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Executive Summary: This joint academic/practitioner report segments British Columbia, Canada residents to provide destination managers with new ways to better understand resident perceptions of tourism. The data collection was conducted in April and May of 2022 and had a total of 2,265 valid responses. It was also a practical objective to conduct this research in a manner that is repeatable in jurisdictions beyond British Columbia. This report has confirmed five distinct categories of residents' perceptions toward tourism, including socio-cultural, economic, environmental, job/career, and Indigenous impacts. In addition to the categories of impacts, a cluster analysis has revealed six clusters of residents based on the five categories: Tourism Ambassadors, Tourism Supporters, Socio-cultural and Tourism Economic Supporters, Neutrals, Concerns about Careers and Environment, and Tourism Adversaries. Managerial implications and opportunities for future destination management and governance are discussed.

KEYWORDS: *Tourism, Resident Sentiment, Public Perception, Segmentation, Impacts, British Columbia, Canada*

Introduction

Residents are important stakeholders in a successful tourism system (Easterling, 2005). Their support of tourism and its development is essential for effectively governing a tourism destination (Munanura & Kline, 2022). Indeed, whether a resident of a place perceives the impacts of tourism as positive is a strong predictor of their overall support of tourism in that place. As

such, it is of the greatest importance that destination management organizations (DMOs) understand the role of diverse environments in tourism systems in order to manage them most effectively (Easterling, 2005). The focus on residents' experiences by DMOs is becoming increasingly prevalent as the need for effective destination management grows. Research confirms that a destination's competitiveness is directly linked to a resident's quality of life (Dwyer,

2022). Therefore, one of the primary objectives of a DMO should be to ensure that the perceptions and attitudes of those who call a tourist destination their home are carefully considered.

Despite the importance of residents' attitudes regarding tourism, research continues to emphasize visitor perceptions while relatively less research is conducted on resident perception of tourism. Further, when DMOs develop their destination branding strategies, internal stakeholders are often overlooked, and as a result, the destination's brand identity may not reflect how residents perceive the place (Hay et al., 2022). This often results in undesirable impacts of tourism on local resources and communities that often creates a negative perception of tourists, negatively impacting residents' quality of life and increasing feelings of annoyance toward visitors (Mihalic & Kuščer, 2022). Therefore, Su et al. (2022) have supported past studies' endorsement of additional empirical studies that link a destination's responsibilities with residents' perspectives.

Although DMOs are becoming compelling storytellers of their destination to prospective visitors (Lever & Elliot, 2022), they are not as effectively telling the stories of their destinations to those who call that place home. With this gap in mind, the overall objective of this research report is to gather British Columbia (BC) resident perspectives to determine their relationship with the tourism industry and the impacts tourism has on their communities. To meet this objective, the following research questions have been developed:

Q1: What types of impacts do residents perceive from tourism?

Q2: What segments of residents exist based on the types of impacts found in Q1?

The findings of this research report support DMO initiatives as they relate to resident and community impacts. Given the importance of understanding the benefits of giving back to one's community and using tourism to help solve community-related problems (McKercher & Ho, 2011), industry professionals stand to benefit from the results presented here directly. To accomplish our objectives, we begin this report with a brief review of relevant literature, then use a combination of quantitative research methodologies to explore resident perceptions of tourism in British Columbia, Canada. We then move to a presentation and discussion of the results, along with the implications for DMOs. Finally, we conclude with some research limitations and potential areas of future research.

Literature Review

►Perception of Tourism Impacts on Local Communities

Local communities are often overlooked when it comes to destination management and planning, despite the involvement of residents in tourism decision-making processes and some academic research on the topic (Vodeb et al., 2021). As a result, our understanding of resident perceptions of tourism as it relates to its impacts and outcomes on the local community is less understood (Sharpley, 2014). From the residents' perspective, understanding and

catering to their perceptions will likely impact their life satisfaction and intention to stay (Scarpi et al., 2022). From a destination development perspective, a satisfied community may lead to additional tourism development, which benefits future visitors (Ko & Stewart, 2002). Beyond hosts and guests, destinations also benefit from positive resident perceptions through improved appearance and infrastructure, property values, and the overall destination image (Chandralal, 2010). While residents may be aware of the negative consequences of tourism, Andereck et al. (2005) recognized the importance of more significant positive impacts that act to offset them.

According to Kim et al. (2013), there are four broad dimensions of tourism impacts on a local community: economic, social, cultural, and environmental. These four dimensions are influenced by residents' level of place attachment and length of residence. When Godovykh et al. (2022) looked at how tourism impacts affected a popular tourism destination's long- and short-term residents, they found that social and environmental benefits were the most influential. Interestingly, the authors also concluded that not all residents are impacted the same way and that perceptions are largely context-specific and driven by other factors such as nature, the environment, culture, and socialization.

Prior research has found differences in resident perceptions based on both demographic and psychographic variables. Sharma and Gursoy (2015) discussed differences in perception based on demographic variables such as age,

education, and gender. Kim et al. (2013) found that (1) positive economic perceptions predicted a resident's sense of material well-being, (2) positive social perceptions led to a higher sense of community well-being, (3) positive cultural perceptions predicted a resident's emotional well-being, and (4) negative environmental perceptions resulted in a decreased sense of health and safety.

► Segmenting Residents by Tourism Perceptions

Sporadic efforts have been made to segment residents based on their perceptions of tourists. Several decades ago, Davis et al. (1988) first noted a strong anti-tourism and anti-growth sentiment evolving among locals in Florida, USA. This led to government promotion efforts to educate residents about why they should support tourism in their communities. In hindsight, before implementing government policies and programs, it would have been prudent to understand the extent to which residents oppose tourism and their motivations for doing so. For instance, what proportion of residents can be considered "anti-tourist" or "anti-growth"? Moreover, are there residents who fall on the other end of the spectrum, as "pro-tourist" or "pro-growth"? Or is it more nuanced than this?

To begin this conversation, Williams and Lawson (2001) sampled resident attitudes toward tourists in 10 New Zealand communities. They developed four main clusters: the lovers, the cynics, the taxpayers, and the innocents. Representing 44% of their sample, the lovers cohort was

predominantly pro-tourism, feeling strongly that tourists had a welcome place in their community. The cynics, only 10% of the study's sample, were the exact opposite of the lovers, despising tourist activities and fitting the description of the "anti-tourist" described in Davis et al.'s (1988) study. Beyond these polarized clusters, the taxpayers (25% of the sample) shared attitudes similar to those of the lovers but to a lesser degree, emphasizing the issues most connected to taxes. Finally, the innocents (20% of the sample) shared similar opinions as the cynics. However, due to a lack of tourist activity in their community to be 'upset about,' they were more apathetic. From their study, several implications surfaced that stood to benefit destination managers. First, those who were least in favor of tourism (i.e., the cynics) rated community-oriented issues very highly, indicating a sense of tribalism that may explain the preference to keep those outside their community from entering it. In other words, they appeared to be more motivated by prioritizing the in-group (residents) than by a derogatory view of the out-group (tourists). Additionally, local issues were better predictors of locals' opinions than demographic variables. The authors suggested future research focusing on situational factors related to a residents' community rather than relying solely on variables such as age or income (Williams & Lawson, 2001).

More recent studies have continued the search for accurate resident-based segments as they relate to perceptions of tourists in their community. Schönherr et al. (2023) identified three clusters of resident

perceptions in Wilder Kaiser, Tyrol, Austria, represented as resident archetypes: advocates of positive tourism impacts, demanders of sustainable tourism, and boycotters of further tourism developments. Akin to 'the lovers' from the study by Williams and Lawson (2001), the advocates in Schönherr et al.'s (2023) paper focus on the economic benefits of tourism in their community as a direct result of tourism activities. Interestingly, this did not hold in the aftermath of the COVID-19 pandemic, suggesting that despite welcoming tourists during normal times, times of crises can alter residents' perceptions of travelers. The second cluster, demanders of sustainable tourism, were the most concerned with destination overcrowding and the resultant annoyance it would create. Finally, the boycotters of further tourism development are closely linked to Williams and Lawson's (2001) cynics and Davis et al.'s (1988) anti-tourists: they feel that depending on tourism as a driver of economic growth is a limitation, and with it comes a variety of environmental, traffic, and crowding-related challenges.

In a broader clustering example, a 2022 study focused on placing 357 locals in Sapa, Vietnam, into either supporter, pessimist, or neutralist clusters (Nguyen, 2022). Their findings were unique in that their clusters focused on the demographic profiles of each; specifically, the supporter cluster was dominated by younger females with less education that see tourism as an opportunity for jobs and incomes. Alternatively, the pessimists were highly educated and older-aged respondents who

described their fears about additional tourism development in their neighborhoods (Nguyen, 2022).

► **Hypothesis Development**

This research's broad objective was to gain comprehensive insights into residents' perceptions of tourism. This included analyzing impact questions to create categories of impacts that were interpretable through factor analysis. Furthermore, this research desired to create a segmentation of residents to provide tourism stakeholders with a better understanding and story to tell about resident perceptions of tourism to improve destination management. To carry out this research, we used residents of British Columbia, Canada as our study's sample.

For this research, following an initial factor analysis to determine what categories of impacts exist regarding residents' perceptions of tourism within the destination, the following three hypotheses were developed:

H1: The cluster solution will demonstrate that there are unique segments of British Columbians that have different perceptions of tourism.

H2: The distribution of residents across segments is significantly different across the six tourism regions in British Columbia.

H3: The distribution of residents across segments is significantly different across age groups.

Research Methodology

► **Study Site**

E British Columbia (BC), the westernmost province in Canada, has a total population of 5,000,879 (Statistics Canada, 2022). BC has a total land mass of 944,735 square kilometers, bigger than France and Germany combined, or larger than the total area of Washington, Oregon, and California combined. It has 25,725 kilometers of coastline, and 75% of the land mass is covered by mountains (HelloBC, 2022). This creates a culturally and geographically diverse landscape with varied tourism offerings throughout. For tourism management purposes, BC is divided into six tourism regions that share certain destination characteristics: Vancouver, Coast & Mountains, Thompson-Okanagan, Vancouver Island, Northern BC, Kootenay Rockies, and Cariboo Chilcotin Coast (HelloBC, 2022).

► **Survey Instrument & Data Collection**

The 2022 Public Perceptions of Tourism survey included a total of 71 questions covering employment, perceptions of the BC economy, impacts of tourism, desires for tourism growth and/or retraction, intra-provincial travel behavior, and demographics. Specific to perceptions of tourism, 41 questions on the survey were created using a combination of academic literature and industry best practices (Destinations International, 2021; Hawai'i Tourism Authority, 2021; Muler Gonzalez et al., 2018; Tourism HR Canada, 2021; Wang & Pfister, 2008; World Tourism Organization & Ipsos, 2019). A five-point Likert scale was used for all 41 perception questions ranging from 1 = Strongly agree to 5 = Strongly disagree.

Survey administration was conducted by Leger via a research panel in coordination with the Research & Analytics Team at Destination British Columbia (BC's provincial DMO) from April 20 – May 19, 2022. Geographic representation across the six regions of BC was achieved during data collection to provide for advanced geographic analysis of results. A total of 2,265 fully completed surveys resulted. No multivariate linearity nor univariate outliers existed (Tabachnick & Fidell, 2019).

Analysis & Results

► Demographics

Table 1 contains the demographic characteristics of respondents. Gender identity was balanced as was age, education level, and annual household income.

Table 1

Demographic Profile of Respondents

Characteristic	Overall (n=2265)
Gender Identity	
Female	44.4%
Male	54.9%
All Others	0.7%
Age	
18-24	6.2%
25-34	18.9%
35-44	17.3%
45-54	16.8%
55-64	14.8%
65+	26.0%
Education Level	
High school or less	16.1%
Some Post-Secondary	62.0%
Graduate Education	21.9%

Annual Household Income	
<$50,000	21.7%
$50,000-$74,999	19.6%
$75,000-$99,999	20.4%
$100,000-$149,999	22.6%
$150,000+	15.7%

► Exploratory Factor Analysis – Resident Perception of Tourism Impacts

Prior to 2022, Destination BC had not consolidated the 41 tourism impact questions in their annual public perceptions survey into categories using a factor analysis. Using an exploratory factor analysis (EFA) to group correlated impact questions together and create impact categories could provide a more robust and interpretable result (Tabachnick & Fidell, 2019). Five of the tourism impact questions did not meet the factor loading criteria (Field, 2017) and were excluded. Five factors had eigenvalues greater than one and accounted for 63.178% of the total variability. Therefore, the EFA showed a five-factor solution with 36 tourism impact questions. This result answers Q1: there are five unique categories of impacts of tourism for British Columbians.

The five factors were named based on item content and prior literature: Socio-cultural impacts, Economic impacts, Environmental impacts, Job/career impacts, and Indigenous impacts. Factor loadings and reliability coefficients are reported in Table 2 and exceed guidance from Field (2017). Table 2 also outlines the content of the questions used as a reference for other DMOs.

Table 2

Factor Analysis for British Columbians' Perceived Impacts from Tourism

Constructs (Eigenvalue, % Variance Explained)	α / Factor Loading
Socio-cultural impacts (7.596, 21.101%)	**0.932**
The tourism industry supports local businesses in my community.	0.719
The tourism industry enhances local business development and innovation in my community.	0.701
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.).	0.693
My community is in a good position to welcome visitors safely.	0.678
Tourism brings people from diverse backgrounds and cultures into my community.	0.674
My community welcomes all visitors regardless of gender, ethnicity, religious beliefs, political beliefs, sexual orientation, etc.	0.652
Tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities and events) than would otherwise exist in my community.	0.651
Visitors are able to experience the authenticity of my community when they visit.	0.646
Overall, tourism contributes positively to the quality of life of my community.	0.634
Tourism has a positive impact on the character and identity of my community.	0.622
I believe my community is a desirable place to visit.	0.613
Tourism plays a positive role in preserving, sharing, and celebrating the culture and history of my community	0.591
Tourism plays a positive role in supporting and enhancing equity, diversity and inclusion in my community.	0.556
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities; including permanent, temporary, visible or invisible disabilities.	0.554
Economic impacts (6.403, 17.786%)	**0.935**
The provincial government's investment in promoting tourism is an important investment in growing British Columbia's economy.	0.723
The provincial government's investment in developing tourism infrastructure is an important investment in British Columbia's communities.	0.714
I appreciate visitors for the contribution they make to the local economy.	0.700
Overall, I believe the positive impacts of tourism in British Columbia outweigh the negative impacts.	0.690
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts.	0.687

Tourism generates substantial tax revenues for British Columbia, benefiting BC residents.	0.640
I want to see tourism continue to grow in my community.	0.637
Growth in tourism leads to benefits to other sectors of the economy like international trade and investment.	0.635
Tourism growth creates many different types of job and career opportunities for British Columbians.	0.623
I take pride in making visitors feel welcome in my community.	0.585
I feel positive about my encounters with visitors in my community.	0.585
Environmental impacts (4.369, 12.136%)	**0.880**
The tourism industry does more to reduce local carbon emissions than other industries.	0.768
The tourism industry does more to reduce waste than other industries	0.751
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches.	0.738
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes.	0.730
Visitors behave responsibly when visiting local parks, trails, campgrounds, and other outdoor recreation areas in my community.	0.613
Job/career impacts (2.210, 6.138%)	**0.759**
Most jobs in the tourism industry offer higher wages than most other industries.	0.667
The tourism industry is more stable than most other industries.	0.665
The tourism industry offers greater career growth opportunities than most other industries.	0.651
Indigenous impacts (2.167, 6.013%)	**0.650**
I am aware of Indigenous tourism experiences and/or businesses in British Columbia.	0.797
Tourism has increased awareness and recognition of Indigenous culture and heritage in British Columbia.	0.734
I am interested in participating in tourism experiences about the Indigenous culture and heritage of British Columbia.	0.609

Note: Five-point Likert scale: (1) = Strongly agree -> (5) Strongly disagree

► **Cluster Analysis:** *Segmentation of British Columbians Based on Perceptions of Tourism*

After completing the factor analysis, a cluster analysis was conducted using the five tourism impact factors found to segment respondents. A hierarchical cluster analysis using Ward's method with square Euclidean distances was completed showing a two to six cluster solution (Field, 2017). To ensure interpretable results, the six-cluster solution was used.

Separate analysis of variance (ANOVA) tests were then run on each of the five tourism impact factors. All five were significant, indicating that all five tourism impact factors were statistically different across the six clusters (Socio-cultural impacts: F = 680.813, p < .001; Economic impacts: F = 648.411, p < .001; Environmental Impacts: F = 676.287, p < .001; Job/career impacts: F = 885.844, p < .001; Indigenous impacts: F = 439.493, p < .001). Finally, a Tukey HSD multiple comparison test was conducted to look at differences between individual clusters within each of the five tourism impact factors. Most were significant (Table 3).

Table 3

Within Group Means

Tourism Impact Factors	Cluster A (n = 183)	Cluster B (n = 410)	Cluster C (n = 558)	Cluster D (n = 405)	Cluster E (n = 358)	Cluster F (n = 351)
Socio-cultural	1.30	1.98	1.58	2.45	2.07	3.15
Economic	1.26	1.91	1.48	2.31	1.91	3.14
Environmental	1.50	2.27	2.78	3.05	3.44	4.05
Job/career	1.47	2.39	3.10	3.13	4.01	4.07
Indigenous	1.43	2.24	1.77	3.17	2.29	3.01

Cluster A: Tourism Ambassadors; Cluster B: Tourism Supporters;
Cluster C: SATES (Socio-cultural and Tourism Economic Supporters); Cluster D: Neutrals;
Cluster E: CACEs (Concerns about Careers/Environment); Cluster F: Tourism Adversaries
Statements were measured on a 5-point scale
(1 = Strongly agree - Blue, 3 = Neutral - Gray, 5 = Strongly disagree - Green);

Cluster A was called the Tourism Ambassadors. There was a total of 183 surveyed residents in this group (8.1%). This group showed the most positive tourism impacts scores with a mean score of 1.50 or less (1 = Strongly agree, 5 = Strongly disagree) in all five tourism impact factors. Cluster B was called Tourism Supporters. There was a total of 410 surveyed residents in this group (18.1%). This group showed positive perceived impacts of tourism across all five impact factors, but less so than the Tourism Ambassadors. Cluster C was called the Socio-cultural and Tourism Economic Supporters (SATES). There was a total of 558 surveyed residents in this group (24.6%).

This group showed very positive perceived Socio-cultural, Economic, and Indigenous impacts from tourism, but neutral levels of Environmental and Job/career impacts.

Cluster D was called the Neutrals. This cluster consisted of 405 of the surveyed residents (17.9%). Residents in this cluster scored the most neutrally in all five tourism impact factors. Cluster E was called Concerns about Careers and Environment (CACE). This cluster consisted of 358 of the surveyed residents (15.8%). Residents in this cluster scored moderately positive in the Socio-cultural, Economic, and Indigenous impacts from tourism, but quite

negatively in the Environment and Job/career impacts. Finally, Cluster F was called the Tourism Adversaries. This cluster consisted of 351 surveyed residents (15.5%). Residents in this cluster did not perceive overall positive impacts on any of the five tourism impact factors, with particularly negative sentiment toward Environmental and Job/career impacts from tourism. This result confirmed Hypothesis 1: there are unique segments of British Columbians that have different perceptions of tourism impacts.

► **Cluster Analysis:** *Regional Differences in Segmentation*

To test Hypothesis 2, a crosstabs analysis was conducted using the six segments found in Hypothesis 1 and tourism region as non-metric variables. The test found these differences to be significant with low strength of association with $\chi^2 = 5.497$, df = 20, $p < .001$, Cramer's V = .103. This result confirmed Hypothesis 2: the distribution of residents across segments is significantly different across the six tourism regions in British Columbia. As demonstrated in Table 4, the Vancouver, Coast & Mountains region had a higher-than-average proportion of Tourism Ambassadors, the highest proportion of Tourism Supporters, and the lowest proportion of Tourism Adversaries. This region has the most positive perceptions of the impacts from tourism and is the most populated region in BC.

Table 4

Resident Segments by British Columbia Tourism Region

British Columbia Tourism Region	Cluster A (n = 183)	Cluster B (n = 410)	Cluster C (n = 558)	Cluster D (n = 405)	Cluster E (n = 358)	Cluster F (n = 351)
BC Overall	8.1%	18.1%	24.6%	17.9%	15.8%	15.5%
Vancouver, C/M	9.1%▲	22.6%▲	22.4%▼	18.7%	14.4%	12.9%▼
Thom.-Okanagan	4.9%▼	14.6%▼	25.4%	19.5%▲	19.5%▲	16.0%
Vancouver Island	9.5%▲	8.7%▼	31.4%▲	14.6%▼	15.7%	20.2%▲
Northern BC	7.9%	9.9%▼	24.8%	19.8%▲	12.9%▼	24.8%▲
Kootenay Roc.	4.0%▼	13.3%▼	26.7%	12.0%▼	29.3%▲	14.7%

Cluster A: Tourism Ambassadors; Cluster B: Tourism Supporters;
Cluster C: SATES (Socio-cultural and Tourism Economic Supporters); Cluster D: Neutrals;
Cluster E: CACEs (Concerns about Careers/Environment); Cluster F: Tourism Adversaries
▲*Significantly higher than BC average;* ▼*Significantly lower than BC average*

Vancouver Island showed a higher-than-average proportion of Tourism Ambassadors, but a lower-than-average proportion of Tourism Supporters, while having a higher proportion of SATES and Tourism Adversaries. As a whole, this region is quite split, with the most common resident sentiment identifying strong positive Socio-cultural, Indigenous, and Economic impacts from tourism and strong negative Environmental and Job/career impacts from tourism. The Kootenay

Rockies region showed similar results with a bit more polarization among residents.

The Thompson-Okanagan region had a lower-than-average proportion of Tourism Ambassadors and Tourism Supporters, and a higher-than-average proportion of Neutrals and CACEs. This region is concerned about a lack of positive impacts within the Environment and Job/career tourism impact factors but has the opportunity to increase positive perception through the large number of Neutrals. Finally, the Northern BC region had a lower-than-average proportion of Tourism Supporters and a higher-than-average proportion of Neutrals and Tourism Adversaries. While this indicates an uphill climb in public perception of tourism in this region, Northern BC does have an average proportion of Tourism Ambassadors and a high proportion of Neutrals. Passionate Tourism Ambassadors will need to be amplified while converting Neutrals into Tourism Supporters or Tourism Ambassadors to increase overall perception of tourism impacts in this region.

► **Cluster Analysis:** *Age Differences in Segmentation*

For Hypothesis 3, a crosstabs analysis for age groups was conducted. The test was significant with low strength of association with $\chi2$ = 134.634, df = 25, p < .001, Cramer's V = .110. This result supports Hypothesis 3: the distribution of residents across segments is significantly different across age groups (Figures 1-2).
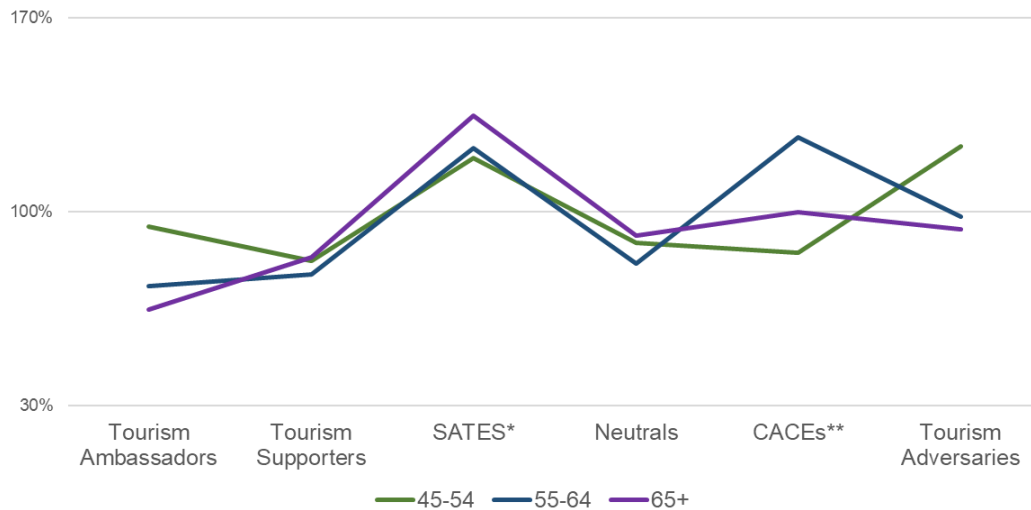
Figure 1

Segment Distribution by Age Range, Proportion of Expected – Ages 18-44
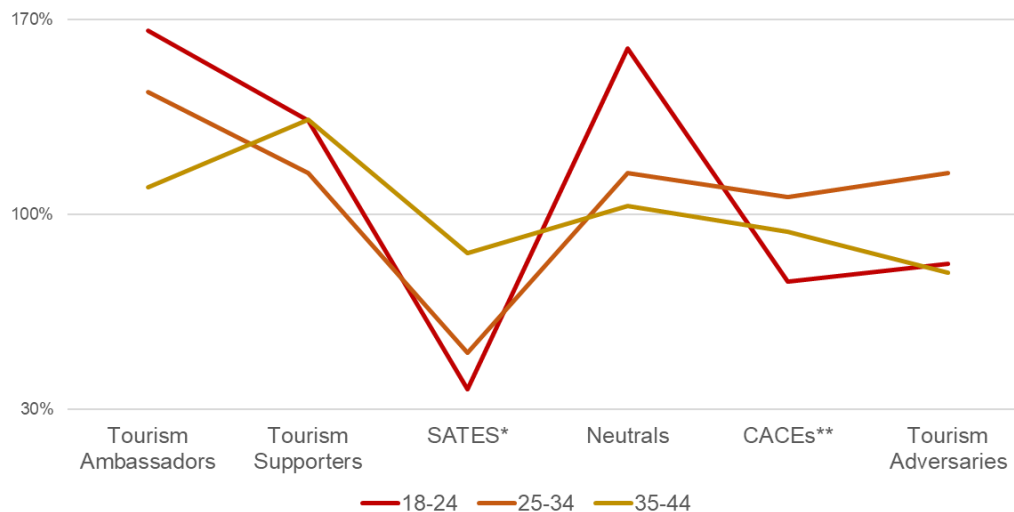
Note: 100% = Expected Average; Higher percentage indicates a higher proportion of residents in that segment for that age group compared to all ages

Figure 2

Segment Distribution by Age Range, Proportion of Expected – Ages 45+

Note: 100% = Expected Average; Higher percentage indicates a higher proportion of residents in that segment for that age group compared to all ages

Residents aged 18-24 were more likely than average to be Tourism Ambassadors, Tourism Supporters, or Neutrals while being less likely than average to be SATES. Those aged 25-34 were more likely to be Tourism Ambassadors and less likely to be SATES. Those aged 35-44 were more likely to be Tourism Supporters and less likely to be Tourism Adversaries. This indicates that for the youngest half of British Columbians (aged 18-44), there is a distinctly more positive perception of the impacts of tourism across all five tourism impact factors. The younger proportion of the population in BC is key for the promotion and support of the tourism industry.

Conversely, those aged 45-54 were more likely to be Tourism Adversaries while those aged 55-64 were less likely to be Tourism Ambassadors or Tourism Supporters while being more likely to be SATES or CACEs. Finally, those aged 65 or over are more

likely to be SATES and less likely to be Tourism Ambassadors. This indicates that for those 45+, there is a higher proportion of residents who perceive negative impacts from tourism.

Discussion

This report has confirmed distinct categories of resident perceptions toward tourism within British Columbia, Canada, including socio-cultural, economic, environmental, job/career, and Indigenous impacts. The latter two are unique to this research, which may have been included within the other categories in past studies (e.g., Kim et al., 2013) but were never included as distinct categories until now. This may be due to statements related to a place's Indigeneity being grouped with other social or cultural dimensions, which is a limitation since understanding the impacts of all tourism on Indigenous and non-Indigenous communities is highly

important. By discovering job/career and Indigenous impacts as their own factors in the analysis, we better understand the unique perceptions of BC's residents regarding how tourism affects them. Just as in Kim et al.'s (2013) study linking economic, social, cultural, and environmental impacts to residents' well-being, our research includes the job/career and Indigenous impacts to better understand how residents' tourism perceptions connect together.

In addition to confirming the categories of impacts, this report has also shed light on what segments of residents exist as informed by those categories. Specifically, our cluster analysis revealed six segments of respondents based on the five factors from the EFA: Tourism Ambassadors, Tourism Supporters, SATES, Neutrals, CACEs, and Tourism Adversaries. There are strong parallels with existing resident-focused segmentation studies, such as the paper by Williams and Lawson (2001), which identified four clusters: the lovers, the cynics, the taxpayers, and the innocents. For instance, the lovers in their study and Tourism Ambassadors in ours both reported strong positive perceptions toward visitors to their communities. Likewise, the cynics and Tourism Adversaries were often firmly "anti-tourist." Our study contributes to the existing literature but suggests that many who hold anti-tourist sentiments do so primarily because they feel that tourism is harmful to the environment and not a viable career choice. For both the CACEs and the demanders of sustainable tourism, one of the three clusters identified by Schönherr et al. (2023), the strong negative

perceptions of tourism on the environment were prominent. Further, the SATES shared some similarities with the advocates of positive tourism dimensions. Both felt strongly about the positive economic and socio-cultural impacts but were less concerned with how tourism affects the environment. Finally, this research builds on the three broad clusters from the study by Nguyen (2022), which placed residents into either supporters, pessimists, or neutralists by adding additional nuances that provide a more expansive and comprehensive set of resident segments more aligned with the complexity of today's society.

The distribution of residents across these segments differed significantly across British Columbia's distinct regions, as supported by the results in Table 4. This leads to a unique opportunity for city and regional DMOs across BC to find more localized ways to manage their destinations and amplify the voices of their Tourism Ambassadors by understanding what drives them to support tourism in their community and then converting the neutral and negative perceptions of the remaining residents to match.

From the literature review, tourism researchers encouraged studies exploring demographic variables' impacts on residents' perceptions (Sharma & Gursoy, 2015). While some studies found support for concluding that younger residents are stronger supporters of tourism, given their optimism regarding potential future job and career opportunities (Huh & Vogt, 2008), others identified the fact that older residents were more attached to their communities after having lived there for a

long time and were, therefore, more supportive of tourism than were younger residents (McGehee & Andereck, 2004). Generally, this study supports the findings that younger residents are more likely, on average, to be Tourism Ambassadors, Tourism Supporters, or Neutrals. In addition, the current study found that residents aged 45 and up generally held stronger-than-average negative perceptions of tourism impacts. That said, some variations in this study's findings were found. One possible explanation for these findings is that older residents are more likely to have lived longer in their communities than younger residents and may have developed more robust views of the negative environmental impacts of tourism from direct experience. This is supported by the findings in the study by Nguyen (2022), in which older-aged respondents made up the majority of the pessimists cluster, who expressed their fears of additional tourism development and how it may negatively affect their neighborhoods.

Implications and Recommendations

If done effectively, a destination can achieve sustainable economic, environmental, and social benefits by better understanding their residents' perceptions (Bichler, 2021). With this spirit in mind, we have identified three broad implications for DMOs as they relate to the findings of this research report. First, there is an opportunity for destinations to use the same clustering technique to develop tools that will allow them to understand the variability among their

residents better. In fact, in development at Destination BC is the creation of a more concise tool to assess the five tourism impact factors and a predictive model to help regional and local DMOs segment their residents. Beyond this, there is an opportunity to create customized destination management materials catering to their residents' needs. For example, in the Vancouver, Coast & Mountains region, marketing messaging may focus on strengthening the strong relationship between residents and visitors, such as through community meetups or special events inviting community members and guests to come together. In destinations with higher-than-average Tourism Adversaries, the strategy instead becomes focused on connecting residents who are Tourism Ambassadors or Tourism Supporters with Tourism Adversaries to see if opinions can be modified or at least understood more thoroughly.

Second, the crucial role of partnering is a natural extension of this research, as in our case, where six regions of British Columbia each gained an understanding of resident perceptions unique to their region, which allows them to compare and contrast with one another. Beyond DMO collaborations, this study also encourages industry and academic partnering, giving students opportunities to learn more about a destination and its resident's perceptions directly from those that manage the promotion of that destination. In general, this would help to determine whether industry professionals are doing enough to help spread the word about the importance of their residents' health, well-being, and

sustainability. Indeed, any broad-based education or awareness campaign can significantly benefit a community and its members' needs (Andereck et al., 2005).

Third, this study has confirmed past research identifying social or cultural differences among residents as barriers to developing pro-tourist perceptions (Alrwajfah et al., 2019). However, unlike past studies, which point expressly to the challenges faced by those who are close to a popular tourist destination, this research found regional differences that demonstrate the importance for DMOs to explore what types of infrastructure are needed regionally and locally in their destinations to change residents' perceptions that may currently be considered adversarial to tourism and tourist development.

Conclusions, Limitations, and Future Research

This research report focuses on the impacts of resident perceptions of tourism in British Columbia, Canada. By identifying five resident perception factors and six resident segments as they relate to tourism impacts in their communities, we learn more about the unique combinations of ways residents view the role of tourism where they call home.

This research has some limitations that should guide future research opportunities. For those respondents in the survey who were clustered into the Neutral segment, it is impossible to determine whether they genuinely felt ambivalent toward the statements presented to them or simply did not have enough information to form an opinion. Similarly, although we have identified clusters of residents with strong perceptions, either negative (i.e., Tourism Adversaries) or positive (i.e., Tourism Ambassadors), there is no further indication as to who these residents are beyond the demographic characteristics asked in the survey. To learn more about the respondents' motivations and regional variability, qualitative research methods such as personal interviews or focus groups with residents would provide valuable insights into these aspects. The use of qualitative research to explore resident perceptions, particularly as they relate to visitors' perceptions, remains limited (Joo et al., 2019; Sharpley, 2014) and is therefore worthy of future inquiry.

There are also some additional DMO-centric avenues for future research. For instance, updating resident perception data and research toolkits to account for the variability in resident perceptions would be a decisive step forward for destinations that want to better capture the nuances of those that live in those places. Determining new ways of disseminating research insights across stakeholders through standardized toolkits would also help foster DMO collaborations and partnerships. These opportunities go beyond DMO partnerships and include relationships between DMOs and governments. For example, the clusters identified in this report could be overlayed with political persuasion throughout the destination, connecting findings to regional policies. Another approach could be collecting postal code data to confirm political affiliations among the clusters and within regions.

Lastly, from a methodological standpoint, combining a factor and cluster analysis further contributes to the need for more valid research methodologies relating to tourism impacts (Gursoy et al., 2019). Future research is warranted that builds on the clusters identified here and applies them to their unique residents to see where similarities and differences exist.

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