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## Exploring the Relationship Between Place Attachment and Attitudes Toward Tourism Development in Powell County

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EXPLORING THE RELATIONSHIP BETWEEN PLACE ATTACHMENT AND  
ATTITUDES TOWARD TOURISM DEVELOPMENT IN POWELL COUNTY

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THESIS

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A thesis submitted in partial fulfillment of the requirements  
for the degree of Master of Science in Community and Leadership Development in the  
College of Agriculture, Food and Environment  
at the University of Kentucky

By

Lindsay Vance

Lexington, Kentucky

Director: Dr. Daniel Kahl, Associate Professor of Community and Leadership  
Development

Lexington, Kentucky

2022

## ABSTRACT OF THESIS

### EXPLORING THE RELATIONSHIP BETWEEN PLACE ATTACHMENT AND ATTITUDES TOWARD TOURISM DEVELOPMENT IN POWELL COUNTY

This study explores the relationship between Powell County, Kentucky residents' place attachment, and the perceived sociocultural, environmental, and financial benefits of the future Warrior's Path development. A survey consisting primarily of five-point Likert scale questions was shared with several local organizations to distribute to their members. The Pearson's correlation coefficient and Chi-square test of independence tests were used to discover any correlation between place attachment and perceived sociocultural, environmental, and financial benefits of tourism development. The Pearson's correlation coefficient ( $r=.465$ ) determined a moderate positive correlation between place attachment and perceived sociocultural benefits of the Warrior's Path and tourism development. Of the three Chi-square tests of independence, one test was able to reject the null, allowing us to conclude a relationship between residents' place attachment and perceived sociocultural benefits of tourism development. Knowing that there is strong evidence to suggest a positive relationship between place attachment and perceived sociocultural benefits of tourism development, tourism developers will be able to predict better how residents will respond to proposed development projects, such as the Warrior's Path that will be running latitudinally through eastern Kentucky.

KEYWORDS: Place Attachment, Rural Development, Tourism Development, Warrior's Path, Appalachia, Kentucky

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08/06/2022  
Date

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## CHAPTER 1. INTRODUCTION

Thousands of years before pioneers began to settle in what would become Powell County, Kentucky, the Shawnee and Cherokee tribes lived, traveled, and traded with other Native American tribes throughout the Appalachian region. Over the years, a game trail called *Athiamiowee* was established. *Athiamiowee* roughly translates to mean ‘path of the armed ones,’ which pioneers later referred to as the Warrior’s Path (Talbot, n.d.). Now, many centuries later, the National Park Service, with the help of The Warrior’s Path Project, a local non-profit, will work to rediscover and restore the Warrior’s Path in Kentucky and expand upon the trail to make it accessible to hikers, equestrians, bikers, kayakers, and other outdoor enthusiasts. Powell County is just one of the seventeen potential counties with this new trail system.

The goal of the Warrior’s Path Project is not just to spread awareness of the trail’s history or to provide additional recreational opportunities to the region. The local and state governments see projects such as the Warrior’s Path as an opportunity to financially benefit the surrounding counties. Communities throughout the Appalachian region that once relied on mining and logging are scrambling to find new industries to support their economy and employ their residents (Kentucky Energy and Environment Cabinet, 2017). The Kentucky Chamber of Commerce Foundation (KCCF) and the Red River Economic Development, LLC (RRED) are two organizations that focus on “research and action to enhance the state’s economic, education, and workforce efforts” (RRED, n.d.). In 2013, they created a task force to give specific attention to the economic decline of Eastern Kentucky and have since recommended replacing the coal industry with tourism. Powell County is just one of nearly twenty counties in Kentucky that are replacing outdated industries with tourism and will also be impacted by the Warrior’s Path project. As of

2020, 3.9% of the Powell County population was employed in the tourism industry. Visitors to the area spend approximately \$16.8 million annually, and the local and state government makes roughly \$1.3 million from tourism-related taxes (KY Tourism, 2020). With 20.5% of Powell County residents living in poverty, tourism development may be a pathway to more and better-paying jobs.

### 1.1 Statement of the Problem

Many studies on tourism development have shown that residents' support for tourism development can vary widely from community to community, making it difficult for tourism developers to predict how residents perceive their proposed project (Puhakka et al., 2009; Ruschkowski et al., 2013; Thapa 2013). And the local community must be supportive of tourism development, as tourism is not a sustainable industry without local buy-in (Maruyama & Woosnam, 2015; Styliadis, 2018). Research to determine if the communities impacted by the Warrior's Path are supportive of the project has not yet been conducted. And as previously mentioned, research from different tourism destinations cannot accurately predict the attitudes toward tourism development of other destinations. Thusly, it is necessary to conduct a study specific to a county that will have the Warrior's Path, such as Powell County, Kentucky.

### 1.2 Purpose of the Study

This study explores the relationship between Powell County residents' level of place attachment and their perceived benefits of tourism development. Place attachment is a "person-to-place bond that [evolves] through emotional connection, meaning, and understandings of a specific place and/or features of a place" (Wolf et al., 2014). By examining the relationship between place attachment and perceived tourism benefits,

developers may be able to use place attachment as an indicator to better predict how communities will respond to new tourism development projects. To put this matter into context, the residents are asked in a survey to consider the sociocultural, environmental, and financial benefits the Warrior's Path will bring to their county. By better understanding this relationship, developers can improve their working relationship with residents, resulting in more support for their project and, ultimately, a more successful tourism venture.

## CHAPTER 2. LITERATURE REVIEW

Developing new tourism projects is a significant undertaking that must be done correctly to ensure maximum benefits for the residents and visitors. It is a delicate balancing act to be able to preserve the local culture and environment while making the venture financially beneficial for the community. The residents of tourist destinations play a significant role in the visitor experience, even if they do not directly work in the tourism industry. Because of that, the residents must have a good relationship with the developers so that their concerns are considered. The three concerns that this literature review will focus on will be the sociocultural, environmental, and financial impacts of tourism, which are the three pillars of sustainable tourism.

### 2.1 Sustainable Tourism

The World Tourism Organization (UNWTO) is the United Nations agency responsible for promoting responsible, sustainable, and universally accessible tourism. UNWTO believes sustainable tourism development must consider current and future economic and environmental impacts while addressing visitors' needs, the industry, the environment, and host communities. In the United Nations Environment Programme's, *Making Tourism More Sustainable: A Guide for Policy Makers* (2005), the three pillars of sustainable tourism include the following:

1. Make optimal use of environmental resources that constitute a crucial element in tourism development, maintaining essential ecological processes and helping conserve natural heritage and biodiversity.

2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. (p. 11)

While tourism can bring about many benefits to a community, negative impacts follow close behind. For example, while tourism can contribute to increases in income and living standards in a community, it may also cause an increase in the price of goods and services, land and housing, and the cost of living (Becker & Bradbury, 1994).

Cultural tourism can result in the preservation of historical buildings and monuments, but the increase in visitors could cause the degradation of these sites (Kreag, 2001). Or, to simplify this, as Hawkins (1982) so eloquently did, “Tourism is a goose that not only lays a golden egg, but also fouls its own nest” (p. iii).

Sustainable tourism development attempts to capitalize on the perks while reducing the negatives as much as possible. While it is nearly impossible to eliminate all the negatives, researchers have concluded that “[f]or a tourism based economy to sustain itself in local communities, the residents must be willing partners in the process” and have their “attitudes toward tourism and perceptions of its impact on community life must be continually assessed” (Allen et al., 1988, p. 16). What many researchers seem to attempt is to standardize sustainable tourism and find solutions that can be applied to any destination. But it is not as simple as conducting research somewhere like Ho Chi Minh

City, Vietnam and applying your findings to a different community on the other side of the world, such as rural Kentucky. As Hunter (1997) pointed out in *Sustainable Tourism as an Adaptive Paradigm*, sustainable tourism planning requires more flexibility, as each destination has unique challenges and opportunities.

## 2.2 Host-Guest Interaction

The life of a tourism destination relies on the interactions between the residents and the guests. If the residents are not supportive of their local tourism industry, their negative attitudes will be reflected upon the guests. If the guests do not feel welcomed, they are less likely to return. If the flow of visitors stops, the tourism industry will decline, the residents will perceive even fewer benefits, and the industry will be all but extinct (Butler, 1980). This is the worst-case scenario of Butler's Tourism Area Lifecycle. An improved understanding of community attitudes toward tourism and host-guest interaction is vital for sustainable tourism development in Powell County and throughout the Appalachian region.

A study by Zhang, Inbakaran, and Jackson (2006) confirmed that the "higher the intensity of the social relationship between hosts and working tourists, the more favorable were the tourists' feelings towards their hosts... and the destination. It also reported that the higher the intensity of the social relationship between hosts and tourists, the higher was the satisfaction of these tourists with their stay and experience" (p. 190). More recently, Bimonte and Punzo outlined that the interactions and experiences between the hosts and guests influence both parties' attitudes and opinions. This can cause structural changes in individual preferences that affect residents' perceptions of tourism and the tourists' willingness to pay. Equilibrium will only emerge when market conditions are

compatible with social conditions (Bimonte & Punzo, 2016). While this conclusion may be rather obvious, little research has been done to determine how to promote harmonious relationships between the hosts and guests. However, like components of sustainable tourism development, learning how the community perceives tourism development and its benefits is an excellent place to start.

### 2.3 Impacts of Tourism

The impacts of tourism can vary widely depending upon the geographical location, type of destination, type of tourist that the destination attracts, and other factors (Hall & Lew, 2009). When categorizing these impacts, researchers will often assign them to the following categories: sociocultural, environmental, economic, and occasionally political. However, this study chose to follow UNWTO's three pillars that were previously cited, thus excluding the political category. It is believed that in this specific study, asking survey participants to disclose their political beliefs would not have added clarity to the survey results and may have dissuaded participants from completing the survey.

#### 2.3.1 Sociocultural Impacts

Preserving local culture is critical for sustainable tourism development. However, tourism's economic benefits can often be the driving force behind a change in a community's unique culture. The economic base of a community "tends to shape the other institutions within the community, and in general, societies evolve as their economic bases change" (Mansperger, 1995, p. 93). To combat cultural change, Mansperger recommends a high level of local engagement in the tourism planning process and that the scale of tourism is kept low to moderate. However, just as high-



amenity rural destinations attract tourists, they can also attract new residents. The differences between the long-term and new residents can result in a culture clash and even dramatically change the tourism development plan for the community. When new residents move into the community, they do not necessarily see increased tourism development as an issue (Ulrich-Schad & Qin, 2018). To make it even more convoluted, Ulrich-Schad and Qin (2018) warn that it is entirely dependent upon the destination as to whether the divide lies between the old-timers and the newcomers. If the focus is solely on this divide, “residents and scholars may be unnecessarily exaggerating polarization and overlooking the diversity within each of these groups” (p. 101).

Powell County is no stranger to tourism development projects. In 2020, plans for a \$135 million resort were released, which provoked strong emotions from the local community. Acknowledging the unique opportunities and challenges of tourism development within Powell County, Red River Gorge United (RRGUnited) commissioned a 2020 survey (n=362) by Dr. Carol Hanley at the University of Kentucky. This study concluded that most respondents did not favor a destination resort (69.9% against). However, they would favor other tourism-related businesses to set up shops in the area. The participants supported indoor/outdoor wedding venues (44.3%), private cabins/cottages (57.5%), full-service restaurants (55.7%), brewpubs/distilleries (47%), and a visitor center (60.2%). Most participants’ concerns centered around their concern that the resort would harm the natural environment (Hanley, 2020). The initial study conducted by Hanley dove into the complex situation surrounding this proposed development and residents’ perceived benefits, or lack thereof, but does not help explain

why residents feel the way they do. Place attachment may be one indicator that could help predict support for future tourism development projects.

### 2.3.2 Environmental Impacts

With many tourism destinations relying on natural and artificial resources, protecting the environment is often a top concern for communities and tourism developers. Past research has shown that individuals may recognize positive and negative environmental impacts directly affecting themselves and their community. Residents of a tourist destination may feel like the tourists impinge upon their lifestyle by increasing the traffic, littering, adding to general pollution and noise pollution, changing their community's appearance, and driving out wildlife (Kendal and Var, 1984). On the other hand, residents may find environmental benefits from the addition of parks, infrastructure improvement, pollution control, and public health benefits (Travis, 1982). Of all the potential impacts of tourism, the environmental effects are often cited as being the least favorable aspects, with residents blaming tourism development on crowding and congestion, distorted urbanization, and inadequate infrastructure (Kuvan, Y. & Akan, P., 2005). Interestingly, a highly cited study on residents' perceptions of the environmental impacts of tourism found that the longer a community has developed its tourism industry, the greater awareness the residents had of both positive and negative environmental effects of tourism (Liu et al., 1987). Working to counteract the negative impacts of tourism development and adequately explaining what sustainability measures are being put into place is essential to building a positive relationship between residents and tourism developers.

### 2.3.3 Financial Impacts

Financial gains are what residents often think of first when asked about the benefits of local tourism (Lee, 2013). Rural tourism is beginning to be viewed as “a panacea, increasing the economic viability of marginalized areas, stimulating social regeneration and improving the living conditions of rural communities” (Briedenhann & Wickens, 2004, p. 71). When Hanley administered the initial survey to residents regarding the proposed development at the Red River Gorge, the residents knowingly or unknowingly completed a cost-benefit analysis. The residents and visitors to the Gorge thought about how many inconveniences or perceived costs they were willing to endure for the benefits they believed they would derive from the new resort. However, this analysis is different for every person. An unemployed person would likely benefit more from the employment potential the resort brings. They may be willing to sit in more traffic or see more litter around if that means their overall quality of life increases. On the other hand, a gainfully employed resident who enjoys a quiet, uncrowded hike every weekend may believe the crowds and traffic are worth the new restaurants that have popped up around town. A study done by Foster-Bey (2008) determined that individuals with lower socioeconomic status (SES) were “less civically-engaged than individuals from higher SES groups” and that “racial and ethnic minorities and immigrants are much less likely to be civically engaged than whites or native-born citizens” (p. 15). In Ulrich-Schad and Qin’s 2018 study, they found that “those who see development as a problem are more likely to be involved in local organizations” (2018). So, it is plausible that residents with higher socioeconomic statuses are also the residents that attend town halls

and community meetings to speak out against development; however, this group may not be representative of the entire community.

#### 2.4 Place Attachment

Whether residents have lived in a community for 1-year or their entire life, they will have accumulated physical and social experiences that affect their emotional bond to the place. Since the theory of place attachment emerged in 1992, researchers have studied its relationship with residents' support for tourism development. Unsurprisingly, results have varied depending upon the community that was studied. One study conducted on Samos Island, Greece (Haralambopoulos and Pizam, 1996) and another in York, U.K. (Snaith and Haley, 1999) determined that the shorter the residency period, the more positive the residents' felt toward tourism development in their communities. On the other hand, a study by Jurowski, Uysal, and Williams (1997) focused on five counties surrounding the Mt. Rogers National Recreation Area and reported that more attached residents view tourism's social and economic impacts more positively than the less attached residents. Some discrepancies can be attributed to the inconsistent ways researchers have measured place attachment. If the researchers used the residents' length of residency as the primary indicator for attachment levels, they were more likely to find a "negative association between attachment and perceptions of impact, whereas other studies that measured attachment as residents' social bonds with their place reported a positive relationship" (Stylidis, 2018, p. 7). Researchers must adopt a holistic approach to measuring place attachment to avoid this.

## 2.5 Summary

While many researchers have attempted to determine predictors for residents' attitudes toward tourism development, it does not take long to realize that there is not much of a pattern to assess residents' attitudes toward an unresearched destination. For example, residents in NordVest, Romania (Muresan et al., 2016), rural areas across the American Midwest (Látková & Vogt, 2011), and Chiang Mai, Thailand (Winitra et al., 2015), all generally have favorable outlooks toward sustainable tourism development. Whereas residents of Hebei, China (Ma et al., 2020), tourism centers across England (Murphy, 1983), and Kusadasi, Turkey (Cavus & Tanrisevdi, 2003) all had greater apprehension toward tourism development. This makes it clear that it is nearly impossible to predict residents' perceived benefits from tourism development in Powell County without conducting further research in this area. If we are not able to outright predict how residents will perceive new tourism development, we must look for other possible indicators such as place attachment that will allow us to make more accurate predictions. With a better understanding of a community, community and tourism developers will be able to work together to address the needs and concerns residents have regarding tourism development.

## CHAPTER 3. METHODS

### 3.1 Research Design

The purpose of this study was to explore the relationship between place attachment and residents' support for tourism development by asking, 'does the level of place attachment influence the degree of support for tourism development?' Furthermore, do those with a higher level of place attachment perceive more sociocultural, environmental, and financial benefits from tourism development? Either quantitative or qualitative methods could tackle these questions; however, I chose to pursue correlation design and non-experimental survey research. This was because collecting quantitative survey questions would allow for the data to be statistically analyzed, providing more definitive answers to the research questions. The allure of receiving specific answers that could be quantified was initially appealing, but qualitative interviews would have likely answered more of the lingering questions that the surveys left me with.

#### 3.1.1 Research Site

Powell County residents were targeted for this study because of the seventeen counties that will potentially intersect with the Warrior's Path, Powell County was the most financially average among the counties, with a median household income of \$41,071 and a poverty rate of 20.5% (census.gov, 2021). The goal of choosing the most financially average county was to reduce surveying residents who may potentially be influenced by their finances when considering place attachment and tourism development. Suppose this study focused on the counties with higher or lower annual household income. In that case, this could introduce bias due to a homogenous pool of participants potentially influenced by their yearly income. Although, as previously

mentioned, Powell County is one of the four counties surrounding the Red River Gorge and would be directly impacted by the proposed destination resort, which is currently in the early stages of development. Powell County residents may be influenced by the proposed resort that would arguably be more impactful to their lives than the Warrior's Path Trail, as it would use up more land in the county and employ more individuals, with other significant impacts being unable to prove at this time.

### 3.2 Sample and Survey Design

The target population of this study was adults eighteen years and older living in Powell County, Kentucky (n=9,991). The survey (see Appendix D) was created via Qualtrics and was divided into three sections. Qualtrics was chosen because it was free and easier to distribute than mailed surveys. Qualtrics is also easy to design, accessible on mobile devices, and provides data analysis reports. The first section measured place attachment through eight questions that used a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Since there is no standard survey to measure place attachment, questions from other studies were modified to form the eight questions that measured place attachment of Powell County residents. These questions were developed from Dimitrios Styliadis' 2017 study, *Place Attachment, Perception of Place and Residents' Support for Tourism Development*, as well as Daniel Williams and Jerry Vaske's 2002 study, *The Measurement of Place Attachment: Validity and Generalizability of a Psychometric Approach*. The second section determined how the residents' believed the Warrior's Path development would impact Powell County, with seven questions focusing on social and cultural impacts and four on environmental and economic impacts, all using the same Likert scale. The final section collected

demographic information. Prior to being distributed, this study and its survey was approved by the University of Kentucky's Institutional Review Board. The IRB approval letter can be seen in Appendix A.

The survey was brief and had no open-ended questions to encourage participants to complete the study. The average participant took 5.08 minutes to finish. This length of time is well under the thirteen-minute threshold that Asiu, Antone, and Fultz determined to be a deterrent for individuals completing surveys (1998). The survey and advertising materials were provided to the University of Kentucky Extension Office, the Powell County Tourism Commission, and the Warrior's Path Project to distribute via email listservs and social media platforms. It should be noted that these are the three organizations that responded positively to my request for survey distribution assistance. Four additional organizations declined to assist or did not respond to my requests for help. All three organizations chose to share the survey via email newsletters, which resulted in the direct sharing of the survey link with 422 email recipients. The survey was available to the residents for three months and two reminder emails were sent out during that time. The email sent to the organizations, which included a draft of an email that could be sent out via their listservs, and advertising materials they could utilize, can be seen in Appendixes B and C, respectively.



## CHAPTER 4. FINDINGS

### 4.1 Results

Approximately 7.6% of those that subscribe to UK Extension, Powell County Tourism Commission, or the Warrior's Path Project email newsletters completed the survey, resulting in thirty-two completed responses. It is possible that adding a monetary incentive or using other survey techniques such as mailed surveys may have increased the number of completed surveys. However, by having UK Extension, Powell County Tourism Commission, and the Warrior's Path Project email individuals with a call-to-action to complete the survey, it was thought that people may be more likely to respond since these organizations are "colleagues and authority figures, compared to people from other organizations who they do not know personally or professionally" (Saleh & Bista, 2017, p. 70). Although, it is possible that the listserv subscribers did not view these organizations as authority figures, resulting in the low response rate.

Even though Powell County has a nearly equal (females = 50.4%) distribution of males and females, 81.25% of the survey respondents identified as female, and the remaining 18.75% identified as male or preferred not to say. The average age of respondents was 40-49 years old, and 81.26% of the respondents lived in either Stanton, Slade, or Clay City. The majority (93.75%) of the survey respondents were white, which is fairly representative of the ethnic and racial composition of Powell County. Differing from the county's average education levels, the survey respondents held higher levels of education, with 64.51% having received at least a bachelor's degree, as seen in Table 4.2. Based on the most recent census, only 17.6% of Powell County residents over 25 years old have received a bachelor's degree or higher (census.gov, 2021). In addition to having

more formal education than the average resident, this group of respondents represented above the average household income for the county. The 2021 median household income in Powell County is \$41,070, while the average household income reported by the respondents as seen in Table 4.1 ranged from \$50,001 to \$100,000, which is at least \$8,930, but could be as much as \$58,930, more than the median household income in Powell County.

The disparities between the demographics of Powell County and those of the survey respondents may have arisen due to whom the survey was distributed. Without knowing the demographics of the individuals associated with the Warrior's Path Project, the Powell County Tourism Commission, and the Powell County Extension Office, it is impossible to determine precisely why the sample population does not accurately represent Powell County's population. However, some generalities can be observed. First, women are more likely to self-select to participate in online surveys (Smith, 2009). Furthermore, this survey also experienced a breakoff rate 13% higher than the 40% average (Vehovar & Cehovin, 2014). Peytchev's 2009 study found that older and less educated respondents are likelier to break off. However, these common, measurable characteristics "do not have a causal relationship with response outcomes, but are proxies for causes that cannot be measured directly" (p. 80). In the case of this survey, it is possible, but not verifiable, that the Powell County residents who broke off during the survey may have been of the socio-economic demographic that would have resulted in a more representative sampling of Powell County's population.

**Table 4.1**

*Respondents' Income Levels; Number and Frequency*

<u>What is your annual household income?</u>	<u>Number</u>	<u>Frequency</u>
Less than \$25,000	1	3.23%
\$25,000-\$50,000	9	29.03%
\$50,001-\$100,000	9	29.03%
\$100,001-\$200,000	6	19.35%
More than \$200,000	4	12.90%
Prefer to not answer	2	6.45%

*Note: n=31, one non-respondent*

**Table 4.2**

*Respondents' Education Levels; Number and Frequency*

<u>What is your education level?</u>	<u>Number</u>	<u>Frequency</u>
Some high school	0	0%
High school	6	19.35%
Trade school/Associate degree	5	16.13%
Bachelor's degree	9	29.03%
Master's degree	9	29.03%
Doctorate/ PhD	2	6.45%

*Note: n=31, one non-respondent*

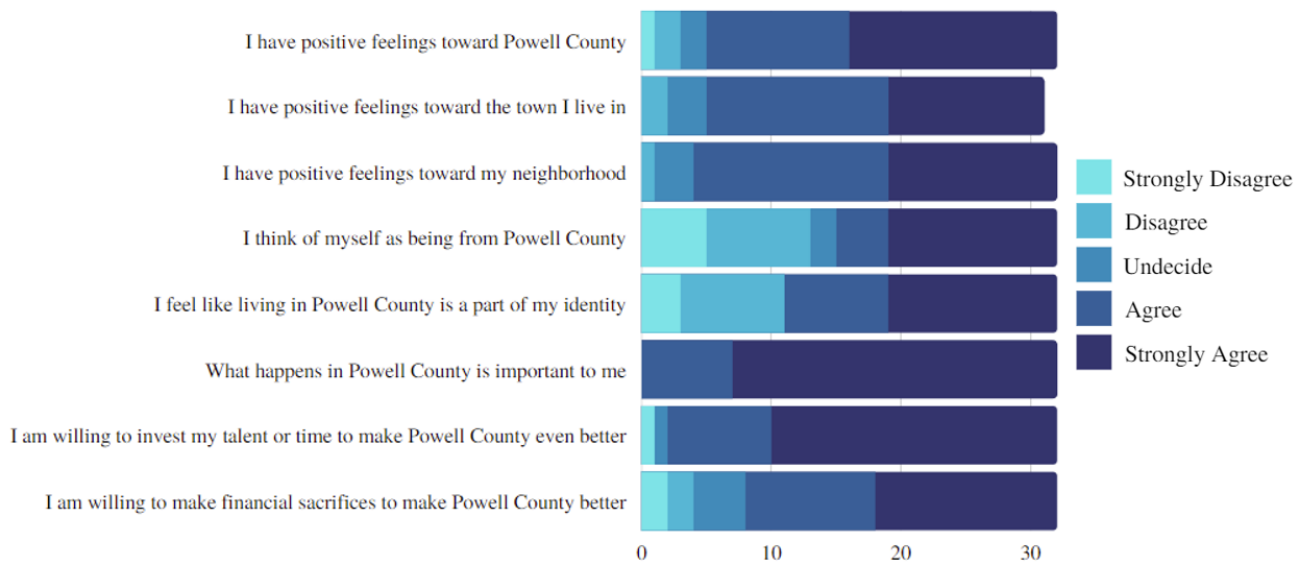
#### 4.1.1 Measuring Place Attachment

Based on the eight questions that measured residents' level of place attachment, it can be concluded that, on average, the 32 respondents have a very high level of place attachment. In the place attachment section, each question had five options on the Likert scale that were given point values: strongly disagree = 1, disagree = 2, undecided = 3, agree = 4, strongly agree = 5. Table 4.3 shows the number and frequency of each question and the responses. Figure 4.1 shows a visual representation of the respondents' answers through the use of a stacked row chart. The average was found by determining the mean of each respondent's eight answers. The average from the eight questions could

then be put on a five-point scale that gave a categorical measurement to place attachment: 1.00 – 1.80 = very low, 1.81 – 2.60 = low, 2.61 – 3.40 = moderate, 3.41 – 4.20 = high, 4.21 – 5 = very high. The lowest average score was 2.88 (n=2) or moderate place attachment, and the highest average score was 5.00 (n=5) or very high place attachment, with the mean of the 32 respondents equaling 4.12 or high place attachment. The question that scored the lowest among all participants was question #4, “I think of myself as being from Powell County,” with a mean of 3.375 among all respondents. Alternatively, question #6, “What happens in Powell County is important to me,” scored the highest with a mean of 4.78. The standard error of the mean for the place attachment data set is .118, which produces a 95% confidence interval from 3.88 to 4.36. Knowing this, it is plausible that the population mean of Powell County may have very high levels of place attachment as opposed to the sample population with a high level of attachment.

**Figure 4.1**

*Stacked Row Chart; Respondents’ Level of Place Attachment*



**Table 4.3***Respondents' Level of Place Attachment; Number and Frequency*

	<i>f (%)</i>				
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
I have positive feelings toward Powell County	1 (3.13)	2 (6.25)	2 (6.25)	11 (34.38)	16 (50)
I have positive feelings toward the town I live in	0 (0)	2 (6.45)	3 (9.68)	14 (45.16)	12 (38.17)
I have positive feelings toward my neighborhood	0 (0)	1 (3.13)	3 (9.68)	15 (46.88)	13 (40.63)
I think of myself as being from Powell County	5 (15.63)	8 (25)	2 (6.25)	4 (12.5)	13 (40.63)
I feel like living in Powell County is a part of my identity	3 (9.38)	8 (25)	0 (0)	8 (25)	13 (40.63)
What happens in Powell County is important to me	0 (0)	0 (0)	0 (0)	7 (21.88)	25 (78.13)
I am willing to invest my talent or time to make Powell County even better	1 (3.13)	0 (0)	1 (3.13)	8 (25)	22 (68.75)
I am willing to make financial sacrifices to make Powell County better	2 (6.25)	2 (6.25)	4 (12.5)	10 (31.25)	14 (43.75)

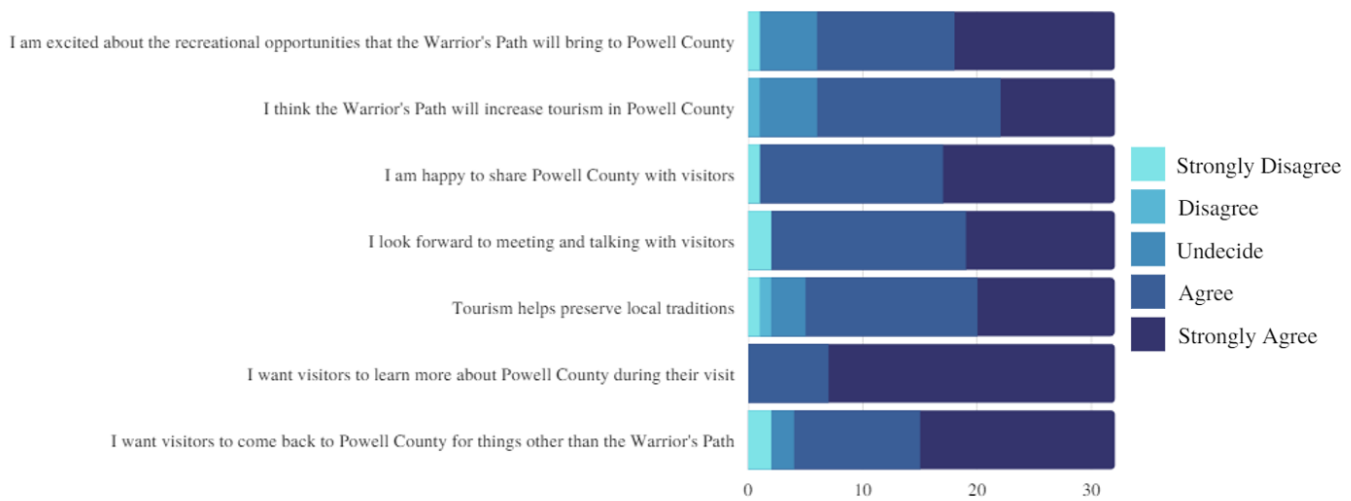
#### 4.1.2 Measuring Perceived Social Benefits

The survey section that measured respondents perceived social benefits from Warrior's Path and tourism development had seven questions that had the respondents identify their level of agreement with the statements using the same five-point scale used to measure place attachment (strongly disagree to strongly agree). Points were again assigned to each value to interpret the data (strongly disagree = 1 .... strongly agree = 5). The average of each respondent's answers was determined, allowing the sample's mean to be calculated. Unlike place attachment, measuring the social and cultural benefits can be more straightforward by mirroring the Likert scale choices: 1.00 – 1.80 = strongly disagree, 1.81 – 2.60 = disagree, 2.61 – 3.40 = undecided, 3.41 – 4.20 = agree, 4.21 – 5 = strongly agree. On average, the thirty-two respondents strongly agree that there are social and cultural benefits to tourism development and the addition of the Warrior's Path, with the mean response equaling 4.26 – strongly agree. The average scores ranged from 1.43 (n=1) to 5.00 (n=5). Overall, each question in this section received positive responses. Question #2, "I think the Warrior's Path will increase tourism in Powell County," received the lowest average score of 4.09. The question with the highest mean among respondents was question #7, "I want visitors to come back to Powell County for things other than the Warrior's Path," which had a mean of 4.56. The standard error of the mean for this data set is .123, allowing us to be 95% confident that the population mean falls between 4.01 and 4.51. Based on this confident interval, it would not be surprising if the population did not feel as strongly as the sample population about the perceived benefits of tourism development and the Warrior's Path. A visual

representation of respondents' answers in a stacked row chart can be seen in Figure 4.2 and Table 4.4 shows the number and frequency of answers for each question.

**Figure 4.2**

*Stacked Row Chart; Respondents' Perceived Social Benefits of Tourism Development/ Warrior's Path*



**Table 4.4***Respondents' Perceived Social Benefits of Tourism Development/ Warrior's Path*

	<i>f (%)</i>				
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
I am excited about the recreational opportunities that the Warrior's Path will bring to Powell County	1 (3.13)	0 (0)	5 (15.63)	12 (37.5)	14 (43.75)
I think the Warrior's Path will increase tourism in Powell County	0 (0)	1 (3.13)	5 (15.63)	16 (50)	10 (31.25)
I am happy to share Powell County with visitors	1 (3.13)	0 (0)	0 (0)	16 (50)	15 (46.88)
I look forward to meeting and talking with visitors	2 (6.25)	0 (0)	0 (0)	17 (53.13)	13 (40.63)
Tourism helps preserve local traditions	1 (3.13)	1 (3.13)	3 (9.38)	15 (46.88)	12 (37.5)
I want visitors to learn more about Powell County during their visit	0 (0)	0 (0)	0 (0)	7 (21.88)	25 (78.13)
I want visitors to come back to Powell County for things other than the Warrior's Path	2 (6.25)	0 (0)	2 (6.25)	11 (34.38)	17 (53.13)

#### 4.1.3 Measuring Perceived Environmental Benefits

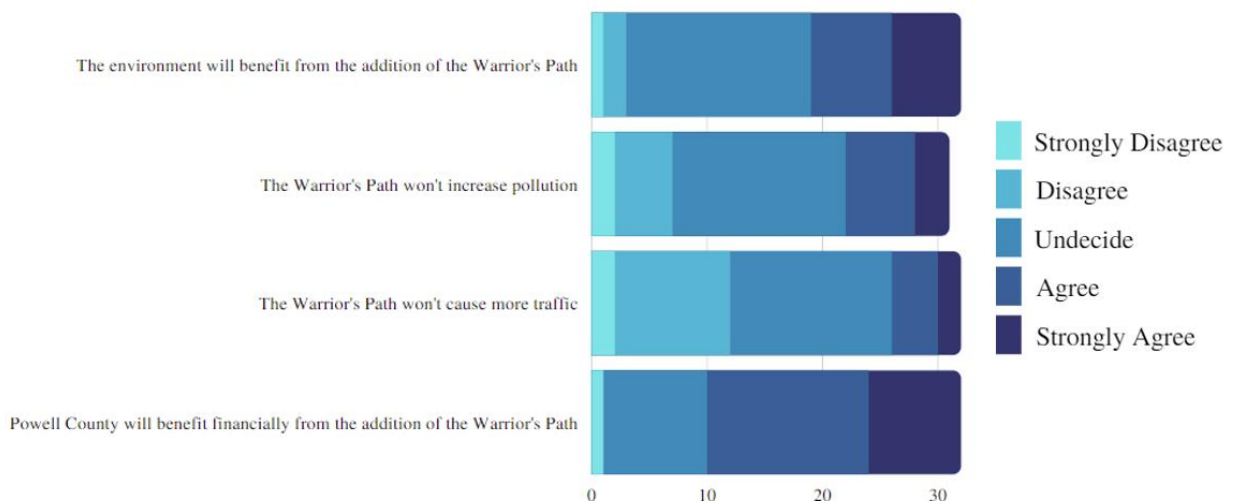
Respondents did not respond as favorably to the perceived environmental benefits of tourism development compared to the social benefits. This section had three statements, and each respondent chose their level of support on a five-point Likert scale. Individual answers on the Likert scale were converted to points (strongly disagree = 1 .... strongly agree = 5) before calculating the mean of all responses. The respondents'



average scores ranged from 1.00 (n=1) to 5.00 (n=2), with the mean of the sample population equaling 3.12. This score indicates the sample population is undecided about the perceived environmental benefits of tourism development. Question #3, “The Warrior’s Path won’t cause more traffic,” had the lowest mean response of 2.81. The question with the highest average was question #1, “The environment will benefit from the addition of the Warrior’s Path,” with a mean score of 3.47, suggesting that this sample population agrees with that statement. The three questions/statements pertaining to perceived environmental benefits from tourism development are the first three statements in Figure 4.3 and Table 4.5. The last statement in this section was included to measure the perceived financial benefits of tourism development, as discussed in the following section. The standard error of the mean for this data set is .123, which produces a 95% confidence interval from 2.84 to 3.41. This does make it plausible, but not likely, that the population of Powell County may agree that tourism development and the Warrior’s Path could benefit the environment.

**Figure 4.3**

*Stacked Row Chart; Respondents’ Perceived Environmental and Financial Benefits from Tourism Development/ the Warrior’s Path*



**Table 4.5***Respondents' Perceived Environmental and Financial Benefits from Tourism**Development/ the Warrior's Path*

	<i>f (%)</i>				
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
The environment will benefit from the addition of the Warrior's Path	1 (3.13)	2 (6.25)	16 (50)	7 (21.88)	6 (18.75)
The Warrior's Path won't increase pollution	2 (6.25)	5 (15.63)	15 (50)	6 (18.75)	3 (9.38)
The Warrior's Path won't cause more traffic	2 (6.25)	10 (31.25)	14 (43.75)	4 (12.5)	2 (6.25)
Powell County will benefit financially from the addition of the Warrior's Path	1 (3.13)	0 (0)	9 (28.13)	14 (43.75)	8 (25)

## 4.1.4 Measuring Perceived Financial Benefits

Participants were only asked to consider one statement about financial benefits from the Warrior's Path: "Powell County will benefit financially from the addition of the Warrior's Path." For future research, it would be recommended to ask additional questions related to this subject to better understand respondents' feelings and perceptions of the financial benefits of tourism development. The minimum score for this question was 1.00 (n=1), and the highest score was 5.00 (n=6). The mean score from all respondents to this question was 3.88, indicating that this sample population agrees that Powell County could benefit financially from the Warrior's Path. It is worth noting that eighteen of the thirty-two respondents answered that a portion of their income is tied

to tourism. The 2020 Economic Impact of Travel report compiled for the Kentucky Department of Tourism shows that 161, or 3.9% of Powell County residents, are directly and indirectly employed by the tourism industry. This would imply that the sample population of this survey overrepresents tourism industry employees. The impact report defines direct income impacts coming primarily (supporting \$100 million or more) from food & beverage, lodging, retail trade, recreation & entertainment, air transport, and gasoline stations. Indirect income impact primarily comes from business services, other transportation, finance, insurance, & real estate. However, the sample population was not given these industries as a reference to define what constitutes income coming directly and indirectly from the tourism industry. This could have affected their answers, resulting in a sample population unrepresentative of the target population.

## 4.2 Data Analysis Procedures

Two statistical tests were completed using SPSS Statistics Data Editor, the Chi-square test for independence and the Pearson correlation coefficient. For both tests, the mean answers of the sample population were used from our four categories: place attachment, socio-cultural benefits, environmental benefits, and financial benefits. Since the primary purpose of this study was to explore the relationship between place attachment and perceived benefits of tourism development, each statistical test compared place attachment to the three other categories.

### 4.2.1 Chi-Square Test for Independence

The Chi-square test was used to determine whether there is a statistically significant difference between the expected and observed frequencies. The following hypotheses were tested:

*H<sub>0</sub>: there is no relationship between residents' place attachment and perceived sociocultural benefits of tourism development*

*H<sub>1</sub>: there is a relationship between residents' place attachment and perceived sociocultural benefits of tourism development*

**Table 4.6**

*Chi-square Test of Independence; Place Attachment and Perceived Sociocultural Benefits of Tourism Development*

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	181.191	140	0.011
Likelihood Ratio	98.977	140	0.997
Linear-by-Linear Association	6.695	1	0.01
N of Valid Cases	32		

Since the p-value is less than our chosen significance level  $\alpha = 0.05$ , we can reject the null hypothesis and conclude that there is an association between place attachment and perceived sociocultural benefits.

*H<sub>0</sub>: there is no relationship between residents' place attachment and perceived environmental benefits of tourism development*

*H<sub>1</sub>: there is a relationship between residents' place attachment and perceived environmental benefits of tourism development*

**Table 4.7**

*Chi-square Test of Independence; Place Attachment and Perceived Environmental Benefits of Tourism Development*

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	125.17	126	0.504
Likelihood Ratio	77.753	126	1
Linear-by-Linear Association	1.365	1	0.243
N of Valid Cases	32		

Since the p-value is more than our chosen significance level  $\alpha = 0.05$ , we do not reject the null hypothesis and conclude that there is insufficient evidence to suggest an association between place attachment and perceived environmental benefits.

*H<sub>0</sub>: there is no relationship between residents' place attachment and perceived financial benefits of tourism development*

*H<sub>1</sub>: there is a relationship between residents' place attachment and perceived financial benefits of tourism development*

**Table 4.8**

*Chi-square Test of Independence; Place Attachment and Perceived Financial Benefits of Tourism Development*

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	45.252	42	.460
Likelihood Ratio	36.45	42	0.713
Linear-by-Linear Association	3.737	1	0.053
N of Valid Cases	32		

Since the p-value is more than our chosen significance level  $\alpha = 0.05$ , we do not reject the null hypothesis and conclude that there is insufficient evidence to suggest an association between place attachment and perceived financial benefits.

#### 4.2.2 Pearson Correlation Coefficient

The Pearson correlation coefficient was used to examine the strength and direction of the linear relationship between two continuous variables. Again, the objective of this study was to determine if there is any relationship between residents' place attachment and perceived benefits of tourism development. Using SPSS Statistics Data Editor, the following hypotheses were tested:

##### **Hypothesis #1**

*H<sub>0</sub>: there is no relationship between residents' place attachment and perceived sociocultural benefits of tourism development*

*H<sub>1</sub>: there is a relationship between residents' place attachment and perceived sociocultural benefits of tourism development*

##### **Hypothesis #2**

*H<sub>0</sub>: there is no relationship between residents' place attachment and perceived environmental benefits of tourism development*

*H<sub>1</sub>: there is a relationship between residents' place attachment and perceived environmental benefits of tourism development*

##### **Hypothesis #3**

*H<sub>0</sub>: there is no relationship between residents' place attachment and perceived financial benefits of tourism development*

*H<sub>1</sub>: there is a relationship between residents' place attachment and perceived financial benefits of tourism development*

**Table 4.9**

*Pearson Correlation Coefficients; Measuring Correlation Between Place Attachment and Perceived Benefits from Tourism Development*

		Place Attachment	Sociocultural	Environmental	Financial
Place Attachment	Pearson Correlation	1	0.465	0.21	0.347
	Sig. (2-tailed)		0.007	0.249	0.052
	N	32	32	32	32

For hypothesis #1, the r-value is .465 and p-value is .007. From these values, we can determine a moderate positive linear correlation between the sample population's place attachment and their perceived sociocultural benefits from tourism development. The p-value is statistically significant because it is less than our chosen significance level  $\alpha = 0.05$ , so the null hypothesis can be rejected, and it can be concluded that there is a relationship between residents' place attachment and their perceived sociocultural benefits of tourism development.

Similar results are derived from hypotheses #2 and #3, as the r-values are .210 and .347, which suggest a weak correlation between residents' place attachment and their perceived environmental and financial benefits from tourism development. With p-values of .249 and .052, both higher than our significance level  $\alpha = 0.05$ , we cannot reject the null hypothesis, which states that there is no relationship between residents' place attachment and perceived environmental and financial benefits of tourism development.

## CHAPTER 5. DISCUSSION

To succeed, a tourism project must, at the very least, attract tourists, provide enough financial benefit to outweigh the costs, and avoid negatively impacting the environment. As eastern Kentucky residents learn more about the Warrior's Path and the new trail system running through their county, they will begin to weigh the costs and benefits of this addition. Research has shown that the more supportive residents are of local tourism, the more successful the tourism industry will be. However, it is unclear why support for tourism development varies from community to community. This study proposed that one potential driver behind resident support for tourism development is the residents' level of place attachment. To test this hypothesis, this study explored the relationships between residents' place attachment and perceived sociocultural, environmental, and financial benefits of tourism development.

Results from this study indicate that place attachment means a great deal to the support for local development that promotes the interesting and meaningful features of the local culture and history, but environment and finance both have more objective bases. This may explain why different communities worldwide respond differently when faced with tourism development. Powell County, Kentucky is a unique destination, and its residents are no exception. Even if the sample size of this survey was not an entirely accurate representation of the target population, we can still make the essential connections between place attachment and the social and cultural benefits of tourism development and the Warrior's Path.

A 2006 study determined that "affective bonds to places can help inspire action because people are motivated to seek, stay in, protect, and improve places that are



meaningful to them.” (Manzo & Perkins, p. 347). Equipped with this knowledge and the results from this study, should the Warrior’s Path Project decide to hold public meetings, they could expect that individuals with higher levels of place attachment will be in attendance. Since Powell County is just one of nearly twenty counties that will have the Warrior’s Path passing through their land, the results of this study should just be used as a starting point to guide conversations with the impacted communities. However, they could expect to hear about environmental concerns and questions about the financial benefits the trail system could bring to their community. On the other hand, those attending a public meeting would likely be excited to learn about the social and cultural benefits the Warrior’s Path will bring to their hometown. Going into public meetings with these general expectations should help make for a productive meeting that alleviates concerns and support for new tourism development is gained.

It may not be surprising to some that there is a relationship between place attachment and perceived sociocultural benefits from tourism development. It may seem logical that the more residents enjoy where they live, the more they would want tourists to understand their local history and why their community is significant. However, others may have thought it could have been the opposite; the more residents enjoy their community, the more they would want to keep it all to themselves. One could argue that social and cultural benefits that come from tourism development are more straightforward than environmental and financial benefits. The preservation of our environment, whether on the local or global level, is often debated. And while it is not the goal of this study to weigh in on that debate, one could speculate that for the average individual, it is easier to see the tangible social benefits of tourism without any prior

knowledge. Whereas understanding the environmental and financial benefits would require a better grasp of nature conservation and the economic impacts of tourism.

### 5.1 Future Research

Conducting a qualitative study with open-ended interview questions would be worthwhile to have more meaningful results on perceived environmental and financial benefits of tourism development. This would allow researchers to understand the research participants' perspectives better. It would have been challenging to accomplish in this study because participants need to be able to explain their thought processes. Including questions that required typed answers would have made this survey more cumbersome for the respondents, potentially causing a lower response rate. This research would give us a better understanding of why residents with high levels of place attachment do not perceive the environmental and financial benefits of tourism development.

### 5.2 Limitations

One of the more significant limitations of this study was the small sample size. There are approximately 9,991 residents in Powell County over the age of eighteen. To achieve a sample size of 5% of the target population, 499 Powell County residents would have needed to take this survey. Instead, this survey was completed by .32% of the target population. While meaningful results were still derived from the data, a larger sample size would provide more accurate mean values, allow for outliers to be identified, and increase the study's validity.

There is also potential sample bias that could be attributed to the groups that were targeted to participate in this study. Individuals associated with the Warrior's Path Project or the Powell County Tourism Commission may identify more perceived benefits

from tourism development than an individual that is not connected to those organizations. However, survey response rates are highly correlated to participants' research interests. One study by Saleh and Bista (2017) found that "over 88% of participants indicated that they will be more likely to complete a survey if they are interested in the topic" (p. 70). This may have been why multiple groups, including a Powell County Facebook group with over 4,000 members, declined to assist with distributing this survey.

Finally, additional survey questions that measured the participants' perceived environmental and financial benefits from tourism development should have been asked. Ideally, each of the three sections, sociocultural, environmental, and financial, should have had approximately the same number of questions. This would have increased the reliability of the survey results.

### 5.3 Conclusion

Tourism developers need to understand the emotional connection residents have to their homes. This emotional connection encourages community engagement that may lead to action and participation in the planning process of tourism development. The moderate positive correlation found between residents with high levels of place attachment and their perceived social and cultural benefits from tourism development can help community developers and tourism organizations work together to address the needs and concerns of communities. And while there is only weak correlation between place attachment and environmental and financial benefits from tourism development, it is worth recognizing that individuals from Powell County, and potentially other counties that will encounter the Warrior's Path, are somewhat undecided about environmental and financial impacts.

By having a better understanding of the needs and concerns a community has regarding tourism development projects, both tourism and community developers will be able to have an action plan going into a project. This will help ease the concerns of the community from the very beginning, rather than letting the concerns go unaddressed for an extended time. The longer the community has to develop negative feelings toward the project, the developers will have to work harder to repair the trust in the relationship. Having a community that is happy with its local tourism development is essential to the success of any project.

Based on the results of this study, community developers would be able to work with the tourism developers to let them know that Powell County, Kentucky has a high level of place attachment. And with that knowledge, tourism developers should highlight how a new project, like the Warrior's Path, will feature the history and culture of Powell County since this is important to them and they will understand the benefits this type of tourism can bring to their community. The tourism developers should also explain how the environment will benefit, or not be impacted, by the addition of the new trail system. While this study did not show any correlation between the residents' level of place attachment and perceived environmental benefits from tourism development, this does not mean that the residents do not care about the environment. In fact, tourism developers should interpret these results to mean that they need to do more to explain exactly how bolstering the local tourism industry would not negatively impact the environment.

A similar interpretation of the perceived financial benefits of tourism development should also be considered. It cannot be assumed that residents, especially

those that are not directly connected to the tourism industry, would understand both the direct and indirect financial benefits new tourism development would bring to their community. By explaining the financial benefits to the community at the beginning of a project, developers are more likely to find themselves working with a supportive community, rather than a hostile one.

Since the Warrior's Path is still in its infancy stage of development as of 2022, this is the time that the developers, the Warrior's Path Project and the National Parks Service, should be completing environmental and economic impact reports and sharing those with the 17 counties that will be affected by the new trail system. They should be holding public meetings that feature how the Warrior's Path will help preserve their local history and will expose more tourists to their culture. They should be working to ease any concerns for the environment from the very beginning and emphasizing how this trail system can financially benefit their county. By following these suggestions, they will be more likely to have the support of the residents, resulting in a more sustainable and successful tourism project.

## APPENDICES

### APPENDIX A. IRB APPROVAL



#### EXEMPTION CERTIFICATION

IRB Number: 70830

TO: Lindsay Vance  
College of Communication and Information  
PI phone #: 636-XXXXXXXXXX  
  
PI email: lindsay.vance@uky.edu

FROM: Chairperson/Vice Chairperson  
Nonmedical Institutional Review Board (IRB)

SUBJECT: Approval for Exemption Certification

DATE: 12/3/2021

On 12/3/2021, it was determined that your project entitled "*Study of the Relationship Between Place Attachment and Tourism Development in Powell County, Kentucky.*" meets federal criteria to qualify as an exempt study.

Because the study has been certified as exempt, you will not be required to complete continuation or final review reports. However, it is your responsibility to notify the IRB prior to making any changes to the study. Please note that changes made to an exempt protocol may disqualify it from exempt status and may require an expedited or full review.

The Office of Research Integrity will hold your exemption application for six years. Before the end of the sixth year, you will be notified that your file will be closed and the application destroyed. If your project is still ongoing, you will need to contact the Office of Research Integrity upon receipt of that letter and follow the instructions for completing a new exemption application. It is, therefore, important that you keep your address current with the Office of Research Integrity.

For information describing investigator responsibilities after obtaining IRB approval, download and read the document "[PI Guidance to Responsibilities, Qualifications, Records and Documentation of Human Subjects Research](#)" available in the online Office of Research Integrity's [IRB Survival Handbook](#). Additional information regarding IRB review, federal regulations, and institutional policies may be found through [ORI's web site](#). If you have questions, need additional information, or would like a paper copy of the above mentioned document, contact the Office of Research Integrity at 859-257-9428.

see blue.

405 Kinkaid Hall | Lexington, KY 40506-0057 | P: 859-257-9428 | F: 859-257-8995 | [www.research.uky.edu/ori/](http://www.research.uky.edu/ori/)

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## APPENDIX B. EMAIL TO ORGANIZATIONS

**From:** Vance, Lindsay E.  
**To:** Vance, Lindsay E.  
**Subject:** Powell County UK Research Survey  
**Date:** Monday, November 29, 2021 12:26:42 PM  
**Attachments:** 70830\_Advertising\_585077.png  
70830\_Advertising\_585078.png  
70830\_Advertising\_586220.pdf

Dear [Powell County organization],

Thank you for offering to assist me with the distribution of my survey that will examine the relationship between place attachment and tourism development. I have attached social media graphics and a flyer that you can use where you see fit. You do not need to actively identify subjects for participation; simply share on platforms (in-person or online) where you have an audience. Please use the language below if you are sharing this information via email with your employees or patrons. If you receive any questions, comments, or concerns regarding this study, please direct them to me at [lindsay.vance@uky.edu](mailto:lindsay.vance@uky.edu).

Dear Powell County Resident,  
Greetings from the Community and Leadership Development Department at the University of Kentucky. My name is Lindsay Vance and I am a master's student working to complete a research project for graduation. You are receiving this email because I have reached out to an organization you are affiliated with and they offered to share my research survey.

My research includes a brief 5-minute survey that examines the relationship between place attachment and tourism development. I would greatly appreciate your participation in my survey, as my goal is to receive responses from over 900 Powell County, Kentucky residents.

Please note that this survey is completely voluntary and no one will know if you complete the survey or not. All survey responses are anonymous and there are no identifying questions in the survey.

If you have any questions, comments, or concerns about this project, please contact me directly at [lindsay.vance@uky.edu](mailto:lindsay.vance@uky.edu).

Follow this link to complete the survey:  
[https://uky.az1.qualtrics.com/jfe/form/SV\\_6mqAdnJKEO2zlkY](https://uky.az1.qualtrics.com/jfe/form/SV_6mqAdnJKEO2zlkY)

Thank you for your consideration.  
Lindsay

Lindsay Vance, Recruiter

**E:** [lindsay.vance@uky.edu](mailto:lindsay.vance@uky.edu) **P:** [REDACTED]

**O:** [REDACTED]

College of Communication and Information | University of Kentucky

## APPENDIX C. ADVERTISING MATERIALS

**ARE YOU A POWELL COUNTY RESIDENT?**

Share your opinion on tourism development in Powell County in a brief 5-minute survey!

Search [bit.ly/3BPaXdB](https://bit.ly/3BPaXdB) or use the QR code below.



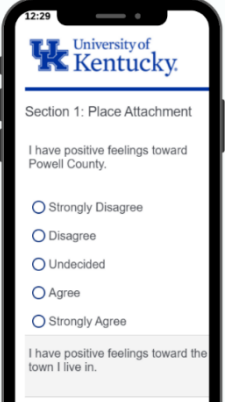
**Are you a Powell County Resident?**

Share your opinions on tourism development in Powell County in a brief 5-minute survey!

Search [bit.ly/3BPaXdB](https://bit.ly/3BPaXdB) or use the QR code below.



This study is being conducted for research purposes by Lindsay Vance, a graduate student in the Community & Leadership Development department at the University of Kentucky.



### Flyer



## Are you a Powell County resident?

Share your opinion on tourism development in Powell County in a brief 5-minute survey.

Search [bit.ly/3BPaXdB](https://bit.ly/3BPaXdB) or scan the QR code below.



This research study is being conducted by Lindsay Vance, a graduate student in the Community & Leadership Development department at the University of Kentucky.





## APPENDIX D. QUALTRICS SURVEY

To whom it may concern:

Lindsay Vance, a graduate student in the Community and Leadership Development Department at the University of Kentucky, is inviting you to take part in a survey about place attachment (i.e. the emotional bond you have with where you live) and how it affects your feelings toward tourism development. Although you may not get personal benefit from taking part in this research study, your responses may help us understand more about the relationship between place attachment and tourism. Some volunteers experience satisfaction from knowing they have contributed to research that may possibly benefit others in the future. If you do not want to be in the study, you may opt not to take it.

The survey will take about 5 minutes to complete. There are no known risks to participating in this study. Your response to the survey is anonymous which means no names, IP addresses, email addresses, or any other identifiable information will be collected with the survey responses. We will not know which responses are yours if you choose to participate.

We hope to receive completed questionnaires from about 940 people, so your answers are important to us. Of course, you have a choice about whether or not to complete the survey, but if you do participate, you are free to skip any questions or discontinue at any time. You will not be penalized in any way for skipping or discontinuing the survey.

Please be aware, while we make every effort to safeguard your data once received from the online survey company, given the nature of online surveys, as with anything involving the Internet, we can never guarantee the confidentiality of the data while still on the survey company's servers, or while en route to either them or us. It is also possible the raw data collected for research purposes will be used for marketing or reporting purposes by the survey/data gathering company after the research is concluded, depending on the company's Terms of Service and Privacy policies.

If you have questions about the study, please feel free to ask; my contact information is given below. Thank you in advance for your assistance with this important project.

Lindsay Vance  
Department of Community and Leadership Development, University of Kentucky  
lindsay.vance@uky.edu

If you have complaints, suggestions, or questions about your rights as a research volunteer, contact the staff in the University of Kentucky Office of Research Integrity at 859-257-9428 or toll-free at 1-866-400-9428.

I consent (1)

I do not consent (2)

*Skip To: End of Survey If To whom it may concern: Lindsay Vance, a graduate student in the Community and Leadership Develo... = I do not consent*

I am at least 18 years old.

Yes (1)

No (2)

*Skip To: End of Survey If I am at least 18 years old. = No*

Section 1: Place Attachment	Strongly Disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly Agree (5)
I have positive feelings toward Powell County. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have positive feelings toward the town I live in. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have positive feelings toward my neighborhood. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of myself as being from Powell County. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like living in Powell County is part of my identity. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What happens in Powell County is important to me. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to invest my talent or time to make Powell County even better. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to make financial sacrifices to make Powell County better. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Page Break

I am aware of the Warrior's Path Project.

Yes (1)

No (2)

---

*Display This Question:*

*If I am aware of the Warrior's Path Project. = No*

The goal of the Warrior's Path Project is to restore and protect a trail known used by Native Americans as the Warrior's Path. Once crossing through multiple states, the restored trail will run from Bell County in the south to Kentucky's northern border, and will pass through Powell County. This trail celebrates the Native Americans of Appalachia and the history of those who followed. This project is just beginning, but the path will eventually be open for hiking, horseback riding, biking, and kayaking/canoeing.

---

Page Break

I will use the Warrior's Path once it is open.

Yes (1)

Maybe (2)

No (3)

---

Page Break

Section 2: Social and Cultural

	Strongly disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly agree (5)
I am excited about the recreational opportunities that the Warrior's Path will bring to Powell County. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the Warrior's Path will increase tourism in Powell County. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am happy to share Powell County with visitors. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look forward to meeting and talking with visitors. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism helps preserve local traditions. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want visitors to learn more about Powell County during their visit. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want visitors to come back to Powell County for things other than the Warrior's Path. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Page Break

Section 3: Environment and Economics

	Strongly disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly agree (5)
The environment will benefit from the addition of the Warrior's Path. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Warrior's Path won't increase pollution. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Warrior's Path won't cause more traffic. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powell County will benefit financially from the addition of the Warrior's Path. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A portion of my income is tied to tourism.

Yes (1)

No (2)

End of Block: Default Question Block

Start of Block: Block 1

What is your gender?

- Male (1)
  - Female (2)
  - Non-binary / third gender (3)
  - Prefer not to say (4)
- 

How old are you?

- 18-29 (1)
  - 30-39 (2)
  - 40-49 (3)
  - 50-59 (4)
  - 60-69 (5)
  - 70-79 (6)
  - 80+ (7)
-

Which town in Powell County do you live in?

- Stanton (1)
  - Slade (2)
  - Clay City (3)
  - Other (4) \_\_\_\_\_
- 

What is your ethnicity?

- White (1)
  - Black or African American (2)
  - American Indian or Alaska Native (3)
  - Asian (4)
  - Native Hawaiian or Pacific Islander (5)
  - Other (6)
  - Prefer to not say (7)
-



What is your education level?

- Some high school (1)
  - High school (2)
  - Trade school/Associate's degree (3)
  - Bachelor's degree (4)
  - Master's degree (5)
  - Doctorate/ PhD (6)
- 

Are you married?

- Yes (1)
  - No (2)
  - Prefer to not answer (3)
- 

Do you have children?

- Yes (1)
  - No (2)
  - Prefer to not answer (3)
-

What is your annual household income?

- Less than \$25,000 (1)
  - \$25,000-\$50,000 (2)
  - \$50,001-\$100,000 (3)
  - \$100,001-\$200,000 (4)
  - More than \$200,000 (5)
  - Prefer to not answer (6)
- 

How long have you lived in Powell County, Kentucky?

- 0-5 years (1)
  - 6-10 years (2)
  - 11-15 years (3)
  - 16-20 years (4)
  - 21-30 years (5)
  - 30+ years (6)
-

Were you born in Powell County, Kentucky?

Yes (1)

No (2)

Prefer to not answer (3)

*End of survey*

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