RESIDENTS' PERCEPTIONS OF TOURISM IMPACTS AND ATTITUDES TOWARDS TOURISM POLICIES

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The purpose of this paper is to explore residents' perceptions of tourism impacts and how they affect attitudes towards local tourism policies. Particular attention is paid to the analysis of community attachment and employment sector of residents. This study presents the results of a quantitative survey among residing families of a small mountain community located in the North-East of Italy. The findings reveal that residents perceptions on economic, environmental and socio-cultural impacts affect their support to local tourism policies. Residents who perceive positively tourism impacts are more willing to support future tourism development policies. The analysis has also demonstrated that native-born residents generally perceive negatively tourism impacts and are less willing to support any increase in the overall number of tourists, supporting the well know social exchange theory. Some implications for the tourism planning and management of the destination are also discussed.

INTRODUCTION

   Tourism is widely perceived as an economic development tool for the local community, providing factors that may improve quality of life such as employment and investments opportunities, tax revenues, restaurants,

accommodation services, natural and cultural attractions, festivals, and outdoor recreation opportunities (Andereck et al., 2005; Kiriakidou and Gore, 2005; Kandampully, 2000). On the other hand, tourism can also lead to negative effects on resident's quality of life such as, for example, an increase on traffic, parking problems, crime, cost of living, and changes in hosts' lifestyle (Tosun, 2002; Brunt and Courtney, 1999; McCool and Martin, 1994).

Since the 70s, residents' attitudes and perceptions toward tourism impacts on their community has been broadly analysed by managers of the tourism industry, policy makers and academicians (Andereck et al., 2005; Andereck and Vogt, 2000; Jurowski et al., 1997; Lankford, 1994; Perdue et al., 1987; Doxey, 1975; Young, 1973). In particular, Ap (1992) suggested a theoretical framework, namely the "social exchange" theory, to capture the motivations that lead residents to have a positive or negative attitude towards tourism.

Since tourism relies heavily upon the goodwill of the local residents, their support is essential for its development, successful operation, and sustainability of the industry in the long term (Vargas-Sánchez et al., 2011; Aguiló and Roselló, 2005; Sheldon and Abenoja, 2001; Garrod and Fyall, 1998; Ap, 1992; Brida et al., 2011). In fact, the sense of residents' community attachment not only influences residents' perceptions of the impacts of tourism (Dodds and Butler, 2010; McCool and Martin, 1994; Um and Crompton, 1987; Sheldon and Var, 1984), but also the relationship between residents and tourists. Tourists are more favourable attracted by destinations in which residents are more friendly, honest and hospitable (Fallon and Schofield, 2006). Therefore, the local community must increasingly be involved and given an active role, participating in the planning and management of local tourism policy (Simpson and Bretherton, 2009; Dyer et al., 2007; Brehm et al., 2004) in order to obtain its agreement and support.

The main purpose of this study is to determine and assess how residents' perception towards local development tourism policies is affected by residents' perception of tourism impacts on economic, environmental and socio-cultural aspects. Additionally, this study explores how community attachment (measured by the length of residence) and/or economic dependence on the tourism industry (expressed through the nature of resident's job) affect residents' attitudes and perceptions toward tourism development.

The dataset comes from a survey on residents' attitudes and perceptions towards tourism development in Folgaria, a small mountain community located in the North-East of Italy. To reach our aims we

performed a multiple regression analysis to estimate the determinants of residents' attitudes toward tourism policies. The specification of the regression model was based on the social exchange theory (Ap, 1992) and on findings from previous studies.

The paper is structured by first describing the literature related to residents' perceptions of tourism impact. It next describes the small mountain community of Folgaria, the structure of the questionnaire and the statistical methodology. Finally, the results of the research are discussed.

LITERATURE REVIEW

Tourism Impacts

The academic literature has analysed community reactions to the local development of tourism since the early writings of Young (1973) and Doxey (1975). Several studies have highlighted that tourism impacts on the host destination are of economic, environmental, and socio-cultural nature (among others Ogorelc, 2009; Vargas-Sánchez et al., 2009; Diedrich and Garcia-Buades, 2008; Andereck and Roselló, 2005; Kayat, 2002; Andereck and Vogt, 2000; Long et al., 1990). A comprehensive review of recent studies related to tourism impacts on the host destination are found in the work by Easterling (2004) and, more recently, in Deery, Jago and Fredline (2012). The literature review suggests that each tourism impact category includes positive and negative effects and, sometimes, residents' perceptions are contradictory.

On the positive hand, economic tourism impacts are mainly perceived by residents as a mean to generate employment, develop local economy, increase investments and economic diversification (Kayat, 2010; Vargas-Sánchez et al., 2009; Diedrich and Garcia-Buades, 2008; Liu and Var, 1986), improve local and state tax revenues, additional income, and economic quality of life (Dimitriadis et al., 2013; Huh and Vogt, 2008; Haralambopoulos and Pizam, 1996). Conversely, on the negative hand, residents perceive an increase in the cost of living, i.e. in prices of goods and services, and an unequal distribution of the economic benefits (Andriotis, 2005; Andereck and Vogt, 2000; Haralambopoulos and Pizam, 1996; Liu and Var, 1986).

The environment is central in tourism research since the 80s and it continues to be an interesting topic in a time when global policies are aimed at ecological problems, such as pollution, depletion of natural resources and deforestation (Kuvan and Akan, 2005). In particular, the

potential of tourism activities as a mean of environmental preservation and conservation have been widely investigated (Kuvan and Akan, 2005; Stewart et al., 1998; Bramwell and Lane, 1993). To this regards, Doswell (1997) suggests that tourism is a tool that stimulates environmental conservation and improvement. On the negative side, many studies suggest that tourism causes traffic and pedestrian congestion, parking problems, disturbance and destruction of flora and fauna, air and water pollution, and littering (Frauman and Banks, 2011; Jago et al., 2006; Andereck et al., 2005; Jurowski and Gursoy, 2004; Brunt and Courtney, 1999; McCool and Martin, 1994). In this context, a number of studies on sustainable tourism development have been made with the primary aim to study the combination of environmental conservation, local people's livelihood and economic prerequisites of tourism (Ogorelc, 2009; Chia-Pin et al., 2009; Ernoul, 2009; Hunter and Shaw, 2007; Gössling and Hall, 2006).

Tourism impacts also exert socio-cultural effects, such as increased intercultural communication, the modification of traditional cultures, the increase in crime, in costs of accommodation and the waiting time to deliver services (Martin, 2008; Diedrich and Garcia-Buades, 2008; Andereck et al., 2007; Andereck et al., 2005; Haralambopoulos and Pizam, 1996; Ross, 1992; Perdue et al., 1991; Dogan, 1989). Puczkó and Rátz (2000) underline that incorrect tourism development can lead to increase stress on the community and to a negative change in the destinations' socio-cultural and physical characteristics. Dogan (1989) suggests that tourism also causes a change in habits, daily routines, social lives, beliefs, and values. Tourism can also produce positive socio-cultural effects, such as an increase in the community services, recreational and cultural facilities, cultural events and cultural exchanges (Brunt and Courtney, 1999; Gilbert and Clark, 1997; McCool and Martin, 1994; Perdue et al., 1990; Liu and Var, 1986). Finally, the academic literature (among others Goodwin, 2006; Nyaupane et al., 2006; Pagdin, 1995) focuses also on the role that tourism plays in terms of social and cultural preservation, revitalization of ethic culture, and promotion of indigenous arts and crafts industries in the host regions with an increasing concern about the ethical behaviour of both tourism businesses and tourists.

Social Exchange Theory

Among the several theories developed in an attempt to understand and examine the host perceptions toward tourism, we can find the

attribution theory (Pearce, 1989), the dependency theory (Preister, 1989), the social representation theory (Andriotis and Vaughn, 2003), and the social exchange theory (Ap, 1992). This latter one is the most widely used by scholars (Nunkoo and Ramkissoon, 2010; Accinelli et al, 2008; Harrill, 2004). The social exchange theory is based on the idea that each human behaviour or social interaction is made because people want to exchange goods or activities with others (Homans, 1961). As stated by Ap (1992), this is "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation". People's satisfaction with an exchange interaction is obtained by the evaluation of the outcomes, which can be both economic and social, and the interaction itself.

From a tourism perspective, the social exchange theory means that residents examine costs and benefits as a result of tourism and, if their assessment is positive, also their attitude towards this type of industry will be positive. Therefore, residents perceiving more positive (benefits) than negative (costs) effects arising from tourism are likely to support the exchange (King et al., 1993) and are likely to be inclined to be involved in the exchange. In general, this type of residents displays positive attitudes and perceptions toward the tourism industry and, therefore, they encourage the future local tourism development (Gursoy et al., 2002; Ap, 1992). On the basis of this theory, we can describe residents' support of tourism development as a function of personal benefits, positive and negative impacts of tourism, and experience within the tourism industry (Ogorelc, 2009).

Determinants of Residents' Perception of Tourism Impact

A number of different variables influencing residents' perceptions of tourism impacts have been identified in the literature. Most of these variables are linked to the socio-demographic and economic profile of the residents, such as age, gender, and level of income (Sharma and Dyer, 2009; Petrzelka et al., 2005; Haley et al., 2005; Dogan, 1989), or to residents' attachment and relationship to the local area and connection with tourists (for a complete review of the literature see Deery et al., 2012; Easterling, 2004).

With the aim to describe residents' relationship to the local area, some studies have examined the role of the community attachment value (Ryan and Gu, 2010; Woosnam et al., 2009; Andereck et al., 2005). The community attachment is defined as the "extent and pattern of social participation and integration into community life, and sentiment or affect

toward the community" (McCool and Martin, 1994). Generally, community attachment has been measured in a variety of ways as the length of living and/or having been born and/or grown up in the community (McGehee and Andereck, 2004; Jurowski et al., 1997; Lankford and Howard, 1994; Um and Crompton, 1987; Sheldon and Var, 1984). The relationship between community attachment and tourism impacts is yet controversial: some studies suggest that the longer an individual resides in a community, the more negative is the attitude towards tourism development (Harrill and Potts, 2003; Lankford and Howard, 1994; Lankford, 1994; Um and Crompton, 1987), other studies demonstrate that this relation is not true in every situation (Andereck et al., 2005; McGehee and Andereck, 2004; Gursoy et al., 2002; McCool and Martin, 1994).

In support of the social exchange theory, many studies suggest that residents, who are economically dependent on tourism industry, are generally more favourably disposed towards tourism than those who are not (Andereck et al., 2007; McGehhe and Andereck, 2004; Sirakaya et al., 2002; Brunt and Courtney, 1999; Haralambopoulos and Pizam, 1996). Ap (1992) highlights that this relationship exists thanks to the existing trade-off between costs and benefits. However, some authors disagree with these statements and in different studies conclude that residents being economically dependent on tourism find more negative associations with the tourism industry manifesting a strong negative attitude towards it (Williams and Lawson, 2001; Pizam, 1978). On the other hand, Andereck, Valentine, Vogt and Knopf (2007) suggest that the more residents have knowledge about tourism and have intensive contact with tourists, the more they have a positive perception of the benefits gained through tourism. Conversely, Lankford and Howard (1994) did not find any significant relation between residents' attitudes and the degree of the contact with tourists. Finally, Some researchers have also analysed the influence of the distance between their place of residence and tourism activities, obtaining no consensus on the results (Sharma et al., 2008; Jurowski and Gursoy, 2004; Harrill, 2004; Sheldon and Var, 1984).

DESCRIPTION OF THE GEOGRAPHICAL AREA

Folgaria is a small mountain community located in the Province of Trento, in the North-East of Italy (see Figure 1), with a total area of only 72 km2 and a population density of nearly 44 inhabitants per km2 (total resident population 3,112 calculated at January, 1, 2010).

Even if it is a relatively small tourist destination, it is the biggest among all other municipalities in the surroundings (Lavarone and Luserna), with which Folgaria forms a strong conglomerate named "Plateau of Folgaria, Lavarone and Luserna". This conglomerate is a mature alpine destination that in 2008 has attracted 467,510 tourists (excluding second homeowners and tourist in private homes), 353,049 (75.5%) of which were attracted to Folgaria.
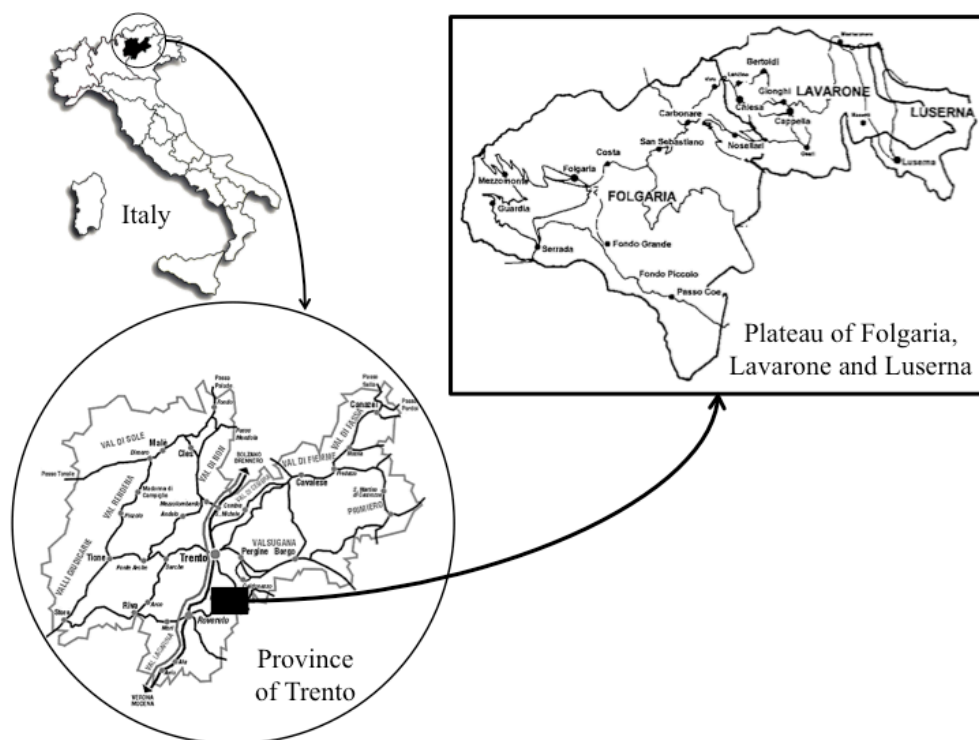
Figure 1. Map of study site.

The main constrains that the conglomerate faces are geographical dispersion, crowding out of young people, declining role of traditional activities, lack of collaboration between tourism suppliers, dependence of seasonality and under-utilization of infrastructures (Statistics Service-Provincia Autonoma di Trento 2006). The previous mentioned factors and individualism of small and medium suppliers of tourism production results in lower quality of the services available on the market, a strong dispersion of the potential benefits of cooperative behaviour among tourism actors and a downward trend since 2006 of tourists' presence in the studied area.

DATA AND METHODOLOGY

Data Collection and Questionnaire

A questionnaire was administrated to a sample of 294 resident families, excluded second homeowners, in various villages of the agglomeration of Folgaria. The data collection was conducted from the last week of January to the last week of March 2009 and for each family only one adult person was interviewed.

Families were selected using systematic sampling method with sampling interval equal to four, i.e. about 1 every 4 resident families was selected, as we were in possession of the alphabetic list of all resident families of the municipality.

Items used in the questionnaire to examine the impacts of tourism in Folgaria are derived from the related tourism literature (Aguiló and Roselló, 2005; Andriotis, 2002; Gursoy et al., 2002; Andereck and Vogt, 2000; Ryan et al., 1998; Faulkner and Tideswell, 1997) and are listed in Appendix A. The questionnaire is divided into two parts: the first part contains 39 statements regarding the residents' perceptions (27 statements) and opinions (12 statements) on tourism measured by a 6-point Likert scale; the second part contains same socio-demographic and economic characteristics of the respondent and the level of reliance on tourism.

The first part can be further divided into five blocks of statements regarding the following topics: 1) economic impacts of tourism; 2) environmental impacts of tourism; 3) socio-cultural impacts of tourism; 4) future development policies; 5) impacts of seasonality.

Research Methodology

As stressed in the introductory paragraph, this research aims to investigate how residents' attitudes towards local development tourism policies are affected by residents' perceptions towards tourism impacts and to verify and quantify how this relation is influenced by community attachment and employment sector, reflecting the works of other scholars in past research.

To reach our aims, we first conducted a descriptive analysis to explore residents' perceptions and opinions obtaining a profile of the sample, information on community attachment (native-born or not) and employment sector (tourism workers or not). The t-tests between native-born and non-native born residents and between workers in tourism

industry and workers in other sectors were reported in order to complete the conclusion obtained by the descriptive analysis. Prior to accept the results of the t-tests we have conducted an analysis of the effect size due to the different sizes of the sub-samples. In our research we have used the coefficient of determination (R2) as a measure of the proportion of variance shared by the two characteristics or variables (in this case we have compared the "native-born" vs. "non-native born" and "workers in the tourism sector" vs. " workers in other sectors"). The formula for the calculation of this index is given by Acock (2008) and it is equal to R2=t2/(t2+df). The author suggests that a value between 0.01 and 0.09 indicates a small size effect, between 0.10 and 0.25 indicates a medium effect and above 0.26 a large effect.

To explain the variability and to summarize the 39 statements regarding perceptions and opinions of the residents, two PCA with Varimax rotation were applied separately: one for the group of perception statements and one for the group of opinion statements.

Only factors with eigenvalues greater than 1 and individual items with a factor loadings of 0.50 and above (Hair et al., 1998) were selected. Cronbach's alpha reliability coefficient (Cronbach, 1951), was computed to evaluate the internal consistency of each factor. While the suitability of factor analysis was determined by the Kaiser-Meyer-Olkin (KMO, Kaiser, 1974) and by the Bartlett's test of sphericity (Bartlett, 1954).

Finally, numerous regression analyses were estimated to reach our aim, i.e. to assess which impact variables are the most important to explain residents' support of tourism development policies. Each regression model was estimated using as dependent variables the factors extracted from the residents' opinions on policies' statements and as independent variables the factors extracted from residents' perceptions of tourism impacts. To complete our analysis we have estimated every regression model for each sub-sample: community attachment (native-born vs. non-native born) and employment sector (workers in the tourism industry vs. workers in other sectors). In addition, to test the difference between two regression coefficients, related to the same variable and calculated across two sub-samples, we have performed a series of Z-tests calculated as in equation 2 (Paternoster et al., 1998):

$$z = \frac{b_1 + b_2}{\sqrt{\sigma_{b_1}^2 + \sigma_{b_2}^2}} \qquad (2)$$

Where b_1 and b_2 are the two coefficients obtained from the estimation of the regression model in two samples, and σ^2 is the estimated variance of the coefficient.

EMPIRICAL RESULTS

Descriptive Analysis

The average age of respondents is 48 years old and the sample is equally divided among the genders (51% are female). The average number of components of the family is 3 persons and the average number of children under 18 per family is less than 1 (0.6), indicating that familiar nuclei are small conglomerates (in accordance with the overall social trend at national level). On average the net household annual income is about €33,000 (the modal income class is between €15,000 and €28,000). The majority of the sample was born in the nearby town of Rovereto and lives in the main centre of Folgaria. With respect to the length of residence in the place, most of the residents are native-born in Folgaria (58%) and the rest of the sample indicated, however, quite a long period of residence in the town (21 years). The majority of the respondents (56.6%) stated that they are not currently employed in the tourism sector, neither were in the past 5 years (67.3%), besides 62.2% of the respondents stated that in their family, no other member works in the tourism industry. Residents' perceptions and opinions on tourism's impact and policies, with a full set of mean scores and t-tests between native-born and non-native and between workers in the tourism filed and non tourism workers, are shown in Appendix A. Results of the R^2 suggest that only two statements have a value between 0.10-0.25 (interaction with tourists in the winter season and interaction in the summer season in the comparison between workers in the tourism sector and workers in other sectors) and the remaining statements have a value less than 0.09, indicating that the t-tests were not affected by a size effect.

In general, respondents recognize the positive economic benefits of tourism. In particular, respondents agree on saying that tourism attracts more investments and spending to Folgaria ("Tourism causes an increment of investments at the destination", mean value 5.11). However they also believe that prices of many goods, services and real estate have increased because of tourism ("Tourism causes an increase in good prices", mean value 5.17). As we can note, there are some significant differences only with respect to the employment sector and not with respect to the length of residence. Workers in the tourism sector are, on

average, more in agreement than workers in the other sectors with the statements affirming that tourism causes an increase in life standards and tourism causes more positive than negative economic effects, they also partially agree with the idea that tourism benefits only small groups.

In terms of positive environmental impacts, respondents show a conservative approach towards the issue (mean value generally stated between 2.99 and 4.42). In general, residents believe that tourism causes traffic congestion, noise, and pollution. Workers in the tourism sector are, on average, less in agreement than the workers in other sectors with the negative environmental impacts of tourism, particularly with references to the problems of crowding and inaccessible places for local residents during the high season, traffic congestion, noise, pollution, and the environmental destruction due to the construction of tourist facilities. Native-born residents are, on average, more in agreement than non native-born on the idea that construction facilities destroy the environment, perhaps due to the fact that they have seen major changes during the years and they are able to compare the current situation of the destination to how it was in the past.

With respect to the socio-cultural aspects of tourism impacts, local residents, in particular native-born and workers in the tourism sector, consider the experience of meeting tourists from all over the world, and from abroad, a valuable happening ("Meeting tourist is a valuable experience", mean value 5.17). Local residents, and particularly workers in the tourism sector, also recognize the power of tourism to increase the availability of recreational facilities (like swimming pool, tennis courts, ski slopes, etc.) for local people ("Tourism has led to an increase in service for residents", mean value 5.06). On average, the local community does not perceive tourist's presence to cause a decrease in quality of life ("Tourism causes a lower quality of life", mean value 2.52) and tourism to cause an increase in crime problems ("Tourism causes security and crime problems", mean value 2.69). As expected, on average workers in the tourism sector declared to have grater daily interactions with tourists (in both winter and summer), than workers in other sectors. What is important to note is that the former are more in agreement with the fact that the contact with tourists is a positive experience and, therefore, they also believe that the interaction with the tourists enable residents to expand their cultural knowledge and enhance local traditions and costumes.

Concerning local policies on tourism development in Folgaria, local residents generally support new programs oriented towards the preservation and valorisation of natural resources ("Natural

conservation", mean value 5.1). Workers in the tourism sector differ significantly from workers in other sectors because the former would prefer local policies to be more focused on the promotion of tourism and on the development of new tourist attractions (like entertainment parks, tourist services, etc.), on the construction of new services and commercial activities (like restaurants, shops, etc.). Local residents, and in particular workers in the tourism sector, are keen to change the actual flow of tourists during the year ("Seasonality tourism policy"), however they don't want to decrease the number of tourists in the high season, indicating the willingness to prolong the two seasons ("Decrease tourism during the main season"). On the other hand, local residents, and in particular workers in the tourism sector, consider important the adoption of specific tourism policies to increase the tourism presence during the low season and therefore increase the actual total number of tourists ("Increase tourism during the low season").

Factor Analysis

In order to reduce the 39 variables and represent both the opinion of the residents towards the future development policies and the perception of the residents towards the economic, environmental and socio-cultural impacts of tourism, two separated PCA with Varimax rotation ware conducted. As regards the opinion statements (see Table 1), the initial procedure produced a four factors solution with eigenvalues greater than 1 representing 64.53% of the total variance. Two items with factor loadings less than 0.50 were removed from further analysis. A revised factor solution with 10 remaining items was generated consisting of four factors with eigenvalues greater than 1, representing 69% of the total variance of the variables. The KMO measure of sampling adequacy (KMO=0.659) and the Bartlett's test (p<0.001) confirmed that the analysis is appropriate. Cronbach's alpha showed acceptable reliability, except for factor 3 (Table 1). Table 1 shows the results of the factor analysis.

The first factor was labelled "Winter tourism" and includes the opinion that the development policies in Folgaria should be oriented towards the implementation and expansion of winter tourism, increasing the availability of: ski slopes, new accommodation opportunities and structure with more than 50 beds, new services, and commercial activities (as restaurants, shops, etc.).

The second factor, labelled "Seasonality", contains three items related to seasonality policies. In particular, there is an opposite effect between the maintenance of the actual tourism flow and the decrease of

the total number of tourists in the main season (to decrease the overall total number of tourists) on one hand, and the development of all year round tourism policies, to increase the tourism presence during the low season thus increasing the actual total number of tourists, on the other hand.

The third factor, "Environment and culture", explained 13.96% of the total variance with a reliability coefficient of 0.55, lower than the recommended level, and contains only two items: new environmentally-oriented programs for the preservation and valorisation of natural resources, should be developed ("Natural conservation"); and new cultural attractions should be offered on the territory, such as museums, auditoriums, etc. ("New cultural attractions"). Technically, it is recommended to remove factors with fewer than three items from further analysis (Costello and Osborne, 2005). However, this factor was retained because it represents an important aspect of the development policies in Folgaria that we want to investigate in the following regression analysis to estimate which of the economic, environmental or socio-cultural perceived impacts determine this aspect.

The final factor, "No seasonality", contains only one item "Increase tourism during low season and decrease during high season" so, following Costello and Osborne (2005), we decided not to use this factor as the dependent variable in the following regression model.

As regards the perception statements (see Table 2), the initial procedure produced a seven factor solution with eigenvalues greater than 1 representing 61.46% of the total variance. Six items with factor loadings less than 0.50 had to be removed from further analysis. A revised factor solution with 21 remaining items was generated consisting of four factors with eigenvalues greater than 1, representing 62.36% of the total variance of the variables. The KMO measure of sampling adequacy (KMO=0.782) and the Bartlett's test (p<0.001) confirmed that the analysis was appropriate and Cronbach's alpha showed acceptable reliability for all factors. The results are described in Table 2. Note that, although factors 3, 5 and 6 contain only two items; they were retained because they represent important aspects of the local residents' perceptions of tourism's impacts.

Table 1. Results of factor analysis for opinions about tourism policies

Measure items[a]	Factor loadings	Communality
Factor 1: Winter tourism		
Winter tourism expansion	0.7786	0.6546
Ski positive	0.7898	0.6460
Incentive new hotels of more than 50 beds	0.7825	0.6862
Increase new services	0.6956	0.5788
Eigenvalue (% Variance explained)	2.647 (26.47)	
Reliability (α)	0.7685	
Factor 2: Seasonality		
Maintenance of current tourism flow	0.8172	0.6711
Decrease tourism during the main season	0.6936	0.6796
Increase tourism during low season	-0.7707	0.7390
Eigenvalue (% Variance explained)	1.760 (17.60)	
Reliability (α)	0.6609	
Factor 3: Environment and culture		
Natural conservation	0.8473	0.7272
New cultural attractions	0.8076	0.6912
Eigenvalue (% Variance explained)	1.396 (13.96)	
Reliability (α)	0.5451	
Factor 4: No seasonality		
Increase tourism during low season and decrease during high season	0.9031	0.8261
Eigenvalue (% Variance explained)	1.097 (10.97)	
Total variance explained (%)	**69.00**	

[a] 6 Likert-type scale, where 1=total opposition/disagreement and 6=total support/agreement.

The first factor, labelled "Positive cultural-environmental impacts", groups six items related to statements that describe the positive environmental and cultural impacts of tourism. The second factor, labelled "Positive socio-economic impacts", groups six items related to the statements that describe the positive economic and social impacts of tourism. In particular, this factor contains statements related to the improvement of the standard of life and the increase in investments at the destination. The third factor, labelled "Interaction", groups two items related to the daily interaction between local residents and tourists in both seasons. The fourth factor, labelled "Negative socio-cultural impacts", groups three items related to the negative impacts of tourism on the local habits, traditions, culture, and quality of life. The fifth factor, labelled "Negative environmental impacts", contains two statements related to

crowed problems and inaccessible places to the local population during high season, and the problems of traffic congestion, noise and pollution. The last factor, labelled "Benefits not for residents", includes two statements that assert that the economic benefits and the new job possibility created by tourism are mainly for small group of people and for not-local people.

Table 2. Results of factor analysis of residents' perception of economic, environmental and socio-cultural impacts of tourism.

Factors and items[a]	Factor loadings	Communality
Factor 1: Positive cultural-environmental impacts		
Tourism causes more positive environmental effects than negative	0.6370	0.5447
Tourism provides an incentive for the conservation of natural resources	0.6692	0.5690
Interest of tourists in the local culture	0.6480	0.5468
Interest of residents in tourists' culture	0.6141	0.5927
Culture is perceived authentic	0.6056	0.6232
Tourism brings more positive than negatives social effects	0.6275	0.6967
Eigenvalue (% Variance explained)	5.428 (25.85)	
Reliability (α)	0.7523	
Factor 2: Positive socio-economic impacts		
Tourism causes an increment of investments at the destination	0.6698	0.4729
Tourism causes an increase in life standards	0.7324	0.6371
Because of tourism facilities are at a higher standard	0.6038	0.4972
Meeting tourists is a valuable experience	0.5157	0.4573
Tourism has led to an increase in services for residents	0.6176	0.5538
Tourism incentives the restoration of historic buildings	0.5248	0.5133
Eigenvalue (% Variance explained)	2.305 (10.97)	
Reliability (α)	0.7673	
Factor 3: Interaction		
Interaction with tourists in the winter season	0.8842	0.8314
Interaction with tourists in the summer season	0.8976	0.8347
Eigenvalue (% Variance explained)	1.545 (7.36)	
Reliability (α)	0.8308	
Factor 4: Negative socio-cultural impacts		
Tourism causes undesirable effects on locals'	0.6388	0.6332

Factors and items[a]	Factor loadings	Communality
habits		
Tourism causes changes in traditions and cultures	0.7983	0.6850
Tourism causes a lower quality of life	0.6839	0.5652
Eigenvalue (% Variance explained)	*1.438 (6.85)*	
Reliability (α)	*0.6828*	
Factor 5: Negative environmental impacts		
Tourism causes crowd problems	0.7404	0.6571
Tourism causes traffic congestion, noise, and pollution	0.8323	0.7552
Eigenvalue (% Variance explained)	*1.262 (6.01)*	
Reliability (α)	*0.6875*	
Factor 6: Benefits not for residents		
Tourism benefits only a small groups	0.8175	0.7326
Tourism creates jobs more for externals than residents	0.8010	0.6959
Eigenvalue (% Variance explained)	*1.117 (5.32)*	
Reliability (α)	*0.6641*	
Total variance explained (%)	**62.36**	

[a] *6 Likert-type scale, where 1=total disagreement and 6=total agreement.*

Regression Analysis

In order to explore whether the perceived impacts of tourism have any significant effects on the perception of each policies, taking into account community attachment and employment sector a regression analysis was conducted with the factors extracted in the previous two PCAs. In specific 5 models are presented: for the entire sample, for workers in the tourism industry, workers in other sectors, native-born in Folgaria, and non-native born in Folgaria. The results of the regression models calculated for the whole sample are shown in Table 3, while the results of regression models estimated for each sub-sample are displayed in Table 4. As regards the Z-test, no effect of impact factors was significantly different between the analysed models. It is important to note that, generally, results give support to the social exchange theory.

As shown in Table 3, the three factors "Positive cultural-environmental impacts", "Positive socio-economic impacts", and "Negative socio-cultural impacts" were found to have significant effects on policies for the development of new infrastructures. This means that those who perceive the global tourism impact positively would give support to the local tourism development policies for winter tourism

expansion, and increase of infrastructures (hotels of more than 50 beds and ski slopes) and services. Examining the results obtained for the sub-sample (Table 4), we can note that residents who do not work in the tourism sector (Model II) are less willing to support the development of new infrastructures if they hold a negative perception of the socio-cultural tourism impacts linked to a loss of quality of life and to the change in traditions and cultures.

Table 3. Results of the regression model for the whole sample.

	Tourism development policies		
	Winter tourism	Seasonality	Environment and culture
Positive cultural-environmental impacts	0.402**	-0.080	0.036
	(0.051)	(0.072)	(0.057)
Positive socio-economic impacts	0.340**	-0.157*	0.260**
	(0.055)	(0.067)	(0.077)
Interaction	-0.019	-0.066	0.073
	(0.055)	(0.064)	(0.060)
Negative socio-cultural impacts	-0.114*	0.229**	0.078
	(0.055)	(0.063)	(0.064)
Negative environmental impacts	-0.072	0.137*	0.077
	(0.050)	(0.064)	(0.058)
Benefits not for residents	-0.031	0.192**	0.041
	(0.057)	(0.069)	(0.061)
Constant	0.001	-0.002	0.012
	(0.053)	(0.059)	(0.060)
Adj. R^2	0.281	0.123	0.064
F	18.767**	6.687**	2.970**

*Standard errors in parentheses. * p<0.05, ** p<0.01*

Native-born residents (Model III) who negatively perceive tourism impacts in Folgaria are in agreement with seasonality policies, i.e. they would decrease the total number of tourists in the main season, producing a decrease in the overall number of tourists, or they would maintain the current tourism flow as it is. This is reasonable because, according to the social exchange theory, those who perceive more costs than benefits are less inclined to host tourists and to make the exchange. Model I shows that the more residents holding a job in the tourism sector perceive the positive socio-economic impacts of tourism, the more they will support policies for the increase of tourism presence in the low season and therefore the increase of the overall tourism presence during the year. On the other hand, for residents employed in other sectors (Model II) the negative perception of socio-cultural impacts is more important and

unique, pushing them to support seasonality policies, indicating that, for them, socio-cultural impacts are more important than economic or environmental impacts. Finally, only the positive perception of socio-economic tourism impacts lead residents to support new programs related to the preservation, conservation and valorisation of natural resources, and new cultural attractions ("Environmental and culture" factor).

Table 4. Results of the regression models

	Model I	Model II	Model III	Model IV
N	111	138	144	101
Factor 1: Infrastructure				
Positive cultural-environmental impacts	0.353**	0.423**	0.407**	0.374**
	(0.088)	(0.062)	(0.077)	(0.078)
Positive socio-economic impacts	0.207*	0.394**	0.337**	0.337**
	(0.100)	(0.062)	(0.077)	(0.078)
Interaction	-0.108	-0.020	-0.037	0.019
	(0.109)	(0.077)	(0.076)	(0.079)
Negative socio-cultural impacts	-0.056	-0.147*	-0.150	-0.071
	(0.089)	(0.067)	(0.076)	(0.086)
Negative environmental impacts	-0.059	-0.077	-0.101	-0.026
	(0.072)	(0.070)	(0.067)	(0.077)
Benefits not for residents	-0.099	0.028	-0.012	-0.059
	(0.081)	(0.079)	(0.082)	(0.086)
Constant	0.095	-0.051	-0.019	0.040
	(0.101)	(0.077)	(0.073)	(0.084)
Adj. R^2	0.154	0.349	0.260	0.253
F	4.727**	16.639**	9.525**	7.840**
Factor 2: Seasonality				
Positive cultural-environmental impacts	-0.121	-0.023	-0.106	-0.084
	(0.071)	(0.109)	(0.092)	(0.105)
Positive socio-economic impacts	-0.332**	-0.067	-0.156	-0.158
	(0.083)	(0.091)	(0.088)	(0.114)
Interaction	-0.097	0.013	-0.069	-0.094
	(0.068)	(0.099)	(0.074)	(0.098)
Negative socio-cultural impacts	0.151	0.276**	0.294**	0.187
	(0.081)	(0.094)	(0.083)	(0.103)
Negative environmental impacts	0.085	0.127	0.171*	0.042
	(0.074)	(0.096)	(0.073)	(0.115)
Benefits not for residents	0.096	0.200	0.221**	0.062
	(0.074)	(0.104)	(0.076)	(0.105)
Constant	-0.137	0.134	-0.083	0.058
	(0.079)	(0.095)	(0.072)	(0.095)
Adj. R^2	0.174	0.073	0.183	0.024
F	5.829**	2.683*	6.517**	1.105

	Model I	Model II	Model III	Model IV
N	111	138	144	101
				(p=0.366)
Factor 3: Environment and culture				
Positive cultural-environmental impacts	0.084	0.033	0.044	0.059
	(0.087)	(0.078)	(0.083)	(0.088)
Positive socio-economic impacts	0.220*	0.283**	0.296**	0.231
	(0.106)	(0.100)	(0.098)	(0.142)
Interaction	0.105	0.051	0.018	0.156
	(0.112)	(0.079)	(0.075)	(0.097)
Negative socio-cultural impacts	-0.064	0.177	0.115	0.037
	(0.093)	(0.090)	(0.083)	(0.112)
Negative environmental impacts	-0.030	0.165	0.138	-0.015
	(0.084)	(0.088)	(0.079)	(0.093)
Benefits not for residents	0.008	0.053	0.010	0.028
	(0.082)	(0.094)	(0.078)	(0.114)
Constant	-0.062	0.012	0.065	-0.104
	(0.105)	(0.098)	(0.079)	(0.098)
Adj. R^2	0.011	0.102	0.077	0.018
F	1.022**	3.088**	2.058	1.303
			(p=0.062)	(p=0.264)

Model I: sub-sample of workers in the tourism sector. Model II: sub-sample of workers in other sectors. Model III: sub-sample of native-born in Folgaria. Model III: sub-sample of non-native born in Folgaria. Standard errors in parentheses.
* p<0.05, ** p<0.01

As indicated above, two statements regarding tourism development policies ("More specific attraction and promotion for tourists", "Incentive new hotel of less than 50 beds") are not included in any factor and, therefore, were not analysed in the above regression models. Furthermore, one factor ("No seasonality") was removed because composed only by one variable. This variable "Increase tourism during low season and decrease during high season" along with the other two variables were analysed in separate Logit models (see Appendix B, Tables B.1 and B.2). These latter analyses were conducted in order to complete our study and to determine any further effects of the perceptions of tourism impacts. To estimate each Logit model we have previously transformed the three variables into three dummy variables equal to 1 when the give rate is greater than 3 (0 otherwise).

Following the results of the Logit model (Appendix B, Table B.1), we can observe that the more negative is the perception of the environmental impact the highest is the residents' propensity to support policies for a decrease of seasonality. Furthermore, we can note that

native-born residents (Appendix B, Table B.2, Model III) are less willing to support the deseasonality of the tourism flow when they consider the interaction with tourists in all year round as a positive experience.

In general, the Logit model for the whole sample, and for native-born residents (Model III), shows policies for the development of more specific attractions for tourists and promotion are supported only when tourism is perceived to exert positive cultural, environmental and socio-economic impacts and when the interaction with tourists is considered as a positive experience. Also the propensity to incentive the construction of new hotels with less than 50 beds is positively linked to the positive perception of the socio-economic impact but is negatively connected with the negative perception of the socio-cultural impact. In addition, non-native born residents have a higher propensity to support deseasonality policy if they agree with the statements on the unequal distribution of the economic benefits.

DISCUSSION AND CONCLUSIONS

The present paper offers a contribution to tourism planners when residents' support is needed for the implementation of their development policies and consequently for a better acceptance of tourism by the community. In the case of mountain destinations with similar features as Folgaria, it can be concluded that winter tourism policies would be supported by the community only if they have a positive perceptions regarding environmental, economic, and socio-cultural impacts. Residents will be more inclined to support such policies if they perceive that tourism causes positive effects on the environment and when positive environmental effects exceed negative effects. Residents perceiving tourism as a cause of increase of the level of investment at the destination and better public services will support policies aiming at the conservation of environmental and cultural resources.

Despite the recognition of the benefits of tourism, some problems need, however to be further addressed. In establishing the roles the public and private sectors play in the context of sustainable tourism planning and development, the findings suggests that there is a need for a more cohesive interaction amongst implementing stakeholders, in the consideration of sustainable development. For better validation of the findings and its linkage to sustainability, key issues include the need for responsible planning and management, where a balance must be found between limits and usage so that any change can be monitored. This requires long-term management and recognition that change is often

cumulative, gradual and irreversible. Hence, in order to address the sustainability of tourism, the economic, social and environmental aspects of sustainable development must include the collective interests of all stakeholders. The public sector must participate in the education and preparation of stakeholders in using data, exercising judgment, evaluating risks and solving the concerns of all parties concerned in the practice of destination management. A second step to address tourism aversion is to collect more information about the attitude of local residents towards the possibility to implement tourism, using again the instrument of public discussions or workshops with experts. The implementation of more integration and more acceptance towards visitors, should be achieved especially by developing some programs aimed at incrementing the cultural exchange between tourists and residents (through public events, for example). Finally, the effort of tourism managers should be oriented towards the implementation of tourism policies with a focus on incremental tourism presence during off-seasons (for example, through the organization of events) and in doing so, reducing the negative impacts caused by excess concentration of visitors during the main season. In particular, this study shows that residents without a direct economic benefit from tourism and with a negative perception of the socio-cultural tourism impacts are less willing to support winter tourism development. This group of residents also prefers to maintain the current peak of tourism, instead of distributing the tourism flow all year round, when they negative perceptions of socio-cultural impacts. By the contrary, residents receiving direct economic benefit from tourism and perceiving positive socio-economic impacts are more willing to support policies that attempt to distribute tourism activities homogeneously during all year round. Finally, native-born residents with strong negative perceptions of tourism impacts prefer policies tending to concentrate tourism during particular periods of the year (i.e., they prefer high seasonality of tourism). Those residents who perceive socio-cultural, environmental and economic impacts positively would perceive benefits more strongly, thus supporting the appropriateness of social exchange theory in explaining residents' responses in the study area.

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Appendix A. Mean value and Standard Deviation (SD), t-test.

Measure items[a]	Sample	Native-born residents			Workers in the tourism sector		
		Yes	No	Prob	Yes	No	Prob
N	294	164	118		125	163	
Economic impacts of tourism							
Tourism causes an increment of investments at the destination	5.113 (1.05)	5.147 (1.00)	5.093 (1.02)	0.663	5.177 (0.95)	5.080 (1.08)	0.425
Tourism causes an increase in life standards	4.704 (1.25)	4.575 (1.39)	4.852 (1.03)	0.071	4.959 (0.98)	4.509 (1.40)	0.003**
Tourism causes an increase in goods prices	5.165 (1.16)	5.161 (1.17)	5.130 (1.17)	0.828	5.187 (1.04)	5.151 (1.25)	0.797
Tourism benefits only a small groups	3.625 (1.61)	3.632 (1.66)	3.612 (1.50)	0.919	3.160 (1.53)	3.994 (1.58)	0.000**
Tourism creates jobs more for externals than residents	3.213 (1.50)	3.215 (1.50)	3.147 (1.48)	0.707	3.033 (1.47)	3.316 (1.51)	0.117
More positive than negative economic effects	4.860 (1.25)	4.806 (1.31)	4.962 (1.13)	0.320	5.151 (1.04)	4.644 (1.34)	0.001**
Environmental impacts of tourism							
Tourism causes more positive environmental effects than negative	2.990 (1.51)	2.865 (1.52)	3.178 (1.49)	0.087	3.161 (1.34)	2.846 (1.62)	0.080
Because of tourism facilities are at a higher standard	4.216 (1.44)	4.104 (1.44)	4.364 (1.39)	0.130	4.376 (1.32)	4.093 (1.50)	0.095
Tourism causes crowd problems	3.838 (1.61)	3.871 (1.62)	3.788 (1.57)	0.668	3.540 (1.53)	4.043 (1.63)	0.009**
Tourism causes traffic congestion, noise, and	4.419 (1.55)	4.463 (1.53)	4.322 (1.57)	0.450	4.048 (1.57)	4.747 (1.43)	0.000**

Measure items[a]	Sample	Native-born residents			Workers in the tourism sector		
		Yes	No	Prob	Yes	No	Prob
N	294	164	118		125	163	
pollution							
The construction of tourist facilities destroy the environment	3.398 (1.61)	3.598 (1.64)	3.197 (1.53)	0.039*	2.944 (1.39)	3.789 (1.67)	0.000**
Tourism provides an incentive for the conservation of natural resources	3.458 (1.51)	3.414 (1.53)	3.530 (1.50)	0.528	3.667 (1.42)	3.267 (1.53)	0.025*
Socio-cultural impacts of tourism							
Meeting tourists is a valuable experience	5.166 (1.10)	5.309 (0.95)	5.017 (1.21)	0.025*	5.411 (0.86)	5.000 (1.19)	0.001**
Tourism has led to an increase in service for residents	5.059 (1.13)	5.117 (1.08)	4.983 (1.15)	0.319	5.266 (0.98)	4.907 (1.17)	0.006**
Tourism causes undesirable effects on locals' habits	3.104 (1.48)	3.146 (1.47)	2.991 (1.48)	0.387	2.760 (1.30)	3.360 (1.54)	0.001**
Tourism causes changes in traditions and cultures	3.490 (1.62)	3.518 (1.58)	3.431 (1.66)	0.657	3.347 (1.55)	3.578 (1.54)	0.234
Tourism causes a lower quality of life	2.512 (1.53)	2.417 (1.53)	2.583 (1.49)	0.371	2.376 (1.42)	2.606 (1.67)	0.203
Interaction with tourists in the winter season	4.074 (1.53)	3.944 (1.53)	4.228 (1.49)	0.166	4.871 (1.42)	3.449 (1.58)	0.000**
Interaction with tourists in the summer season	4.246 (1.66)	4.149 (1.74)	4.357 (1.57)	0.269	4.828 (1.32)	3.806 (1.65)	0.000**
Interaction with tourists is a positive experience	4.690 (1.26)	4.665 (1.25)	4.684 (1.30)	0.902	5.024 (1.14)	4.447 (1.27)	0.000**
Interest of tourists in the local culture	3.365 (1.54)	3.241 (1.56)	3.535 (1.47)	0.115	3.532 (1.53)	3.229 (1.54)	0.101
Interest of residents in tourists' culture	3.226 (1.54)	3.062 (1.56)	3.441 (1.47)	0.037*	3.544 (1.53)	2.969 (1.54)	0.001**

Measure items [a]	Sample	Native-born residents			Workers in the tourism sector		
		Yes	No	Prob	Yes	No	Prob
N	294	164	118		125	163	
Tourism incentives the valorization of local tradition	3.979 (1.51)	3.833 (1.50)	4.136 (1.48)	0.112	4.344 (1.39)	3.691 (1.55)	0.001**
Tourism incentives the restoration of historic buildings	4.285 (1.57)	4.207 (1.61)	4.379 (1.50)	0.342	4.371 (1.43)	4.199 (1.64)	0.335
Tourism causes security and crime problems	2.689 (1.49)	2.665 (1.61)	2.607 (1.30)	0.757	2.552 (1.47)	2.789 (1.51)	0.200
Culture is shown authentically	3.638 (1.55)	3.642 (1.61)	3.624 (1.43)	0.915	3.584 (1.44)	3.663 (1.62)	0.636
Tourism brings more positive than negatives social effects	4.419 (1.39)	4.299 (1.38)	4.602 (1.41)	0.049*	4.616 (1.28)	4.270 (1.47)	0.023*
Future development policies in Folgaria							
Winter tourism expansion	3.101 (1.75)	2.963 (1.76)	3.316 (1.69)	0.094	3.256 (1.63)	2.988 (1.84)	0.199
Ski positive	3.663 (1.70)	3.665 (1.75)	3.698 (1.64)	0.871	3.816 (1.65)	3.513 (1.72)	0.134
Natural conservation	5.153 (1.17)	5.256 (1.11)	5.009 (1.25)	0.082	5.176 (1.03)	5.143 (1.26)	0.812
New cultural attractions	4.679 (1.32)	4.720 (1.33)	4.626 (1.35)	0.566	4.688 (1.27)	4.669 (1.37)	0.903
More specific attraction and promotion for tourists	4.705 (1.41)	4.753 (1.41)	4.707 (1.36)	0.786	5.040 (1.18)	4.450 (1.50)	0.000**
Incentive new hotels of more than 50 beds	3.569 (1.83)	3.593 (1.90)	3.553 (1.76)	0.859	3.772 (1.83)	3.380 (1.82)	0.074

Measure items[a]	Sample	Native-born residents			Workers in the tourism sector		
		Yes	No	Prob	Yes	No	Prob
N	294	164	118		125	163	
Incentive new hotel of less than 50 beds	4.493	4.623	4.357	0.182	4.569	4.438	0.504
	(1.65)	(1.67)	(1.58)		(1.68)	(1.61)	
Increase new services	4.133	4.273	4.009	0.203	4.418	3.913	0.014*
	(1.72)	(1.70)	(1.71)		(1.57)	(1.79)	
Seasonality							
Seasonality tourism policy	2.815	2.726	2.904	0.379	2.464	3.069	0.002**
	(1.66)	(1.67)	(1.64)		(1.42)	(1.78)	
Decrease tourism during the main season	2.081	2.000	2.105	0.515	1.847	2.247	0.013*
	(1.36)	(1.29)	(1.37)		(1.18)	(1.44)	
Increase tourism during low season	4.726	4.779	4.716	0.744	4.968	4.547	0.029*
	(1.63)	(1.61)	(1.59)		(1.18)	(1.70)	
Increase tourism during low season and decrease during high season	3.694	3.654	3.765	0.588	3.434	3.880	0.027*
	(1.68)	(1.75)	(1.56)		(1.65)	(1.68)	

[a] 6 Likert-type scale, where 1=total opposition/disagreement and 6=total support/agreement.

Appendix B

Table B.1 Results of the Logit model for the whole sample.

	Increase tourism during low season and decrease during high season (*Dummy*)	More specific attraction and promotion for tourists (*Dummy*)	Incentive new hotel of less than 50 beds (*Dummy*)
Positive cultural-environmental impacts	-0.090 (0.130)	0.427** (0.161)	0.268 (0.150)
Positive socio-economic impacts	0.008 (0.130)	0.608** (0.168)	0.377* (0.155)
Interaction	-0.022 (0.131)	0.450** (0.156)	0.153 (0.152)
Negative socio-cultural impacts	0.132 (0.129)	-0.075 (0.189)	-0.337* (0.147)
Negative environmental impacts	0.381** (0.127)	-0.126 (0.168)	-0.197 (0.158)
Benefits not for residents	0.053 (0.131)	0.226 (0.220)	0.228 (0.158)
Constant	0.145 (0.129)	1.634** (0.194)	1.163** (0.157)
McKelvey & Zavoina's R^2	0.050	0.200	0.119
Wald	10.57 (p=0.103)	26.63**	15.47*

Standard errors in parentheses
* $p<0.05$, ** $p<0.01$

Table B.2 Results of the Logit regression models.

	Model I	Model II	Model III	Model IV
Increase tourism during low season and decrease during high season (Dummy)				
Positive cultural-environmental impacts	-0.141 (0.220)	-0.042 (0.171)	-0.242 (0.208)	-0.007 (0.201)
Positive socio-economic impacts	-0.269 (0.255)	0.166 (0.161)	0.192 (0.169)	-0.188 (0.216)
Interaction	0.031 (0.245)	0.024 (0.186)	-0.375* (0.177)	0.407 (0.223)
Negative socio-cultural impacts	-0.095 (0.205)	0.304 (0.176)	0.262 (0.179)	-0.092 (0.219)
Negative environmental impacts	0.439* (0.205)	0.334 (0.179)	0.488*** (0.179)	0.531*** (0.217)
Benefits not for residents	0.026 (0.215)	-0.018 (0.191)	-0.192 (0.192)	0.475** (0.217)
Constant	0.003 (0.238)	0.282 (0.196)	0.048 (0.180)	0.237 (0.216)
McKelvey & Zavoina's R^2	0.071	0.065	0.138	0.153
Wald	6.27 (p=0.393)	7.10 (p=0.312)	13.44*	13.94*
More specific attraction and promotion for tourists (Dummy)				
Positive cultural-environmental impacts	0.058 (0.251)	0.542* (0.222)	0.545* (0.225)	0.351 (0.234)
Positive socio-economic impacts	0.582 (0.393)	0.618** (0.192)	0.743** (0.252)	0.501* (0.246)
Interaction	0.559 (0.309)	0.237 (0.205)	0.746** (0.274)	0.336 (0.207)
Negative socio-cultural impacts	0.23 (0.336)	-0.118 (0.227)	-0.259 (0.272)	-0.029 (0.283)
Negative environmental impacts	-0.522 (0.266)	0.145 (0.208)	-0.173 (0.245)	-0.035 (0.244)
Benefits not for residents	0.393 (0.607)	0.201 (0.222)	0.493 (0.386)	0.196 (0.289)
Constant	2.023** (0.391)	1.326** (0.258)	1.959*** (0.353)	1.446** (0.273)
McKelvey & Zavoina's R^2	0.204	0.226	0.330	0.147
Wald	11.78 (p=0.067)	15.01*	18.76**	8.51 (p=0.203)
Incentive new hotel of less than 50 beds (Dummy)				
Positive cultural-environmental impacts	0.374 (0.224)	0.217 (0.206)	0.349 (0.246)	0.221 (0.211)

Positive socio-economic impacts	0.112 (0.265)	0.474* (0.203)	0.548* (0.222)	0.131 (0.246)
Interaction	-0.025 (0.254)	0.268 (0.207)	-0.017 (0.241)	0.289 (0.220)
Negative socio-cultural impacts	-0.175 (0.236)	-0.441* (0.189)	-0.303 (0.197)	-0.436 (0.239)
Negative environmental impacts	-0.258 (0.249)	-0.232 (0.225)	-0.171 (0.220)	-0.088 (0.241)
Benefits not for residents	0.05 (0.256)	0.291 (0.196)	0 (0.219)	0.481* (0.244)
Constant	1.13** (0.260)	1.277** (0.246)	1.29** (0.224)	1.057** (0.243)
McKelvey & Zavoina's R^2	0.062	0.187	0.143	0.163
Wald	5.28 (p=0.508)	11.92 (p=0.064)	10.40 (p=0.109)	8.94 (p=0.177)

Model I: sub-sample of workers in the tourism sector. Model II: sub-sample of workers in other sectors. Model III: sub-sample of native-born in Folgaria. Model III: sub-sample of non-native born in Folgaria. Standard errors in parentheses * $p<0.05$, ** $p<0.01$