

Quality of Life and Cultural Tourism Investment: A Case Study of Indianapolis, Indiana

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This study explores issues concerning cultural tourism investment and resident quality of life in Indianapolis, Indiana. It is important to understand from a cultural tourism perspective how further attempts to grow and invest in tourism will affect resident perception of quality of life and future cultural tourism investment. To achieve this goal, data from the 2012 Indianapolis Quality of Life survey was statistically analyzed to specifically examine how residents' perceived quality of life affects cultural tourism investment. This allows for the study of what city-service attributes (i.e. safety, attractions, transportation, et cetera) identify as potential indicators of whether residents' perception of quality of life affects cultural tourism investment and if there were any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents. Results indicated that several key city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perceptions that investing in cultural tourism for tourists is good for residents. In addition, several key city-service attributes identified as potential indicators of residents' perception of quality of life in Indianapolis excluding perceptions of cultural tourism investment. Finally, results indicated that demographic factors of gender, age, ethnicity, and income were not significant when it came to affecting the perception that investing in cultural events and attractions for tourists is good for residents.