

Appendix C:

Attitude Surveys

Adapted from *Community Tourism Development* (4th edition), by C.C. Messer, 2017, Minneapolis, MN: University of Minnesota Tourism Center. Copyright 2017 by University of Minnesota Extension. Adapted with permission.

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Resident Survey

- Which of the following includes your age?
 Under 18 18-29 30-39
 40-49 50-59 60-64 65 or over
- How long have you been a resident in Maine?
 5 years or less 10 years or less 20 years or less Entire life
- Did you visit Maine before residing/moving here? Yes No
- Which one of the following statements best describes tourism in your community?
 Non-existent: minimal to no tourism and that is unlikely to change
 Infancy: tourism is in its early stages but will surely grow significantly
 Adolescence: tourism is established with a long life ahead of it
 Maturity: tourism has likely reached its peak and will probably persist at this level for some time
 Decline: tourism has passed its prime and is on the way down
- How much social interaction do you personally have with tourists in your area?
 Less than most other residents
 About the same as most other residents
 More than most other residents
- My attitude towards tourists in my community is usually
 Positive Negative Neutral
- Would you prefer more, or less tourism in your community than exists now?
 Much more Some more Same Some less Much less

Attitudes towards tourism

Please indicate your level of agreement for each of the following statements. Check only one response and provide your honest opinion. In this survey, “tourists” refer to visitors to the community who live outside the immediate area.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Economic					
Tourism creates many well-paying jobs for residents					
Tourism creates jobs that have opportunities for advancement					
Tourism attracts more investment into the local community					
Tourism spending by visitors trickles down to local businesses					
Tourism is responsible for increasing the cost of living					
Tourism creates mostly low-paying jobs					
Tourism boosts sales of Maine-made products					
Tourism is a source of tax revenue for the state					
Tourism generates a lot of business for local companies during the busy summer and fall seasons which offsets lower demand in the winter and spring					
Tourism for business, meetings, and conventions increases Maine’s reputation in the business sector					
Tourism beneficially increases land and property values					
Tourism attracts businesses to Maine					
Tourism has a vital economic role in Maine					
Maine’s economy is too dependent on tourism					
Funds should be spent to promote tourism in Maine					
Only a small minority of my community benefits economically from tourism					

Tourism is an industry whose success I care about					
Maine should be promoted as a tourist destination					
Lifestyle					
Tourism is an industry that enhances residents' quality of life					
Tourism creates shopping, restaurant, retail, and entertainment opportunities for residents					
Tourism helps sponsor festivals, activities, and sports events for residents and visitors					
Tourism is the major cause of traffic problems					
Tourists crowd out residents in many good hunting and fishing spots					
Tourism disrupts the tranquility of my community					
Tourism has reduced the quality of outdoor recreation opportunities in my community					
Tourism causes over-crowding in the summer and fall seasons					
Tourism attracts new residents to move to Maine					
My household has a higher standard of living because of money tourists spend here					
Social					
Tourism creates a sense of pride in the community among residents					
Tourism makes me feel more connected to my community					
Tourism creates friction between local residents and tourists					
Tourism attracts more criminals to our community					
Tourism fosters collaboration between the private and public sectors to attract visitors					

Tourism “puts Maine on the map” and gives Maine positive recognition throughout the U.S.					
I would prefer that tourists visit our state but not move here					
The state government does a good job of balancing residents’ and tourists’ needs					
I feel like I have a voice in Maine’s tourism development decisions					
Cultural					
Tourism causes a loss or distortion of our local traditions and culture					
Tourism revives and preserves our local traditions and culture					
Tourism encourages opportunities for cultural exchanges between residents and visitors					
Tourism provides opportunities to restore and protect historical venues					
Tourism encourages a wide variety of cultural activities like crafts, music, art, etc. in Maine					
Environmental					
Tourism is responsible for over-development					
Tourism helps sustain Maine’s natural resources, parks, and cultural sites					
The environmental impacts from tourism are relatively minor					
Tourists create a burden on my community’s services					
Tourism development encourages the conservation of natural resources					
Infrastructure					
The quality of public services (e.g. water and sewage, police protection, fire protection, emergency responders) have degraded because of tourism					
Improvements to roads and other public facilities are made because of tourism					
Communications and internet services have improved because of tourism					

Tourism spurs the expansion of aviation, rail, ferry, cruise, and other transportation services					
Tourism development is well-planned and organized					
The government should make infrastructure improvements to support tourism					
Local and state officials and politicians recognize the value and contribution of the tourism industry					

Comments

Please answer all questions as detailed and specific as possible.

1. What, if anything, would you say are some **positive aspects or benefits** of tourism in your area?

2. What, if anything, would you say are some **negative aspects or downsides** of tourism in your area?

3. Please list any aspects of the community (places, events, etc.) that you do not want promoted as tourist attractions.

4. How do you imagine the future of your community and what role does tourism have in that future?

5. Please list any concerns you may have about tourism in your area that were not addressed in this survey.

13. What types of new businesses would you like to see open in the area?

- Retail Sales Accommodations Manufacturer Other:
 Wholesale Sales Food/Restaurant/Bar Medical Service
 Service Attraction/Entertainment Professional Office

14. What type(s) of tourist attractions should be developed to attract visitors to the area?

- Historic Attractions Museums Water Attractions Other:
 Amusement Parks Cultural Attractions Festivals
 Convention Centers The Arts Recreation/Trails

15. What do you consider to be the **one most positive** factor impacting the development of your business?

- Market/Economy Adequate Space Modern Facilities Other:
 Competition Transportation Sanitary Facilities
 Regulations Labor Availability Location

16. What do you consider to be the **one most negative** factor impacting the development of your business?

17. What type(s) of advertising do you use to promote your business?

- Tourism Guidebook State Tourism Marketing Social Media/Internet Other:
 Trade Shows Radio and/or TV Direct Mail
 Brochures/Flyers Newspaper Co-op Advertising

Resources Cited and Referenced:

- BVK. *Maine Value of Tourism Study*. Maine Office of Tourism. 2015. Web.

Resources Reviewed:

- BVK. *Maine Value of Tourism Study*. Maine Office of Tourism. 2015. Web.
- U.S. Environmental Protection Agency, USDA Forest Service, Northern Border Regional Commission. *Community Assessment for the Recreational Economy for Rural Communities*. Web.