey's Irritation Index indicating the four hypothetical stages and their

characteristics. Moreover, the way in which host populations react to tourism and tourists could differ from one country to another, depending on the degree of tourism development.

Figure 1: Doxey's Index of Irritation (Source: Keyser, 2002).

| STAGE | RESIDENT ATTITUDES | CHARACTERISTICS |
|-------------|--------------------|---|
| STAGE ONE | Euphoria | <ul style="list-style-type: none"> • Small number of tourists • Host community welcomes tourism |
| STAGE TWO | Apathy | <ul style="list-style-type: none"> • Tourist numbers increase • Relationship between tourists and residents becomes formalized |
| STAGE THREE | Irritation | <ul style="list-style-type: none"> • Tourist numbers grow significantly • Increased competition for resources • Residents become concerned about tourism |
| STAGE FOUR | Antagonism | <ul style="list-style-type: none"> • Open hostility from residents |

Cavus & Tanrisevdi (2003) found that the majority of residents (63 %) in Kusadasi (Turkey) had negative attitudes towards tourism development. The primary complaints were congestion, inflation and crowding. Thus, most residents could be classified as being in the irritation stage of Doxey's model.

Despite its popularity among academics, Doxey's model has a number of weaknesses. A key one is that all residents within a community have homogeneous characteristics and attitudes. As well, the model fails to recognize that communities and the tourism sector can adapt and evolve. Carmichael (2000) suggests that due to complexities within host communities (*e.g.*, multiple nationalities, varying values and traditions) one should recognize that “different residents within a given time period may exhibit the full range of feelings on Doxey's scale” (2000, p.603). Moreover, research suggests (Fredline & Faulkner, 2000) that resident reactions are affected by extrinsic factors, such as stage of development, seasonality in patterns of activity,

and cultural differences between tourists and residents.

2.3.3 Extrinsic Dimension vs. Intrinsic Dimension.

Faulkner & Tideswell (1997) suggests that resident reactions are affected by a mix of extrinsic and intrinsic factors. Extrinsic factors refer to the characteristics of the location in relation to its role as a tourist destination that includes the nature and stage of tourism development within an area and level of tourist activity. Further, attitudes of residents toward tourists depend on the extent to which the host population and tourist differ from one another, “in terms of racial characteristics, cultural background and socio-economic status” (Faulkner & Tideswell, 1997, p.7). For example, liberal Western tourists visiting Middle-Eastern or Arabian Gulf countries with a conservative culture by Western standards, is likely to generate negative attitudes among residents as a result of the different lifestyles and cultures.

On the other hand, intrinsic factors refer to the heterogeneous nature of individual characteristics that allow for varying perceptions towards tourism impacts (Fredline & Faulkner, 2000). This is the case in many Arabian Gulf countries as many expatriates from South Asian and non-oil rich countries come for better employment opportunities. Further, intrinsic variables such as the proximity of resident's homes to activity concentrations and involvement in tourism are considered to influence host attitudes. Therefore, it is suggested (Zhang, *et al.*, 2006) that the use of social exchange theory is necessary as Doxey's Irridex ignores the “intrinsic factors associated with the members in the community” (p.185).

2.3.4 Social Exchange Theory.

Social exchange theory is “a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation” (Ap, 1992,

p.668). The theory suggests that individuals will evaluate an exchange based on the costs and benefits that have incurred as a result of that exchange (McGehee & Andereck, 2004). Evaluating the complex nature of the exchange allows for better understanding of both the positive and negative attitudes of residents (Ap, 1992). Zhang, *et al.*, further identify social exchange theory as a “relationship maintenance theory that looks at how people arrive at their decisions in relationships” (2006, p.185).

McGehee & Andereck (2004), suggest that if an individual perceives the exchange to result in benefits, he or she are more likely to positively evaluate the exchange. Zhang, *et al.* (2006) further state that social exchange theory views community attitudes towards tourism development as a trade-off between the benefits and costs perceived by community members. Research has suggested (Ap, 1992; Getz, 1994) the applicability and usefulness of social exchange theory as a framework for analyzing resident attitudes towards tourism.

However, it has been suggested that the social exchange theory has three potential problems when used to explain resident perceptions. The first is the “assumption that humans are 'systematic information processors' whereas psychological research suggests that in some cases it is more likely that they are 'cognitive misers'” (Fredline & Faulkner, 2000, p.767). In other words, the social exchange theory assumes that individuals' perceptions are based on systematic procedures depending on information passed on to them. Unlike psychological research that suggests individuals perceive an exchange based on how mentally and emotionally satisfied they are with the exchange taking place between residents and tourists. The second problem, as suggested by Fredline & Faulkner, is that “individuals' knowledge is socially derived, rather than the result of direct experience” (2000, p.767). This means that individuals perceive an exchange positively or negatively based on the word-of-mouth and experience of other individuals. The third problem is that “peoples' perceptions are formed within a societal and

historical context” (p.767). In other words, resident perceptions are based on certain circumstances and situations within the society, which is not necessarily the case.

Due to the limitations of social exchange theory, the theory of social representations is recommended as an alternative framework. It is defined as a system of ideas, images, and values with their own cultural meaning, and are independent of the individuals' experience (Fredline & Faulkner, 2000). Representations are the methods used by individuals to understand the objects and events surrounding them. Whereas the 'social' element of this theory refers to the representations “shared by groups within a society and help facilitate communication” (Fredline & Faulkner, 2000, p.767).

According to Fredline & Faulkner (2000), there are three groups identified as the sources of social representations: (1) direct experience, (2) social interaction, and (3) the media. Residents base their perceptions towards tourism development from their direct experience and interaction with tourists. This information is directly controlled by the resident. However, if a resident's direct experience is limited, then other sources of social representations play a more important role (Fredline & Faulkner, 2000). The second source (social interaction) is based on an individuals' interaction with family, friends, casual acquaintances, strangers, and colleagues. An individuals' interaction with others is a powerful way of transmitting social representations, as people are likely to be members of groups who share similar representations. However, not all residents are exposed to a certain event or phenomenon and tend to base their social representations on other sources (*e.g.*, the media, political figures). The third source (media) can influence the perception of residents through the actual content of stories, and the decision of whether to report certain issues or not (Fredline & Faulkner, 2000). According to Fredline & Faulkner (2000), identifying commonality or consensus of residents' perceptions is important in determining social representations within communities.

2.4 Tourism Impact and Resident Attitude Scales

This section looks at the different resident attitude scales that have been devised. The Index of Tourism Impacts will be discussed in more detail as it will be used throughout the research.

Perdue, *et al.* (1990:595) developed a model looking at resident perceptions and possible relationships between “perceived impacts and resident support for additional tourism development and specific development policies”. The model was applied to 16 rural communities in Colorado. According to Perdue, *et al.* (1990), residents who directly and personally benefit from tourism are more likely to support further tourism development. Perdue, *et al.*'s (1990) model hypothesized that if personal benefits from tourism development were not included in the model, then the perceived impacts are unrelated to resident characteristics. In other words, by excluding a resident's personal economic, social, and cultural benefits he/she would encounter from tourism development, a residents perception towards tourism impacts are not related to characteristics such as age, gender, and length of residence. The model showed general support for the aforementioned hypothesis. The model further supported that even when personal benefits were controlled for, “support for additional tourism development would be positively related to the perceived positive impacts of tourism and negatively related to the perceived negative impacts” (p.597).

Lankford & Howard (1994) devised a 27-item, two-dimensional scale to measure community attitudes toward tourism development known as the Tourism Impact Attitude Scale (TIAS). TIAS applies standardized scaling techniques for gauging host community attitudes toward tourism. The scale tests the influence of independent variables on residents' attitudes towards tourism. The TIAS was tested in two rural tourism communities in the Columbia River

Gorge region of Oregon and Washington.

To assess the extent to which independent variables influenced resident attitudes, Lankford and Howard (1994) used canonical correlation analysis and multiple regression analysis. The authors found that if local residents felt tourists affected their use of outdoor recreation areas, positive resident attitudes towards tourism development were reduced dramatically. Results also indicated that residents with the most favourable attitudes towards tourism development were those most likely to be employed in a job catering to tourists. Results of the study further suggested that Doxey's (1975) Irridex does not consider the "complexity of factors that can influence, either positively or negatively, residents' attitudes toward tourism" (p.135). Reliability scores for the TIAS were high with an alpha scale coefficient of 0.964, however scale validation remained incomplete. Despite the scale's reliability, the two dimensions identified were not consistent with classified frameworks of perceived impacts. According to Ap & Crompton (1998), Lankford and Howard's (1994) scale lacked compatibility with taxonomic frameworks of tourism impacts as it "better reflected prevailing conceptual classifications of perceived impacts" (p.123).

Based on these limitations, Ap & Crompton (1998) developed a 35-item scale, the Index for Tourism Impacts (ITI) (Appendix, A). Data for the study were collected from three Texas communities heavily affected by tourism (Ap & Crompton, 1998). The purpose of the scale was to measure the physical/ecological/social or cultural environments, and the residents' acceptance of visitors. The index consists of two components: (1) belief measured by asking respondents the level of change associated with the 35 community indicators, and (2) evaluation measured by asking respondents "their level of like or dislike with each item" (Ap & Crompton, 1998, p. 124). For example, rating the level of change, like or dislike brought about by tourism development, with level of traffic congestion, opportunities to learn about other people and cultures (Appendix,

B). Ap & Crompton's (1998) study demonstrated the following three domains: economic, social/cultural, and physical/environmental. The study further led to the emergence of four other domains: crowding and congestion, services, taxes, and community attitude.

Factor analysis was used to verify the scale and confirm the underlying perceived impact dimensions. The results confirmed the dimensional distinctiveness of the instrument (Ap & Crompton, 1998). The ITI is believed to have acceptable internal consistency levels and relatively high convergent validity. Because the index was tested on three Texas communities with different characteristics, the authors concluded, "the consistency of results that emerged across such diverse samples, suggests that the instrument is likely to be applicable across a broad spectrum of communities that are impacted by tourists" (Ap & Crompton, 1998, p.129).

2.5 Summary of Literature Review

Akis, *et al.* (1996), Easterling (2004), and Harrill (2004) suggest that tourism has become one of the world's fastest growing sectors, pursued by many destinations for its economic potential. Easterling (2004), however, suggests that despite its economic benefits, tourism can have adverse effects to both the destination and the host population. Problems of overcrowding, increased cost of living, environment degradation, and an increase in crime are a few of the many negative impacts that may result from tourism development.

Residents usually welcome tourism in the early stages of a destinations tourism development. However, residents sometimes gradually lose their hospitable attitudes towards tourists and tourism development, and become more hostile and irritated with tourism. Ap (1992) suggested that residents' attitudes towards tourism depended on the exchange between a resident and a tourist. This implies that residents weigh the costs and benefits of the exchange before forming their attitudes and opinions towards tourism development. Cavus and Tanrisevdi

(2003) suggests that it is crucial to consider residents' attitudes for successful tourism development. Numerous authors (Gursoy & Rutherford, 2004; Haralambopoulos & Pizam, 1996; Mason & Cheyne, 2000) have touched upon and evaluated attitudes and behaviours of residents towards tourism development. Researchers (Perdue *et al.*, 1990; Lankford & Howard, 1994; Ap & Crompton, 1998) have developed scales to measure residents' attitudes and behaviours towards tourism development, taking into consideration independent resident variables. Ap and Crompton's (1998) Index of Tourism Impacts is deemed appropriate for the purpose of this research because of its consistency with the three-dimensional classifications (physical/environmental, social/cultural, and economic) and due to the scale's ability to be adapted "to fit the specific characteristics of any particular community" (Ap & Crompton, 1998, p.129).

CHAPTER 3

RESEARCH APPROACH

This chapter covers the proposed research approach, by first providing a detailed description of the study site, sample and population. Following this description, the chapter will cover the research instrument and data collection technique. Finally, the analysis techniques that were used will be discussed.

3.1 Study Location: The State of Qatar

The Qatari peninsula of 11,437 sq km is located in the south-west of the Arabian Gulf, and is bordered by Saudi Arabia to the south. Qatar consists mainly of a flat low-lying rocky desert, with a 563 km sandy coastline (Figure, 2). It became an independent state on September 3rd, 1971 after being ruled first by the Ottoman Empire and then the British Empire. December 18th is celebrated as Qatar's National Day, the day Sheikh Qassim Bin Mohammed Al-Thani succeeded his father as ruler in 1878. Qatar is a hereditary 'Constitutional Monarchy' with its ruler taking the title 'Emir' and succession is within the Al-Thani family. In 1971, Qatar joined the Arab League and the United Nations, along with being a driving force in the formation of the Gulf Cooperation Council (GCC), grouping Qatar with Bahrain, Kuwait, Oman, Saudi Arabia, and the United Arab Emirates.

Islam is Qatar's main religion making up 77.5% of Qatar's population with Sunni Muslims constituting 98% of the Muslim population. In 2008, Qatar had an estimated population of 1.4 million, with over 80% of the country's population residing in Qatar's capital city, Doha. The

majority of Qatar's population are expatriates from South East Asia and other Arab countries. Due to the large expatriate population, Qatar has a highly skewed sex ratio of 3.65:1.00 (male to female).

Figure 2: A map of the State of Qatar.



Qatar's climate is that of a hot desert land. It is usually quite hot and humid in the summer season, with cool and pleasant winter seasons. In January, the temperature averages a high of 22°C with an average low of 13°C. In the desert, the temperature drops heavily after sunset, where winds can be biting cold. The months of July and August are the country's hottest months, with an average high of 42°C and an average minimum of 30°C. However, temperatures in these two months can exceed 50°C (QTEA, 2008).

Doha is Qatar's largest and capital city and is Qatar's economic centre and home to the country's largest oil and gas companies. The city's economy is built on the revenue of the oil and natural gas industries with considerable growth over the past decade. In 2002, Qatar's GDP grew

from an estimated QR70.5bn to an estimated GDP of QR258, 591bn. According to the Qatar Statistical Authority, the country's GDP per capita reached an estimated USD\$57, 936 in 2007 (QTEA, 2008).

In 2004, the Qatar Tourism Authority put forward a tourism master plan for the State of Qatar calling for US\$15 billion in development to establish Qatar as a destination for cultural tourism, leisure, business (meetings, incentives, conferences and exhibitions), and sports events within a ten year time-frame. Having hosted the 15th Asian Games in 2006, Qatar has already begun establishing itself as a sports destination. Moreover, the master plan focuses on positioning Qatar as a high quality tourism destination, focusing on providing luxury services to the visitors. The development in the tourism sector may be witnessed through the continuous and rapid change within the country, specifically the city's (Doha) skyline. Much of the country's tourists comprise of 60% corporate travellers and 40% leisure visitors. As a result of development, the tourist influx is expected to increase to one million visitors by 2010 and continue to grow on an annual basis (QTEA, 2005). According to Qatar Statistics Authority, there has been a significant increase in the number of international tourist arrivals to The State of Qatar over the past three years, specifically from Asian, European and North American countries (Table 7).

Table 7: Number of individual arrivals through Qatar National Airport (Source: Qatar Statistics Authority).

| Individual Entries through the Qatar National Airport | | | | | | | |
|--|--------------------------|----------------|-----------------|----------------|-----------------|---------------------------|-----------------|
| | Origins | 2007 | | 2008 | | 2009 First Quarter | |
| | | Tourist | Business | Tourist | Business | Tourist | Business |
| 1 | Arab Countries | 266 | 308 | 288 | 361 | 95 | 105 |
| 2 | Asian Countries | 47,422 | 68,191 | 52,115 | 59,382 | 13,405 | 15,175 |
| 3 | European Countries | 13,1265 | 17,661 | 167,612 | 17,646 | 48,644 | 5,117 |
| 4 | African Countries | 2,048 | 2,299 | 2,533 | 2,577 | 492 | 711 |
| 5 | North American Countries | 42,554 | 3,312 | 56,454 | 3,470 | 17,063 | 995 |
| 6 | South American Countries | 691 | 752 | 843 | 755 | 207 | 173 |
| 7 | Australians and Oceania | 10,883 | 605 | 13,130 | 561 | 3,583 | 164 |
| 8 | Other Countries | 55 | 19 | 50 | 30 | 15 | 15 |
| | Total | 235,184 | 93,147 | 293,025 | 84,782 | 83,504 | 22,455 |

3.2 Survey Instrument

Surveys are a common tool for collecting data on residents' attitudes towards tourism development (Bramwell, 2003; Cavus & Tanrisevdi, 2003). A survey instrument was used to explore resident attitudes and to identify whether resident attitudes varied by demographic profiles. The advantages of using a survey are the ability to sample a large population at one time, the potential to check for face and construct validity in the individual statements/items used in the survey (Haley, *et al.*, 2005, p.652). There are, however, drawbacks to using a survey

instrument including the lack of ability to probe responses or to clarify the intent of any questions for the respondents.

The survey instrument is based on the original instrument developed by Ap & Crompton (1998). The instrument used in this study consisted of three sections (Appendix, C). The first comprised of 32-attitude items, this section of the survey instrument asked respondents to rate the level of change associated with each item on a six-point Likert scale, from large decrease (1) to either large increase (5) or don't know (DK). In the second section, respondents were required to rate their level of like or dislike associated with each item, using a five-point Likert scale, from “dislike” (1) to “like” (5). Finally, the third section of the survey instrument sought demographic information of respondents (Table, 8).

Table 8: The research objectives covered by each section of the survey instrument. Other objectives will be dealt with using other methods.

| Survey Section | Research Objective Covered |
|-----------------------------|--|
| Section One and Section Two | <ul style="list-style-type: none"> • To explore residents' attitudes towards tourism development through the application of Ap & Crompton's (1998) Index for Tourism Impacts. |
| Section Three | <ul style="list-style-type: none"> • To identify whether the attitudes of residents differ depending on certain demographic characteristics. |

The survey instrument was translated into Arabic, Qatar's official language, and widely spoken among residents. According to Dimanche (1994), there are four translation methods: a) back translation, b) bilingual technique, c) committee approach, and d) pre-test procedures. Dimanche (1994) suggests that a combination of all four methods might generate the best results; however, this depends on the nature of the study. The 'back-translation' method was used, making use of two bilingual individuals, where the first person “translates the material from the source language to the target language, and the second person translates back from the target to the source without having knowledge of the original material” (Dimanche, 1994, p.130). The

original and translated survey instrument were pilot tested among a group of 15 family members and friends, to check for the validity of items and whether or not translated items portrayed the same meaning.

3.2.1 Survey Data Collection and Sample.

To examine residents' attitudes towards tourism development in Doha, the researcher made use of both empirical and subjective methods. The primary empirical tool was Ap and Crompton's (1998) ITI. The subjective approaches included the researcher's personal observation of residents' behaviour, and content analysis of mass media publications regarding impacts of tourism development as well as forums and chat-site postings by residents and by international visitors. Ap & Crompton's (1998) instrument comprised of 35 items grouped into seven dimensions: Social/Cultural, Economic, Crowding and Congestion, Environmental, Services, Taxes, and Community Attitude. However, for the purpose of this study, the taxes dimension was excluded as residents of Doha do not pay taxes. By omitting the taxes dimension, items in the ITI were reduced to 32-attitude items.

The use of multiple methods in this study was necessary because of the intrinsic limitations or biases resulting from any given method. Using a variety of methods has the potential to increase the validity of findings and improves understanding of the subject matter. According to Clark *et al.*, (1998:39) the use of several methods “reveals facets of the phenomenon that would not be yielded by the use of [single] methods”. Because developing a proportional, representative sample in a closed society such as Qatar was impractical, a method known as snowball sampling (described below) was used. Snowball sampling is deemed as a useful tactic for accessing otherwise unavailable respondents. However, it carries the risk of bias in that only certain categories of respondents volunteered to complete the survey. There are several

limitations to the use of snowball sample: 1) the results obtained from the survey instrument might not be representative of the whole population in The State of Qatar, 2) because the survey instrument was distributed through personal contacts results could be constrained to the social network, and 3) since the researcher distributed the survey instrument to an initial set of participants from personal contacts, participants might respond to the questions in a socially acceptable manner.

Due to the culture and conservative nature of residents living in Doha, initial respondents were selected using a convenience sample generated from the researcher's personal contacts. The survey instrument was then distributed through a snowball technique, because other forms of survey sample selection were highly likely to generate a low response rate. The convenience sampling technique involved "taking as a sample whoever is available to receive the administration of the research instrument" (Clark, *et al.*, 1998, p.87). The data were collected in the months of mid-October to end of November of 2009, by distributing the survey instrument to the sample. Attached with the survey instrument was a cover letter explaining the purpose of the study, and assuring respondents of data confidentiality.

The initial set of respondents (investigator's personal contacts) were contacted by the researcher through e-mail and telephone, explaining the purpose of the study. Initially there were 120 surveys for distribution and 15 willing participants. Each participant was given a survey to complete and contacted the researcher upon their completion. After collecting the completed questionnaires, the investigator then provided seven surveys to each respondent in the initial set of respondents to distribute to other potential respondents (which were anonymous to the researcher). The survey instrument generated a response rate of 79%: 95 completed and returned surveys out of 120 distributed.

3.3 Subjective Data Collection and Sample

Non-intrusive observational techniques were used by the researcher at places where interaction between tourists and residents are common, such as hotels, restaurants, and parks. This allowed the researcher to observe the nature and tenor of host-guest interactions that could not be obtained through interviewing techniques. Personal observation was used for the purpose of the third research objective: To understand through personal observation, the behaviour of residents towards tourism development. The researcher simply observed interactions and behaviours of local citizens and expatriate residents around tourists. The parties' experiences or perceptions of the interactions were unknown – only overt behaviours (and overheard conversations) were available for observation. Behaviours regarding crowding, speed and “tone” of service, and tourist actions were observable but were interpreted only from the perspective of the researcher. This was done to better document the behaviour of residents in the presence of tourists, and to give “detailed description to give clues to what is happening” (Clark *et al.*, 1998, p.140) with regards to resident attitudes towards tourism development. Personal observation of residents, in public places like hotels, hotel beaches and resorts, parks and other tourist areas, was carried out over a period of one month and a half.

Observations were carried out as frequently as possible and at several places during the research period. Observations at the same places were carried out at different time intervals and on different days. Observations were also carried out without interviewing any of the parties. The researcher's identity remained undeclared throughout the whole process of observation. Observations made by the researcher were kept in a diary format which remained confidential at all times. Such an approach also carried certain limitations. For example, it is not possible to guarantee that the observed host-guest interactions are truly representative of the larger set of

host-guest contacts.

Content analysis was carried out for the fourth research objective: To review material related to attitudes towards tourism development through local mass media. Content analysis of mass media was used to help reveal topics the local press believe were worthy of reporting. Both English and Arabic newspapers were taken into consideration, but only articles from English newspapers were collected. English newspapers are a translated version of the Arabic newspapers, hence eliminating any language base bias. Furthermore, articles were also collected from on-line newspaper editions in Doha. On-line newspapers and local newspapers were checked on a daily basis for tourism- related articles. A total of 24 newspaper and on-line news articles were collected during the research period. Information regarding attitudes of residents towards impacts of tourism development shared on forums posted on local social networks was also collected. Forums were checked twice a week for updates, new fora topics and new forum entries. At the end of the research period, there were 14 topic forums regarding tourism in Doha, with 93 forum entries unevenly posted on the 14 fora.

When carrying out content analysis the researcher exercised caution to distinguish between objective reporting and the uncritical reporting/reprinting of official press releases. It is important to note that local residents use local social networks to post comments regarding current events. While these are not necessarily representative of the general population (forumers, for example, are more likely to be young, more modern or secular, and more comfortable with technology as a form of communication), the medium was appropriate in providing additional insights into some residents' perspective on tourism development. Finally, forum entries by international visitors to Qatar (though few), were also considered as they provided insights from the visitors' perspective. Again, the views expressed on the sites were not necessarily representative of all visitors to Qatar and might not even be objective or balance in

terms of content – but they, too, provided insights into key themes or problems related to tourism impacts and interactions.

3.4 Data Analysis

This section covers the procedures through which both subjective and empirical data were analyzed. Section one covers subjective data analysis, while section two focuses on the analysis of empirical data.

3.4.1 Analysis of Field Observations and Forum Entries.

Observations were recorded in the researcher's diary in the format of field notes. The field notes were first read several times to “reinforce any hypotheses or themes developed during the data collection phase” (Berg, 2009, p.228). Using open coding, the researcher then kept a record of observed patterns in the behaviour of residents. This form of open coding allows themes, topics and issues to be identified in a systematic manner. Similar patterns of behaviour were then grouped together in the form of field note extractions. This grouping of resident behaviours generated two main themes: 1) Acceptance of Tourism, and 2) Disapproval of Tourism. Categorized under these two themes were four sub-themes presented in ethnographic format. This meant that sub-themes were presented with the use of textual extracts from the researcher's field notes. This technique was used for the purpose of analyzing data for the third objective.

Content analysis was used to code forum entries posted on various local social network websites. According to Esterberg (2002), content analysis is the systematic analysis of texts, in any kind of written material, in the form of books, field notes, or diary entries. Content analysis is used “to identify patterns, themes, biases, and meanings” (Berg, 2009, p.338). Websites were

chosen based on the researcher's knowledge of Qatar's social network websites. Though this procedure does not eliminate researcher bias in the choosing of social networks, it was deemed appropriate for the study because of the familiarity of the social networks among residents. Forum threads classified under the categories of *tourism*, *sightseeing*, and *culture* were taken into consideration. Forum threads were selected based on the title's relevance to tourism. There were 14 forum threads selected, and copies of forum entries were saved in separate word documents with the forum title, website address, names and nationalities of forum participants. The 14 forum threads resulted in 93 forum textual entries. Textual forum entries were then read several times to make sense of the entries. Forum entries were then reduced to meaning units (words or sentences) based on their latent content, which means "focusing more on the underlying meanings in the text" (Esterberg, 2002). Out of the 93 forum entries, there were 63 useful meaning units. Meaning units "can be a word, a phrase, a theme, a plot, a newspaper article, a character, and so forth" (Neuman, 2003, p. 312). Words and phrases reflecting resident attitudes were first identified by being underlined. Coloured highlighters were then used to simplify the distinction between underlined words and phrases. Each coloured highlighter represented a sub-theme.

The researcher used the process of *latent coding* during the coding process. Latent coding "looks for the underlying, implicit meaning in the content of a text" (Neuman, 2003, p.313). Colour-coded units were then grouped together based on their commonality. The grouped units were then classified into sub-themes that reflected their meaning. For example, the sub-theme *denial of tourism* was identified using a blue colour. Sub-themes were then grouped together to present a main theme. Sub-themes were based on the researcher's understanding of the text. This process of latent-coding generated two main themes; each main theme consists of three sub-themes.

3.4.2 Empirical Data Analysis.

Previous studies have used different methodological approaches to measure residents' attitudes towards tourism development. Statistical techniques such as: structural equation modelling (Ko & Stewart, 2002), multiple regression modelling (McGehee & Andereck, 2004; Teye, *et al.*, 2002), t-tests and ANOVA (Haralambopoulos & Pizam, 1996; Tosun, 2002), cluster analysis (Andriotis & Vaughan, 2003), and factor analysis (Ap & Crompton, 1998) have been used by various authors to study the attitudes and perceptions of residents towards tourism development.

For the purpose of this study, univariate and multivariate statistical techniques were used to analyze the data collected. Univariate statistics such as descriptive analysis were used to describe the sample's mean and standard deviation. Multivariate statistical techniques, such as factor analysis and independent t-test were used. Factor analysis was used to explore the correlations between scale items to better group items into meaningful components. A KMO value of 0.7 or more was deemed appropriate, and iterations were run until items had commonality extraction values above 0.7. T-tests were then used to look at significant differences between factor components and independent demographic variables.

3.5 Reliability and Validity

This section presents the reliability and validity of the subjective and objective research methods carried out. According to Neuman (2003), reliability refers to the consistency to which any research method is carried out. Whereas validity refers to “how well an idea about reality 'fits' with actual reality” (Neuman, 2003, p.179).

3.5.1 Objective Reliability and Validity.

The ITI was already deemed reliable by Ap & Crompton (1998) since it was tested on three Texas communities where results were fairly consistent across the scale items and presented strong

item-to-total correlations. According to Ap & Crompton (1998), the scale was also judged to have convergent validity, which was tested by including a global measure of perceived tourism impact evaluation. The correlation between the ITI and the global measure was positive demonstrating the ITI's convergent validity. The ITI was also judged to have content validity, "which is concerned with representativeness and adequacy of items in the scale" (Ap & Crompton, 1998, p. 128).

However, since the scale used for the current study was modified through the omission of the *taxes* dimension, reliability (internal consistency) of the scale and items was re-tested. Internal consistency refers to the "homogeneity of the items within a scale [and] is typically equated with Cronbach's coefficient alpha" (DeVellis, 2003, p. 28). Reliability for the first two sections of the survey instrument was computed using Cronbach's Alpha Coefficient (which ranges from 0 to 1). For the first section of the survey instrument the scale had an alpha coefficient of 0.829, and for the second section of the survey instrument the alpha coefficient was at 0.846. According to Nunnally & Bernstein (1994), a score of 0.7 or higher is an acceptable reliability coefficient. Judging from the alpha coefficient results, both survey sections have met the Cronbach Alpha Coefficient requirement of 0.70.

3.5.2 Subjective Reliability and Validity.

According to Creswell (2009), qualitative validity refers to the different procedures the researcher employs to ensure findings are accurate, whereas qualitative reliability indicates the consistency in the approach carried out by the researcher to analyze subjective findings. In order to establish validity and reliability of data, the researcher underwent several steps; 1) As suggested by Creswell (2009), the researcher constantly compared data with the established codes to ensure that there was no shift in the meaning of codes, 2) the researcher also made use

of intra-coding reliability, where another individual (other than the researcher) cross-checked the established codes with the meaning units to ensure reliability and sub-theme consistency, 3) detailed descriptions were used to present objective findings, which according to Creswell (2009: 191), “transports the readers to the setting”, and 4) Creswell (2009) suggests that researcher bias needs to be clarified. Despite efforts to minimize bias, the researcher's bias might have been evident during personal observation, resulting from the researcher's previous knowledge of the culture and resident lifestyle.

CHAPTER 4

RESEARCH RESULTS

4.1 Field Observation Findings

This section begins with a presentation of field observations, by giving a brief explanation regarding the researcher's ability to distinguish between residents and tourists using Weber's (1968) concept of ideal types. Themes generated from the analysis of forum entries and the researcher's personal observations are then presented.

Based on the researcher's tacit knowledge and previous experience, residents were classified into "locals/citizens", and "expatriates". Local citizens are the native-born Qataris, while expatriates are foreign residents from other countries residing in Doha for employment purposes. Locals are seen mostly in traditional clothing and speak a different Arabic dialect than Middle-Eastern expatriates. Expatriate residents, on the other hand, tend to be more casually dressed and seldom wear local traditional clothing and speak a different dialect than local citizens. Based on the researcher's tacit knowledge, it is also necessary to make the distinction between tourists and expatriate residents. Tourists were typically identified as individuals strolling causally, photographing buildings and scenery that would normally not attract the attention of, locals and expatriates. These identifications were made to the best of the researcher's knowledge, but it should be acknowledged that there is a potential for misclassifying individuals. The magnitude of the probability of this error is not knowable, short of interviewing every person observed-which was not possible. However, based on the researcher's familiarity with the social environment in

Doha, the probability of error is believed to be quite low. Moreover, the implications of any misclassification of an expatriate as a visitor (or vice versa) is not likely to have a substantial effect on the overall conclusions of the study.

4.1.1 Weber's Ideal Types.

To guide the analysis of field observations, Weber's (1968) concept of ideal types was adopted. An ideal type, according to Weber, is “both abstract and general . . . it does not describe an individual course of action, but a 'typical' one” (1968, p.13). In other words, the 'ideal type' offers a lens through which individual cases – or in the context of this study, individual people may be classified into more general categories. Ideal types are considered to have the closest adequate meaning to the reality and behaviour of individual people (Weber, 1968). In the context of this research, the themes generated are the ideal types serving as the closest reflection of resident attitudes towards tourists in Doha.

Weber also referred to ideal types as *generalized theoretical categories* that are “as essential to the proof of causal relationships in the human and cultural field as they are in the natural sciences” (1968, p.9). By adopting Weber's (1968) theory of ideal types, the researcher is able to classify observations into specific themes representing resident attitudes. In other words, the researcher classifies resident attitudes into categories which function as ideal types. The categories are based on observed themes, which are close to a reflection of reality as possible.

4.2 Forum Themes

This section presents the themes generated from the content analysis of textual forum entries by residents regarding tourism development in Doha. Themes and sub-themes are based on the researcher's understanding of the text and are discussed below.

4.2.1 Tourism? What Tourism?.

The “*Tourism? What Tourism?*” theme was the dominant theme among textual forum entries, mostly expressed by expatriate residents. In this context, the theme refers to the posted attitudes of forumers towards the idea of tourism development in Doha. This theme is comprised of three sub-themes: 1) Denial of tourism, 2) Skeptical of Tourism's success, and 3) Perceptions of Immaturity.

1) Denial of Tourism: This sub-theme represents the doubt of forumers that tourism development exists in Doha or that the city attracts any tourists. Expatriate forumers stated, there is “no major need for tourism here and nothing to attract tourists without immense effort”, “there are no tourists here, there is nothing for them to do, no entertainment or sights to see compared to other famous destinations”. Another forumer described his doubt that Doha would be an interesting place to visit by saying “this is the dullest city in the world, why would tourists want to come here? Why not Dubai?”. Other statements common among forum entries were “I have a hard time believing Qatar wants a tourist industry”. Another local forumer wrote, “There is no need for tourism here, Qatar will never be a tourist destination”.

2) Skeptical of Tourism's Success: This sub-theme further represents the “*tourism? what tourism?*” theme by reflecting on forumers' negative reactions to recently imposed conservative laws, regarding dress code, alcohol consumption, and public behaviour. For example, one expatriate forumer stated: “the conservative social values are at odds with what most people think of when they want to take a holiday somewhere. When a woman can be thrown out of a mall for exposing her shoulders . . .”. Forumers further supported the previous statement and the recently implemented laws by writing “I see things going backwards”, “Qatar is going backwards, and that means tourism will not be an interest of most or successful”. To some forumers, the recent regulations are only pushing tourists away. For example, “the conservative and recently

put in place laws limit and restrict tourists from having a good time”, “government is trying to promote tourism in the State but it may not be fruitful keeping in view the regulations and recent change in rules regarding dress code”. One forumer believes “the government should make the country more tourist and visitor friendly”, while another forumer expressed the view that visa regulations are a problem: “Easing up the visa 'hassles' will attract more people”.

3) *Perceptions of Immaturity*: Another common, but not as dominant sub-theme, is that of “perceptions of immaturity”. This sub-theme is concerned with the issue that the country is still not ready or up to the mark for tourism development. One forumer believes “Qatar, at present, doesn't have the infrastructure”, while other expatriate forumers stated: “Qatar needs a bit more time to better adapt to tourism development”, “Qatar is a very under-developed country, not much to do for tourists and nothing appealing to the masses”.

On another note, forumers described the need for the government to change things around in order to improve the ability of the country to become a better tourist destination. For example, “the country needs to change its mentality, and accept the fact that we need to embrace the melting pot which is Doha, for tourism to succeed”, “it needs to appeal more to citizens, before appealing to tourists”.

4.2.2 Tourism Is a Good Thing.

This theme, though not as dominant as the previous one, refers to the attitudes of both local and expatriate forumers regarding tourism development in Qatar. The theme is comprised of three sub-themes: 1) Encourage Tourism, 2) Patriotism, and 3) Seeking Leisure.

1) *Encourage Tourism*: The “Encourage *tourism*” sub-theme reflects the attitudes of forumers towards the current tourism development. For example, an expatriate forumer expressed support for tourism in Doha by stating “any sort of tourism development is welcome”.

According to another forumer more tourism should be encouraged, “we should encourage more tourism in the country”. Other forumers expressed their support for tourism in Doha because of the benefits it brings. For example, “tourism in Doha is another source of income for the country”, “some expatriate residents support tourism development efforts and would like to see an increase in tourism and the entertainment it brings with it”, and “where there is tourism, there is employment. Where there is employment there is life”. While another expatriate forumer expressed support, in hopes that “tourism development in Doha will eventually bring about multi-cultural freedom”. Some forumers further expressed the reason to support tourism is because of its ability to bring cultures together: “tourism is another way of bridging people, cultures and languages, this helps residents here better understand tourists”.

Another common concept among forum entries was the support for tourism development because of the type of tourism in Doha. For example, “business and conference tourism is most available and that's good because it has no negative impact on the country”, “tourism in Doha at its current level has no or little impact on Qatar and that I'm thankful for”. It is worth mentioning that most forumers who showed support for this sub-theme were mainly expatriates and not locals.

2) *Patriotism*: The “*patriotism*” sub-theme refers to forumers' pride in the country and their acknowledgement of government efforts to provide better entertainment and promote events to attract tourists. It is worth noting that most forumers did not specifically note how proud they were, but the expressed statements implied patriotism or pride.

Forumers acknowledged government efforts to attract more tourists such as the forumer who wrote, “Actions by the country point to tourism development efforts; Asian games, big tennis and football matches, and the bid for world cup 2022 are likely to put the country on the map”. Another forumer further emphasized this point by saying “a lot has been done for tourists, in fact

visitors for the first time love it; the beaches, desert, sand dunes and Arabian horses at the Souq". To the researcher this statement serves as an indirect expression of patriotism, knowing that tourists enjoy these attributes. Another expatriate forumer stated, "the desert safaris, glittery 5-star hotels and shopping malls aren't appealing for me to get me to visit, but I find a lot of tourists from the Middle East and East Europe come here to enjoy these attributes".

Though not dominant, a common form of patriotism expressed by forumers is the residents' willingness to suggest places worth visiting in Doha. This appeals to the researcher as an indirect way of expressing pride in what the city has to offer. For example, "upcoming cultural village, recently inaugurated Museum of Islamic Arts, Fanar Islamic Centre and Souq Waqif are all worth visiting". One forumer expressed his suggestions to tourists looking for touristic sites by saying: "Around Easter it's perfect, especially if you pick a nice hotel with a good beach. There's plenty to do and most of it is free". While another forumer proudly suggested:

Visit the Islamic Museum, Souq Waqif, take a dhow cruise and go to the beach resorts. These places are the most symbolic of Doha's modern image, true Qatar will be explored. It's wonderful to see, especially the culture and art of calligraphy.

3) *Seeking Leisure*: This sub-theme is not so common and reflects on the attitudes of residents towards what they would like to see as a result of tourism development. Many forumers expressed the need for more beach resorts as a result of tourism development. For example: "I definitely agree more beach resorts would be good, though not necessarily just 5-star ones", "Utilize the beaches! That is one thing Abu Dhabi doesn't have, beautiful beaches that is! Beach resorts needed!!". One expatriate felt that heritage tourism should be taken advantage of with more tourism development, "they'll do better to focus on heritage tourism, renovating old forts, re-creating history by setting up unique architectural monuments, transforming a part of the city to a section that would have the 'Arabian charm' in its art, architecture, commerce and

flavors”.

4.3. Observation Themes

This section presents the themes derived from personal observation of resident behaviours towards tourists in touristic locations. Themes and sub-themes are presented in the form of field note extracts from the researcher's observations.

4.3.1 Acceptance of Tourism.

This theme reflects the positive behaviours publicly displayed and expressed by residents (both local citizens and expatriates) in the presence of tourists in public. The “*acceptance of tourism*” theme is comprised of two sub-themes: 1) Socializing, and 2) Cosmopolitan.

1) *Socializing*: This sub-theme is based on the positive behaviour of local citizens and expatriates around tourists. Though not a very common scene, citizens and expatriate residents briefly interacted with tourists. The following examples are extracts from the researcher's observation notes and writing reflecting this theme.

Oct. 23rd 2009: It was a beautiful sunny day, a good day for beach observation. I made my way through to the pool and beach area of a 5-star luxury hotel (name of hotel is omitted due to confidentiality). At the lobby, all four check-in counters were busy. The individuals at three of the counters looked like they had just arrived (Observer's Comment “O.C.”: A Western couple and two Middle-Eastern looking businessmen). They seemed occupied with the check-in process.

At the pool, people were sun-bathing while others ate and relaxed. A British family (O.C: Recognized from their accent) were sitting at the pool side. One family member initiated conversation with the party of three sitting on the table nearby. The British member was inquiring on what to do around Doha (O.C: Indication of tourists). The other three (possibly European) were eager to help and made suggestions. It looked like what had started off as a brief question evolved into a friendly conversation.

While I was sitting down and enjoying the weather, I was approached by a local man who was possibly in his early thirties. He politely asked if I were visiting Doha and what I thought of the country (O.C: Willingness to interact with tourists, even if I'm not one). We briefly chatted before he excused himself and left.

The following two extracts are of observations carried out by the researcher at Doha's recently renovated Souq (Souq Waqif) on two different days and times.

Oct. 26th 2009: *It was quite busy at the souq today, not easy to find parking spots (O.C: three foreign cars spotted, from GCC countries). I walked towards the jewelry and souvenir shops, a place usually with a few tourists. I saw nothing around the traditional clothing areas. I walked by a store selling traditional Bedouin musical instruments. I saw two Western guys carrying backpacks and large professional cameras around their neck, attempting to play the drums. A few people walked by and smiled at the two Westerners. I stood outside the shop to observe the attitude and behaviours of both parties. The shopkeeper looked like a local to me and was happily demonstrating to the Westerners how to play the drums.*

The two men seemed eager to repeat what was demonstrated to them. I continued walking towards the jewelry stores; I noticed a European family of four. I wanted to continue walking but I noticed the father explaining to his daughter what the items were. I walked a bit closer to eavesdrop on the conversation taking place. By then the father had started talking to the shopkeeper. The shopkeeper asked if they were visiting Doha. The father replied, "Yes, we are. Me and my family are visiting my brother". To which the shopkeeper replied "Ah! That's good...good. Do you like it here?". The gentleman then explained how it was his first time in Doha and that so far the best thing was the weather. The two gentlemen continued a brief conversation which ended up in a price bargain over two items the tourist was buying. The shopkeeper didn't seem to be offended and happily accepted the bargain price with a smile. (To be continued under another sub-theme on page 55).

Nov. 16th 2009: *I was at the Souq again, walked for an hour to find a place to sit. I managed to find an empty table in one of the traditional Arabic restaurants (O.C: across from a store selling pearls). I sat down and watched residents and locals walk by, everyone in their own bubble. I decided to check the pearl shop out. I was greeted friendly by the Middle-Eastern looking shopkeeper (O.C: Middle Eastern accent; possibly Jordanian, but dressed like a local) who let me freely browse around the store.*

Another couple walked in but quickly left. Another woman walked in with two men. The shopkeeper seemed happy to see her and greeted her by saying hello to her in her own language (O.C: possibly Italian). She explained to him (while pointing at one of the gentlemen with her) that he is visiting her and said happily: "now you know the family". The shopkeeper initiated a small conversation in the foreign language, he then suggested taking a photograph of the three (O.C: my presence seemed insignificant to him as he was busy with the party of three). They left without buying anything.

The following is another extract from the researcher's field notes, based on a visit made to an

artificial island known as Pearl Island.

Nov. 10th 2009: *I drove towards the pearl, a constructed luxurious island. I parked the car and made my way through to the boardwalk. The place was not so full, a few people were window shopping and some were having lunch I took a seat at one of the benches by the port and looked around me at this fascinating island. A group of five East Asian businessmen were being given a tour of the Island. They occasionally stopped to take photographs of the area. They walked by the coffee place opposite me.*

A local man sitting there (O.C: looked to be in his mid-40s) said a friendly hello and smiled, which was returned by the group of Asians. One member asked for a photograph (as he pointed at his camera and back to the local man again). The local man seemed shy at first but still took the photograph with the Asian businessman. They looked like they were having a friendly conversation before they shook hands and the businessman returned to his tour.

2) *Cosmopolitan:* This sub-theme is based on the observed behaviours of residents towards awareness of other cultures as a result of tourism development and the awareness of the presence of tourists. Just like the previous sub-theme, the “Cosmopolitan” sub-theme was not so common, but was observed a few times. The following extract is an example of the researcher's observation at a 5-star hotel the day of the friendly football (soccer) match between Brazil and England.

Nov. 14th 2009: *It was the day of the friendly football match between Brazil and England. I parked my car in the parking lot of a 5-star hotel and made my way to the lobby. The lobby was crowded with tourists from neighbouring countries coming to watch the match. A few people were waiting to check-in while two groups of Western men were sitting having something to drink at the lobby restaurant. I made my way to the beach area and looked for a place to sit. The beach was pretty crowded too, there was a crowd of around thirty to forty people gathered around a group of ten people towards the end of the beach. I walked a little closer to see what the chaos was all about.*

There seemed to be a few British tourists dressed in medieval Knight Crusader outfits (O.C: The tourists were wearing silver and red armour, helmets, black tights and carrying swords). Four of them were riding camels and singing songs in support of the English team. The gathered crowd (mostly expatriate residents) were following the camels and taking photos of the four men singing. Local residents standing at a distance were laughing as one walked up and started singing with the English men, while his friends photographed it (O.C: a sign of

culture awareness). Everyone seemed to be enjoying his/her time. It lasted for about an hour before the British men left and the crowd seemed to fade.

Nov. 14th 2009: *It was the evening of the friendly football game between Brazil and England. My friends and I had parked our cars away from the football stadium and made our way through to the fan zone. The area was filled with supporters (residents and tourists) covered in Brazilian and English flags walking around and taking photographs of everything around them. There were various activity and entertainment booths all over the fan-zone. One booth caught my attention (O.C: it had one of the longest queues), it was a traditional booth portraying the British tradition of the Buckingham Palace soldiers. Supporters were queued to take photographs with the two British Palace soldiers. While this stand portrayed the awareness of other traditions, another booth portrayed the culture of Qatar.*

There weren't many local residents queued outside the Qatari cultural stand, but there were a few Western tourists (O.C: an over-heard conversation that the couple have come from Bahrain) taking photos with the local people working at the cultural booth. At the same booth there was a traditional Bedouin music band who started performing old traditional songs. As soon as the performance began, a huge crowd gathered around (residents and tourists). Locals joined in on the singing and folklore dancing, while a few residents who were familiar with the music discretely danced and sang along. The Western tourists (mostly British) were smiling and taking videos and photographs of what was happening.

The following is a very brief extract from the researcher's observation of resident behaviours that fall under the 'cosmopolitan' sub-theme. The extract gives an observed example of recognition attitudes from different generations and mind-sets. This extract also overlaps with a sub-theme presented later.

Nov. 4th 2009: *I was having coffee with two of my high-school friends (a local resident and an expatriate resident) at one of the busiest intersections in Doha. An hour or so later, three foreigners walk in to the coffee shop (O.C: 2 men in shorts, waist bags and cameras and a woman in a spaghetti strap, knee length white summer dress), they seemed unfamiliar with the area and kind of lost. My friends immediately pointed out that they were tourists because of their dress style. My friends only pointed out that they were tourists and were not offended with their presence or dress code and continued their conversation with one of them saying: "it is nice to see different faces, new people coming to visit, it makes it more interesting to go out". (To be continued under another sub-theme on page 55).*

4.3.2 Disapproval of Tourism.

The “*disapproval of tourism*” theme is based on the researcher's observation of negative behaviours in public areas apparently stimulated by the presence of tourists. There are two sub-themes for this theme: 1) Uncomfortable, and 2) Disapproving of behaviour.

1) *Uncomfortable*: This sub-theme reflects the behaviours of residents in public around tourists. Observations under this sub-theme were quite common and the following extracts are presented for a better understanding of what is meant by “*uncomfortable*”.

The following examples are of two similar observations that took place at Souq Waqif on two different days. (*The next extracts are continued observational extracts previously listed under the same dates.*)

Oct. 26th 2009: *As I walked towards the coffee shops in the Souq, I spotted a group of Asian businessmen dressed in suits and holding their laptops. They seemed taken by the surroundings of the Souq, stopping to take photos of the Spiral Mosque (O.C: also known as the Fanar Islamic Centre) in the background. The local women seemed very uncomfortable with the actions of the businessmen. They made every effort to cover their faces and walked quickly away from the camera's sight, avoiding having photos taken of them. One woman seemed worried that her photo had been taken and was glaring at the businessmen, who didn't seem to notice the reaction of the local women.*

Nov. 16th 2009: *Just after the Italian group of three left the pearl shop, I stepped outside the store as well to continue my observation. The expatriate woman offered to take a photograph of both of the men with the Souq in the background. There were three local women walking towards the men, who had their backs to them. When they saw the photograph being taken, they stepped aside making sure they weren't in the camera's surrounding.*

As they walked by the expatriate woman, they seemed to mumble something unclear to me. They glared at the woman as one of them walked towards her and asked to see the camera. The local woman seemed to check the photos to assure herself that she wasn't in any of the photo shots. The men seemed surprised with what was happening but kept their distance. The local woman then walked away towards her friends and walked off.

Nov. 4th 2009: *While my friends didn't seem to mind the inappropriately dressed woman, a local man sitting on the table opposite seemed uncomfortable with the woman's outfit. He fidgeted in his seat as he watched the group's every move and*

continued to fidget uncomfortably in his seat. Another table of four expatriate women (O.C: possibly Middle-Eastern) also seemed annoyed with what the tourist was wearing. The four women all turned around to look at the female tourist. One shook her head and continued the conversation while another woman fidgeted in her seat and returned to the conversation as well.

2) *Disapproving of Behaviour*: The “disapproving of behaviour” sub-theme reflects the disapproving behaviours of residents observed by the researcher towards the behaviour of tourists in public places. Observations reflecting this sub-theme were not dominant but occurred in different settings and on several occasions. The following examples are extracts from the researcher's observation in situations reflecting on this sub-theme.

(The following extract of Oct. 26th, is a continued observation previously listed under the same date on page 55).

Oct. 26th 2009: *As the local women walked away, I made my way towards a Moroccan style coffee shop. I found a table at the front of the coffee shop giving me a better view of everyone walking by. To my right was a table of four local men busy in their own conversation and to my left was another table of four; three young men and one young woman all dressed in traditional clothing (O.C: they were dressed in traditional Omani clothing). Passersby, mostly local residents, would stop for a split second and stare at the table of four Omanis. A local couple passing by turned around to look at the four tourists and muttered something in disapproval.*

(O.C: It is worth noting that even though the four Omani tourists were conservatively dressed and were not behaving inappropriately, the fact remains that because the young woman was fully covered and sitting with three other men was considered as an inappropriate behaviour).

Nov. 13th 2009: *It was the night before the friendly football match between Brazil and England. My friends and I decided to attend an event taking place at a five star hotel (O.C: name of the hotel is omitted for reasons of confidentiality). I drove to the hotel and found a parking spot quite easily. I reached to the event entrance, where there was a huge line-up for ticket purchase and ID check. Residents (O.C: mostly expatriates) lined up were busy talking to each other, while others were patiently waiting. As I stood there waiting for my turn to come up, three male tourists (O.C: they were all holding European passports which residents don't do when attending an event, because a local ID card is enough) possibly in their mid-40s walked in. They were very loud and rude, cursing each other at the top of their voices and behaving out of place. While one or two residents smiled at their behaviour, many of those lined up seemed annoyed.*

The three tourists got annoyed stares from four men standing in line. The three men didn't seem to notice as they continued their loud conversations. They occasionally turned around and randomly talked and approached residents standing in line, to which residents either ignored or politely asked the three gentlemen to lower their voices (O.C: the three men were clearly intoxicated, the alcohol smell was very strong). One male expatriate resident was very disturbed, he walked towards the security on duty and pointed out the situation. The security man approached the three tourists and politely explained to them that what they were doing was inappropriate. The tourists quieted down but only for a short period of time, as I could hear their loud voices as I passed the entrance gate.

Nov. 14th 2009: *I made my way through to one of the stadium gates. I lined up patiently waiting to enter the stadium. I could hear the cheers of the crowd already sitting in the stadium (O.C: match hadn't started, it was only pre-match entertainment), there were still 30 minutes to go before the beginning of the match. Supporters lined up were already cheering, people were excited. It was a very exciting atmosphere. I finally made it through the gates and walked towards my seat. The stadium was packed with around 50,000 viewers from local residents, expatriates and tourists from neighbouring countries. Camera flashes were going off everywhere, people were cheering, and the stadium had come to life.*

Behind me was a row of six Saudi tourists (O.C: the traditional clothing material worn was that of Saudi Arabia and not of Doha). At half time, three of the Saudi tourists were attempting to take photos of female viewers sitting nearby, without taking their permission. One female resident seemed very disturbed and had to cover her face with a shawl to avoid being photographed. The men didn't seem to get the point and moved on to taking photos of other women. Another woman had to point it out to the gentleman who was with her. The gentleman then made a comment to the three Saudi men who then moved away. The Saudi tourists, even though they had stopped taking photos were making inappropriate comments every time a female viewer turned around. This seemed to disturb quite a few viewers, who seemed very disturbed and annoyed with their behaviour.

4.4 Media Articles and Tourist Forum Entries

The 24 media articles were collected from different local newspapers, and focused mainly on the country's plan to develop services and facilities supporting tourism development. For example, the new train system in Doha, the government efforts to build a bridge connecting Doha to Bahrain making access easier between these countries, and finally the increase in the number of Qatar Airways flights to overseas countries, such as India. Other articles, for example, were based on the success of sport events and the Tribeca film festival, held during the data

collection period. A few other articles reflected on the participation efforts of the Qatar Tourism and Exhibition Authority in the World Travel Market in London, and the expected boom in the hospitality sector resulting from the sole hospitality trade show (also known as Diyafa). However, most of the articles, if not all, were based on the media's perspective of the events taking place. None of the articles reflected the attitudes of residents towards tourism development or towards government efforts to further enhance the tourism sector, or criticized any of the events held. The media were supportive of tourism efforts and acknowledged efforts to further enhance the tourism sector.

Tourist forum entries on the other hand were very rare and not as common as residents' forum entries regarding tourism development or their tourist attitudes regarding Doha. However, the three tourist forum entries were based on different tourist experiences. One European tourist expressed: "Me and my mum loved it . . . my mother wore the traditional local clothing during the culture week and blended in very well with the local women. I guess it's all about the attitude". It is unclear however, whose attitude the tourist is referring to. Another European tourist for example, had arrived to Doha on a cruise from the Deutschland and observed, "We will always remember our first steps in Qatar, and we are eager to see more of this country". On a more negative note, another European tourist visiting Doha through a cruise negatively expressed, "Qatar is not to be visited especially if it's through ship. Paying the 200\$ fee for a 4 hour shore visit was expensive and the hostility by the government on issuing the visa makes the country seem unwelcoming and not worth it at all".

4.5 Survey Results

This section presents the survey findings obtained through a series of descriptive univariate statistics and multivariate statistics. Descriptive statistics such as frequencies and means of the

six ITI dimensions were used to describe the data. Multivariate techniques such as factor analysis and independent t-tests were used to better understand the attitudes of residents towards the six dimensions of the ITI. The six dimensions are: 1) social and cultural, 2) economic, 3) crowding and congestion, 4) environmental, 5) services, and 6) community attitude.

4.5.1 Description of the Sample.

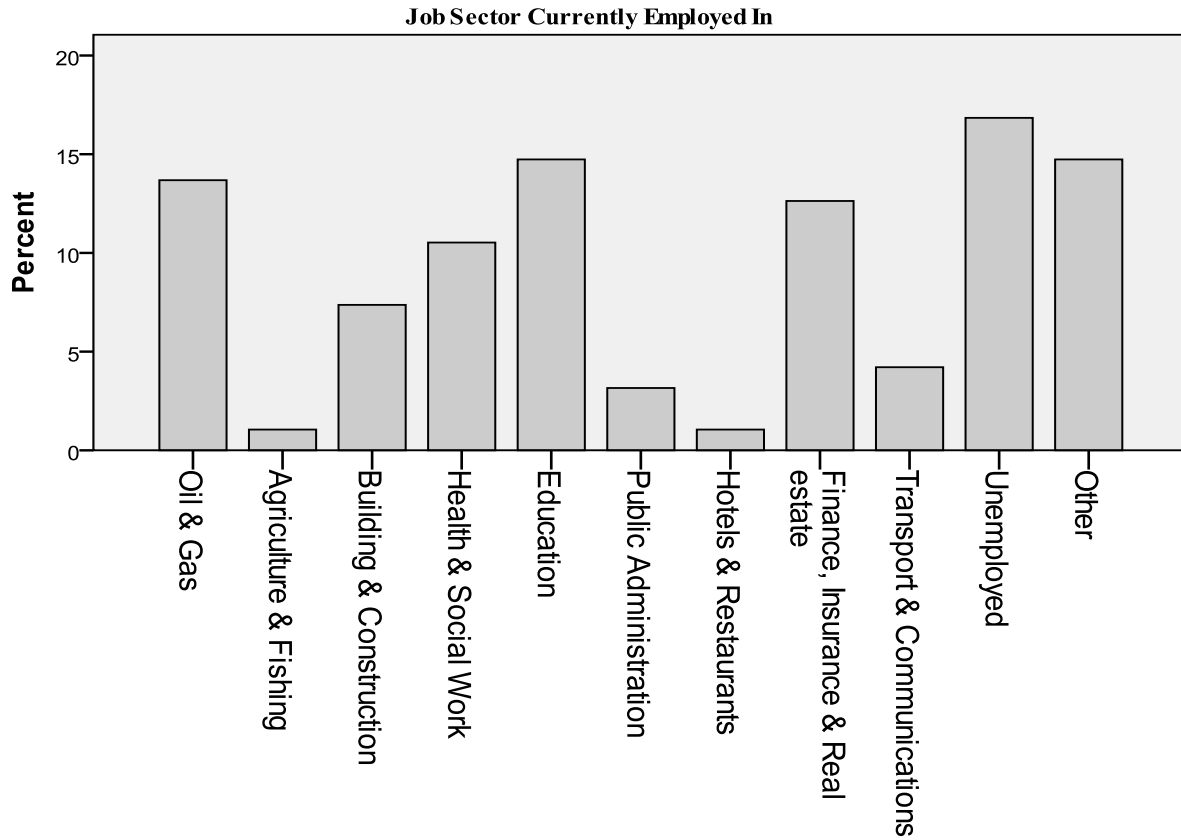
The studied sample was comprised of 95 respondents, 52 of which were male respondents (54.7 percent) and 48 female respondents (45.3 percent). Approximately 46 percent of respondents were in their twenties whereas, approximately 21 percent were in their thirties (Table 9).

Table 9: Age of respondents.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| 18-19 | 3 | 3.2 | 3.2 | 3.2 |
| 20-29 | 44 | 46.3 | 46.3 | 49.5 |
| 30-39 | 20 | 21.1 | 21.1 | 70.5 |
| 40-49 | 17 | 17.9 | 17.9 | 88.4 |
| 50-59 | 10 | 10.5 | 10.5 | 98.9 |
| 60 or above | 1 | 1.1 | 1.1 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

With respect to employment (Figure, 3), a plurality (about 17 %) were unemployed. The second most common categories with 14.7% each were respondents employed in the education sector and those who checked 'Other'. This category includes respondents working in advertising (about 5%), interior design (about 3%), and 1 percent in the following sectors: information technology, the Navy, and trading. Another common category was the oil and gas sector with 13.7% (Figure, 3). Overall, 29.5 percent earned on an annual basis QR 140,000 (US\$38,356). Just under one quarter earned QR20, 000 (US\$5,479) or less on an annual basis.

Figure 3: Employment by sector.



The most common ethnicity was Middle-Eastern (non-Qatari), with 29.5%, followed by 20.0% of Qatari origin. Other common ethnicities were African and Asian ethnicity, with 13.7% respectively. About one-third of respondents have been residing in Doha for the past two decades if not longer, followed by well over one-quarter who have resided in Doha for five years or less (Table, 10).

Table 10: Displays the number of years respondents have been residing in Doha.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| 5 years or less | 26 | 27.4 | 27.4 | 27.4 |
| 6 to 10 years | 15 | 15.8 | 15.8 | 43.2 |
| 11 to 15 years | 8 | 8.4 | 8.4 | 51.6 |
| 16 to 20 years | 14 | 14.7 | 14.7 | 66.3 |
| 21 or above | 32 | 33.7 | 33.7 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

4.5.2 Resident Attitudes towards Tourism Development.

The following section presents a description of resident attitudes towards the change brought about by tourism development to the 32-items listed on each of the belief and evaluation scale. The belief scale required respondents to rate how tourism brought change to the 32-items (1=large decrease and 5=large increase). The evaluation scale asked respondents to rate the evaluation of the change brought by tourism to each of the 32-items (1=dislike and 5=like). The mean scores and standard deviation of the items will be presented.

The item 'investment and development spending in the area', was rated by a number of 87 respondents (91.5%) to have shown the most change resulting from tourism development (M=4.52, Std. Deviation = 0.662, on a five-point ordinal scale), in comparison to other forms of change. Respondents also believed tourism brought change to the variety of shopping facilities in the area (M=4.34, Std. Deviation = 0.738). However, 85 respondents (89.4 %) believed tourism did not affect or bring change to the 'wildlife in the local area' (M=3.02, Std. Deviation = 0.859). Furthermore, 88 respondents (92.6%) believed tourism brought no change to the natural environment (M=3.16, Std. Deviation = 0.969) (Table, 11). Generally, respondents did not see any change in the natural environment (M=2.94, Std Deviation=1.245). In other words, respondents did not believe tourism changed the natural environment, and respondent attitudes (on the

evaluation scale) suggested that residents neither liked nor disliked that tourism brought no change to the natural environment.

Table 11: Displays the mean and standard deviations of respondent attitudes on the 32-items of the belief scale.

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| | Mean | Std. Deviation | n |
|--|------|----------------|----|
| 1a demand for historical activities and programs | 3.93 | .757 | 91 |
| 1b demand for cultural activities and programs | 4.08 | .679 | 93 |
| 1c variety of cultural facilities and activities in the community | 3.95 | .761 | 92 |
| 1d opportunities to learn about other people and cultures | 3.63 | .906 | 93 |
| 1e awareness/recognition of the local culture and heritage | 4.16 | .919 | 94 |
| 1f variety of entertainment in the area | 3.87 | 1.131 | 92 |
| 1g opportunities to meet new people | 3.52 | .916 | 93 |
| 1h opportunities to restore and protect historical structures | 3.59 | .917 | 85 |
| 1i understanding of different people and cultures by residents | 3.42 | .719 | 90 |
| 1j life and vitality of the community | 3.67 | .944 | 85 |
| 2a revenue generated in the local economy | 4.18 | .759 | 80 |
| 2b number of jobs in the community | 3.90 | 1.023 | 89 |
| 2c personal income of residents | 3.70 | 1.019 | 88 |
| 2d amount of income going to local businesses | 4.10 | .799 | 78 |
| 2e variety of shopping facilities in the area | 4.34 | .738 | 95 |
| 2f investment and development spending in the area | 4.52 | .662 | 87 |
| 2g variety of restaurants in the area | 4.25 | .668 | 95 |
| 3a level of traffic congestion in the area | 4.20 | 1.103 | 94 |
| 3b size of crowds that restrict what activities you do in public areas | 3.91 | 1.039 | 93 |
| 3c size of crowds that affect your enjoyment of activities in public areas | 3.85 | 1.005 | 92 |
| 3d noise level in the community | 3.72 | .881 | 92 |
| 3e number of driving hazards created by tourists | 3.53 | 1.076 | 85 |
| 4a natural environment | 3.16 | .969 | 88 |
| 4b wildlife (plants,birds,and animals) in the local area | 3.02 | .859 | 85 |
| 4c quality of natural environment | 3.25 | 1.154 | 87 |
| 4d level of urbanization (city-type development) in the area | 4.29 | .871 | 92 |
| 5a physical ability of local services (e.g., police, fire,medical utilities) to meet user demand | 3.86 | .868 | 90 |
| 5b quality of local services (e.g., police, fire, medical and utilities) | 3.78 | .957 | 90 |
| 5c financial resources of local services (e.g., police, fire, medical, and utilities) | 3.81 | .889 | 70 |
| 6a positive attitudes of local residents toward tourists | 3.23 | 1.138 | 87 |
| 6b community spirit among local residents | 3.44 | .974 | 84 |
| 6c pride of local residents | 3.88 | .822 | 85 |

Moreover, although respondents saw the greatest change being associated with investment and development spending in the area (M=4.52) compared to other sources of change, respondents positively evaluated the change (M=3.98). Respondents also positively evaluated the change tourism brought to the variety of restaurants in the area with a high mean evaluation score of 4.24 (Std Deviation=0.931). Furthermore, the increase in the variety of shopping facilities in the area was positively evaluated by respondents (M=4.23, Std Deviation=0.973). Results also suggested that respondents believed tourism increased the level of traffic congestion in the area (M=4.20, Std. Deviation=1.103), and this change in traffic was disliked by respondents with a mean score of 2.04 (Std. Deviation=1.429)(Table, 12).

Factor analysis was used to reduce the number of variables to simplify analysis by grouping scale items into a smaller number (fewer than the original 32 statements), in order to identify whether resident attitudes differed based on demographic variables. As noted in the methodology chapter and the survey form in Appendix C, the same set of variables was used in both the “perceived degree of change” and the “evaluation of change” scales. While either - or both - scales could, in principle, be subjected to factor analysis, the technique was applied only to the evaluation scale items. This decision was taken because, the evaluation questions were deemed to be more reliable and accurate than respondents' perceptions of the degree of change. In other words, the degree of change is arguably a largely objective measure and it is possible that a respondent might perceive the actual level of change to be greater or lesser than is empirically the case. On the other hand, respondents' assessments of their evaluation of the nature of the change - whether they approved or not, is a more valid (albeit subjective) measure.

Table 12: Mean and Std. Deviation results for items in the evaluation scale.

| Descriptive Statistics | | | |
|--|------|----------------|----|
| | Mean | Std. Deviation | n |
| 7a demand for historical activities and programs | 3.74 | 1.187 | 95 |
| 7b demand for cultural activities and programs | 4.05 | 1.045 | 95 |
| 7c variety of cultural facilities and activities in the community | 4.00 | 1.062 | 95 |
| 7d opportunities to learn about other people and cultures | 3.78 | 1.290 | 95 |
| 7e awareness/recognition of the local culture and heritage | 3.97 | .831 | 95 |
| 7f variety of entertainment in the area | 3.93 | 1.290 | 95 |
| 7g opportunities to meet interesting people | 3.64 | 1.360 | 95 |
| 7h opportunities to restore and protect historical structures | 3.75 | 1.041 | 95 |
| 7i understanding of different people and cultures by residents | 3.49 | 1.320 | 95 |
| 7j life and vitality of the community | 3.57 | 1.068 | 95 |
| 8a revenue generated in the local economy | 4.01 | 1.057 | 95 |
| 8b number of jobs in the community | 3.72 | 1.302 | 95 |
| 8c personal income of residents | 3.44 | 1.335 | 95 |
| 8d amount of income going to local businesses | 3.72 | 1.088 | 95 |
| 8e variety of shopping facilities in the area | 4.23 | .973 | 95 |
| 8f investment and development spending in the area | 3.98 | 1.000 | 95 |
| 8g variety of restaurants in the area | 4.24 | .931 | 95 |
| 9a level of traffic congestion in the area | 2.04 | 1.429 | 95 |
| 9b size of crowds that restrict what activities you do in public areas | 2.48 | 1.515 | 95 |
| 9c size of crowds that affect your enjoyment of activities in public areas | 2.57 | 1.366 | 95 |
| 9d noise level in the community | 2.73 | 1.418 | 95 |
| 9e number of driving hazards created by tourists | 2.87 | 1.482 | 95 |
| 10a natural environment | 3.14 | 1.326 | 95 |
| 10b wildlife (plants, birds, and animals) in the local area | 2.94 | 1.245 | 95 |
| 10c quality of natural environment | 3.35 | 1.286 | 95 |
| 10d level of urbanization (city-type development) in the area | 3.04 | 1.166 | 95 |
| 11a physical ability of local services (e.g., police, fire, medical utilities) to meet user demand | 3.72 | 1.209 | 95 |
| 11b quality of local services (e.g., police, fire, medical and utilities) | 3.77 | 1.242 | 95 |
| 11c financial resources of local services (e.g., police, fire, medical, and utilities) | 3.61 | 1.123 | 95 |
| 12a positive attitudes of local residents | 2.93 | 1.323 | 95 |
| 12b community spirit among local residents | 3.11 | 1.233 | 95 |
| 12c pride of local residents | 3.22 | 1.338 | 95 |

The evaluation scale was subjected to three separate factor analyses, each using varimax rotation. After each run, the KMO statistic was reviewed (KMO is a measure of the adequacy of the sample to produce potentially meaningful results – a value of 0.7 is normally sought), as well as Bartlett's test of Sphericity (a measure of the degree to which the correlation matrix might be an identity matrix – a condition that would mean the data are not appropriate for factor analysis), commonalities, and factor loadings were reviewed. Variables that displayed commonalities below 0.6 were removed from the analysis because (1) such a low level of commonality meant that their inclusion in the factor solution was unreliable, and (2) as a result, these variables had relatively low loadings spread across all factors.

The third run produced a KMO value of 0.728, and a significance level of 0.000 on Bartlett's Test of Sphericity, indicating the appropriateness of factor analysis, and that items correlated with each other significantly. At the third iteration, the evaluation scale items were reduced to 13 items (from the initial 32 items), all with commonalities above 0.7, and resulting in five factors (Table, 13). The factors were identified as 1) crowding and congestion, 2) impact on local services, 3) impact on natural environment, 4) community changes, and 5) impact on cultural environment. Factor scores were obtained for each respondent for each of the new factors.

Rotated Component Matrix^a

| | Component | | | | |
|---|---------------------------------|----------------------------------|-----------------------------------|---------------------------|---|
| | 1 Crowding and Congestion | 2 Impact on Local Services | 3 Impact on the Environment | 4 Community Changes | 5 Impact on Cultural Environment |
| q7a demand for historical activities and programs | -0.070 | -.158 | -.047 | .143 | .882 |
| q7b demand for cultural activities and programs | -.004 | .009 | .059 | .000 | .922 |
| q9a level of traffic congestion in the area | .838 | -.033 | .069 | .171 | -.008 |
| q9b size of crowds that restrict what activities you do in public areas | .905 | .138 | .160 | .143 | -.022 |
| q9c size of crowds that affect your enjoyment of activities in public areas | .844 | .095 | .139 | .162 | .046 |
| q9e number of driving hazards created by tourists | .764 | .210 | .200 | -.141 | -.142 |
| q10a natural environment | .178 | .164 | .926 | .111 | .029 |
| q10c quality of natural environment | .271 | .174 | .882 | .179 | -.011 |
| q11a physical ability of local services (e.g., police, fire, medical utilities) to meet user demand | .129 | .908 | .134 | .058 | -.058 |
| q11b quality of local services (e.g., police, fire, medical and utilities) | .044 | .899 | .103 | .076 | -.097 |
| q11c financial resources of local services (e.g., police, fire, medical, and utilities) | .141 | .856 | .123 | .176 | -.015 |
| q12b community spirit among local residents | .038 | .102 | .108 | .913 | .079 |
| q12c pride of local residents | .265 | .183 | .165 | .828 | .071 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 13: Factor loadings for the five-factor solution (13 variables). The shaded areas represent the items loading highly on each of the five factors.

4.6 Resident Attitudes and Demographic Variables

Independent t-tests were then used to test for significant differences between the five impact indices - and the means of each of the demographic variables.

4.6.1 Gender.

Male and female residents had almost equal means regarding their evaluation of the changes brought about by tourism development with respect to crowding and congestion, the environment, community changes, and cultural environment. Gender means did slightly differ with regards to the *local services*, where male respondents had a mean score of 0.195, and female respondents had a mean score of -0.236.

Table 14: T-test result for gender differences on each component.

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|--------------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) |
| Crowding and Congestion | Equal variances assumed | 2.836 | .096 | .620 | 93 | .537 |
| | Equal variances not assumed | | | .605 | 78.223 | .547 |
| Impact on Local Services | Equal variances assumed | 2.697 | .104 | 2.133 | 93 | .036 |
| | Equal variances not assumed | | | 2.085 | 78.962 | .040 |
| Impact on Natural Environment | Equal variances assumed | 1.316 | .254 | -.815 | 93 | .417 |
| | Equal variances not assumed | | | -.806 | 85.054 | .423 |
| Community Changes | Equal variances assumed | 1.529 | .219 | .420 | 93 | .675 |
| | Equal variances not assumed | | | .428 | 92.997 | .669 |
| Impact on Cultural Environment | Equal variances assumed | 5.831 | .018 | -.279 | 93 | .781 |
| | Equal variances not assumed | | | -.272 | 76.448 | .787 |

Levene's Test for the Equality of Variances indicated significant differences in attitudes towards *impact on cultural environment* with a score of 0.18. However, results for the t-value (-0.272) and probability value (0.787) indicated that there were no significant differences regarding the attitude of both male and female residents (Table, 14). The t-value and probability value for '*equal variances not assumed*' were used because of the small sample size. Results also suggested a significant difference in the attitudes of male and female respondents towards the change brought to *local services*, with a t-value of 2.085 and a probability value of 0.040.

4.6.2 Age.

The five impact variables were also compared on four different age groups: 1) 20-29, 2) 30-39, 3) 40-49, and 4) 50-59. The age groups 20-29 and 30-39 did not have enough evidence of a mean difference to suggest that residents in these two age groups had significantly different attitudes with regards to the changes brought by tourism (Table, 15).

Table 15: Group statistics for the age groups 20-29 and 30-39.

| | Age | N | Mean | Std. Deviation |
|--------------------------------|-------|----|-----------|----------------|
| Crowding and Congestion | 20-29 | 44 | .0319637 | 1.03073623 |
| | 30-39 | 20 | -.1751896 | .89718192 |
| Impact on Local Services | 20-29 | 44 | -.0140794 | 1.14703377 |
| | 30-39 | 20 | .0896861 | .66871961 |
| Impact on Natural Environment | 20-29 | 44 | -.0671594 | .92107003 |
| | 30-39 | 20 | -.1828491 | .96373977 |
| Community Changes | 20-29 | 44 | -.1056714 | 1.11988545 |
| | 30-39 | 20 | .2092173 | .85811456 |
| Impact on Cultural Environment | 20-29 | 44 | -.2084792 | 1.06284792 |
| | 30-39 | 20 | .0443545 | .78495212 |

Mean results for the second set of age cohort (40-49 and 50-59) displayed differences regarding resident attitudes towards the *natural environment*. Residents in their forties had a higher group mean (M=0.515) indicating more positive attitudes towards the change brought to the environment, as opposed to residents in their fifties (M=-0.772). Mean scores for both age groups indicated that residents positively evaluated the change brought about by tourism to the *community* and *culture*. Furthermore, t-test results only suggested a significant difference in the attitudes of residents in both age groups towards the change to the *natural environment*, with a t-value of 3.135 and probability value (Sig. 2-tailed) of 0.008 (Table, 16). The difference in the attitudes of the 40-49 and 50-59 age groups could be a result of another independent variable, such as ethnicity.

Table 16: T-test results for the age group differences (40-49 and 50-59) on each component.

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|--------------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) |
| Crowding and Congestion | Equal variances assumed | 2.778 | .108 | .448 | 25 | .658 |
| | Equal variances not assumed | | | .489 | 23.857 | .630 |
| Impact on Local Services | Equal variances assumed | 1.380 | .251 | 1.233 | 25 | .229 |
| | Equal variances not assumed | | | 1.102 | 13.486 | .290 |
| Impact on Natural Environment | Equal variances assumed | 8.981 | .006 | 3.590 | 25 | .001 |
| | Equal variances not assumed | | | 3.135 | 12.638 | .008 |
| Community Changes | Equal variances assumed | .776 | .387 | .142 | 25 | .888 |
| | Equal variances not assumed | | | .129 | 14.009 | .899 |
| Impact on Cultural Environment | Equal variances assumed | 1.295 | .266 | -.719 | 25 | .479 |
| | Equal variances not assumed | | | -.818 | 24.975 | .421 |

4.6.3 Ethnicity.

To identify whether resident attitudes differed based on their ethnicity, the five impact variables were compared against certain ethnic groups. Ethnic groups were selected based on the number of representative respondents (Table, 17). The selected groups were as follows: 1) Middle Eastern (non-Qatari), 2) Qatari, 3) African, and 4) Asian.

Table 17: The ethnic groups selected (shaded areas) for comparison with the five factor components.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| African | 13 | 13.7 | 13.7 | 13.7 |
| Asian | 13 | 13.7 | 13.7 | 27.4 |
| Middle Eastern | 28 | 29.5 | 29.5 | 56.8 |
| Australian | 1 | 1.1 | 1.1 | 57.9 |
| European | 8 | 8.4 | 8.4 | 66.3 |
| North American | 10 | 10.5 | 10.5 | 76.8 |
| Latin American | 3 | 3.2 | 3.2 | 80.0 |
| Qatari | 19 | 20.0 | 20.0 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Residents from the Middle-East and from Qatar shared neutral attitudes (almost equal mean scores) towards change to *crowding and congestion*, *natural environment*, and *community* (Table, 18). However, mean scores differed regarding attitudes towards *local services*, where Qatari residents had more positive attitudes towards the change, with a mean score of 0.532. Whereas Middle Eastern residents had a mean score of -0.136, indicating neutral attitudes towards the change brought to local services. Results suggested that the attitudes of Qatari and

Middle-Eastern residents were significantly different towards local services, with a t-value of -2.450 and a probability value (Sig. 2-tailed) of 0.018.

Table 18: Group statistics for Qatari and Middle-Eastern residents.

| | Ethnicity | N | Mean | Std. Deviation |
|--------------------------------|----------------|----|-----------|----------------|
| Crowding and Congestion | Middle Eastern | 28 | -.1629416 | .84358542 |
| | Qatari | 19 | .3012661 | 1.06340732 |
| Impact on Local Services | Middle Eastern | 28 | -.1365697 | 1.11126434 |
| | Qatari | 19 | .5326127 | .76118430 |
| Impact on Natural Environment | Middle Eastern | 28 | -.0143890 | .98406005 |
| | Qatari | 19 | .0502221 | .80268301 |
| Community Changes | Middle Eastern | 28 | -.0985733 | .95934353 |
| | Qatari | 19 | -.0152478 | 1.24247481 |
| Impact on Cultural Environment | Middle Eastern | 28 | -.2141502 | 1.14837510 |
| | Qatari | 19 | .2690960 | .84405829 |

Group statistics for residents of African and Asian ethnicity suggested attitudes of both ethnic groups differed towards *crowding and congestion* and *natural environment*. African residents had more positive attitudes towards the change in *crowd and congestion* (M=0.809) than Asian residents (M=-0.538) who negatively evaluated the change. Mean scores also suggested that Asian residents were more pleased with the changes to the *natural environment* than African residents, with mean values of 0.619 and -0.241 respectively. Independent t-test results suggested significant differences towards *crowding and congestion* and *natural environment*, with t-values of 3.753 and -2.382, and probability values of 0.002 and 0.027, respectively (Table, 19).

Table 19: T-test results for ethnicity (African and Asian) differences on each component.

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|--------------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) |
| Crowding and Congestion | Equal variances assumed | 10.246 | .004 | 3.753 | 24 | .001 |
| | Equal variances not assumed | | | 3.753 | 16.892 | .002 |
| Impact on Local Services | Equal variances assumed | 2.404 | .134 | .905 | 24 | .374 |
| | Equal variances not assumed | | | .905 | 21.096 | .376 |
| Impact on Natural Environment | Equal variances assumed | 3.522 | .073 | -2.382 | 24 | .026 |
| | Equal variances not assumed | | | -2.382 | 19.933 | .027 |
| Community Changes | Equal variances assumed | .428 | .519 | .897 | 24 | .379 |
| | Equal variances not assumed | | | .897 | 23.454 | .379 |
| Impact on Cultural Environment | Equal variances assumed | .343 | .563 | .839 | 24 | .410 |
| | Equal variances not assumed | | | .839 | 23.446 | .410 |

4.6.4 Length of residence.

To identify whether resident attitudes differed based on the number of years respondents resided in Doha, the five impact variables were compared against the *length of residence* variable. It is assumed that residents who have resided in a country longer than others might negatively perceive changes. For the purpose of this study, the five impact variables were compared against the following groups: 1) 5 years or less, 2) 6 to 10 years, 3) 16 to 20 years, and 4) 21 years or above.

Group statistics suggested that residents who lived in Doha for five years or less disliked the change in the level of *crowd and congestion*, with a mean score of -0.547. Whereas residents who have been residing in Doha for *6 to 10 years* and for *21 years or more* had neutral attitudes

towards the change in *crowd and congestion*, with mean scores of -0.061 and 0.174 respectively. Despite the number of years residents have resided in Doha, attitudes towards the change in *local services, natural environment, community, and cultural environment* were very similar, indicating that residents had either neutral or positive attitudes (Table, 20 and Table 21).

Table 20: Group statistics for residents living in Doha for 5 yrs or less and 21 yrs or above.

| | Residing in Doha | N | Mean | Std. Deviation |
|--------------------------------|------------------|----|-----------|----------------|
| Crowding and Congestion | 5 years or less | 26 | -.5471184 | .57943211 |
| | 21 or above | 32 | .1748473 | .97630552 |
| Impact on Local Services | 5 years or less | 26 | -.0764952 | .88375046 |
| | 21 or above | 32 | .3011276 | .93343767 |
| Impact on Natural Environment | 5 years or less | 26 | -.2163601 | 1.18186962 |
| | 21 or above | 32 | -.0914608 | .97890481 |
| Community Changes | 5 years or less | 26 | .1037332 | .90248121 |
| | 21 or above | 32 | -.1271939 | 1.15273338 |
| Impact on Cultural Environment | 5 years or less | 26 | .1414013 | .78171801 |
| | 21 or above | 32 | .0622952 | 1.01763693 |

Table 21: Group statistics for residents living in Doha for 6 to 10 yrs and 15 to 20 yrs.

| | Residing in Doha | N | Mean | Std. Deviation |
|--------------------------------|------------------|----|-----------|----------------|
| Crowding and Congestion | 6 to 10 years | 15 | -.0061270 | 1.13672555 |
| | 16 to 20 years | 14 | .7954446 | 1.15270630 |
| Impact on Local Services | 6 to 10 years | 15 | -.1613349 | 1.08548719 |
| | 16 to 20 years | 14 | -.1471422 | 1.21075359 |
| Impact on Natural Environment | 6 to 10 years | 15 | .2989047 | .81407336 |
| | 16 to 20 years | 14 | .2272049 | .99145919 |
| Community Changes | 6 to 10 years | 15 | .1332363 | .88031356 |
| | 16 to 20 years | 14 | .1574139 | .85980120 |
| Impact on Cultural Environment | 6 to 10 years | 15 | .2716735 | .77420233 |
| | 16 to 20 years | 14 | -.1429127 | 1.30928697 |

Even though group means varied towards the *crowd and congestion* variable, independent t-tests were conducted on all computed variables. Results suggested that attitudes were significantly different towards the change in the level of *crowd and congestion* only for those who have resided in Doha for *5 years or less* and for *21 years and above*. Levene's Test for the Equality of Variances suggested a significant difference of 0.001, with a t-value of -3.494, and a probability value of 0.001. Results did not indicate any other significant differences for the remaining *length of residence* groups (Table, 22 and Table, 23).

Table 22: T-test results for the five impact components and residents living in Doha for 5 yrs or less and 21 yrs or above.

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|--------------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) |
| Crowding and Congestion | Equal variances assumed | 11.913 | .001 | -3.322 | 56 | .002 |
| | Equal variances not assumed | | | -3.494 | 51.664 | .001 |
| Impact on Local Services | Equal variances assumed | .765 | .385 | -1.569 | 56 | .122 |
| | Equal variances not assumed | | | -1.578 | 54.651 | .120 |
| Impact on Natural Environment | Equal variances assumed | 1.582 | .214 | -.440 | 56 | .661 |
| | Equal variances not assumed | | | -.432 | 48.488 | .668 |
| Community Changes | Equal variances assumed | 3.228 | .078 | .834 | 56 | .408 |
| | Equal variances not assumed | | | .856 | 55.939 | .396 |
| Impact on Cultural Environment | Equal variances assumed | 1.512 | .224 | .326 | 56 | .746 |
| | Equal variances not assumed | | | .335 | 55.851 | .739 |

Table 23: T-test results for impact components: residents living in Doha for 6-10yrs and 16 to 20yrs.

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|--------------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) |
| Crowding and Congestion | Equal variances assumed | .002 | .966 | -1.885 | 27 | .070 |
| | Equal variances not assumed | | | -1.884 | 26.804 | .070 |
| Impact on Local Services | Equal variances assumed | .561 | .460 | -.033 | 27 | .974 |
| | Equal variances not assumed | | | -.033 | 26.154 | .974 |
| Impact on Natural Environment | Equal variances assumed | 1.237 | .276 | .213 | 27 | .833 |
| | Equal variances not assumed | | | .212 | 25.231 | .834 |
| Community Changes | Equal variances assumed | .218 | .644 | -.075 | 27 | .941 |
| | Equal variances not assumed | | | -.075 | 26.938 | .941 |
| Impact on Cultural Environment | Equal variances assumed | 1.887 | .181 | 1.047 | 27 | .305 |
| | Equal variances not assumed | | | 1.029 | 20.811 | .315 |

CHAPTER 5

SUMMARY AND DISCUSSION

5.1 Summary

The goal of this study was to identify the attitudes and perceptions of residents in the State of Qatar towards the impacts of tourism development by applying Ap & Crompton's (1998) Index of Tourism Impacts. Personal observation of resident behaviour around tourists and content analysis of Qatari based social networks and media were also used to assist in identifying behaviours and attitudes of residents.

Data were collected using a combination of: 1) a self-completion questionnaire, 2) non-intrusive personal observation, and 3) content analysis of forum entries and media articles. The use of multiple sources helps to reduce the risk of bias arising from a sole information source. Moreover, multiple data sources allows for a richer understanding of the phenomena under study. Survey respondents were selected through the researcher's personal contacts using a convenience sampling technique, to fill in a survey instrument. Initially, 120 questionnaires were distributed and a total of 95 completed surveys were returned, generating a 79 percent response rate.

Personal observations were carried out at places where host-guest interactions were common, such as hotels, restaurants, parks, events, and constructed tourist attractions. Observations were carried out as frequently as possible and over a variety of days of the week and times of days without interviewing any of the observed individuals. Material from local press and Qatari-based social networks were also collected. A total of 24 newspaper and on-line

articles were collected along with a total number of 93 forum entries from various local social networks.

Survey data were analyzed using the following statistical techniques: 1) descriptive analysis, to describe the sample's mean and standard deviation, 2) factor analysis, to reduce the number of scale items to simplify analysis, and 3) independent t-tests to identify any significant differences between factor components and independent demographic variables. Factor analysis resulted in five components: 1) crowding and congestion, 2) impact on local services, 3) impact on natural environment, 4) community charges, and 5) impact on cultural environment.

Personal observations were recorded as field notes, and interpreted using open coding. According to Neuman (2003), open coding enables the researcher to locate themes and assign initial codes to the data, in an attempt to condense the data into categories. Analysis of field observations generated two opposing themes: 1) “acceptance of tourism”, and 2) “disapproval of tourism”. Forum entries and local media articles were analyzed using content analysis. Forum entries were reduced to 63 meaning units, which were coded to reflect their commonality. Content analysis of forum entries generated two themes: 1) “tourism? What tourism?”, and 2) “tourism is a good thing”.

5.2 Discussion

Survey findings revealed that resident attitudes differed according to respondent's age, length of residence, and ethnicity, particularly with respect to perceptions of change in local services and natural environment. Qatar has a very distinctive situation for tourism, as a result of the country's successful economic state, and financial wealth as well as a tourism attraction that is almost solely based on constructed attractions. Furthermore, the country has a socially legislative nature, which means the discussion of tourism impacts will lean more towards the

social and cultural characteristics of Qatar.

An initial examination of the survey results indicated that residents were, indeed, aware of the social and cultural impacts of tourism in Qatar. Residents believed that tourism increased the demand for cultural programs, and brought an increased awareness and appreciation of local culture. Improvements in the appreciation of local culture were cited as benefits by residents. Residents were particularly pleased with the increase in the demand for cultural programs that tourism development brought. This finding supports suggestions made by previous researchers (Ap & Crompton, 1998; Easterling, 2004) that tourism development strengthens the cultural identity of the host destination. Survey results did not suggest any negative changes to the cultural characteristics of Qatar. The researcher speculates that this could be a result of Qatar's multi-cultural nature, due to the large number of expatriate residents with different cultural backgrounds and beliefs than that of Qatar.

With regards to economic impacts, residents recognized that tourism development brought changes in employment opportunities, investments in entertainment facilities, and wealth-creation generated in the local economy. For example, investment and development spending in the area, variety of shopping facilities, and variety of restaurants all were perceived to have improved. Residents were more pleased with the increase in entertainment facilities (restaurants and shopping malls) than with the perceptions of increased development spending, such as infrastructure, hotels, and skyscrapers. This suggests that residents would prefer more investment in entertainment facilities and services rather than an increase in city development (e.g., office space buildings and skyscrapers) as a result of tourism development. And so, though this finding supports Ap and Crompton's (1998) suggestion that tourism development was beneficial to the economy, residents preferred that economic benefits (such as enhanced investments) be spent on entertainment facilities and services. The researcher speculates that

this could be a possible implication that residents prefer leisure tourism over business tourism, because of the potential to invest in more entertainment facilities, which many expatriate residents believe are in short supply.

Results also supported the suggestion that tourism development brings an increase in community pride (Easterling, 2004), where residents believed that tourism increased the positive attitudes of local residents towards tourists and the pride of residents. It is important to note that despite recognizing the increases in positive attitudes towards tourists, residents slightly disliked this change ($M=2.93$). In other words, tourism development brought an increase in the pride level of local residents, but was not perceived positively by residents. Though this finding supports Ap and Crompton's (1998) suggestion that tourism development brings increased pride in community, the research finding also supports Faulkenberry *et al.*'s (2000) suggestion that tourism development can change community relationships. In the case of Doha, though increased tourism development strengthens pride of local citizens it could affect the community relationship between local citizens and expatriate residents. Having stated, the researcher believes this issue would benefit from further investigation.

Though results supported suggestions made by researchers (Faulkner & Tideswell, 1997; Easterling, 2004) regarding tourism development's contribution to economic growth, results contradicted previous research (Liu & Var, 1986; Sheldon & Var, 1984) suggesting increased employment opportunities. Residents believed that tourism development only slightly increased employment opportunities (mean=3.90, on a 5-point scale), but believed tourism development brought no change to the personal income of residents. Furthermore, survey results suggested that a plurality (about 17 percent) of respondents were unemployed, however this finding did not affect respondents' belief that tourism did not significantly increase employment opportunities. This presumably reflects the fact that most tourism occupations are perceived to offer relatively

low pay. Even though residents believed there was a slight increase in employment opportunities, residents maintained neutral attitudes towards the slight change. Though this finding supports Faulkner and Tideswell's (1997) suggestion that tourism increases employment opportunities, study findings suggest that residents are not affected by the slight increase, possibly because job vacancies resulting from tourism development are too few to be noticed.

Results suggested that residents were aware of the changes tourism development brought to the environment. Residents believed that tourism development only increased: 1) level of traffic and congestion in the area, 2) size of crowds restricting what activities residents can do in public places, 3) level of urbanization in the area, but brought no change to the natural environment and quality of the environment. Results supported suggestions by Ap and Crompton (1998) and Perdue *et al.* (1990) regarding the negative environmental impacts, such as over-crowding and increased traffic caused by tourism development. It also implies that residents are irritated and discontent with the above-mentioned changes. However, results did not support Faulkner and Tideswell's (1997) suggestion that tourism development negatively impacts natural beauty. The researcher speculates that a reasonable explanation might be because manifestations of natural beauty, such as parks, mainly are constructed.

Results also suggested that residents disliked the increase in level of traffic and congestion, and crowding, which restricted the ability of residents to enjoy their favourite activities. This finding supports the findings of other researchers such as Liu and Var (1986), and Akis, *et al.* (1996) of the negative environmental impacts of tourism development. However, residents had neutral attitudes towards the increase in the level of urbanization, and to the no change, tourism development brought to the natural environment.

Though Ap and Crompton (1998), suggested that the instrument can be applied to a number of communities affected by tourism, factor analysis results contradicted this finding.

Factor analysis results resulted in modifications to the ITI dimensions and number of scale items. After the scale was modified, the five new impact components were tested against independent demographic variables of gender, age, ethnicity, and length of residency. As with previous research (Mason & Cheyne, 2000) that found women to hold more negative attitudes towards tourism development than men, due to perceptions of increased traffic and crime, the survey results suggested that male residents had more positive perceptions towards the impact of tourism development on local services than female residents. This could be because of more employment opportunities for male residents in local services than for female residents. This could be because of more employment opportunities for male residents in local services than for female residents, even though Tooman (1997) suggested that tourism development can generate more employment opportunities in the tourism sector for female residents. Having suggested this, the researcher believes this matter could benefit from further investigation.

When the five impact components were tested against the age variable, differences by age of perception of impacts on local services were not significant. In other words, the age of male and female residents did not affect attitudes towards the changes in local services. However, age did affect resident attitudes towards the impact on natural environment. Results contradicted Canvus & Tanrisevdi's (2002) findings, where older residents held more negative attitudes towards tourism development. Residents in their forties (regardless of gender) had higher perceptions of the changes to the environment as opposed to other residents in other age cohorts. Results suggested that younger adults, those in the age cohorts of 20 – 29 and 30 – 39, illustrated no significant attitudes and perceptions towards any changes by tourism development to community, local services, traffic, environment, and culture. This could be because older residents are more aware of the changes to the natural environment, and are slower in adapting to changes in the natural environment, than younger residents.

Survey results contradicted research findings by Harrill (2004), who suggested that the longer residents resided in a country, the more opposed they would be to the changes brought by tourism. However, it was not the case with residents in Doha, where residents who have lived in Doha for five years or less, had less favourable attitudes towards the changes in the level of crowd and congestion, than residents who have resided in Doha for more than five years. In other words, though residents were aware of the changes tourism development brought to Doha, it was only residents who lived in Doha for five years or less who expressed dislike for the increased traffic as a result of tourism. There is no known explanation to the researcher, but a reasonable suggestion might be because residents who have resided in Doha for more than five years have grown used to the increase in traffic and no longer notice it increasing, as opposed to newcomers.

Due to the ethnic diversity in Doha, and distinction between local citizens and expatriate residents, ethnicity was an important factor to study. Results suggested that Qataris favoured the improved changes in local services as opposed to expatriate residents who were not in favour of the change. This could be because local citizens are given priority for employment opportunities in local services, where local citizens could be experiencing the changes as they take place. However, expatriate residents of African ethnicity were more accepting of the increase in traffic and congestion, whereas residents of Asian ethnicity were more aware of changes in the natural environment than residents of other ethnicities. It is unclear to the researcher as to why residents would favour the increase in the level of crowding and congestion in Doha. The researcher believes this matter would benefit from further investigation.

The content analysis of forums revealed mixed feelings and attitudes by residents (primarily expatriate residents) towards tourism development. The most dominant attitude expressed was that of "tourism? *What tourism?*" which included: 1) denial of tourism, 2) skepticism of the potential of tourism's success in Qatar, and 3) perceptions of the immaturity of

the sector. These attitudes did not reflect the attitudes towards impacts of tourism development, but reflected the attitudes of residents towards the chances of a successful tourism sector in Doha. About one-in-four (25.5%) of forum entries reflected the doubt residents expressed towards the existence of the tourism sector, tourism development, and the presence of tourists in Doha. Though this was the most expressed attitude among forum entries, it contradicts the statistics provided by the Qatar Tourism Authority (QTA, 2009) and Qatar Statistics Authority (2009). These statistics show a 24.5% increase in the number of leisure tourists from 2007 to 2008 arriving through Qatar National Airport with a total number of upcoming and planned hotel rooms and apartments under Qatar National Hotels (QNH). It is important to note that individuals arriving into Qatar are distinguished as either a leisure tourist or business tourist. The distinction is made by custom officials upon tourist arrival based on the visa status of the tourists. In other words, the tourist visa states whether the purpose of the trip is business or leisure. For tourists who obtain a visa upon arrival, the purpose of the trip would be identified by custom officials upon tourist arrival.

Moreover, in the first quarter of the year 2009, Qatar received 803,504 leisure visitors and 22,455 business visitors. The researcher believes that these contradictory findings could be a result of two things: 1) the inability of residents to distinguish between expatriate residents and tourists, or 2) the strong belief that the tourism sector will not succeed prevents residents from seeing things differently. In other words, because residents believe that there is nothing that would appeal to visitors, they are not capable of recognizing tourists when they see them. This could imply that certain residents are not in favour of the tourism sector in Qatar and hence do not believe the tourism sector would succeed. Moreover, with residents not believing in the tourism sector's existence it could negatively affect marketing efforts by the government and tourism authority, as residents' belief and word-of-mouth are discouraging. Moreover, Qatar is

not like many tourist destinations, it lacks historical sites and natural beauty which could lead residents to believe that the tourism sector will not be successful.

Furthermore, 20.6 percent of attitudes, expressed residents being skeptical of tourism's success due to the recently imposed regulations regarding dress code, alcohol consumption, and behaviour in public. Though it is unclear as to why these regulations have been put into place, the researcher believes it could be the government's way of maintaining culture and traditions. Having stated, it would be beneficial to further investigate whether or not residents with skeptical attitudes would become supportive of tourism development, if regulations become more liberal.

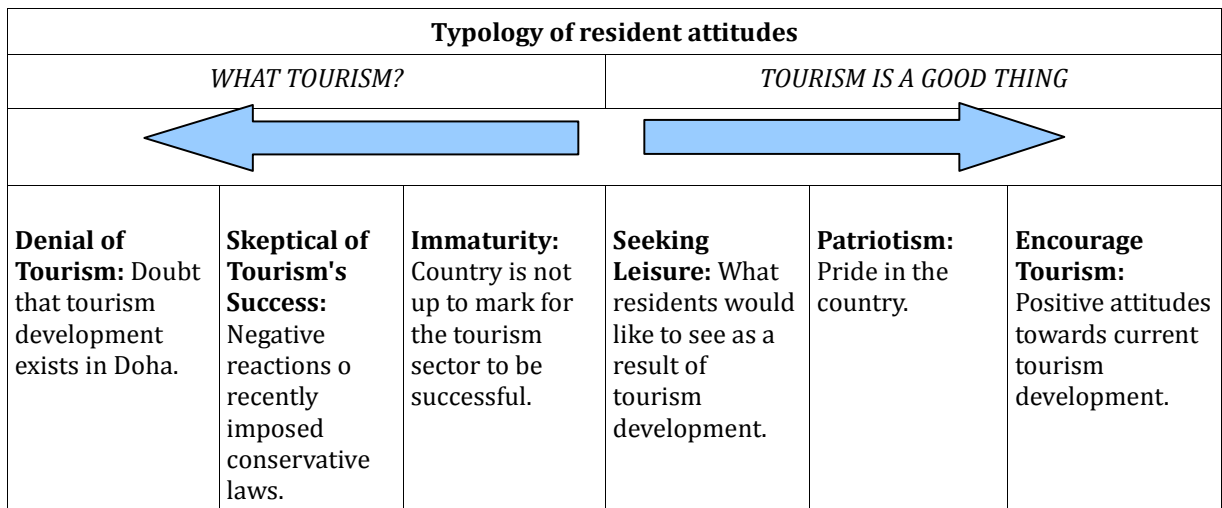
Statistical results suggested that residents were aware of the increase in the level of urbanization (type of city development) in the area, 11.1 percent of forum entries contradicted this finding. Forum entries under the "*perceptions of immaturity*" sub-theme, expressed the lack of appropriate infrastructure and development to accommodate a successful tourism sector. However, 14.3 percent of forum entries (those under *patriotism*) supported the statistical finding, where residents were aware of tourism development and government efforts to attract tourists, organizing events, e.g., tennis championships, friendly soccer matches. Residents who were "*patriotic*" in their forum entries, were also aware of the presence of tourists in Doha, as opposed to residents who questioned the existence of tourism in Doha.

Furthermore, 28.5 percent of forum entries were based on residents' expressed "*encouragement for tourism*" and "*seeking leisure*". These expressed attitudes reflected on residents' awareness of the increased entertainment and constructed attractions that could be brought by tourism development. Subjective interpretation of resident attitudes towards more entertainment, support the statistical findings where residents favoured the increased shopping facilities and variety of restaurants. Attitudes where residents expressed "*patriotism*" through

suggestions made about upcoming cultural village, the Museum of Islamic Arts, and all the activities tourists can do to explore Qatar's modern image and culture, further supports statistical findings of residents' awareness and satisfaction towards the increased cultural programs and activities. However, though residents expressed support and awareness of the benefits and entertainment that tourism development brings, residents did not want the inappropriate tourist behaviour. For example, forumers expressed: "I would love to see Qatar as an affordable destination for all. I do not want to see irresponsible tourists which may affect the country socially over [the] long term", "tourism is highly appreciated and welcomed in Doha, especially with all the entertainment it brings, just as long as it does not attract the drunken squad Dubai attracts".

Moreover, the attitudes expressed through forum entries were classified into a typology of ideal types, which reflected the range of attitudes that can be held by residents. On one side of the typology are the residents with attitudes denying tourism "*denial of tourism*", and on the other side are residents who had positive attitudes towards the current tourism development "*encourage tourism*" (Figure, 4).

Figure 4: Typology of resident attitudes based on field observations.



The proposed typology of resident attitudes is unlike Singh *et al's* (2003) typology of host-guest interactions. The proposed typology focuses on the range of attitudes residents of Qatar can express towards tourism development, whereas Singh *et al's* (2003) refers to relationship scenarios between communities and the tourism sector. Though ideally, a “win-win” relationship scenario is sought, it was not the case for Qatar. The researcher suggests that the range of mixed resident attitudes places the community of Qatar between at either a “win-win” scenario or a “lose-win” scenario. A “win-win” scenario is the situation where part of the community encourages tourism and interaction with tourists and at the same time the tourism sector is benefiting from government promotion, increased tourism development and increasing international arrivals. However, the “lose-win” scenario is the situation where part of the community is displeased with the increase in international tourist arrivals and inappropriate tourist behaviour, while the tourism sector continues to benefit from government promotion efforts.

Through field observations, the researcher observed two behaviours: 1) acceptance of tourism, and 2) disapproval of tourism. Accepting behaviours reflected on the friendly host-guest interactions that took place and the awareness of other cultures. According to the researcher's observations, the demonstration effect played a part in the friendly host-guest interactions. Locals who were dressed in non-traditional clothing, socialized more and were more relaxed around tourists than those who wore traditional local clothing. This implies that though the demonstration effect is suggested by Haralambopolous and Pizam (1996) to negatively affect community values, it enables residents to relate and socialize with tourists. However, this does not mean that residents in traditional clothing would not have friendly behaviours, just because such behaviours were not observed.

Behaviours related to disapproval of tourist behaviour in public were expressed by both

expatriate residents and citizens. From these observations, it was clear to the researcher that some tourists were unaware of the do's and don't's of behaving in public, or had minimum research done about the culture and traditions of Doha prior to arrival. It was observed, however, that tourists from neighbouring countries, who share similar traditions and a conservative culture, behaved inappropriately, which irritated residents. Such inappropriate behaviour could be one of the reasons as to why the government has implemented tighter regulations, in order to minimize the inconvenience that could be caused to residents and citizens. However, forumers expressed their concern that tighter regulations will not be of benefit to Qatar's tourism sector.

Having stated, research findings generated mixed attitudes and behaviours from residents, the researcher speculates that in the case of Qatar, it is the government and social/cultural nature of the country that impact the tourism sector, rather than the other way around, where the tourism sector is impacting the country. Furthermore, the researcher believes expressed attitudes and observed behaviours are based on the experience and interaction of residents with tourists, suggesting support to the theories of social exchange and social representations. In the case of Qatar, residents who had a positive interaction with tourists will perceive the interaction and presence of tourists from a positive perspective as opposed to resident who, for example, witnessed inappropriate tourist behaviour. Moreover, residents are also likely to base their attitudes on the word-of-mouth of colleagues, family members and the media, even though media articles were a positive report on government efforts.

5.3 Recommendations

The findings of this study leads to four recommendations for local government officials and members of the tourism authority. First of all, it is recommended that government officials and tourism authority members work towards more investments in cultural programs and activities,

and in providing more entertainment and leisure facilities (e.g., malls, restaurants, amusement parks, public beaches) that would appeal to residents before appealing to tourists. Increased leisure and entertainment could also decrease the level of tourist crowds restricting residents from doing activities in public places. In other words, it offers a wider variety of facilities instead of the facilities currently available.

Secondly, results suggested that there is a divide between resident attitudes towards tourism development and government efforts to promote tourism in the country. Some residents believe the tourism sector does not exist and that there are no tourists coming to Doha, while other residents acknowledge current tourism development and are aware of the presence of tourists. Therefore, it is suggested that government and tourism authority members, make residents aware of tourism development efforts, as well as potential benefits of tourism through awareness campaigns or local exhibitions.

Thirdly, the objective of this study was to apply Ap and Crompton's (1998) Index of Tourism Impacts to explore the attitudes of residents in Qatar towards tourism development within the country. However, research findings did not reflect the negative impacts that could result from tourism development on social/cultural, environmental, and economic characteristics of Qatar. This is mainly because the scale did not measure the negative impacts of tourism but measured resident attitudes and opinions towards the change (if any) the tourism development brought. Therefore, and knowing that tourism development can result in potential negative impacts, it is recommended that government officials and tourism authority members study the potential negative impacts resulting from tourism development, in order to maintain a balance between a successful tourism sector, the satisfaction of residents, and sustaining the culture.

Finally, in order to establish Qatar as a destination for cultural tourism, leisure, business and sport events, and government officials need to re-evaluate the recently implemented

regulations. Such regulations, as 21 percent of residents expressed, will bring more damage to the country's tourism sector than benefiting it. If the purpose of implementing tighter regulations is to maintain cultural traditions and decrease liberal traits expressed through tourist behaviours, it is suggested that cultural and traditional awareness be created for tourists. For example, by publishing brochures, producing websites, or printing articles in in-flight magazines of major carriers coming into Qatar (especially Qatar Airways) on Doha's traditions, culture, and what tourists are encouraged to do and not do. Moreover government and tourism authority officials should take into consideration the nearby competition, the United Arab Emirates (U.A.E). In order to gain a competitive advantage over the U.A.E, and appeal to more tourists, the tighter regulations need to be re-considered, and attractions and entertainment facilities should offer more activities than those available in the U.A.E. In addition to ensuring that leisure facilities and activities appeal to both residents and a wide range of tourists, and to be educational to both tourists and residents.

5.4 Limitations to the Research

This section covers the few limitations that arose during the research period in terms of data collection and interpretation.

1. Though the use of a snowball sample for empirical data collection was deemed appropriate for the study, it has some intrinsic limitations, particularly the fact that snowball sample is not necessarily representative. In particular, the potential respondents identified tend to have similar characteristics, especially more liberal or secular attitudes, than traditional, conservative Qataris.
2. Survey responses of respondents might not be a precise reflection of their attitudes

and opinions due to their familiarity with the researcher or a desire to “tailor” their responses to conform to what they might think the researcher wanted to hear.

3. Personal observations of resident and tourists interactions in public places might not be representative of the public attitudes across Qatar's society. In addition to the researcher's bias in viewing resident attitudes in public places where host-guest interactions take place (e.g., constructed tourist attractions, restaurants, hotels and resorts). For example, failing to observe certain behaviours or attitudes that, to the researcher might seem natural.
4. Another limitation during personal observation of host-guest interactions in public areas, was the researcher's inability to identify when tourists would be visiting public areas. In other words, not knowing when tourists would be visiting certain tourist areas (e.g., resorts, restaurants, parks). In addition to not being able to carry out observations at the same time intervals.
5. Though there were quite a few forum entries made by citizens, forum entries were mainly made by expatriate residents living in Doha, which meant that attitudes and opinions were expressed from an expatriate resident's point of view. Therefore, expressed attitudes and opinions of tourism development might not necessarily be representative of Qatar's society.
6. Another limitation resulting from content analysis of blog entries and media articles is the assumption that ideas, concepts or issues regarding resident attitudes and tourism development might not exist if they were not mentioned in web-logs or the mass media.
7. A further limitation to forum entries results from the researcher's inability to know exactly the profile of forumers. Even though the forumer profiles are accessible,

profiles might not necessarily be an accurate reflection of who these forumers are. Furthermore, the researcher does not know the motive behind making a forum entry.

8. Statistical findings, personal observation findings and the attitude typology derived from attitudes expressed through forum entries might not necessarily be representative of resident attitudes in neighbouring countries and within the region sharing a similar conservative culture.
9. Another research limitation was based on local mass media, where there were no articles related to resident attitudes on Doha's tourism sector and tourism development.

5.5 Recommendations for Future Research

One of the main objectives of the study was to apply Ap & Crompton's (1998) Index of Tourism Impacts (ITI) in order to explore residents' attitudes towards tourism development in the State of Qatar. Based on the results of the factor analysis, it is recommended that modifications to the belief scale items and dimensions are carried out, to better fit countries in the Middle-East. It is also recommended that the scale be tested to determine its reliability in different cultural contexts. For example, applying the modified scale to Dubai, a city with a more developed and advanced tourism sector. Furthermore, it is recommended that further research is carried out, to test the validity of the typology and whether it applies to residents in neighbouring countries.

Results suggested the need for further research into resident attitudes towards the increase in pride level among residents. Are local citizens more favourable to the increase in pride levels than expatriate residents? If so, why? Carrying out focus groups or a series of interviews might shed light on why an increase in pride levels among residents is not favoured. Results also suggested that further research would be beneficial with regards to skeptical

resident attitudes. In other words, investigating whether or not skeptical residents would change their attitudes to become more supportive or patriotic towards the tourism sector and tourism development, if regulations became more liberal and residents become more aware of the tourism sector. Further research is also required regarding reasons as to why residents of Asian ethnicity are in favour of the increase in the level of crowding and congestion. Even though crowding and congestion is a common negative impact of tourism development on the environment. Moreover, survey results suggested further research regarding why women do not positively evaluate the increased change brought to local services as a result of tourism development, and whether or not their attitudes are based on employment priority to male residents.

Furthermore, research into tourist attitudes regarding the tourism sector in the State of Qatar, the hospitality of residents, and their overall experience is deemed beneficial. This would give a detailed insight into what attracts tourists to Qatar, what can be improved on from the visitors' perspective, and whether or not tourists experienced any hostility from residents. This issue was not covered in detail throughout the study, due to limited findings.

Although the study focused on resident attitudes towards tourism development, and valuable information regarding resident attitudes and behaviours was collected, talking to tourism authority members would also be useful. Detailed insight would be provided on development plans, upcoming events, and destination marketing efforts. In addition, to information on the efforts carried out to enhance tourist experience in Qatar and feedback received (if any) from tourists.

Lastly, it is deemed beneficial to carry out focus groups to further understand and identify resident attitudes. It is recommended, that Qatari citizens and expatriate residents are grouped into two separate focus groups. Though it could be challenging to form a Qatari citizen

focus group, it would enable a better understanding of how citizens and residents feel towards tourism development.

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APPENDIX A: Index of Tourism Impacts (Ap & Crompton, 1998)

| Domain | Item |
|--------------------------------|---|
| <i>Social and Cultural</i> | Demand for historical activities |
| | Demand for cultural activities and programs |
| | Variety of cultural facilities and activities in the community |
| | Opportunities to learn about other people and cultures |
| | Awareness/recognition of the local culture and heritage |
| | Variety of entertainment in the area |
| | Opportunities to restore and protect historical structures |
| | Opportunities to meet interesting people |
| | Understanding of different people and cultures by residents |
| | Life and vitality of the community |
| <i>Economic</i> | Revenue generated in the local economy |
| | Number of jobs in the community |
| | Personal income of local residents |
| | Amount of income going to local businesses |
| | Variety of shopping facilities in the area |
| | Investment and development spending in the area |
| | Variety of restaurants in the area |
| <i>Crowding and Congestion</i> | Level of traffic congestion in the area |
| | Size of crowds that restrict what activities you do in public areas |
| | Noise level in the community |
| | Number of driving hazards created by tourists |
| <i>Environmental</i> | Natural environment |
| | Wildlife (plants, birds, and animals) in the local area |
| | Quality of natural environment |
| | Level of urbanization (city-type development) in the area |
| <i>Services</i> | Physical ability of local services (e.g. police, fire, medical) to meet user demand |
| | Quality of local services (e.g., police, fire, medical, and utilities) |
| | Financial resources of local services |
| <i>Taxes</i> | Amount of local taxes collected |
| | Amount of local property taxes collected |
| | Amount of local sales taxes collected |
| <i>Community Attitude</i> | Positive attitudes of local residents toward tourists |
| | Community spirit among local residents |
| | Pride of local residents |

APPENDIX B: Question formats used to measure the belief and the evaluate dimensions of tourism impacts (Ap & Crompton, 1998)

| Part 1. <i>We seek your opinions about CHANGES that are associated with tourism development. Please let us know the level of change that has occurred by each item listed below. (Circle one number or category).</i> | | | | | | |
|---|---------------------------|--------------------------|---------------------------------|--------------------------|-----------------------|-------------------|
| ITEM | LEVEL OF CHANGE | | | | | |
| Tourism has brought about the following type of change in the: | <i>Large Decrease</i> | <i>Moderate Decrease</i> | <i>No Change</i> | <i>Moderate Increase</i> | <i>Large Increase</i> | <i>Don't Know</i> |
| Personal Income of local residents | 1 | 2 | 3 | 4 | 5 | DK |
| Level of traffic congestion in the area | 1 | 2 | 3 | 4 | 5 | DK |
| Part 2. <i>In Part 1 of the survey we asked you to rate the level of change associated with tourism development, but now we are interested in finding how much you LIKE or DISLIKE the changes that take place. Please indicate your level of like or dislike for each item listed. (Circle one number)</i> | | | | | | |
| ITEM | LEVEL OF LIKING/DISLIKING | | | | | |
| The changes brought about by Tourism in the: | <i>Dislike</i> | <i>Somewhat Dislike</i> | <i>Neither like nor dislike</i> | <i>Somewhat like</i> | <i>Like</i> | |
| Personal income of local residents | 1 | 2 | 3 | 4 | 5 | |
| Level of traffic congestion in the area | 1 | 2 | 3 | 4 | 5 | |

APPENDIX C: Cover Letter and Survey Instrument

22nd October, 2009

Dear Sir/Madam,

This letter is an invitation to consider participating in a study I am conducting as part of my Master's degree in the Department of *Recreation and Leisure* at the University of Waterloo in Canada, Ontario under the supervision of Professor *Stephen Smith*. I would like to provide you with more information about this project and what your involvement would entail if you decide to take part.

Over the past decade, the State of Qatar witnessed an increase in the influx of international tourists, and major boom in the development of the tourism sector. Allowing Qatar to progress steadily towards its goal of becoming a major player in the Middle East's tourism sector. Therefore, the purpose of this study is to identify the attitudes of residents in the State of Qatar towards tourism development by applying Ap & Crompton's (1998) Index of Tourism Impacts.

The survey instrument will take approximately 15 minutes to complete. Your participation in this study is voluntary. You may decide to withdraw from completing the survey at any time by advising the researchers. All information you provide is considered completely confidential. Your name will not appear in any thesis or report resulting from this study. Data collected during this study will be retained for approximately seven months in my supervisor's office. Only researchers associated with this project will have access to the data. There are no known or anticipated risks to you as a participant in this study. The data collected from the survey instrument will contribute to a better understanding of the attitudes of residents in the country and for better future tourism planning and development decisions beneficial for both residents and the tourism sector.

If you have any questions regarding this study, or would like additional information to assist you in reaching a decision about participation, please contact me by e-mail at

makkawi@ahsmail.uwaterloo.ca. You can also contact my supervisor, Professor Stephen Smith at +1-519-888-4567 ext. 84045 or e-mail slsmith@healthy.uwaterloo.ca. If you are interested in receiving information regarding the results of this study, please contact me through my e-mail address listed above. If you would like a summary of the results, please let me know by sending me an e-mail to the address listed. When the study is completed, I will send it to you. The study is expected to be completed by August 2010.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision regarding participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes from the Office of Ethics, at +1-519-888-4567 Ext. 36005 or ssykes@uwaterloo.ca.

Thank you in advance for your assistance in this project.

Yours Sincerely,

Student Investigator
Mais Akkawi

RESIDENTS' ATTITUDES TOWARDS TOURISM DEVELOPMENT IN DOHA

The purpose of the survey is to identify the attitudes of residents in Doha towards tourism development. The survey is divided into three sections, the first section requires you to rate the level of change associated with 32-attitude items. The second section requires you to rate the level of like or dislike associated with the same 32-attitude items. The third and last section seeks demographic information of each respondent. The survey should take approximately 10 to 15 minutes to fill out. Your participation is highly appreciated as very limited research has taken place regarding residents' attitudes towards tourism in this region. Your responses and privacy will be anonymous and protected.

Section One: To better understand residents' attitudes towards tourism development, your opinions about the CHANGES associated with tourism development in Doha are required. Please indicate the level of change associated with the 32-attitude items listed below. (Circle only one number or category).

| ITEM | LEVEL OF CHANGE | | | | | |
|--|-----------------------|-------------------|-----------|-------------------|----------------|------------|
| | <i>Large Decrease</i> | Moderate Decrease | No Change | Moderate Increase | Large Increase | Don't Know |
| Tourism has brought about the following type of change in the: | | | | | | |
| (1) Social and Cultural | | | | | | |
| (a) Demand for historical activities and programs. | 1 | 2 | 3 | 4 | 5 | DK |
| (b) Demand for cultural activities and programs. | 1 | 2 | 3 | 4 | 5 | DK |
| (c) Variety of cultural facilities and activities in the community. | 1 | 2 | 3 | 4 | 5 | DK |
| (d) Opportunities to learn about other people and cultures. | 1 | 2 | 3 | 4 | 5 | DK |
| (e) Awareness/Recognition of the local culture and heritage. | 1 | 2 | 3 | 4 | 5 | DK |
| (f) Variety of entertainment in the area. | 1 | 2 | 3 | 4 | 5 | DK |
| (g) Opportunities to meet interesting people. | 1 | 2 | 3 | 4 | 5 | DK |
| (h) Opportunities to restore and protect historical structures. | 1 | 2 | 3 | 4 | 5 | DK |
| (i) Understanding of different people and cultures by residents. | 1 | 2 | 3 | 4 | 5 | DK |

| | | | | | | |
|--|---|---|---|---|---|----|
| (j) Life and vitality of the community. | 1 | 2 | 3 | 4 | 5 | DK |
| (2) Economic | | | | | | |
| (a) Revenue generated in the local economy. | 1 | 2 | 3 | 4 | 5 | DK |
| (b) Number of jobs in the community. | 1 | 2 | 3 | 4 | 5 | DK |
| (c) Personal income of residents. | 1 | 2 | 3 | 4 | 5 | DK |
| (d) Amount of income going to local businesses. | 1 | 2 | 3 | 4 | 5 | DK |
| (e) Variety of shopping facilities in the area. | 1 | 2 | 3 | 4 | 5 | DK |
| (f) Investment and development spending in the area. | 1 | 2 | 3 | 4 | 5 | DK |
| (g) Variety of restaurants in the area. | 1 | 2 | 3 | 4 | 5 | DK |
| (3) Crowding and Congestion | | | | | | |
| (a) Level of traffic congestion in the area. | 1 | 2 | 3 | 4 | 5 | DK |
| (b) Size of crowds that restrict what activities you do in public areas. | 1 | 2 | 3 | 4 | 5 | DK |
| (c) Size of crowds that affect your enjoyment of activities in public areas. | 1 | 2 | 3 | 4 | 5 | DK |
| (d) Noise level in the community. | 1 | 2 | 3 | 4 | 5 | DK |
| (e) Number of driving hazards created by tourists. | 1 | 2 | 3 | 4 | 5 | DK |
| (4) Environmental | | | | | | |
| (a) Natural environment. | 1 | 2 | 3 | 4 | 5 | DK |
| (b) Wildlife (plants, birds, & animals) in the local area. | 1 | 2 | 3 | 4 | 5 | DK |
| (c) Quality of natural environment. | 1 | 2 | 3 | 4 | 5 | DK |
| (d) Level of urbanization (city-type development) in the area. | 1 | 2 | 3 | 4 | 5 | DK |
| (5) Services | | | | | | |
| (a) Physical ability of local services (e.g., police, fire, medical utilities) to meet user demand. | 1 | 2 | 3 | 4 | 5 | DK |
| (b) Quality of local services (e.g., police, fire, medical, and utilities). | 1 | 2 | 3 | 4 | 5 | DK |

| | | | | | | |
|---|---|---|---|---|---|----|
| (c) Financial resources of local services (e.g., police, fire, medical, and utilities). | 1 | 2 | 3 | 4 | 5 | DK |
| (6) Community attitude | | | | | | |
| (a) Positive attitudes of local residents toward tourists. | 1 | 2 | 3 | 4 | 5 | DK |
| (b) Community spirit among local residents. | 1 | 2 | 3 | 4 | 5 | DK |
| (c) Pride of local residents. | 1 | 2 | 3 | 4 | 5 | DK |

Section Two: In this section you are required to indicate how much you LIKE or DISLIKE the changes that take place in Doha. Please indicate your level of like or dislike for each of the 32-attitude items listed below. (Circle one number only).

| ITEM | LEVEL OF LIKING/DISLIKING | | | | |
|---|---------------------------|-------------------------|---------------------------------|----------------------|-------------|
| | <i>Dislike</i> | <i>Somewhat Dislike</i> | <i>Neither like nor dislike</i> | <i>Somewhat like</i> | <i>Like</i> |
| The changes brought about by Tourism in the: | | | | | |
| (7) Social and Cultural | | | | | |
| (a) Demand for historical activities and programs. | 1 | 2 | 3 | 4 | 5 |
| (b) Demand for cultural activities and programs. | 1 | 2 | 3 | 4 | 5 |
| (c) Variety of cultural facilities and activities in the community. | 1 | 2 | 3 | 4 | 5 |
| (d) Opportunities to learn about other people and cultures. | 1 | 2 | 3 | 4 | 5 |
| (e) Awareness/Recognition of the local culture and heritage. | 1 | 2 | 3 | 4 | 5 |
| (f) Variety of entertainment in the area. | 1 | 2 | 3 | 4 | 5 |
| (g) Opportunities to meet interesting people. | 1 | 2 | 3 | 4 | 5 |
| (h) Opportunities to restore and protect historical structures. | 1 | 2 | 3 | 4 | 5 |
| (i) Understanding of different people and cultures by residents. | 1 | 2 | 3 | 4 | 5 |
| (j) Life and vitality of the community. | 1 | 2 | 3 | 4 | 5 |
| (8) Economic | | | | | |
| (a) Revenue generated in the local economy. | 1 | 2 | 3 | 4 | 5 |
| (b) Number of jobs in the community. | 1 | 2 | 3 | 4 | 5 |
| (c) Personal income of residents. | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|---|---|---|---|---|
| (d) Amount of income going to local businesses. | 1 | 2 | 3 | 4 | 5 |
| (e) Variety of shopping facilities in the area. | 1 | 2 | 3 | 4 | 5 |
| (f) Investment and development spending in the area. | 1 | 2 | 3 | 4 | 5 |
| (g) Variety of restaurants in the area. | 1 | 2 | 3 | 4 | 5 |
| (9) Crowding and Congestion | | | | | |
| (a) Level of traffic congestion in the area. | 1 | 2 | 3 | 4 | 5 |
| (b) Size of crowds that restrict what activities you do in public areas. | 1 | 2 | 3 | 4 | 5 |
| (c) Size of crowds that affect your enjoyment of activities in public areas. | 1 | 2 | 3 | 4 | 5 |
| (d) Noise level in the community. | 1 | 2 | 3 | 4 | 5 |
| (e) Number of driving hazards created by tourists. | 1 | 2 | 3 | 4 | 5 |
| (10) Environmental | | | | | |
| (a) Natural environment. | 1 | 2 | 3 | 4 | 5 |
| (b) Wildlife (plants,birds, & animals) in the local area. | 1 | 2 | 3 | 4 | 5 |
| (c) Quality of natural environment. | 1 | 2 | 3 | 4 | 5 |
| (d) Level of urbanization (city-type development) in the area. | 1 | 2 | 3 | 4 | 5 |
| (11) Services | | | | | |
| (a) Physical ability of local services (<i>e.g.</i> ,police, fire, medical utilities) to meet user demand. | 1 | 2 | 3 | 4 | 5 |
| (b) Quality of local services (<i>e.g.</i> ,police, fire, medical, and utilities). | 1 | 2 | 3 | 4 | 5 |
| (c) Financial resources of local services (<i>e.g.</i> ,police, fire, medical, and utilities). | 1 | 2 | 3 | 4 | 5 |
| (12) Community attitude | | | | | |
| (a) Positive attitudes of local residents toward tourists. | 1 | 2 | 3 | 4 | 5 |
| (b) Community spirit among local residents. | 1 | 2 | 3 | 4 | 5 |
| (c) Pride of local residents. | 1 | 2 | 3 | 4 | 5 |

Section Three: In this section you are required to fill in the necessary demographic information. (Please tick where appropriate).

(13). a) Are you a Qatari national?

Yes

No (If no please answer *b* and *c*)

b) What is your country of origin? _____

c) How long have you lived in Doha? _____

(14). What is the level of education you have completed?

- Less than high school Presently attending high-school
 High school graduate Presently attending College
 College graduate Presently attending university
 University graduate Presently attending post-graduate university
 Post-university graduate

(15). What sector do you currently work in?

- Oil and Gas Agriculture & Fishing Manufacturing
 Building & Construction Health & Social work Education
 Public Administration Hotels & Restaurants Tourism
 Finance, Insurance & Real Estate Transport & Communications
 Electricity & Water Unemployed
 Other (*please specify*)_____

(16). What is your total annual income?

- Less than QR. 20,000 QR. 20,001 - QR. 49,999
 QR. 50,000 – QR. 79,999 QR. 80,000 – QR. 109,999
 QR. 110,000 – QR. 139,999 More than QR. 140,000

(17). Age: 18 - 19 20 - 29 30 - 39 40 - 49 50 – 59
 60 or above

(18). Gender: Male Female

THANK YOU FOR YOUR PARTICIPATION!

I would like to thank you for your participation in this study. As a reminder, the purpose of this study is to identify the attitudes of residents in the State of Qatar towards tourism development by applying Ap & Crompton's (1998) Index of Tourism Impacts. The data collected from the survey instrument will contribute to a better understanding of the attitudes of residents in the country and for better future tourism planning and development decisions beneficial for both residents and the tourism sector.

Please remember that any data pertaining to yourself as an individual participant will be kept confidential. Once all the data are collected and analyzed for this project, I plan on sharing this information with the research community through seminars, conferences, presentations, and journal articles. If you are interested in receiving more information on the study, or an executive summary of the results of this study, or if you have any questions or concerns, please contact me at my email address ***makkawi@ahsmail.uwaterloo.ca***. When the study is completed, I will send it to you. The study is expected to be completed by **August 2010**.

As with all University of Waterloo projects involving human participants, this project was reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo. Should you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes in the Office of Research Ethics at 519-888-4567, Ext., 36005 or ssykes@uwaterloo.ca.

APPENDIX D: PERMISSION LETTER FOR OBSERVATION AT HOTELS AND RESORTS

Date: 22nd October, 2009

Dear Sir/Madam,

This is a letter describing a study I am conducting as part of my Master's degree in the Department of *Recreation and Leisure* at the University of Waterloo in Canada, Ontario under the supervision of Professor *Stephen Smith*. I would like to provide you with more information about this project and the permission being sought.

Over the past decade, the State of Qatar witnessed an increase in the influx of international tourists, and major boom in the development of the tourism sector. Allowing Qatar to progress steadily towards its goal of becoming a major player in the Middle East's tourism sector.

One component of this study is for me to make my own observations of places and locations where tourists visit Doha, Qatar. Therefore, I am seeking your permission to allow me to sit and record my own personal observations at this site. All information gathered is considered completely confidential. No name will appear in any thesis or report resulting from this study and no information will be recorded that will potentially identify any one or your place of business. I will be writing notes of my personal observations only. All information collected during this study will be retained for approximately seven months in my supervisor's office at the University of Waterloo in Ontario, Canada. Only researchers associated with this project will have access to this information. There are no known or anticipated risks to you in this study. The information collected will contribute to future tourism planning and development decisions beneficial for both residents and the tourism sector.

If you have any questions regarding this study, or would like additional information, please contact me by e-mail at makkawi@ahsmail.uwaterloo.ca. You can also contact my supervisor, Professor Stephen Smith at +1-519-888-4567 ext. 84045 or e-mail sismith@healthy.uwaterloo.ca.

If you are interested in receiving information regarding the results of this study, please contact me through my e-mail address listed above. If you would like a summary of the results, please let me know by sending me an e-mail to the address listed. When the study is completed, I will send it to you. The study is expected to be completed by August 2010.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision regarding participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes from the Office of Ethics, at +1-519-888-4567 Ext. 36005 or ssykes@uwaterloo.ca.

Thank you in advance.

Yours Sincerely,

Student Investigator
Mais Akkawi