



Destination Visitor Survey

Strategic Regional Research - Tasmania

Community perceptions of the impacts of tourism – Glenorchy: Summary of results

Introduction

This report is part of the *Stage 2: Social Impacts of Tourism in Tasmanian Communities* project funded by Tourism Research Australia and supported by Tourism Tasmania and the Glenorchy City Council. The study examined the perceptions of Glenorchy City residents towards tourism within their community.

A quantitative research method was used, based on a refined questionnaire that had been developed and used previously in a range of destinations. The questionnaire contained questions relating to general impressions of tourism and a number of specific tourism impact statements. The study used a three phased method to collect data. In the first phase, a postcard notifying residents of the survey was sent to a sample of households within Glenorchy City. The second phase of the study was the distribution of the questionnaire; this was followed up in the third phase with a reminder postcard. An online version of the questionnaire was also made available for completion.

Fieldwork for this study was conducted during the period November to mid-December 2009.

The Glenorchy area is located north of Hobart and along the Derwent River. It is an area that does not have substantial numbers of tourists at this point in time. Its location, as part of outer Hobart, is a positive in that the City is easily accessible for visitors to Hobart.

A total of 305 responses were received from local residents out of a sample household population of 2,000, representing a 15% response rate. The majority of respondents (84%) to the survey were older than 40. With regard to the length of residency in Glenorchy, the majority of respondents had lived in the area for over 20 years. Nearly all of the respondents (93%) were home owners who lived permanently in Glenorchy.



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Table 1 Characteristics of Glenorchy City respondents

Gender	Male	44%
	Female	56%
Age group	18–39 years	16%
	40–59 years	40%
	60 years plus	44%
Years of residence	Less than 2 years	5%
	2–5 years	12%
	6–10 years	13%
	11–20 years	14%
	More than 20 years	40%
Place of birth	All my life	17%
	Within 50km of Glenorchy	53%
	Elsewhere in Tasmania	24%
	Elsewhere in Australia	10%
Education	In another country	14%
	Less than Year 10	12%
	Completed Year 10	26%
	Completed Year 12	12%
	Trade qualification	10%
	Technical college/TAFE	18%
	Undergraduate degree	8%
	Postgraduate degree	11%
Other	3%	
Benefit from tourism	Personal benefit	17%
	Family benefit	5%
	No benefit	78%

Discussion of findings

The results from the survey in Glenorchy indicate residents perceive a reasonably positive impact of tourism at a personal level and quite a high positive impact of tourism on the community as a whole. In relation to the personal impact, very few respondents were negatively inclined, though many respondents indicated no perceived personal impact from tourism. This was in line with the view expressed by many that tourism in Glenorchy was currently limited.

While the majority of respondents noted the lack of tourism in Glenorchy, there was substantial interest in seeing the industry grow. In comparing the responses from Glenorchy to those from more mature tourism destinations, it can be seen that issues such as overcrowding and damage to the environment were rated lower as negative impacts of tourism. What was important to the respondents, however, was the perceived potential for tourism to help solve problems such as delinquent behaviour and to help improve cleanliness and maintenance of city facilities, streets and attractions.

In summary, the results indicate that respondents were favourably disposed towards tourism although most felt that tourism was not currently of great significance to Glenorchy City.

Contact with tourists and preferences for growth

Respondents were asked various questions relating to their contact with tourists, their feelings about tourists, and their preferences for future tourism development.

- The majority of Glenorchy respondents stated they really liked tourists (66%) while a large proportion of the minority were happy to tolerate tourists (29%).
- In regards to contact with tourists, 45% of the respondents reported that they 'never come into contact with tourists', while a smaller proportion (36%) reported that they 'see tourists around but don't usually speak to them'. Only 6% of respondents had met tourists around town and talked to them.
- The majority of Glenorchy respondents were happy to see continued tourism growth (59%), whereas 25% thought that future tourism growth was needed, although it should be focused in a different direction. Fewer than 2% expressed a desire for less tourism.
- With regard to general population growth in Glenorchy, 34% were happy to see continued population growth, while a further 50% were happy to see population growth, but only if accompanied by the development of new facilities for residents.

Impacts of tourism

Respondents were asked to rate the overall impact of tourism on their personal quality of life.

- Around half (49%) of respondents rated tourism as having a positive impact on their personal quality of life and 45% reported that it had no impact.
- Only 6% rated the impact as negative.

Following this, respondents were asked about the impact of tourism on the community as a whole.

- The majority (89%) of respondents rated the impact as positive.
- Only 7% indicated that the impact was negative.

Specific impacts

Residents were asked to rate some specific impacts of tourism in terms of the effect on them personally and also the effect on the community as a whole:

Personal impacts of tourism

Results show very strong support for the positive aspects of tourism such as having improved facilities, having better roads and other facilities, as well as the opportunity to showcase Glenorchy and taking pride in the area.

Negative impacts on personal quality of life such as disruption to residents' normal way of life, overcrowding and delinquent behaviour were noted.

Community impacts of tourism

The most highly rated impacts for the community as a whole were that tourism provided more interesting things to do and led to increased maintenance of existing structures and building of new facilities.

Respondents were also given the opportunity to provide comments on personal and community impacts of tourism. Common themes in the comments included:

- Positive and negative economic impacts
- Benefits relating to facilities, services and infrastructure

- Positive impact on community spirit
- Increased social cohesion
- General positive effects
- Increased crowding, noise and pollution

The most common theme, however, was that there was currently very limited tourism in Glenorchy. Another theme that was quite prominent was the concern that the delinquent behaviour of some young people (with the term 'bogans' used frequently) was detrimental to tourism.

This summary is extracted from research conducted by Tourism Research Australia in partnership with Tourism Tasmania and Glenorchy City Council. For the full Strategic Regional Research report, please email tourism.research@ret.gov.au.

Tourism Research Australia
Department of Resources, Energy and Tourism
GPO Box 1564
Canberra ACT 2601

Email: tourism.research@ret.gov.au

Web: www.ret.gov.au/tra

ABN: 46 252 861 927

Image courtesy of Glenorchy City Council

Publication date: March 2010