



0160-7383(94)00081-6

GENDER AND COMMUNITY TOURISM DEPENDENCE LEVEL

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Abstract: Rural Idaho residents were surveyed to determine their perceptions and attitudes about tourism. The towns represented three levels of tourism dependence: high, moderate, and low. The study goals were to assess if women and men had differing perceptions, and to determine if there were gender differences at different tourism dependence levels. Descriptive statistical analysis of individual items was followed with factor analysis, which showed no differences in gender perceptions. However, items analyzed separately exhibited some differences due to gender. While past research suggests women and men do not benefit equally from tourism, this and other perception studies show few differences. Further exploration could include in-depth interviewing, longitudinal studies, or combined efforts. **Keywords:** gender, perceptions, economic dependence.

Résumé: Hommes, femmes et le niveau de dépendance communautaire au tourisme. On a fait un sondage d'opinion auprès des habitants ruraux en Idaho (USA) pour déterminer leurs perceptions au sujet du tourisme. Les villes ont représenté trois niveaux de dépendance au tourisme: haut, modéré et bas. Le propos était de déterminer si les hommes et les femmes avaient des perceptions différentes et si les différences variaient selon le niveau de dépendance au tourisme. Les résultats dépendent de la façon d'analyser chaque réponse. Alors que d'autres recherches suggèrent que les hommes et les femmes ne bénéficient pas des mêmes avantages du tourisme, les études sur les perceptions montrent peu de différences. Des explorations additionnelles pourraient utiliser des interviews en profondeur, des études longitudinales ou des efforts joints. **Mots-clés:** femmes et hommes, perceptions, dépendance économique.

INTRODUCTION

This paper addresses the role of gender as a factor in residents' perceptions of tourism development. A number of researchers have assessed host community perceptions and attitudes toward tourism development over the past two decades (Allen, Long, Perdue and Kieselback 1988; Ap 1990; Ap, Var and Din 1990; Ascher 1985; Butler 1993; Davis, Allen and Cosenza 1988; King, Pizam and Milman 1993; Long, Perdue and Allen 1990; Perdue, Patrick, Long and Allen, 1990; Ross 1992; Soutar 1993). Other research has found that men and women do not benefit equally as a result of tourism development in

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their communities (deKadt 1979; Enloe 1989; Henderson 1990; Hong 1985; Inskip 1991; Levy and Lerch 1991; Monk and Alexander 1986; Reynoso y Valle and de Regt 1979; Smaoui 1979; Smith 1989). As rural timber and farming communities of the Pacific Northwest change from traditional resource-based industries (such as timber, mining, and ranching) to service-oriented industries (such as tourism), many shifts in family support, employment status, pace of life, and life-style are rapidly taking place. Men who lose their jobs in traditional industries may find their wives, sisters, mothers, and other female relatives employed by local tourism operations. While tourism may provide employment for young persons and women, men of the community may perceive that tourism provides them few viable, respectable and thus acceptable opportunities for economic livelihood.

This paper examines the perceptions that women and men in rural Idaho (USA) towns have of tourism development. The research question was: "What differences, if any, exist among men and women in their perceptions of tourism development in the state as well as in their local area?" It allowed assessment of differences in the perceptions of women and men in towns highly dependent on tourism versus those who live in towns where tourism development is at a minimum. Although tourism is seen by many local leaders and state officials in Idaho as one key for tackling economic downturns in local timber, mining, and ranching industries, the relationship of gender and the differences in beliefs, attitudes, and life experiences it reflects have yet to be examined.

A number of studies specifically addressing gender and tourism can be found in the literature. These studies looked at aspects of tourism development other than perceptions. Ireland's ethnographic study of tourism development in southwest England found that as the traditional local economy (fishing) experienced hardships, women became more active in tourism development. "In the 19th century, men were prominent in the social and economic institutions in the parish, while in the present century the economic position is reversed, with the decline in the fishing industry and the rise in tourism" (1993:670).

Swain studied gender roles of the Cuna Indians of Panama in terms of indigenous tourism development. She noted "group stability is enhanced if tourism provides balanced opportunities for women and men" (1989:102). One study in Barbados assessed changing employment opportunities for men and women due to tourism development on the island and found, among other things, "that women tend to be in less stable, lower-paid, and lower-level jobs in the industry and often must balance domestic and market work" (Levy and Lerch 1991:67). However, the results showed that although women did not benefit to the degree men did from new jobs, women felt better about hotel work than traditionally available agriculture jobs. The authors discuss strategies for improved training, flexible work schedules, and government and industry programs for supporting women managers and small business operators. Women's perceptions, in this case, helped researchers understand the complexity of gains, losses, and needs of the women studied.

Some researchers studying residents' perceptions of tourism development have used the individual or household as a unit of analysis, while not distinguishing gender as a variable. In his study of Zambian residents' perceptions of tourism, Husbands found that age and educational attainment were the two "most important variables associated with tourism's effects" (1989:251). Gender was not included in the analysis.

A 1986 study of two small, rural communities in Idaho (Harris and Chavez 1988) surveyed residents' perceptions of tourism development in their local areas. Historically, both communities had relied primarily on the timber and wood products industry. Shifts in the timber industry over the past decade forced these towns to change. One community has diversified its economy and now relies on tourism, a prison, and a mental hospital. The second community has mainly targeted an expansion of tourism as its new economic base. The survey results showed that residents of both communities support tourism development and feel it should expand. The survey did not ask respondents about gender, so researchers could not distinguish women from men and evaluate differences in their perceptions.

Many of the studies on perceptions of tourism development have included gender as a variable. Although all of the studies cited here measured the significance of gender, some offer more discussion than others. In Pizam's (1978) study of residents' and entrepreneurs' perceptions and attitudes toward tourism, the gender of respondents was mentioned for entrepreneurs, but not for residents. Pizam and Pokela found that "women perceived higher negative impacts of a hotel-casino" (1985:159) being built in their community than did men.

Martin and McCool's study of Montana residents suggested that respondents' attitudes toward tourism development could be grouped in terms of the positive benefits of tourism, its negative impacts, the equity of providing tourists with services (i.e., who pays for their operation), and residents' perceptions of tourism economic benefits. They found significant differences between residents' perceptions depending on the level of tourism development in their community. Respondents in communities with higher levels of development were more "concerned about its impacts, costs, and who pays these costs" (1992:v). They found that significant differences among men and women existed for the benefits factor, but not for the other factors.

Allen et al (1988) conducted a study of Colorado residents' perceptions of overall satisfaction with community life and correlating those perceptions with levels of tourism development. They found that as development increased, residents' perceptions of tourism development tended to become more negative. No significant differences were found for gender, marital status, age, employment status, or length of residence of respondents. Liu and Var's (1986) study of resident attitudes toward tourism development in Hawaii found no significant differences due to gender. Place (i.e., island of residency) and ethnicity were the demographic variables contributing to the most significant differences in attitudes.

In a study of Florida residents, Milman and Pizam (1988) found

that respondents felt positive about the current level of tourism development in the state and supported its expansion. They found that male respondents were more supportive of tourism development than female respondents. When they conducted a multiple regression analysis of resident's attitudes toward tourism, however, they found that gender did not have a major effect when combined into other variables.

If these studies suggest slight to no significant differences among women and men in their perceptions of tourism development, why is this an important topic for further study? According to Hess and Ferree (1987), social science research has suffered from biases regarding women. The most prominent one is women's absence in many research projects. Research that includes the study of gender can help close this gap not only by assessing the differences among women and men, but also by ascertaining similarities in their attitudes and behaviors. Although some tourism research has focused on gender roles for a number of decades and has assessed the effects of changing traditional cultures on men and women, only recently has research focused on perceived benefits and impacts on men and women in the shifting rural economies of the Pacific Northwest.

A number of explanations may exist for the lack of difference in residents' perceptions noted in previous research. Some of these might include lack of real difference in the perceptions of men and women about tourism development; tourism work's being preferable to "traditional work" for women even if women are still benefiting less than men economically; lack of "consciousness-raising" among women about who is really paying the costs and who is benefiting from tourism development; or existence of instrument or measurement problems of which researchers remain unaware (Reinharz 1992).

Idaho residents were surveyed in the early 1970s by Knight and Hornocker (1971) who found that low population density, climate, and outdoor recreation opportunities were the advantages most respondents listed for living in Idaho. Low wages, poor facilities (e.g., education and roads), and distance from cultural centers were among the disadvantages listed. The authors recommended that Idahoans need to participate in planning so that improvements can be made to services, while controlling population influx and unplanned development. Twenty years later, Idahoans face similar challenges as rural areas compete for tourism and other industry dollars. According to the Idaho Department of Commerce, in 1993 Idaho was noted as one of the fastest growing states in the nation. The state's desirability is largely due to its continued low population density, low crime rates, and a rural, friendly atmosphere. Current emphasis on tourism development in the state may affect the quality of life residents value. Understanding what Idahoans think about tourism development in their state and communities was one of the goals of this research undertaking. The hypotheses for this study were, that women and men would have different perceptions about tourism development in Idaho and in their communities; and that women and men would have different perceptions of tourism development depending on their community's level of economic dependence on tourism.

PERCEPTIONS OF TOURISM DEVELOPMENT IN IDAHO

Study Methods

Idaho (about the size of the United Kingdom) is located in the western United States (Figure 1). Because of Idaho's large size, it would have been too costly to undertake a representative study of the entire state and its 44 counties. Therefore, this research opted for studying a selected number of counties with varying levels of dependence on tourism. Levels of economic dependence on tourism were determined for each of Idaho's 44 counties by calculating the ratio of per capita lodging receipts to per capita personal income. The concept of "relative tourism dependency" as used here was first described by Royer, McCool and Hunt (1974). In this case, lodging receipts were used as a surrogate for total tourism receipts. The formula used: Lodging Receipts (sales)/Population of County = Per Capita Receipts; Per Capita Receipts (sales)/Per Capita Income = Level of Tourism Dependence.

Each county received a score (of relative tourism dependence) according to this formula, from which all counties were ranked 1 to 44.

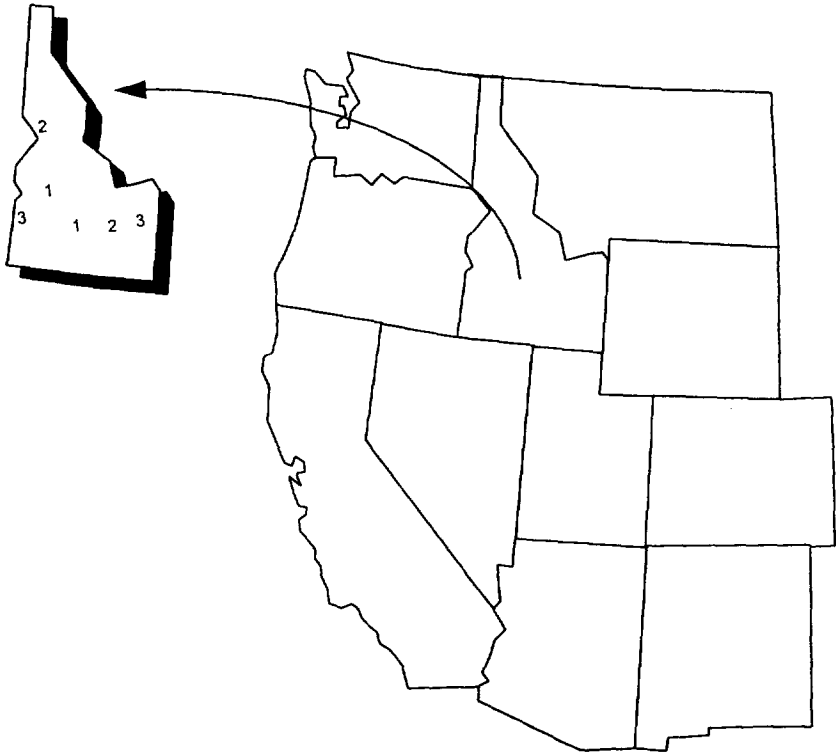


Figure 1. Idaho

From this list, the two counties with the "greatest tourism dependence" (the top two), the two counties with "moderate tourism dependence" (the two in the middle), and the two counties with the "least tourism dependence" (the last two) were selected. The largest community in each county was then selected (Figure 1).

Level one towns with the "greatest tourism dependence" can be characterized as winter-summer resort destinations with many hotels and second homes. Both towns have well-known ski areas (one, world-class) as well as back country winter access. Summer recreation in these towns includes nearby boating, fishing, wilderness activities, and easy access to a national recreation area. While not to the same extent as level one towns, the level two towns with "moderate tourism dependence" are dependent on tourism *as well as* other industries, such as lumber, farming, ranching, or, in the case of one town, a federal nuclear test facility. Businesses and leaders have targeted tourists who utilize recreational (including wilderness and national forest) areas that border the towns. Activities such as hunting, fishing, and visiting a nearby national monument predominate. The third level towns with the "least tourism dependence" can be characterized as those whose traditional industry includes farming of potatoes, wheat, fruit, etc. For a variety of reasons, these towns have not targeted recreational or tourism attractions, though in the case of one town, forest lands exist nearby.

The study population was systematically sampled, using a random start from telephone books. The percentage of listed households in each town ranges from 89.5% to 94.5% (personal communication with Suzie Molsee in 1993). The unit of analysis for this project was the individual respondent who was a member of a household having a listed telephone number for one of the study communities.

A mail-back questionnaire was sent to a random sample of 300 residents in each community. An attempt was made to elicit an equal number of male and female respondents by use of two different cover letters, specifically requesting a male or female respondent. The method was to request in the initial cover letter that either a male or female in the household respond to the questionnaire. To avoid reducing the response rate, each person receiving a questionnaire was asked to complete the survey if a person of the specified sex did not reside in that household. Thus, one respondent per household was surveyed.

The survey questionnaire was developed according to the publications by Dillman (1978) and Salant and Dillman (1993). The survey included questions adopted from a number of previously administered instruments about perceptions of tourism development (Caneday and Zeiger 1991; Harris and Chavez 1988; Long et al 1990; Martin and McCool 1992; Milman and Pizam 1988). It was pretested with several audiences and modified accordingly.

The survey instrument and cover letter were initially sent to 1,800 persons (300 per each of the six towns). Approximately one week later, a reminder postcard was sent. Four weeks after the initial mailing, a second questionnaire with cover letter was sent to all non-respondents. Press releases were sent to area newspapers detailing the project and urging survey recipients to participate.

No effort was made to check for non-response bias. In a similar

project, Martin and McCool (1992) conducted non-response surveys and found little to no non-response bias. However, since non-response bias cannot be determined for this project, the results reported in this paper should be considered tentative and not generalized to represent the characteristics, perceptions, or attitudes of the total population.

A preliminary section of the survey asked respondents about the types of recreation activities popular among tourists to their area. The second section asked them how dependent they felt Idaho was on tourism. Respondents also gave their impressions of the state's dependency on industries such as timber/wood products, farming, tourism, education, retail, ranching, and light industry. In the third section, nine statements assessed respondents' attitudes about tourism in Idaho. Section four asked respondents how dependent they thought their local community was on tourism. In addition, space was provided for them to identify issues or problems resulting from tourism in their community. Twenty-three items in section five measured attitudes respondents hold about tourism in their community. In the last section, respondents were asked to indicate how much change had occurred in the past three years in particular features of their area and to what degree the change was caused by tourism.

Demographic information also was collected, including birthplace, length of residence in the community, number of months spent each year in the community, gender, age, education level, occupation and employment status, family status, occupation and employment status of spouse, number of children under 18, and household income. These variables were selected primarily by assessing the types of relationships that had been established in previous studies, as reported in the literature, and those that were thought important in Idaho.

Gender and a community's level of economic dependence were considered primary independent variables. Other independent variables included age, income, employment status, family status, and length of residence in the community. Attitudes and perceptions were dependent variables.

One database was created combining all towns for analysis. The SPSSPC+ system 6.0 (Norusis 1993) was used for statistical analysis. For each section of the questionnaire with multiple statements and Likert-type scales, a reliability test was performed to determine alpha level and eigenvalues. To determine significance of individual statements, *t* tests were performed, followed by non-parametric Mann-Whitney *U* tests, and finally *F* tests using analysis of variance tests (ANOVA).

The SPSS FACTOR program using Principal Components analysis was used to analyze questionnaire items measuring people's attitudes about tourism and their perceptions of it. They were measured with 23 statements regarding local tourism development and 9 statements measuring attitudes about tourism development in the state. The purpose of the factor analysis was to identify those that represented distinct dimensions of attitudes based on similarities in responses and to explore possible interrelationships among these items through the data reduction process. A varimax rotation was used to search for simple and interpretable factors.

	Dependence on Tourism	Towns Selected	Usable ^a Total	Total Returns	Response Rate (%)
Level 1	HIGH counties	Ketchum	237	123	52%
		McCall	167 ^b	89	53%
Level 2	MODERATE counties	Grangeville	283	170	60%
		Arco	253	139	55%
Level 3	LOW counties	Rigby	252	128	51%
		Payette	251	135	54%
Total			1443	784	54%

^a Number of surveys actually delivered out of a total of 300 sent to each town.

^b Usable total low due to difficulty with mail delivery.

Figure 2. Response Rate

A list of 22 community characteristics measured how much change respondents perceived had occurred over the past three years and to what degree the change in each characteristic was caused by tourism. Preliminary analysis of this section consisted of cross-tabulations and Pearson's chi-square test. Finally, ranked industries were measured by gender and by level of economic dependence on tourism using simple frequencies.

Study Results

Seven-hundred and eighty-four returned surveys were entered for analysis. For each of the six towns surveyed, at least a 50% response rate for delivered surveys was achieved (Figure 2). Overall, the response rate was slightly higher than 54%. For each of the three levels of tourism dependence, a response rate of 50% was also achieved.

Respondents were slightly older than national census population averages for Idaho (Census 1992). They were more likely to be married. Fewer males responded than in the general population and a greater number of females responded. Fewer Idaho natives responded than are reported by the census. Education levels of respondents fell into the same ranges as those of the general population. No test for significance between respondents and the population was conducted.

Factor analysis of the 23 belief statements about tourism in the respondents' community (section 4 of the survey) yielded 3 factors. The third factor included only one statement, with a factor loading above .6 (.76741). The statement read: "I am happy with the way [community name] is planning for tourism." Multivariate analysis of this single item showed no significance by level of tourism dependence by gender, indicating no interaction due to gender by level.

One factor included 10 statements such as "I believe tourism in this area has increased the number of jobs available for people with my education and skills," "I personally benefit from tourism development," "The money that tourism brings to this area benefits the whole commu-

nity," and "Tourism has provided greater recreation opportunities for [community name] residents." This factor was called "benefits."

Another factor included nine statements and seemed to indicate negative impacts, with statements such as "I believe tourism is detrimental to my community's natural surroundings," "Parking is never available at local recreation sites because of tourists," "I feel less safe

Table 1. Residents Perceptions about Tourism in their Community

Factor 1: Benefits ^a	Factor Loading	Factor 2: Impacts ^b	Factor Loading
I believe tourism in this area has increased the number of jobs available for people with my education and skills.	.71622	I believe tourism is detrimental to my community's natural surroundings.	.61830
I believe tourism provides many worthwhile employment opportunities in this area.	.77986	Parking is never available at local recreation sites because of tourists.	.66107
I believe local and state government funds should be used to support tourism development efforts in this area.	.63163	I feel less safe in [community name] because of tourists.	.72641
I believe our elected officials should support tourism development efforts in [community name].	.62937	I believe outdoor recreation opportunities around [community name] are negatively impacted by tourists.	.67368
The money that tourism brings to this area benefits the whole community.	.70850	I believe my community should try to attract more tourists.	.60509
My community could support itself without tourism.	.67107	I believe tourists do not interfere with resident's enjoyment of this community.	.72960
I believe the quality of local services (fire, police, medical, utilities) has improved because of tourism.	.68336	Tourists cause traffic congestion in [community name]	.77502
Because of tourism in my area I feel my life is better off.	.72425	Tourism has caused the cost of living to go up in [community name]	.77450
Tourism has provided greater recreation opportunities for [community name] residents.	.77954	The tourism industry has too much political influence in my community.	.65091
I personally benefit from tourism development.	.71476		

^aEigenvalue 8.16 Alpha .896.

^bEigenvalue 3.72 Alpha .876.

Table 2. ANOVA for Benefit and Impact Factors

Source of Variation	Factor 1: Benefits	Factor 2: Impacts
Main Effects	.102	.515
Gender		
Level of tourism dependence	.000	.000
2-way interactions	.719	.132
Gender/Level		

Note: The figures above represent significance of *F* statistics, $p \leq .05$.

because of tourists," and "Tourism has caused the cost of living to go up." This factor was called "impacts." Two scales were constructed consisting of the items included in each factor. The factor called "benefits" and the factor called "impacts" were created by using an average score of all items in each factor (see Table 1 for a complete list of statements in each factor). In comparing benefits and impacts, analysis of variance indicated possible significance by gender for benefits ($p = .0574$), yet not for impacts ($p = .9548$).

Each factor was recorded from scale to rank coding. Analysis of variance was conducted on these, and the results showed a statistically significant difference for both factors due to level of tourism dependence, yet no statistically significant difference for either factor based on gender (Table 2). Thus, no interaction was evident by gender by level of economic dependence on tourism.

The analysis performed on the same 23 individual statements (see factor analysis above) indicated that differences in mean responses for two were statistically significant based on gender, while differences in mean rating due to level of tourism dependence were statistically significant on 21 of the 23 items. The two items for which responses differed by gender read: "I believe outdoor recreation opportunities around [name of town] are negatively impacted by tourists" ($p = .002$), and "My community could support itself without tourism" ($p = .000$). Men more often agreed that recreational opportunities for local residents had been negatively impacted by tourists, and women more often agreed that their community could support itself without tourism. The two statements were also significant by level of tourism dependence (Table 3), with respondents of communities at high levels of economic dependence on tourism more often agreeing that recreation opportunities are negatively impacted by tourists. Residents of communities with low tourism dependency more often agreed that their community could support itself without tourism, while residents at higher levels more often disagreed that their communities could support themselves without tourism.

Of the responses to the nine items asking residents how they perceived tourism in the state as a whole, differences in two based on gender were statistically significant. Neither of these items was significant by level of tourism dependence. The items were: "I believe non-residents should be allowed to develop tourism attractions in Idaho" ($p = .009$), and "I believe tourism development increases the number of

Table 3. Mean Responses by Level of Tourism Dependency^a

Belief Statements		High		Moderate		Low	
		Female	Male	Female	Male	Female	Male
I believe outdoor recreation opportunities around [name of town] are negatively impacted by tourists	Mean	3.16	2.97	3.56	3.30	3.66	3.47
	SD	.959	1.18	.940	1.00	.803	.826
My community could support itself without tourism	Mean	2.09	2.41	2.87	3.17	3.50	3.78
	SD	.911	1.16	1.04	1.02	.786	.957

^a1 = strongly agree; 2 = agree; 3 = neither; 4 = disagree; 5 = strongly disagree.

recreational opportunities for local residents” ($p = .0007$). Women felt more strongly that non-residents should not be allowed to develop tourism attractions in the state, while men were more inclined to say that tourism development does not increase the number of recreational opportunities for local residents. A factor analysis on the nine items yielded two factors, which were again labeled “benefits” and “impacts” (Table 4).

Analysis of variance performed indicated statistically significant differences in mean responses based on the level of tourism dependence

Table 4. Factors, Benefits, and Impacts

Factor 1: Benefits ^a	Factor Loading	Factor 2: Impacts ^b	Factor Loading
I believe tourism development improves the quality of life in an area.	.77624	I believe tourism development increases the traffic problems in an area.	.82989
I believe non-residents should be allowed to develop tourist attractions in Idaho	.63247	I believe tourism creates more crime and vandalism in Idaho.	.80031
I believe tourism development increases the number of recreational opportunities for local residents.	.73862		
I believe tourism provides many worthwhile employment opportunities in Idaho.	.74868		
I believe Idaho should emphasize tourism statewide as a form of economic development.	.83008		

^aEigenvalue 4.22 Alpha .8292.

^bEigenvalue 1.12 Alpha .6167.

for the factor labeled "impacts," while no statistically significant difference was found based on level by "benefits." No statistically significant differences were found due to gender by level (Table 5). Thus, for the nine statements asking respondents about tourism in Idaho, no differences due to gender were found.

The last section measured residents' perceptions of change over time in their community and whether they perceived a specific change was caused by tourism. A list of 22 community characteristics accompanied two questions: one, whether that characteristic has changed in [name of community] over the past three years, and, two, if that characteristic has changed, was that change caused by tourism. The 22 community characteristics ranged from number of jobs to crowding in local parks, increased cultural activities and the availability of land and housing, to quality of the natural environment and the availability of daycare services. The analysis performed on individual statements for the first question (whether the characteristic changed) indicated that differences in responses for seven were statistically significant based on gender (Table 6). A number were also significant by level of tourism dependence. The statements that were significant by gender were not consistently significant by levels of tourism dependency (Table 7). Further analysis needs to be done in this section to determine residents' perceptions of change in these communities and how much each relates specifically to tourism development.

In the section in which respondents were asked to rank industries they felt were important to Idaho's economy, they ranked ranching, government, timber/wood products, tourism, farming, education, light industry, retail, and "other." A number of respondents wrote in mining. Idaho National Engineering Laboratories (INEL) was also added by many respondents who lived in the community where INEL is a primary employer. Only a slight difference in the 6th and 7th ranks was found in the rankings due to gender. The order of importance for gender (starting with the most important) was farming, ranching, timber, tourism, light industry, government (female: education), education (male: government), and retail. Ranking based on the three levels of tourism dependency indicated that farming was ranked first across all three. Residents in communities highly dependent on tourism ranked tourism second, while it was ranked fourth in communities

Table 5. ANOVA for Benefits and Impacts

Source of Variation	Factor 1: Benefits	Factor 2: Impacts
Main Effects		
Gender	.494	.740
Level of tourism dependence	.523	.000
2-Way Interactions		
Gender/Level	.180	.325

Note: The figures above represent significance of F statistics, $p \leq .05$.

Table 6. Community Characteristics Significant by Gender

Community Characteristics		Percent ^a			Signifi- cance ^b
		Decrease	No Change	Increase	
Number of jobs available for women	Female	7	62	31	.021
	Male	6	52	42	
Restoration and protection of historical buildings or structures	Female	4	53	43	.002
	Male	6	64	30	
Variety of cultural facilities and activities (museums, music, dance)	Female	2	52	46	.057
	Male	3	60	37	
Availability of land and housing	Female	53	23	24	.058
	Male	56	27	17	
Outdoor recreation opportunities for locals	Female	7	56	37	.000
	Male	16	52	32	
Quality of social activities for locals	Female	10	57	33	.001
	Male	5	70	24	
The extent to which people help each other	Female	10	67	23	.008
	Male	16	69	15	

^a1 = decrease; 2 = no change; 3 = increase.

^bPearson chi-square, 2 *df*, *p* ≤ .05.

Table 7. Significant Responses by Gender^a

Community Characteristic	High Tourism Dependence	Moderate Tourism Dependence	Low Tourism Dependence
	Significance ^b		
Number of jobs available for women	.005	.259	.026
Restoration and protection of historical buildings or structures	.520	.034	.044
Variety of cultural facilities and activities (museums, music, dance)	.123	.101	.109
Availability of land and housing	.280	.131	.001
Outdoor recreation opportunities for locals	.532	.002	.035
Quality of social activities for locals	.297	.002	.229
The extent to which people help each other	.007	.607	.101

^a1 = decrease; 2 = no change; 3 = increase.

^bPearson chi-square, 2 *df*, *p* ≤ .05.

Table 8. Ranking of Industries by Residents at High, Moderate and Low Levels of Dependence

Rank	High	Moderate	Low
1	Farming	Farming	Farming
2	Tourism	Ranching	Ranching
3	Ranching	Timber/Wood Products	Timber/Wood Products
4	Timber/Wood Products	Tourism	Light Industry
5	Light Industry	Government	Tourism
6	Education	Education	Education
7	Government	Light Industry	Government
8	Retail	Retail	Retail

moderately dependent on tourism and fifth in communities identified as having low dependence on tourism (Table 8).

CONCLUSIONS

Past research on differences in perceptions of tourism development due to gender has offered mixed results. In the present research, although some significant differences by gender were found when statements or characteristics were assessed separately, factor analysis did not indicate significant differences based on gender. Overall, the results suggest that women and men perceive tourism in much the same way. Both perceive it a benefit to their local area and Idaho in general. Most respondents in towns with the highest level of tourism dependence felt that tourism is good for their economy. Similarly, residents with relatively no tourism dependence felt more tourism would be good for their area. Women and men seen equally concerned about the negative impacts they associate with tourism development. On the other hand, they also felt tourism was associated with the increase in crime and vandalism, their feeling less safe, increased traffic problems, outdoor recreation crowding, and increased tourism development in their area.

Analysis of residents' perceptions of tourism development in their communities showed significant differences between the three levels of tourism dependence. These differences helped validate that the similarities due to gender are real and not an artifact of the rating scale. Although residents' perceptions of tourism development differ significantly among communities with high, moderate, and low levels of tourism dependence, there is much similarity in the way men and women perceive tourism in each of these communities.

Women and men were hypothesized to have different perceptions about tourism development in Idaho and in their communities, and to have different perceptions of tourism development depending on their community's level of dependence on tourism. The results of this exploratory research suggest that although some small differences may be found among men and women in their perceptions of tourism development, for the most part, men and women share similar perceptions of tourism in Idaho and in their communities.

Male and female respondents did differ in their perceptions of the impacts of tourism development on local recreational opportunities. Women felt that tourism had negatively impacted recreational opportunities for local residents in their area, yet they also felt tourism had increased Idaho's overall number of recreational opportunities. Women were also more likely to perceive that their community could support itself without tourism, and they felt more negative than men about allowing non-residents to develop tourism attractions in Idaho.

Further research could explore possible reasons for these results. It could also seek to answer the major question posed by these and others findings: Why is it that women and men do not benefit equally from tourism, yet they share similar attitudes and perceptions about its development? Why is it that more differences in the perceptions of men and women about tourism development do not appear? Is it the case in Idaho that the differences in *actual* benefits are not great enough to influence *perceived* benefits and thus attitudes? Or, is there a problem with the survey questions— are they too global and general to differentiate more subtle gender-based differences in responses to tourism development?

Recent qualitative research using intensive, in-depth interviews has shown how deeply women and men have been impacted by changes in logging communities of the Pacific Northwest (Carroll and Lee 1990; Lee et al 1991; Warren 1992). Although differences in the perceptions of men and women were not included in these studies, it might be interesting to utilize their indepth approaches to studying tourism perceptions by asking if differences in perceptions become evident when a researcher does not determine *a priori* what to ask respondents. Another interesting study might involve a longitudinal analysis of the perceptions of men and women in similar towns as they shift from resource-based timber or mining industries to tourism development.

Finally, why is further exploration of gender issues or research on women and tourism important? As Henderson, Bialeschki, Shaw and Freysinger (1989) ask, "why study women?" (1989:4). A variety of reasons exist, including a continuing "gender-based salary gap" (1989: 5), rapid changes in family life and rural lifestyles that may push women into poverty, domestic problems, or into double-duty with work and family responsibilities. Other problems associated with tourism development, such as crime, drugs, and prostitution, may affect women and men differently. Understanding how tourism is perceived by all residents is important for planners and leaders alike as they struggle to balance quality of life issues with building a strong economy. □ □

Acknowledgments— Many thanks are due the following people for help with this research: Stuart Leidner, Jo Ellen Force, Nick Sanyal, Bill McLaughlin, Chris Williams, and Phil Druker.

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Submitted 25 February 1994

Accepted 31 May 1994

Final version submitted 18 June 1994

Refereed anonymously