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Understanding Tourist-Host Interactions and their Influence on Quality Tourism Experiences

By

Tiffanie L. Skipper

Bachelors of Arts, Honours Geography and Psychology, University of Guelph, 2006

THESIS

Submitted to the Faculty of Arts/Department of Geography and Environmental Studies
in partial fulfillment of the requirements for
Master of Arts
Wilfrid Laurier University, 2009

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Abstract

In response to the rise in visitor harassment in tourist destinations, there is a need to further our understanding of its impacts on the tourist experience. The purpose of this study was to understand tourist-host interactions in the context of harassment and its influence on overall quality of the tourism experience. Tourists attitudes towards hosts is an under researched topic in the academic literature. Thus, this thesis makes use of the social exchange theory, tourism development cycles, and the concept of segmentation (traditionally used to explain residents' attitudes towards tourism/tourists), to help understand tourists' attitudes towards hosts. Similarly, there are few studies that investigate tourist harassment by local people. Tourists' attitudes towards the local people of Jamaica and the island itself were examined generally, and then with reference to the host behavior of harassment. Harassment was explored as a negative attitude and behavior towards tourists and its potential for causing dissatisfaction with the overall quality of the tourism experience.

This thesis utilized mixed methods in the form of surveys (quantitative data) and event-logs (qualitative data) to explore harassments impact on tourists' perceptions, attitudes, and experiences. Data was collected on the island of Jamaica, in Montego Bay and Negril. A total of 209 surveys were collected and 15 events were logged via BlackBerries over a weeklong period. Both methodological approaches were employed *during* participants' tourism experience, with the intent to capture their "in the moment" attitudinal responses towards the island, the local people, and the behavior of harassment.

Results suggest that nearly 59% of participants experienced harassment, most often in the form of pestering vendors, and taking place on the street. Generally, participants' attitudes towards the island of Jamaica and its local people were positive. Although, when harassed and non-harassed participants were compared, those who were harassed expressed slightly more negative views. These negative views however, did not deter the majority of harassed participants from recommending or returning to Jamaica in the future. The findings of the present study raised important implications for tourism managers, operators, and planners, as harassment, although deemed an annoying local behavior, did not appear to negatively impact participants' tourism experience of Jamaica. Furthermore, this thesis advocates the need for continued research on the topics of visitor harassment and host-guest interactions, specifically hosts ability to influence the quality of tourists' experiences.

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Thank you to all my friends who have ventured on this journey along side me. Your help, enthusiasm, and sometimes distraction offered to me over the last two years was much appreciated. Heartfelt thanks to my family for their continued support, motivation, and interest in my research. Thank you to my Grandma for taking the time to read and edit chapters of my thesis. I especially want to thank my mom for her continued love and support throughout my academic career.

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Chapter One: Introduction

1.0 Introduction

Tropical scenery, long white sandy beaches, with beach front resorts alongside deep blue waters is what awaits vacationers looking for a relaxing Caribbean gateway. Caribbean islands have been successful in using the natural elements of sun, sea, and sand to attract tourists. In doing so, this destination image has made the Caribbean region one of the most sought after vacation spots in the world (Jayawardena, 2002). Part of an island's destination image includes those welcoming faces of the local community willing to provide prompt and friendly hospitality. As said by Dunn and Dunn (2002), it is not physical structures, or even natural features that distinguish one Caribbean destination from the other, but the warmth and uniqueness of the people. Although the attractiveness of the Caribbean's landscape is undeniable, it can be undermined if the host community is not at par with tourists' expectations.

Host-guest interactions are an inevitable occurrence while on vacation, and tourists can assume their interaction with the host community will result in positive experiences. However, when tourists encounter negative experiences, conflicting attitudes may arise towards the local community, and potentially the destination. For many Caribbean islands, the negative experience most often experienced by tourists is harassment. The Caribbean island of Jamaica struggles to maintain its favored destination image in the face of published reports of crime and harassment against tourists. Kingsbury (2005) describes the initial communication between hosts and guests in Jamaica as uneasy and uncomfortable as guests are greeted by pimps, prostitutes, beach vendors, drug dealers, and other sources of harassment. This negative behavior is the leading cause for dissatisfaction and complaints (Kozak, 2006), and is the most frequently identified negative experience conveyed by tourists (de Albuquerque and McElroy, 2001). Thus, this research focuses on the relationship between tourists' perceptions of, attitudes towards, and experiences with hosts in Jamaica, specifically the host behavior of harassment.

1.1 Problem Statement

As early as 1982, Knox stated, “The tourist may have his vacation spoiled or enhanced by the resident. The resident may have his daily life enriched or degraded by the unending flow of tourists” (p. 77 as cited in Ap, 1992, p. 669). Thus, host-guest interactions affect both quality of the tourism experience for tourists and quality of life for local communities. The latter has been considered widely in terms of resident attitudes towards tourism to understand quality of life for local communities, but few studies have focused on the opposite side of this social interaction. By taking this viewpoint, the research then becomes focused on tourists’ attitudes towards hosts to help understand the quality of the tourism experience. This is important to know because tourist satisfaction is heavily reliant on the host community, and a negative experience may result in negative attitudes towards not only the hosts, but also the destination. In this study, attention is given to the negative host behavior of harassment in Montego Bay and Negril in Jamaica, and how this behavior affects tourists’ attitudes, and the overall tourism experience.

1.2 Rationale

The purpose of this research study is to understand tourists’ attitudes and experiences as influenced by the host community in Jamaica. Tourists’ attitudes towards hosts are connected to the quality of the tourist experience, which is influenced by the destination’s tourism product, especially host behavior (positive or negative). Harassment is a negative host behavior thought to have a great impact on ones attitudes and experiences. Knowing how harassment plays on the touristic experience will allow tourism officials and operators to plan for and prepare strategies to overcome this negative behavior. The results can help promote safe travel for vulnerable tourists, and help to identify what situations or areas to avoid where harassment is prevalent. In doing so, tourists remain focused on the positive outcomes of their vacation, which in turn will maintain an overall positive tourism experience.

Academically, the concept of tourists’ attitudes towards hosts is most often overlooked when reviewing the relationship between hosts and guests. Carmichael (2006) supports this idea by stating that tourists’ perceptions and attitudes towards hosts remains

an area about which relatively little is known, and therefore has the potential for theory development. This research study will follow Carmichael's suggestions (2006) and attempt to make use of those theories, models, and frameworks dedicated to understanding residents' attitudes towards tourism and adopt them to interpret tourists' attitudes towards hosts. Literature on visitor harassment is also relatively small, and there are few published surveys of harassment behavior in the academic literature (McElroy, Tarlow, and Carlisle, 2008). McElroy et al. (2008) state that "this is unfortunate since without an empirical examination of the specific contours of harassment types, levels and locations policy makers cannot appreciate the scope of the problem nor design effective mitigation measures" (McElroy et al., 2008, p. 98). This study helps expand the known academic literature on the phenomenon of visitor harassment by providing another case study.

1.3 Research Goal and Objectives

The goal of this thesis is to determine how tourists' experiences are impacted by host behavior. A series of objectives are formulated to achieve this goal, and are as follows:

- 1) To identify the attitudes of tourists towards hosts and the island of Jamaica.
- 2) To determine where and how tourists are harassed, and their attitudinal responses to such an experience.
- 3) To investigate if and how tourists' attitudes and experiences are influenced by host interactions and harassment behavior.
- 4) To investigate how harassment impacts and changes tourists' attitudes towards hosts and sense of quality with the tourism experience.

1.4 Thesis Outline

This thesis is separated into six chapters, beginning with chapter one introducing the background, scope and objectives of this study. Chapter two reviews past literature on the tourism experience and the relationship between hosts and guests, specifically looking at attitudes, and provides a general overview of crime and harassment in tourism. Methodological considerations such as study location, data sources, procedural methods and design are explained in chapter three. Research findings are presented in the results

and analysis chapter, followed by the discussions chapter which formulates links between this research study and other published works. The concluding chapter offers a summary of the main research findings, identifies limitations of this study, and makes recommendations for future research.

Chapter Two: Literature Review

2.0 Introduction

The underlying theme of this thesis is to understand what factors shape the overall tourism experience, especially from the social interaction perspective. For this reason, chapter two reviews past literature on topics such as the destination, the tourism product, service, quality, satisfaction, attitudes, host-guest interactions, and crime and harassment. The tourism experience involves “tourist interaction with service personnel, other tourists and a wider host society,” which is said to take place within the sectors and sub-sectors that constitute tourism space (Bowen and Schouten, 2008, p. 142). Murphy, Pritchard, and Smith (1999) described the sectors of tourism space as the destination environments and service infrastructure. Murphy et al. (1999) noted that “tourists desire particular experiences from the setting itself, as well as from the service infrastructure that supports their visit” (p. 44). Tourists’ interactions with the different sub-sectors should be satisfactory in order for tourists to achieve an overall sense of quality with the tourism experience.

Pizam, Neumann, and Reichel (1978) describe tourist satisfaction as “a collection of tourists’ attitudes about specific domains in the vacation experience” (p. 317). Satisfaction with the tourism experience has been linked to tourists’ expectations about a destination’s tourism product (Graefe and Vaske, 1987; Murphy et al., 1999; Pizam, et al. 1978; Weiermair, 2000). When expectations are not met, the difference between perceived reality and expectations can lead to dissatisfaction, negative attitude formation, and a decreased sense of quality with the tourism experience (Weiermair, 2000). Quality in tourism, as defined by the World Tourism Organization (UNWTO) is:

The satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment (as cited in Jonsson Kvist and Klefsjo, 2006, p. 522).

Hosts’ acceptance and tolerance of tourists is vital for a successful tourism industry, and is one of the major factors contributing to tourists’ sense of quality with the

tourism experience (Thyne, Lawson, and Todd, 2004). Thyne et al. (2004) elaborate by suggesting hosts' attitudes towards tourists can influence tourists' attitudes about returning to a destination or recommending it to others. Therefore, attitudes and experiences of tourists are highly important, as a negative tourist experience can restrict growth in tourism and cause a decline in popularity of a destination (Getz, 1983). Accordingly, studies in relation to tourists' attitudes have focused on the interactions that occur between hosts and guests, and quality tourism experiences. Survey studies have examined tourists' pre- and post- vacation attitudes to determine if their touristic experience results in attitude change (Amir and Ben-Air 1985; Anastasopoulos, 1992; Fisher and Price, 1991; Gomaz-Jacinto, Martin-Garcia, and Bertiche-Haud'Huyze, 1999; Milman, Reichel, and Pizam, 1990; Nyaupane, Teye, and Paris, 2008; Pearce, 1982; Pizam, Jafari, and Milman, 1991; Pizam, Uriely, and Reichel, 2000; Thyne et al., 2004). The host-guest relationship would not be completely understood however, without addressing both sides of this social interaction. Consideration will be given to those frameworks devised to explain variation in residents' attitudes towards tourism, as they may have some implication for understanding tourists' attitudes towards hosts.

Crime and harassment against tourists are common host-guest interactions experienced while on vacation, especially in the Caribbean. (Ajagunna 2006; Alleyne and Broxill 2003; Brunt, Mawby, and Hambly 2000; de Albuquerque and McElroy, 2001; Dunn and Dunn, 2002; George 2003; Kozak 2007; Ryan 1993). "The primary concern for four out of five visitors to the Caribbean is being the target of harassment" (King, 2003, as cited in McElroy et al., 2008, p. 97). This social interaction can produce negative experiences for tourists, and has the potential to decrease their level of satisfaction, influence their attitudes, and affect their overall tourism experience. Literature on crime, specifically harassment in tourism, concludes the literature review chapter and sets the foundation for this research study.

2.1 Destination as a Factor Affecting the Tourism Experience

Before tourists experience the destination itself, they form an image of the destination, and envision how they will interact and experience the destination and its attributes. Tourists' perceptions of a destination, its natural environment, climate, and

people may have significant influence over the viability of the area as a tourist destination, as perceptions or images can either detract from or contribute to successful tourism development (Hunt, 1975). In other words, the more favorable tourists' perceptions are of a destination, the greater the likelihood of choice (Goodrich, 1978). Destination image is defined by Echtner and Ritchie (1991) as:

Not only the perceptions of individual destination attributes but also the holistic impression made by the destination. Destination image consists of functional characteristics, concerning the more tangible aspects of the destination, and psychological characteristics, concerning the more intangible aspects.

Furthermore, destination image can be arranged on a continuum ranging from traits which can be commonly used to compare all destinations to those which are unique to very few destinations (p. 8).

Destination image has been reviewed in relation to tourists' geographical location, tourists' decision making process, tourists' behavior, as well as how to measure it, and what factors influence it (Baloglu and McCleary, 1999). Of relevance to this research study however, are the differences between tourists' expectations and perceptions of the actual destination image experienced. Tourists' expectations form during the destination image formation process, which is described by Reynolds (1965) as the development of a mental construct based of a few impressions chosen from a flood of information. Outlets for information include advertisements, brochures, opinions from family, friends or travel agents, media resources like magazines, newspapers, the internet, movies, literature, and personal experience.

In a study conducted by Anastasopoulos (1992), tourists were asked to report their motivations for choosing Turkey as a travel destination. The most influential factors reported were recommendations from family and friends (52.6%), followed by low-price tickets (24.7%), and general news and information found on TV and in newspapers (8.2%). Baloglu and McCleary (1999) found that word-of-mouth recommendations from family and friends are the most important influential source contributing to destination image formation. Simpson and Siguaw (2008) further suggest that "the positive messages expressed by friends and family about a product, service, or destination may be more powerful in affecting others' feelings and behaviors than any other type of marketing

communication” (Simpson and Siguaw, 2008, p. 171). Destinations should keep in mind that overall satisfaction with the touristic experience will most likely result in positive word-of-mouth recommendations to future visitors.

Govers, Go, and Kumar (2007) found that tourism promotion does not have a major impact on the perceptions of tourists, and in fact other sources of information have a greater influence on destination image formation. Perhaps this is due to the fact that sources of information can sometimes be misleading, and may not accurately portray the destination in its truest form. Tourism promoters take advantage of marketing ploys depicting positive elements of a destination, thereby overshadowing any potential negative impacts. Disappointment and subsequently dissatisfaction with the actual destination experience arises when tourists’ expectations are too high, and tourists have unrealistic demands that are based on an idealistic perception of the destination image (Gover et al., 2007). However, when tourists’ expectations are met, and even exceeded during the actual tourism experience, the end result is tourist satisfaction (Gover et al., 2007). Thus, a destination and its attributes need to support tourists’ realistic destination image in order to achieve satisfaction and quality with the tourism experience.

A destination’s tourism product is regarded by Medlik and Middleton (1973), as an “amalgam of tangible and intangible elements centered on a specific activity at a specific destination” (p. 138). The authors propose three main elements or components of a total tourism product as:

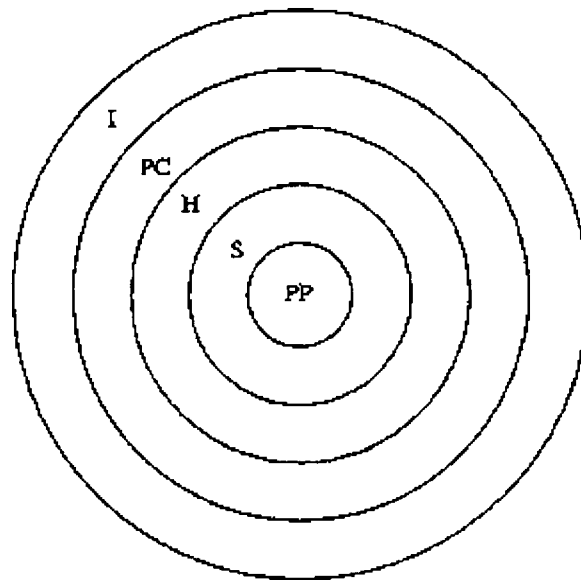
1. Attractions of the destination, including its image in the tourist’s mind;
2. Facilities at the destination: accommodation, catering, entertainment, and recreation;
3. Accessibility of the destination.

According to the authors, the tourism product is perceived by the tourist as an experience, available at a price. Eventually, Middleton added image and price to the essential components of the tourism product in 1979 (Middleton, 1989). Jefferson and Lickorish (1988) consider the tourism product as a “collection of physical and service features together with symbolic associations which are expected to fulfill the wants and needs of the buyer” (p. 59). A successful tourism product is a “satisfying activity at a desired destination” and involves physical features such as the destination’s geographical location, facilities, infrastructure, climate, and natural resources, and service features

including transportation, accommodation, amenities, attractions, heritage, culture, and people (p. 59). Gunn (1988) viewed tourism as a system, centered on attractions, transportation, service, information, and promotion. These core tourism components can be influenced by several external factors according including natural resources, cultural resources, entrepreneurship, finance, labor, competition, community, government police, and organization and leadership (Gunn, 1988).

Smith (1994) described the tourism product as a series of 'inputs' from the destination, which produce an experiential 'output' for tourists. His model consists of a hierarchy of five elements: the physical plant, service, hospitality, freedom of choice, and involvement (see Figure 1).

Figure 1: The Generic Tourism Product (Smith, 1994)



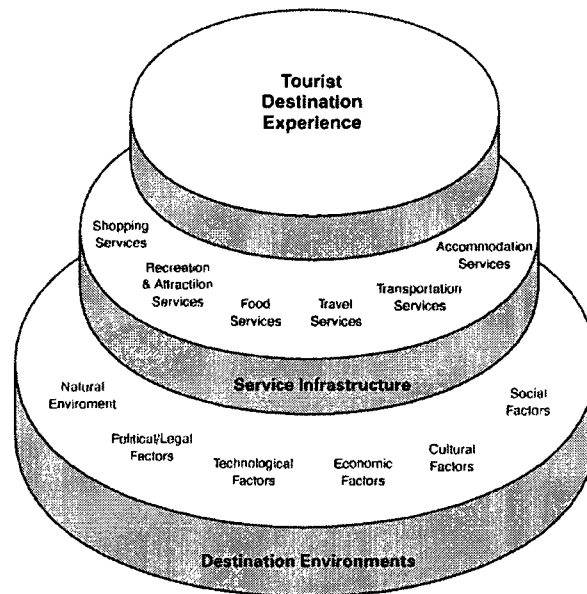
PP = Physical Plant FC = Freedom of Choice
S = Service I = Involvement
H = Hospitality

As described by Smith (1994), the physical plant is the core of the tourism product, which includes the natural resources, fixed properties (such as accommodations), accessibility, acceptable environmental quality, good weather, and appropriate numbers of other tourists. The input of services makes the physical plant useful for tourists, and refers to the performance of specific tasks designed to meet the needs and wants of

tourists (Smith, 1994). Hospitality is the attitude and style in which those specific tasks are performed, for example, a warm and friendly smile by local residents welcoming new arriving tourists (Smith, 1994). The latter two elements of the model directly involve the tourist as part of the product, which seems logical if tourism is to be considered as an experience. Freedom of choice means that the tourist is entitled to have choices and opinions in order for the experience to be satisfactory (Smith, 1994). The encapsulating shell of the tourism product is involvement. Successful participation in the tourism product hinges on an acceptable physical plant, good service, hospitality, and freedom of choice (Smith, 1994). Discomfort with an element will hinder tourist involvement with the tourism product, consequently limiting the quality of the tourism experience. A positive experience with all five elements ensures quality and a satisfying tourism product.

Murphy et al. (2000) denotes that “a destination may be viewed as an amalgam of individual products and experience opportunities that combine to form a total experience of the area visited” (p. 44). Thus, Murphy et al.’s (2000) conceptual model places the tourists’ destination experience at the core of the tourism product, which is influenced by the destination environments and service infrastructure (see Figure 2). The authors argued that when examining the tourism experience, each sub-component plays an affective role on tourists’ perceptions of quality and overall tourism experience. The touristic experience therefore cannot be fully understood by purely focusing on tourists’ encounters with the service itself, but the larger context or setting in which these encounters take place must also be considered (Murphy et al., 2000).

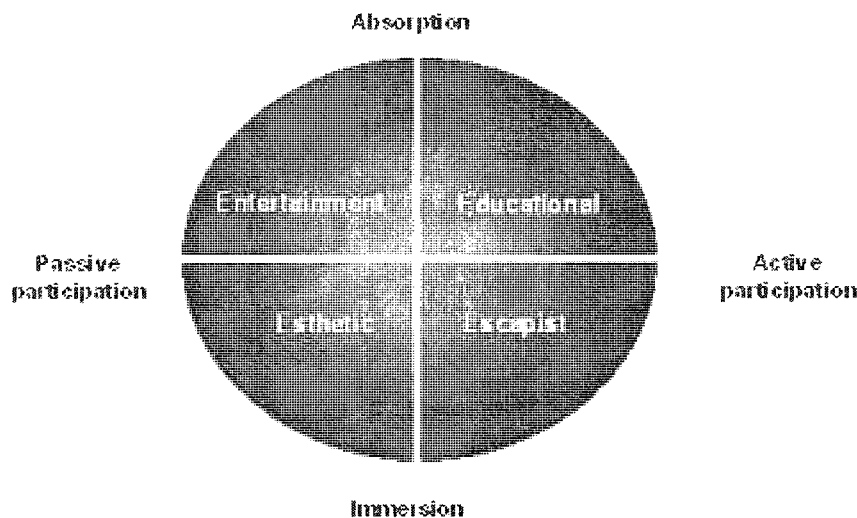
Figure 2: A Conceptual Model of the Destination Product (Murphy et al., 2000)



Similar to Smith (1994), each encounter with the identified constructs creates an opportunity for tourists to evaluate their sense of quality with the tourism experience (Murphy et al., 2000). A positive summary evaluation of the trip experience results from positive encounters, satisfactory product performance, and tourists' expectations being met (Murphy et al., 2000). Under these conditions the tourist perceives quality. The authors examined the relationship between the identified constructs within the model and quality, value, and intent to return. Based on selected indicators, the authors found that both the destination environments and service infrastructure could influence tourists' perceptions of quality and value of the tourism experience. Specifically, overall quality tourism experiences could be predictive (directly and indirectly through trip value) of tourists intent to return. When reviewing Murphy et al.'s (2000) conceptual model of the destination product, it is evident that the majority of host-guest interactions take place in the sub-component of service infrastructure. Not explicitly mentioned in Murphy et al.'s (2000) model, nor in Smith's (1994) model of the generic tourism product, are the types of interactions or experiences that can take place at a destination. In terms of this research study, the tourism experience of harassment will be considered, and how this host-guest interaction influences tourists' perceptions, attitudes, and experiences.

Types of experiences are described by Pine and Gilmore's (1999) general framework of the experience economy, and can also be applied in a tourism context. Pine and Gilmore (1999), claim that experiences are events that engage individuals in a personal way. An experience may engage individuals on a number of dimensions, two in particular Pine and Gilmore (1999) thought to be most important, participation (active or passive), and absorption and immersion (the level of connection or relationship with the event). These dimensions classify the four experience realms described by Pine and Gilmore (1999) as entertainment, education, escape, and estheticism (see Figure 3).

Figure 3: The Experience Realms (Pine and Gilmore, 1999)



An entertaining experience is passively absorbed through the senses; an educational experience involves active participation in which the individual gains information, knowledge, and/or skill; an escapist experience requires individuals to actively participate in an immersive environment, for example voyaging to a specific destination, while in an esthetic experience, individuals immerse themselves in an event or environment but remain passive (leaving the environment untouched). Thus, “guests partaking of an educational experience may want to *learn*, of an escapist experience to *do*, of an entertainment experience want to—well, *sense* might be the best term—those partaking of an esthetic experience just want to *be there*” (Pine and Gilmore, 1999, p. 35). According to the authors however, the richest experience encompass aspects of all four realms.

2.2 Quality as a Factor Affecting the Tourism Experience

Thus far the literature has shown that a quality tourism experience is dependent upon the perceived destination image matching the projected destination image, and the attributes which constitute a destination should align with tourists' needs, wants, and expectations. Before continuing on, it is worth knowing why quality has become an important factor in a vacation. Woods and Deegan (2003) credit quality as being the new competitive edge in the travel and tourism industry for two reasons, the media attention surrounding quality related issues, and tourists placing more importance on non-price factors of the tourism experience. Shonk and Chelladurai (2008) studied perceptiveness of sport tourism and suggested that sporting events can be distinguished from one another on the basis of providing high quality service in order to gain a competitive advantage. The same can be said for choosing a destination. Destinations that offer similar tourism packages might invest in promoting high quality products and services above that of the competition, therefore drawing in more tourists.

Tourists are attracted to and judge the tourism destination as a whole, which is why quality is not just sufficient for one service, but should be a factor with a large range of services and products (Woods and Deegan, 2003). Likewise, the tourism experience can involve various sub-components while still being regarded as a single entity (Jonsson Kvist and Klefsjo, 2006). "The fragmentation of the destination product set against the demand for a total quality of experience underlines the challenge facing destination managers to ensure a seamless, hassle-free interface among all elements of the total travel experience" (Woods and Deegan, 2003, p. 271). Although satisfying tourists may seem difficult given the amount of interconnectivity that exists between the tourist and the destination, it is vital for tourists to have a quality tourism experience. A quality tourism experience leads to satisfaction, positive word-of-mouth recommendations, and repeat business, while dissatisfaction leads to complaints, which if not resolved can be harmful to a destination's reputation (Jonsson Kvist and Klefsjo, 2006).

Graefe and Vaske (1987) sought to investigate the factors that influence individual's perceptions of quality with the tourism experience. Perceptions are said to be influenced by expectations, and motivation studies have found that tourists engage in activities with the expectation that their participation will result in some type of reward

(Graefe and Vaske, 1987). It seems that tourists compare the outcome they actually experience with the rewards they expected or wanted to receive from participating. If tourists' experience an undesirable outcome, it may have little or no effect on their perception when the negative impact is seen as unimportant to the overall tourism experience (Graefe and Vaske, 1987). For example, crowding, which is a subjective judgment on the part of the tourist, can either enhance the tourism experience, or more often than not reduce tourists' perceptions of quality and satisfaction (Getz, 1983). If crowding is indeed perceived negatively by tourists, shifts in behavioral patterns may occur to avoid further crowding situations (Graefe and Vaske, 1987). This is known as recreational displacement. Overall, the authors conclude that tourists vary in their ability to tolerate impacts and activity-and-site-specific influences on the tourism experience. Subjectivity and the concept of recreational displacement may also apply in the context of harassment.

2.3 Service as a Factor Affecting the Tourism Experience

The destination's tourism product is comprised of an environmental element and a service element. In terms of how tourists experience the destination product, Smith (1994) felt that the tourism product begins with the physical plant followed in succession by service, hospitality, freedom of choice, and involvement. The latter two transform the primary (physical plant) and secondary (service and hospitality) inputs into the experiential output. Murphy et al. (2000) interpreted the tourism product as the combination of the "environmental impacts of the destination's setting, plus the effects of service infrastructure on the visitor experience" (p. 45). The tourism product is largely based upon services provided to tourists and requires much interaction with the destination's attributes. In this regard, services influence tourists directly through personal encounters with the host members who carry out those services.

A service is thought to be "an activity or a series of activities of a more or less intangible nature that normally, but not necessarily, takes place in the interaction between the customer and service employees and/or physical resources or goods and/or systems of the service provider" (Gronroos, 2002, as cited in Jonsson Kvist and Klefsjo, 2006, p. 523). Service quality is a "measure of how well the service level delivered matches

customers expectations. Delivering quality service means conforming to customer expectations on a consistent basis” (Lewis and Booms, 1983, as cited in Parasuraman, Zeithaml, and Berry, 1985, p. 42). Services are an essential part of the tourism experience, and thus service quality is a crucial aspect of satisfying tourists (Jonsson Kvist and Klefsjo, 2006). Vogt and Fesenmaier (1995) found that tourists evaluate their service experience on “who” delivers the service, and the extent to which the service provider accurately understands the nature of the tourists’ needs and wants, as opposed to what the service is. This highlights the importance of the host community to ensure tourists perceive a sense of quality with their service experience.

Parasuraman et al. (1985) took an exploratory qualitative approach to investigating the concept of service quality. Through executive interviews and consumer focus groups, Parasuraman et al. (1985) found that service quality is judged on the difference between the consumer’s expectations and perceptions of the actual service performance experienced. Revealed in the consumer focus groups were similar evaluative criteria for forming expectations about and perceptions of service quality. Parasuraman et al. (1985) devised ten determinants of service quality:

- 1) Reliability – involves consistency of performance and dependability.
- 2) Responsibility – refers to the willingness of employees to provide service.
- 3) Competence – possessing the skills and knowledge to perform the service.
- 4) Access – means being approachable and easy to contact.
- 5) Courtesy – is characterized by politeness, respect, consideration, and friendliness.
- 6) Communication – keeping customers informed, and listening to them.
- 7) Credibility – involves trustworthiness, believability, and honesty.
- 8) Security – freedom from danger, risk, and doubt.
- 9) Understanding/knowing the customer – making an effort to understand the customer’s needs.
- 10) Tangibles – the physical evidence of the service.

This multi-item instrument was later revised to assure non-overlapping of the ten determinants, and was narrowed down to five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibility. Parasuraman et al.’s (1985) SERVQUAL model is a widely recognized approach to measuring service quality, and

the dimensions identified have been applied to an array of service sectors, including the tourism industry, which shows the model's flexibility (Jonsson Kvist and Klefsjo, 2006; Vogt and Fesenmaier, 1995; Wilkins, Merrilees, and Herington, 2007; Woods and Deegan, 2003). Despite the praised acknowledgement of the SERVQUAL model, a number of criticisms exist. One such criticism is the apparent instability of the dimensions (Woods and Deegan, 2003). Whether using the original ten determinants of perceived service quality or the five dimensions of service quality, Woods and Deegan (2003) advocate the idea of having criteria for setting standards reflecting consumer expectations is what is relevant.

The SERVQUAL model was used by Jonsson Kvist and Klefsjo (2006), who studied which of the original ten dimensions of service quality were perceived to be important to tourists. This was tested in three phases: before the tourism experience in the form of a questionnaire to assess service quality expectations; during the tourism experience in the form of face-to-face interviews with the intent of asking questions while impressions were still fresh in the participants mind; and after returning home, again in the form of a questionnaire to evaluate which of the ten dimensions were most important to creating service quality in their tourism experience (Jonsson Kvist and Klefsjo, 2006). By using a mixed method approach of questionnaires and interviews, the authors were able to adequately capture any difference in tourists' perceptions of service quality throughout the course of the vacation.

In the first phase, results indicated that reliability, competence, and tangibles were the three most important dimensions of service quality. In the third phase, after the experience, results showed again reliability, competence, and tangibles to be the three most important dimensions of service quality, although variation and differences existed among nationalities. Of greater importance however, may be the fact that differences in the rankings of service quality dimensions occurred over time (the course of the vacation). Jonsson Kvist and Klefsjo (2006) attribute change in ranking of service quality dimensions to either dissatisfaction with how a dimension was handled, or participants experienced something during the trip that was perceived as being important to them. According to the authors, tourists changing perceptions of quality as a result of their tourism experience is an area understudied within the tourism literature.

2.4 Satisfaction with the Tourism Experience

Customer [tourist] satisfaction is defined as “a state of mind in which the customer’s needs, wants, and expectations throughout the product/service life are met” (Anton, 1996, as cited in Chang, 2008, p. 108). Tourist satisfaction is considered to be one of the most important judgments that a tourist can make as a consequence of the tourism experience (Chang, 2008). Therefore, attempts to understand, model, and measure consumer satisfaction have been difficult given that perceptions are based on the subjective judgment of the individual and the complex nature of the tourism experience, which is mediated by the demographic, social, economic, and behavioral characteristics of the tourist (Bowen and Schouten, 2008). Neal and Gursoy (2008) summarize different theories used to examine tourists’ satisfaction; the expectation disconfirmation theory (Oliver, 1980), norm theory (LaTour and Peat, 1997), and equity theory (Oliver and Swan, 1989).

Oliver (1980) proposed that satisfaction is a function of expectations and expectancy disconfirmation. According to the expectation disconfirmation theory, expectations set the frame of reference to which tourists make comparative judgments. A positive disconfirmation occurs when actual performance exceeds expectations, suggesting that tourists are highly satisfied and are more likely to repurchase the product (Neal and Gursoy, 2008). However, if the actual performance is poorer than expected (a negative disconfirmation) dissatisfaction ensues (Oliver, 1980). Oliver (1980) also confirmed the impactful sequence of satisfaction influencing attitudes, which influences intention to return. If consumers are satisfied with the actual performance, attitudes remain or change in the positive direction and intent to return is probable. Unlike the expectation disconfirmation theory where expectations serve as the point of reference, in the norm theory norms are used to evaluate the tourism experience (Neal and Gursoy, 2008). Norms are structured upon past experiences or similar experiences with the product or service, and previous images of the destination (Neal and Gursoy, 2008). These reference points are used to determine tourists’ satisfaction.

Thus far, post-consumer satisfaction can be understood as “consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product [or service] after its

consumption” (Tse and Wilton, 1988, p. 204). A final approach used to examine satisfaction is the equity theory, which argues that consumer satisfaction results from the relationship between costs and benefits (Neal and Gursoy, 2008). The costs or investment associated with the tourism experience, including price, time and effort, are compared against the benefits or rewards anticipated from the experience (Neal and Gursoy, 2008). Thus, if tourists’ perceive the benefits received from a particular tourism experience outweighing the costs, then evaluation of the experience will be satisfactory.

Evaluation of satisfaction can take place in the pre-trip, en route, destination, return trip, and reflection phases of the tourism experience (Neal et al., 1999). Pizam et al. (1978) choose to study tourists’ satisfaction with the interrelated components of the tourism product during the destination phase. Pizam et al. (1978) asked participants to rate their level of satisfaction with the accommodations, eating and drinking establishments, accessibility, attractiveness, costs, amenities, and facilities. A factor analysis technique was then used to determine common elements among the thirty-two items created to measure satisfaction. The factor analysis revealed eight factors contributing to satisfaction at the destination: beach opportunities, costs, hospitality, eating and drinking facilities, accommodation facilities, campground facilities, the environment, and the amount of commercialization.

Pizam et al. (1978) also make reference to the “halo effect”. Tourists tend to judge the quality of and satisfaction with their tourism experience on all components offered by a destination (Weiermair, 2000). However, if dissatisfaction looms with one component, it may lead to dissatisfaction with another, and another, eventually leading tourists to be dissatisfied with the entire tourism product (Pizam et al., 1978). Consequently, only measuring satisfaction at the destination phase may not accurately capture tourists’ satisfaction with the overall tourism experience, which limits Pizam et al.’s (1978) findings. A more appropriate strategy for understanding satisfaction would be to examine tourists’ satisfaction with various attributes of the tourism experience at the different phases. This approach seems fitting given that satisfaction has significant influence over tourists’ choice of destination, consumption of tourism products and services, and intention to return (Neal and Gursoy, 2008). As such, the purpose of Neal and Gursoy’s (2008) study was to examine how tourists’ satisfaction with pre-trip

services, destination services, and post-trip services affects their overall satisfaction with travel and tourism services. All three of the author's hypotheses were supported; tourists' satisfaction or dissatisfaction with the services they receive at each phase determines their overall satisfaction or dissatisfaction with their tourism experience (Neal and Gursoy, 2008). Satisfaction with the services encountered throughout the tourism experience is partially based on tourists' interactions with host members who deliver the services provided to tourists. Tourists can become dissatisfied however, when hosts do not perform or deliver the product or service as promised, or when the interaction with hosts is not in line with tourists' realistic expectations (Gover et al., 2007). Therefore, examining tourists' attitudes towards hosts is a key component when considering overall satisfaction and quality with the tourism experience.

2.5 Tourists' Attitudes towards Hosts

Building upon the previous literature reviewed above, satisfaction or dissatisfaction with the tourism experience may lead to a change in attitudes towards the destination and its attributes. Pearce (1982) examined whether or not tourists change their perceptions as a consequence of the tourism experience by comparing tourists' pre-trip and post-trip images of two Mediterranean countries: Greece and Morocco. Pearce (1982) confirmed that travel experiences do affect travelers' perceptions, thus, paving the way for more research efforts on tourists' attitude change. Attitudes can be described as a "learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (Fishbein and Ajzen, 1975, p. 6). Attitudes can be classified in terms of affect, cognition, and conation. According to Fishbein and Ajzen (1975), affect refers to a person's feelings toward and evaluation of some object, person, issue, or event; cognition refers to a person's knowledge, opinions, beliefs, and thoughts about the object; and conation refers to a person's behavioral intentions and actions with respect to or in the presence of the object (Fishbein and Ajzen, 1975, p. 12). This definition is still recognized today, as authors Eagly and Chaiken (2007) provide a definition of attitudes as "an individual's propensity to evaluate a particular entity with some degree of favorability or unfavorability". Evaluation of a particular entity encompasses aspects of beliefs and thoughts (cognition), feelings and emotions (affect), and intentions and overt

behaviors (conation) (Eagly and Chaiken, (2007).

In the past, tourism was viewed as a platform for socio-cultural understanding by contributing to changes in ethnic attitudes between countries with past conflicts and tensions based on social, cultural, and ideological differences (Nyaupane et al., 2008). This idea stems from the “contact model” of the Social Psychology of Intergroup Conflict, which states that:

Intergroup contact will lead to a change in mutual attitudes and relations of the interacting members. Underlying this belief is the assumption that contact among individuals from diverse groups creates an opportunity for mutual acquaintance, enhances understanding, and acceptance among the interacting members, and consequently reduces intergroup prejudice, conflict, and tension (Allport, 1954, as cited in Milman et al., 1990; Pizam, Jafari, and Milman, 1991).

When this model is applied to tourism, the assumption is that during contact between tourists and hosts of diverse or conflicting backgrounds, tourists will learn new positive information about the host community and therefore change their perceptions of them (Milman et al., 1990; Pizam et al., 1991). A series of studies have been established as evaluating the role of tourism as a mediator of attitude change among nationalities with hostile backgrounds including Amir and Ben-Air (1985), Milman et al. (1990), Pizam et al. (1991), Anastasopoulos (1992), and Pizam, Uriely, and Reichel (2000) (Thyne et al., 2006). These studies employed the “contact model” when formulating their hypotheses, and their results found mixed reviews on whether or not tourists’ attitudes can change as a result of their touristic experience.

Attitude change based on intercultural interactions was deemed through a number of studies to not always result in a positive change of ethnic attitudes and relations. Amir and Ben-Air (1985) appealed that for positive attitude change to occur, certain conditions must be present during the contact situation; otherwise negative attitudes emerge or remain. As part of the multiple set of studies analyzing tourism’s potential contribution to reducing perceived negative ethnic attitudes, Milman et al. (1990) evaluated the role of tourism as an agent of change between two countries that have been traditionally hostile toward each other, Israel and Egypt. Jewish-Israeli tourists traveling to Egypt completed a pre- and post- trip questionnaire regarding their attitudes towards Egyptian people, their

political beliefs, and their institutions (Milman et al., 1990). The authors hypothesized that the Egyptian touristic experience would change the negative ethnic attitudes of Israeli tourists, and would reduce the perceived differences between these two nationalities. Both hypotheses were rejected, however, as the touristic experience in fact worsened Israeli tourists' perceptions of Egyptian political beliefs and institutions, and did not lead to a reduction in perceived differences between the two nationalities (Milman et al., 1990). The authors denote that other factors must come into effect, because tourism by itself is not a means for changing tourists' negative attitudes.

Pizam et al. (1991) also investigated how the tourism experience affects the attitudes and opinions that tourists have of their hosts, in this case tourists from the USA visiting the USSR. With the premise of the "contact model" in mind, Pizam et al. (1991) predicted that the Soviet touristic experience would change the ethnic attitudes of American visitors. American tourists' pre- and post- trip attitudes towards the Soviet people, their political beliefs, and their institutions were examined. The results, when compared with the control group (non-trip takers), USA tourists showed no change in opinions and attitudes towards the Soviet people or the USSR as a result of the touristic experience. In fact, of the 41 items tested, less than one-third of the questions (12/41) showed a favorable change in attitudes towards the USSR and its people (Pizam et al., 1991). In this case, tourists' attitudes towards the host community and the destination only slightly improved after the touristic experience.

Along the same lines, Anastasopoulos (1992) evaluated attitude change of Greek tourists towards Turkish people, their political beliefs, and institutions. Given the hostile history between these two countries, Anastasopoulos (1992) thought the premises of the "contact model" would hold true for those Greek tourists travelling to Turkey. A comparison of the pre- and post- trip mean scores was conducted to determine what impact the tourism experience had on tourists' attitudes. Like Milman et al. (1990), Anastasopoulos (1992) found that the attitudes of the Greek tourists towards Turkey changed considerably in the negative direction after the touristic experience. Specifically, Greek tourists felt negatively about the quality of life in Turkey, its institutions, and the cultural aspects of its people. Again, it seems that intercultural contact through tourism does not necessarily stimulate positive attitude change, and perhaps other factors need to

be considered to help explain change in tourists' attitudes after the touristic experience.

The previous studies have all shown that it takes more than just contact to sway attitude change in a positive direction. "The question still remains as to why so few opinions and attitudes changed as a result of the touristic experience, and more importantly why the majority of changes occurred in the negative direction" (Milman et al., 1990, p. 48-49). "Does this mean that tourism cannot influence positive changes in people's opinions of each other?" (Pizam et al., 1991, p. 54) "What went wrong? Why were there negative reactions to so many of the questions asked?" (Anastasopoulos, 1992, p. 640) Amir's (1969) research on ethnic intergroup contact lead him to conclude that "the direction of the change depends largely on the conditions under which contact has taken place; "favorable" conditions tend to reduce prejudice, "unfavorable" ones may increase prejudice and intergroup tension" (p. 338). Amir's (1969) most important conditions for positive attitude change are:

- 1) Equal status contact between members of the interacting groups;
- 2) Intergroup cooperation in the pursuit of a common goal, thereby creating interdependency between the groups and discouraging competition;
- 3) Contact of intimate rather than casual nature;
- 4) An 'authority' and/or social climate approving of and supporting the intergroup contact;
- 5) The initial intergroup attitudes are not extremely negative.

(Milman et al., 1990; Pizam et al., 1991; Anastasopoulos, 1992; Pizam et al., 2000; Thyne et al., 2006; and Nyaupane et al., 2008)

Milman et al. (1990), Pizam et al. (1991), and Anastasopoulos (1992) applied these key conditions to further help explain the direction of attitude change found. In the Israeli-Egyptian case, only the second and fifth conditions were satisfied. According to Milman et al. (1990), equal status was not present among Israeli tourists and Egyptian hosts, as perceptions of servitude and lower class loomed in the minds of the tourists. Contact between the Israeli tourists and the Egyptians was kept to those working within the tourism industry, therefore intimate contact was limited. Lastly, due to the hostile past of these two countries, interaction between Israelis and Egyptians through tourism was not as socially accepted as it once was (Milman et al., 1990). In the USA-USSR case,

conditions two, four, and five were met. Contact between the USA tourists and the USSR hosts was not of equal status, as again the host community was perceived as the 'server' and therefore of lower status (Pizam et al., 1991). It was clear to the authors that escorted tours made it difficult for tourists to engage in intimate contact with members of the host community other than tour operators. Finally, in the Greek-Turkey case, conditions one, two, and five were only partially achieved. Anastasopoulos (1992) suggests that the climate was not favorable, nor was the Turkish government supporting or promoting intergroup contact. Escorted bus tours limited contact between Greek tourists and the host community to casual and/or superficial encounters. These studies confirmed Amir's (1969) conclusion that to achieve positive changes in ethnic attitudes these conditions must be present during contact between tourists and hosts since tourism simply provides the setting for interactions to occur.

Fisher and Price (1991) extended the literature by looking at which factors influence tourists' attitudes. They devised a model to explore the relationship between travel motivations, intercultural interaction, vacation satisfaction, and post-vacation attitude change. It was predicted that travel motivations, level of intercultural interactions, and vacation satisfaction would determine post-vacation attitude change. Results showed that intercultural interaction influences the perceived level of vacation satisfaction, and positive post-vacation attitude change, as influenced by travel motivations. Furthermore, travel motivations had a direct effect on post-vacation attitudes, and intercultural interactions were positively associated with vacation satisfaction (Fisher and Price, 1991). The latter result implies that interaction with the host community is an important aspect of the touristic experience as "host communities have the opportunity to affect vacation satisfaction and intercultural relations by influencing the types and expectations of pleasure travelers" (Fisher and Price, 1991, p. 205). However, methodologically this study was flawed. Fisher and Price (1991) used exit surveys to collect their data, which required participants to recall their vacation experience, and even think back to before the vacation began in order to answer some of the motivation questions. The authors also warn to interpret the results with caution, as the strengths of the relationships were significant but weak. Despite these limitations, this study provides a working model for testing the connection between the factors that

influence tourists' attitude towards hosts, vacation satisfaction, and attitude change after the vacation experience.

Gomaz-Jacinto, Martin-Garcia, and Bertiche-Haud'Huyze, (1999) also contributed to this line of research. Gomaz-Jacinto et al. (1999) built upon Fisher and Price's (1991) model by adding three new variables: tourist activities, service quality, and previous stereotypes of Spaniards. Tourists' beliefs and attitudes towards Spaniards were assessed upon arriving at the destination and upon departing from the destination. Results indicated that the influence of intercultural interaction, tourist activities, and service quality on attitudes and stereotypes is completely indirect, mediated by holiday satisfaction (Gomaz-Jacinto et al., 1999). This study validates Fisher and Price's (1991) model, and reiterates the importance placed on interaction with the host community as a vital aspect of the tourism experience.

In a more recent study, Nyaupane et al. (2008) examined how social distance, prior expectations, and trip experience influence post-vacation attitudes of American students traveling to Australia, Fiji, Austria, and Holland. Social distance theory is defined as the cultural differences between two groups, which in turn is said to influence the amount of interaction between them as maintained by spatial segregation (Nyaupane et al., 2008). Tourists and hosts are more acceptable and tolerant of those who are culturally and socially similar to themselves (Thyne et al., 2006). The authors turn to the expectancy value theory to explain how prior expectations may play a role in influencing the direction of attitude change. This theory assumes that high expectations which cannot be met result in tourists' disappointment and negative attitudes towards hosts and the destination (Nyaupane et al., 2008). Finally, the authors examined how tourism and non-tourism related experiences influence post-trip attitude formation. Social distance was found to influence attitude formation prior to the trip, but not attitude change after the trip. As implied by the expectancy value theory and supported in this case, initially high expectations were hard to be fulfilled during the touristic experience, reflecting a negative direction in attitude change. This study also found non-tourism related services, like interacting with the general public, to be more important in overall attitude change than tourism related services. It cannot be denied that host communities of tourist destinations have a significant influence on the success of the industry. Yet, the attitudes actually held

by host communities may not always reflect those depicted, as they may actually feel resentful towards tourism development and the encroachment of tourists (Crick, 2003).

2.6 Residents' Attitudes towards Tourists

There have been a number of research studies on the effects of tourism on host communities of tourist destinations. Research conducted on residents' attitudes towards tourism has revealed two main areas of interest; residents' attitudes towards tourism and level of tourism development (Andereck and Vogt, 2000; Andriotis and Vaughan, 2003; Hernandez, Cohen, and Garcia, 1996; Lepp, 2007; Lindberg and Johnson, 1997; McGehee and Andereck, 2004; Perdue, Long, and Allen, 1987; Perdue, Long, and Allen, 1990), and residents' attitudes and perceptions towards tourism impacts (Ap, 1990, 1992; Belisle and Hoy, 1980; Brougham and Butler, 1981; King, Pizam, and Milman, 1993; Lankford and Howard, 1994; Liu and Var, 1986; Pizam, 1978). Research shows that residents' attitudes towards tourism vary and are influenced by a number of factors including economic dependence, proximity to tourism, demographic characteristics, and level of contact with tourists. It has been suggested that some of the theories and frameworks used to study residents' attitudes towards tourism may also be applied to understanding tourists' attitudes towards hosts (Carmichael, 2006). Thus, it is important to acknowledge the theory development behind residents' attitudes towards tourism, as some of the same principles may be adopted to interpret tourists' attitudes towards hosts. Variation in residents' perceptions and attitudes towards tourism can be explained by the social exchange theory, tourism development cycles, and segmentation (Hernandez, Cohen, and Garcia, 1996)

Graefe and Vaske (1987) acknowledged that in order to understand the touristic experience, one must first understand tourists' motivations. Tourists are motivated to participate in tourism products and services if their actions lead to certain rewards. Along similar lines, the equity theory of satisfaction argues that if tourists perceive the rewards or benefits from their tourism experience outweighing the costs, than they are more likely to report satisfaction with their experience (Neal and Gursoy, 2008). The same principle underlines Ap's (1992) social exchange theory. Defined, the social exchange theory is a "general sociological theory concerned with understanding the exchange of resources

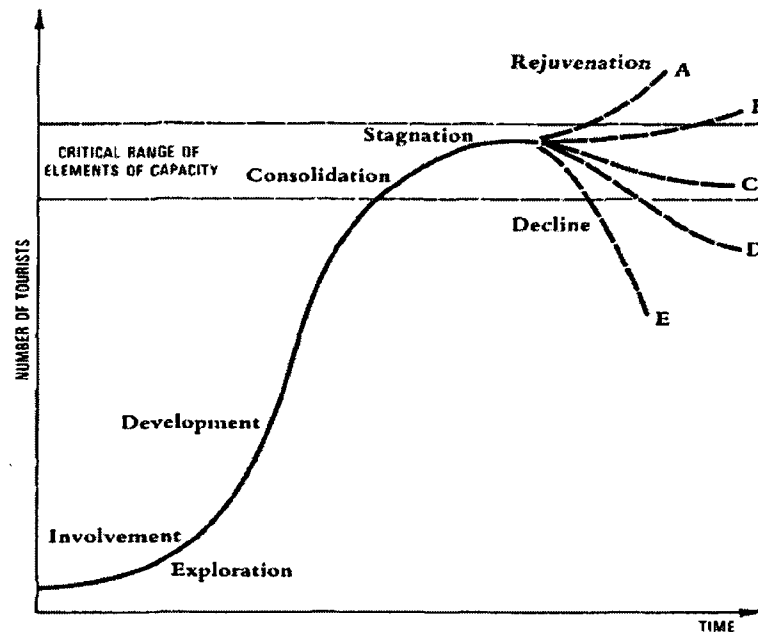
between individuals and groups in an interaction setting” (Ap 1992, p.668). The social exchange theory was introduced as an appropriate framework to use in developing an understanding of residents’ attitudes towards tourism (Ap, 1992). The advantage of using the social exchange theory is that it accommodates both positive and negative attitudes expressed by residents, in addition to being applicable on an individual and collective level (Ap, 1992). When the social exchange theory is applied to the field of tourism, specifically to the host-guest relationship, residents play an important role in determining the success and failure of the local tourism industry (Ap, 1992). As key players in the social exchange, residents contribute to the tourism industry by being hospitable in exchange for the benefits obtained from tourism. If residents feel that the social exchange is unbalanced, that tourism costs outweigh the benefits, then attitudes towards tourism will be negative. Ap (1992) stresses that if residents negative attitudes towards tourism persist, hostile behavior can emerge. The ideal situation as described by Ap (1992) is for a balanced exchange of costs and benefits to exist between residents and tourism actors.

In the areas where the social exchange theory falls short, Hernandez et al. (1996) offer two additional theories to help gain a complete understanding of residents’ attitudes towards tourism. The social exchange theory deals with how residents assess the expected costs and benefits of tourism (Hernandez et al., 1996). However, attitude change through time is not acknowledged in this theory, and the authors turn to tourism development cycle theories to account for this dimension in residents’ attitudes towards tourism. Also not explicitly explored by the social exchange theory is how costs and benefits differ throughout the local population. In this case Hernandez et al. (1996) suggest the use of the segmented approach to differentiate between those within the population who view tourism positively from those who view tourism negatively.

Butler (1980) proposed the Destination Lifecycle Model to evaluate the temporal change in destination development. He depicted tourism evolving through a series of development stages based on the number of tourists (see Figure 4). The model begins with the “exploration” stage characterized by a small percentage of tourists. The second stage is “involvement”, characterized by increasing levels of host-guest interactions, and residents are expected to become more involved with catering to tourists. The “development” stage represents a well defined tourism market, where large scale

developments are introduced replacing more traditional facilities, changes in the physical appearance of the destination are noticed, and the local population is matched by the amount of tourists arriving. In the “consolidation” stage, efforts are made to extend the tourism season, major international services move into the area, and there seems to be segregation between those local residents involved in the tourism industry and those who are not. Attitudes towards tourism start to vary across the local population, and change from positive to negative. As the destination area enters the “stagnation” stage, peak numbers of visitors is reached. Destination areas can then enter the “declining” stage, where the area is no longer able to compete with new tourism attractions, and therefore experience a decline in tourist arrivals, or the “rejuvenation” stage.

Figure 4: A Tourism Area Cycle of Evaluation (Butler, 1980)



Butler’s (1980) lifecycle model is closely linked with Doxey’s (1975) Irridex scale, which describes unidirectional changes in residents’ attitudes towards tourism as destinations move through Butler’s stage model (Carmichael, 2006). Doxey (1975) proposed that residents’ attitudes are positive during the initial stages of development, and then become increasingly more negative as destinations approach the stagnation stage of development (Lepp, 2007). As described by Doxey (1975) residents’ attitudes change from euphoria to apathy to annoyance to antagonism. A weakness of this model is that it

assumes a negative progression in attitude change towards tourism, and does not distinguish whether this negativity exists throughout the entire population or is centralized within those communities directly affected by tourism development. However, despite potential flaws, both Doxey's (1975) Irridex scale and Butler's (1980) lifecycle model describe residents' attitudes over time as tourist destinations develop.

The segmentation approach considers how costs and benefits differ between different segments of the population (Hernandez et al., 1996). There are many factors which influence residents' attitudes towards tourism, although demographic characteristics, distance from the tourism area, and economic dependency have been persistent segmentation variables found within the literature (Pizam 1978; Belisle and Hoy 1980; Brougham and Butler 1981). Pizam (1978) hypothesized that heavy tourism concentration in a destination area would lead to negative resident attitudes towards tourists and tourism in general, and residents' attitudes would be a function of their economic dependency on tourism. The study confirmed his initial thoughts, the more dependent a person is on the tourism industry for their means of livelihood, the more positive attitudes were shown.

The purpose of Belisle and Hoy's (1980) study was twofold: to identify the positive and negative aspects of tourism as perceived by the local population, and to determine the influence of selected variables on residents' responses towards tourism impacts, including distance, socio-economic status, education, age, and sex. It was found that residents' perception of tourism impacts varied according to distance, not socio-demographic status. As distance from the tourist zone increases, the impact of tourism is perceived less positively, thus the closer one lives to the tourism zone, the more positive their attitudes towards tourism (Belisle and Hoy, 1980).

Brougham and Butler (1981) used segmentation analysis to test whether impacts vary as a function of differing levels of tourist frequentation, and certain socio-economic characteristics of the resident population. Differences in residents' attitudes were found to be related to tourist contact, length of residency, age, and language. Also noted was the fact that tourism costs and benefits were not evenly distributed among residents of destination areas. Benefits are rarely uniform, while costs seem to be dispersed among the entire population, even among those who receive no compensatory benefits from tourism

(Brougham and Butler, 1981). Despite inconsistent findings among the three previous studies, a segmentation approach to investigating residents' attitudes towards tourism acknowledges the importance of heterogeneity among residents (Hernandez et al., 1996).

Tourism destinations that continue to grow do so by creating new attractions, and adapting to new tourist demands. Successful growth is heavily reliant on the attitudes of host communities to tourism and to visitors of all nationalities and backgrounds (Dunn and Dunn, 2002). Dunn and Dunn (2002) used the island of Jamaica as a case study to gather a wide range of public opinions, attitudes, and perceptions about tourism held within and outside tourism resort areas. Focus groups, in-depth interviews, community meetings, and survey data revealed the popular perception that the "big man" benefits most and the "small man" benefits least from tourism (Dunn and Dunn, 2002). Owners of all-inclusive resorts, large travel companies, airline operators, and in-bound merchants were seen as the "big man", while taxi operators, craft vendors, hagglers, farmers, hotel workers, and operators of local villas and guest houses were perceived as the "small man". Also noted was that tourism related problems directly affect the local community, and yet their participation is not acknowledged in finding solutions. This case study provides a practical example of how resident attitudes within a tourist destination can be segmented.

2.7 Crime and Harassment against Tourists

In any given tourism destination area there are likely to be some negative impacts imposed on tourists while on vacation, whether it is unpleasant weather conditions, lack of food availability, or poor scenery. Criminal activity against tourists while traveling, such as theft, threats, violence, and harassment, have been the most commonly cited negative impacts by tourists. Studies have focused on a number of tourist destinations around the world considered to be constricted by crime, and this next research study attempts to understand the connection between tourism and crime. Brunt, Mawby, and Hambly (2000) set out to assess the nature of tourist victimization and fear of crime while on vacation. According to Ryan (1993) tourists are vulnerable to criminal victimization because "they are obvious in their dress, and they carry items of wealth that are easily disposable such as currency, passports and cameras. They are relaxed, and off guard.

They are also less likely to press charges should the criminal be caught” (p. 177). Ajagunna (2006) also adds that in the case of staying in an all-inclusive resort, the identification wristband worn by tourists is yet another way for criminals to identify tourists.

Respondents in Brunt’s et al. (2000) study were asked to describe the factors influencing their decision to select one tourism destination over another. Approximately 53.2% of respondents were influenced by a safe location, and safety ranked sixth out of eleven potential decision-making variables (Brunt et al., 2000). Yet, the conclusion was made that crime is not a major concern for choosing a tourism destination. Apparently respondents ruled out certain tourism destinations initially due to their perceptions of being unsafe, therefore the destinations chosen were perceived as safe, and respondents saw fear of crime as a salient issue (Brunt et al., 2000). It was Shoemaker (1994) who found that “although consumers say that a particular attribute is a major concern when choosing a vacation destination, the lack of that attribute will not rule out that destination as a place to visit on vacation” (p. 17). This is good news according to Shoemaker (1994) for those destinations that may not be considered completely safe, or perhaps are perceived as having some other disadvantages. Respondents were asked to rate a variety of potentially influential attributes of a destination, in addition to rating their last vacation destination on the same set of attributes. He found that differences exist between what respondents said was of concern and what they actually did. For example, low crime was perceived by respondents to be of great concern with a mean score of 8.07 out of 10, but the last vacation destination visited was not perceived as being particularly safe, with a mean score of 6.31 out of 10. Shoemaker (1994) concluded that the best way to truly understand consumers’ travel motivations or desired benefits sought from a vacation destination is to study consumers’ past travel experiences (benefits realized).

Some tourist destinations, however, are developing a reputation for being an unsafe place to visit. George (2003) extends the literature on perceptions of safety and security while on vacation by probing into the notion that crime inhibits further tourism development. George (2003) studied whether or not visitors to Cape Town (a destination area with high levels of crime rates) felt safe, and if this limited their activities because they were afraid of becoming victimized. It was found that respondents had positive

perceptions of safety and security, however if respondents had experienced crime in the past, they were more likely to feel less safe, venture with caution, and refrain from going out in the dark (George, 2003). The advantage of this study is that it was conducted at the destination site *during* respondents' vacation. Visitors to Cape Town were surveyed at popular attractions in the city, and these sites were thought to provide a reasonable representation of the target population. George (2003) suggests that tourists have every right to fear crime as they are more susceptible to crime victimization than local residents.

Criminal activity has been an ongoing issue in popular tourism destinations, as seminal work has linked crime with increased mass tourism (Alleyne and Boxill, 2003). Alleyne and Boxill (2003) examined the impact of crime on tourist arrivals in Jamaica between 1962 and 1999. Tourism in Jamaica has been a major source of foreign exchange earnings and employment opportunities, and because of the importance of this sector, crime against tourists has become an increasing concern (Alleyne and Boxill, 2003). The authors found that the relationship between crime levels and tourist arrivals was mediated by increased advertising promoting a positive destination image, and various discount packages being offered by hotels to further lure tourists back to the island. Furthermore, all-inclusive resorts create a great sense of safety, shielding tourists from the problems of crime, violence, and harassment, whether real or perceived (Alleyne and Boxill, 2003). The crime most often experienced by tourists was robbery, and although crime rates showed to have a negative impact on tourist arrivals, the impact of crime on the overall tourism market was relatively small, due to the extensive marketing efforts by the Jamaican Tourism Board (JTB), and the growth of all-inclusive hotels (Alleyne and Boxill, 2003).

Ajagunna (2006) found similar results in his study examining how crime and harassment have impacted the tourism and hospitality industry in Jamaica. Jamaica struggles with bad publicity, which gives it a reputation as being an unsafe place, although most incidents of crime have been reported in Kingston, the capital of Jamaica, whereas tourist hot spots are located on the North West coast (Ajagunna, 2006). Accordingly, tourists can often avoid being victims of crime, but few tourists can escape harassment, which often materializes in the form of beach boys, street vendors, art and

craft vendors, taxi operators, and beggars (Ajagunna, 2006). Corresponding with Alleyne and Boxill's (2003) findings, Ajagunna (2006) also found the concept of all-inclusive resorts to be important to Jamaica's tourism industry. The perception of Jamaica as a potentially dangerous place due to the level of crime and harassment has caused many tourists to remain confined to their all-inclusive resorts, only leaving on organized tours.

Dunn and Dunn (2002) also looked at the popular perceptions of Jamaican attitudes towards crime and violence, visitor harassment, and the all-inclusive concept. They found through focus groups that while Jamaica can be described as "a paradise", growth potential is being compromised by a number of concerns, including tourist harassment, due to the lack of employment opportunities. For example, local talents like hair braiding are not organized nor operated in shops with regulations, which forces braiders to harass tourists for business. As a consequence, all-inclusive resorts have become the norm in Jamaica, as tourists are neither safe nor comfortable to experience the island outside the boundaries of the hotels (Dunn and Dunn, 2002). The survey data identified crime and violence (59.3%), visitor harassment (29.1%), and bad roads (28.5%) as the main problems affecting the tourism industry of Jamaica. The main solutions proposed to these problems include more community education and training, brighter street lights, stiffer penalties for harassment, more police and resort patrol, and diversifying the tourism product to increase employment opportunities (Dunn and Dunn, 2002).

Caribbean islands, like Jamaica, have seen an increase in harassment trends over the years. The Caribbean Tourism Organization defines harassment as "conduct aimed at or predictably affecting a visitor which is (1) likely to annoy the visitor who is affected thereby and (2) an unjustified interference with the visitor's (a) privacy or (b) freedom of movement or (c) other action" (cited in de Albuquerque and McElroy, 2001, p. 478). Harassment can certainly influence the quality of the tourist experience, as was found in a study conducted by de Albuquerque and McElroy (2001) in Barbados between 1991 and 1994. The survey content contained general questions on harassment, tourist characteristics, the location of the harassment, and the nature of the harassment. The authors found that roughly 60% of those surveyed reported experiencing some type of harassment, mostly taking place on the beach, and occurring from vendors. de

Albuquerque and McElroy (2001) proclaim that this study was first of its kind to gather information on harassment derived from a satisfaction survey. The authors thought that while knowing tourists' perceptions and experiences of harassment were significant, in order to gain a complete understanding of the problem, they also investigated harassers' perceptions. During the authors interview with harassers, like vendors, it was found that they did not think persistence to sell their merchandize was a form of harassment. Harassers viewed tourists as having lots of money and took the attitude of "wanting to make a little something" (de Albuquerque and McElroy, 2001). Other harassers took the attitude that the streets and beach are public property, and were going to take advantage of every opportunity to make a sales pitch. It became evident to the authors that harassment will continue to persist in tourism-dependent destinations, like the Caribbean, as long as you have a clear divide between rich guests and poor hosts.

Kozak (2007) defines five types of harassment building and expanding on the work of de Albuquerque and McElroy (2001). The first type of harassment arises when a tourist is shopping and is pestered to make a purchase by persistent vendors. The second type of harassment is sexual, where tourists are approached by someone soliciting an unwanted sexual relationship for a payment. The third form of harassment involves the use of obscene language in order to irritate tourists and even make them feel threatened. The fourth occurs when tourists are approached by locals in an aggressive manner resulting in physical harassment. The fifth type of harassment as depicted by Kozak (2007) is criminal in nature, largely dealing with the peddling of drugs. Kozak (2007) conducted a study in Marmaris, Turkey that focused on answering such questions as where, why, and how tourists are harassed, their reactions to such an experience, and what impact harassment has on one's overall holiday and likelihood of returning. It was found that those harassed were more likely to report lower satisfaction with their overall tourism experience, and be less likely to return in the future (Kozak, 2007). These results support de Albuquerque and McElroy's (2001) findings that harassment mostly took place on the street and on the beach by vendors. Both studies have practical implications, as the results found are useful for the governments of the tourism destinations in their efforts at curbing the problem of harassment.

As mentioned earlier, safety for tourists has become an increasing concern, and

tourism destinations need to implement crime prevention initiatives in order to help minimize this negative impact. One solution that has been faceted for this problem is the concept of the all-inclusive resort, shielding tourists from incidents of crime and harassment (Boxill, 2004). Issa and Jayawardena (2003) suggested that the idea behind the all-inclusive concept is to make traveling easier by lumping all the amenities, including flight, hotel, meals, drinks, and recreational activities into one large package. Furthermore, all-inclusive resorts provide safety and for some tourists the idea of being protected within a closed area is particularly appealing. All-inclusive resorts limit the amount of host-guest interaction, which reduces the possibility of experiencing any type of criminal activity or harassment. The all-inclusive concept seems to be ideal, but as Boxill (2004) explains, it is beneficial in the short-term and detrimental in the long-term, as this solution fails to deal with the underlying causes of crime and harassment.

2.8 Conclusion

This chapter reviewed past literature on the destination's tourism product, quality, satisfaction, residents' attitudes towards tourism, tourists' attitudes towards hosts, and the issue of visitor harassment. The destination's tourism product provides the foundation for the touristic experience to take place. Satisfaction was stressed as being an important barometer for how tourists perceive overall quality with the tourism experience. The social relationship between hosts and guests were examined with reference to influencing quality of life for hosts and quality of the tourism experience for guests. Crime against tourists, specifically harassment against tourists was examined with reference to Caribbean destinations. Some of the theories, concepts, and models presented in this chapter will be used to interpret the results of this research study, and how they compare with previous findings.

Chapter Three: Methods

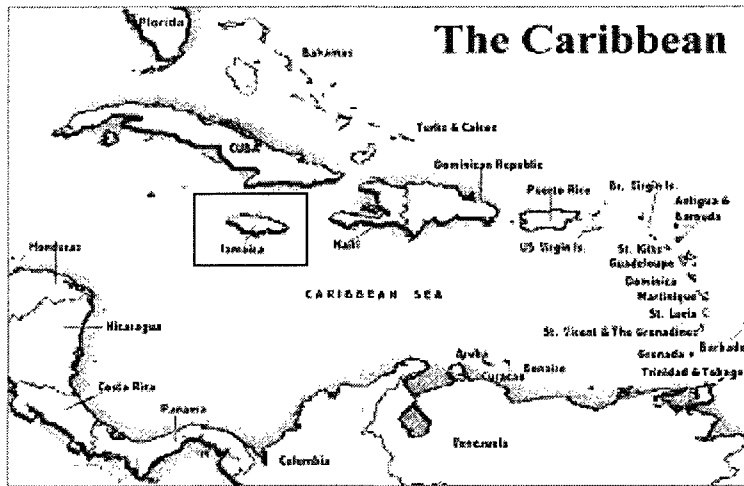
3.0 Introduction

This chapter describes and justifies the selection of the study site, the methods used for data collection, and the statistical tests chosen for analysis. A mixed method approach to collecting data on tourists' attitudes towards hosts was employed in this research study. In addition to collecting data using a survey approach, a second exploratory method was employed, Blackberry devices with a custom made event-log program which captured participants "in the moment" experiences of harassment. This chapter provides a description of the study area, and validates why this location was chosen for this research study. A detailed description of the research methods and data collection process is also presented within this chapter. Chapter three concludes with an explanation of how the data was analyzed.

3.1 Region under Study

Jamaica is the Caribbean's third largest island located in the Caribbean Sea (see Figure 5), and is classified as a Small Island Developing State (SIDS). SIDS are "small islands and low-lying coastal countries that share similar development challenges, including small populations, lack of resources, remoteness, susceptibility to natural disasters, excessive dependence on international trade, and vulnerability to global developments," (Small Island Developing States Network, 2003). These vulnerabilities often lead small islands to be highly dependent on the tourism industry.

Figure 5: Jamaica's Location in Relation to other Caribbean Islands (Charles, 1997)



Since the 1980s, Jamaica's influx in tourist arrivals has credited tourism with generating high levels of revenue, providing employment, and increasing foreign investment (Singh, Birch, and McDavid, 2006). Employment opportunities extend beyond the accommodation sector to include tour operators, airport personnel, taxi drivers, restaurants, farmers, and retail stores, just to name a few (Charles, 1997). Thus, the tourism industry is viewed as a major vehicle for economic growth and development, and has emerged as one of the largest and fastest growing industries in Jamaica (Singh et al., 2006). Today, millions of tourists flock to Jamaica each year, and as Table 1 shows, this trend has only continued to increase over the years.

Table 1: Jamaica's Latest Tourism Statistics and Trends (Caribbean Tourism Organization, 2008)

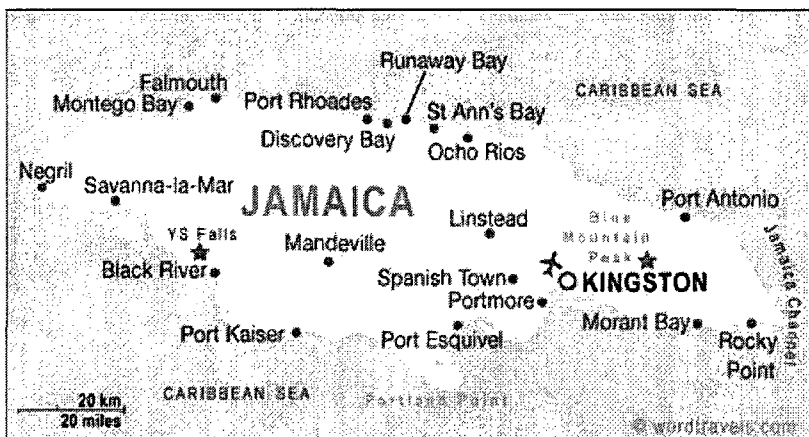
	2003	2004	2005	2006	2007	2008
Tourist Arrivals	1,350,284	1,411,910	1,465,292	1,678,905	1,700,785	1,767,271

Jamaica's tourism region is heavily concentrated on the North West part of the island, specifically in Montego Bay, Ocho Rios, and Negril (Alleyne and Boxill, 2003). Research commenced in Montego Bay and Negril (see Figure 6). Sangster International Airport is located in Montego Bay, at the center of Jamaica's main tourism region. Montego Bay is a popular resort city, housing a variety of accommodations, local craft

markets, and is within driving distance to major tourist attractions. For these reasons, the research assistants and the researcher choose to stay in Montego Bay at The Royal Decameron for the duration of the data collection period. With permission, surveys were distributed to tourists also staying at this all-inclusive resort, in common areas such as the lounge and resort pool. The second location for data collection took place at Doctors Cave Beach, a public beach in Montego Bay.

The popular white sands of Seven Mile Beach, located along the North West coast of Jamaica in Negril was the third location chosen for data collection. A number of hotels are strategically placed along this beach, although this beach remains non-exclusive. Therefore sections of the beach are reserved for patrons of the designated hotel, while others are still available to the general public. This can create a problem however if locals use this opportunity to harass tourists. Thus, this location was suited to survey tourists as their level of interaction with the local people differ from those staying in all-inclusive resorts, perhaps resulting in different attitudes, perceptions, and reactions towards Jamaica, its local people, and the behavior of harassment.

Figure 6: Map of the Island of Jamaica



(http://pricebeat.ca/images/Jamaica_map.jpg)

3.1.1 Justification of the Study Area

There are several reasons as to why Jamaica was selected for this research study. Jamaica has actively pursued tourism for decades, and has established itself as the fifth most popular tourist destination in the Caribbean (Caribbean Tourism Organization, 2003

as cited in Kingsbury, 2005). As Jamaica increasingly became more popular as a tourist destination, the island became more and more dependent on tourist dollars (Kingsbury, 2005). This overdependence on tourism was further reinforced as traditional means of economic development, such as agriculture and mining declined (Singh et al., 2006). However, this heavy reliance on the tourism industry as the main source of income can prove to be detrimental. Jamaica has long been a popular vacation spot, but more recently Jamaica's image has been tarnished with claims of crime and harassment against tourists. Kingsbury (2005) claims that Jamaica has one of the worst reputations for crime, drug trafficking, and harassment than any other Caribbean destination. According to the Minister of Tourism, tourism has grown so much over the years that it has surpassed expectations in all sectors of the industry. This success however comes with a price, "we have also attracted to the industry, some downsides... such as harassment, which, if not managed carefully on a daily basis, can capsize the entire industry" (Jamaican Labour Party, 2009). Former Prime Minister Percival J. Patterson called harassment the single biggest problem facing Jamaica's tourism industry (McDowell, 1999). Selected quotes from a variety of news articles illustrate this problem:

- "The Jamaican traveler's biggest problem is the vast army of hustlers who harass visitors, notably in and around major tourist centers" (The Sydney Morning Herald, 2008);
- "Some street vendors, beggars, and taxi drivers in tourist areas aggressively confront and harass tourists to buy their wares or employ their services" (U.S. Department of State, 2009);
- "Jamaica's unprecedented crime level is threatening to derail the Caribbean island's vital tourism industry by scaring away visitors and hurting investment" (CNN, 2004);
- "While Jamaican officials say that crime against visitors has fallen in the last couple of years, harassment is so widespread, especially in cruise ports...four cruise lines threatened to pull out of Montego Bay two years ago" (McDowell, 1999);
- "Minister of Tourism, Edmund Bartlett, has said that the Ministry was determined to stamp out harassment and other unsavory activities, which threaten the tourism sector" (Jamaican Labour Party, 2009).

The problem of harassment against tourists in Jamaica is plainly visible and internationally recognized. According to Kingsbury (2005), the Lonely Planet's guidebook for Jamaica warns potential tourists about the Jamaican character, which at times can be unpredictable, sullen, argumentative, and confrontational. Visitors are often shocked when encountered by "hustlers" trying to sell souvenirs, drugs, aloe massages, hair braiding, and unwanted taxi services or tours (Kingsbury, 2005). Jamaican officials fear that the recent pervasiveness of harassment against tourists could put an end to tourism's position as the dominant source of income to the island (McDowell, 1999). Furthermore, tourists' perceptions of Jamaica as a potentially dangerous destination area are causing tourists to travel cautiously and even deterring them from visiting Jamaica at all.

To counteract this bad publicity, the Jamaican Tourism Board (JTB) has increased advertising to help promote a positive island image, along with various discount packages offered by hotels to help lure tourists back to the island (Alleyne and Boxill, 2003). Also in effect are fines for harassing tourists, which is another attempt to protect this vital industry and to continue to attract visitors. Fines have been raised from previous years, as offenders used to have to pay only \$27 for being caught harassing tourists, but now a first-time offender can be fined \$2,700, and a repeat offender can draw fines up to \$4,100 (McDowell, 1999). More recently, Jamaica's Ministry of Tourism launched the Tourism Courtesy Corps (TCC) program. This program is designed to "enhance the safety, service and comfort of visitors by strategically deploying courtesy officers in the resort areas of Negril, Montego Bay, Runaway Bay, Ocho Rios, Port Antonio, and Kingston" (Jamaican Labour Party, 2009). These strategies implemented are a confirmation that Jamaican officials are aware of the problem, and are trying to aid the issue to the best of their abilities. It can be affirmed however, that despite the strengths of the Jamaican tourism industry, harassment remains a pressing issue. Therefore, Jamaica provides the ideal setting to examine tourists' attitudes towards the island and its local inhabitants, and linking the effects of harassment with tourists' overall tourism experience. Whether or not Jamaica provides the perfect scenery for those looking for a relaxing getaway, if visitors are constantly subjected to harassment, they simply may not return.

3.2 Sources of Data

Both primary and secondary sources of data were used for this research study. This research investigated tourists' attitudes towards hosts, using harassment as an influential factor affecting the tourism experience. There are a number of different approaches that could have been used in order to make such assessments. In this case, primary data was collected in the field and proceeded in two phases; the first was a quantitative approach in the form of visitor surveys administered by the research assistants and the researcher, and the second was the use of BlackBerry systems installed with event-log capability. There is no shortage of secondary material dealing with attitudes, experiences, and issues of harassment and tourism. Apart from the use of books and the Internet, academic journals were used extensively to gather information directly related to the topics presented in this research study.

3.2.1 Primary Research Methods

Survey

The survey used in Jamaica was compiled from insight gained from a number of previous literatures on the topics of visitor satisfaction, service quality, destination image, tourist experience, harassment in tourism, and attitudes and perceptions towards tourism (Anastasopoulos, 1992; Brunt, Mawby and Hambly, 2000; de Albuquerque and McElory, 2001; Fisher and Price, 1991; Jonsson Kuist and Klefsjo, 2006; Kozak, 2007; Murphy et al., 2000; Neal et al., 1999; Pizam et al., 2000). Since the survey was constructed for the purpose of this research study, it needed to undergo pilot testing to determine whether or not the questions selected accurately captured the research objectives. Those individuals who participated in the pilot testing (approximately 10 people) were also timed, to give the researcher in idea of how long the survey would take to complete. The survey was reformatted to incorporate some of the suggestions made in the pilot test, which ultimately improved the survey content and quality. For example, originally the survey asked participants to state their age, but some thought this question was too personal, and therefore choose not to answer. In the final version of the survey, the question of age was put into categorical form, so participants simply checked the appropriate box. The survey was also estimated to take 10 to 15 minutes to complete.

The survey was titled “Understanding Tourist-Host Interactions and their Influence on Quality Tourism Experiences” (see Appendix A). The date, time, and questionnaire I.D. were filled out by the person handing out the survey, along with their signature. Instructions were given at the top of the questionnaire asking participants to “please answer the following questions by filling in the circles below or giving short answers.” If questions differed from this format, an individual set of instructions would be given. The first section was on demographic information and was separated into tourist characteristics and trip characteristics. The second section solicited information on tourists’ attitudes towards the locals and the island of Jamaica. The meaning of ‘local’ in this study was explained to participants as the “Jamaican people they have encountered so far on their trip”. The third section asked questions on tourists’ harassment experience, and began with a definition of harassment and examples of the five types of harassment. Harassment was defined to participants as conduct aimed at a visitor which is likely to annoy the visitor who is affected and thereby is an unjustified interference with the visitor’s (a) privacy (b) freedom of movement or (c) other action (de Albuquerque and McElroy, 2001). Also presented were the five types of harassment suggested by Kozak (2007), which allowed participants to gain a better understanding of this behavior. These five types of harassment were listed as follows: persistent vendors, sexual harassment (soliciting of an unwanted sexual relationship), verbal harassment (obscene language), physical harassment, and criminal (peddling of drugs). In total, the survey consisted of 21 structured questions and two open-ended questions. There were 11 survey questions pertaining to tourists’ attitudes towards the locals and the island of Jamaica, and 12 questions pertaining to the experience of harassment. Of the 12 harassment questions, three asked participants to think of their harassment experience in general terms, as opposed to thinking about one particular event. Question 15 on the other hand did refer to participants’ most recent harassment experience, and was broken down into five parts. The remaining eight questions that concluded the survey connected participants’ experience of harassment to their overall tourism experience.

BlackBerry Technology

Previous studies combining attitudes with experiences, have often struggled to accurately capture individual’s reaction to a specific experience due to the dependence of

recollection. In the survey, participants were asked to recall their latest harassment experience, and to answer a series of questions pertaining to that one incident. Depending on what day of the trip participants were on, their latest harassment experience could vary greatly. The longer the time elapsed between recalling their latest harassment experience and the actual incident, the more difficult it becomes to remember details of the event accurately. Thus, in addition to the use of surveys, BlackBerry devices installed with event-log capability were employed to record participants' attitudinal responses towards harassment *during* the experience. Unlike the pre and post survey method, this form of collecting behavioral data attempts to eliminate recall by collecting participants "in the moment" experience.

Participants involved with this portion of the study would be different from those who participated in the survey. Travel agencies including Forsyth Travel Ltd., Sell Off Vacations, Sears Travel, and Vellinga's World Wide Travel Service in Chatham, Ontario, and Uniglobe Discover Travel in Waterloo, Ontario, were approached in efforts of seeking participants. These travel agencies were asked to notify clients that would be traveling to Montego Bay, Jamaica about this study, and if they were interested in participating in a research study to contact the researcher for further details. A sample of the recruitment letter is provided in Appendix B. Despite this effort however, the travel agencies were not able to assist in seeking participants for this study. Those who did participate in this portion of the research study were family members of the researcher. On June 13, 2008 a meeting was held between the researcher and the participants to explain how to operate the BlackBerry system, access the event log menu, enter data, use the voice recording option, and save the logged events. Also at this meeting participants read and signed the informed consent statement (see Appendix C). An incentive for participating in this research study was given to participants in the amount of \$50 at the end of the data collection period when the equipment was returned.

The dropdown menus installed in the BlackBerries were designed specifically for this research study, and made use of both quantitative (Likert scales) and qualitative (audio) data. By using the BlackBerry technology participants could immediately communicate where, when, and how they were subjected to harassment by simply texting in and voice recording their responses. Comparable to survey participants' most recent

experience of harassment, each logged event represents participants' latest harassment experience. The BlackBerry questions were similar or identical to those on the survey, but were tailored towards understanding more in-depth the interaction between the harasser's actions and participants reaction. Through the BlackBerry design it was possible to achieve a thorough interpretation of how one might respond in a harassment situation, in addition to gaining insight into who was harassing tourists. The purpose of this triangulation mixed method approach was to combine both quantitative (survey) and qualitative (BlackBerry) data to achieve the same goal of further understanding participants' attitudinal responses towards harassment.

3.3 Procedure

Survey

Survey data collection took place between June 14th and June 21st 2008. Surveys were administered by the research assistants and researcher to tourists vacationing in Jamaica. Potential locations for gathering participants included public beaches, market places, tourist attractions, and hotels. Surveys were distributed in three separate locations; The Royal Decameron Hotel in Montego Bay, Doctors Cave Beach in Montego Bay, and Seven Mile Beach in Negril. These locations were chosen due to the number and variability of tourists, which ultimately increased the potential for participation in this research study. By surveying at both private (The Royal Decameron) and public (Doctors Cave Beach and Seven Mile Beach) locations, participants were thought to vary in their attitudes and perceptions towards the local people and the island of Jamaica.

Doctors Cave Beach in Montego Bay is considered a public beach, despite the fact that payment is required to use it. Hotels near this beach consider it their "resort" beach, and provide free passes to their guests for the duration of their stay. For all other visitors and locals however, payment is required for access to the beach. This may help limit the number of harassment cases incurred at this location as payment may inhibit certain sources of harassment, like vendors, hair braiders, drug peddlers, and imitation tour guides. Despite both Doctors Cave Beach and Seven Mile Beach being public, there is no admittance fee at the beach in Negril, which may account for higher levels of harassment experienced at this location. There are a few different market places in

Montego Bay that were visited by the researcher, but perhaps due to the time, or the location of certain markets (behind the main road), there were no tourists available to survey.

Subjects were selected based on their availability; those tourists who were relaxing on the beach, sun tanning, or reading were approached to complete the survey. Tourists were approached and asked if in fact they were a visitor to the island, and if they answered “yes”, then they were asked to participate in this research study. Those tourists who perhaps looked younger than 18 years old, were asked by the researcher before distributing the survey if they were older than 18. Thus, the researcher was assured that all participants were 18 years of age or older. Subjects were informed that this study was part of the thesis requirement for the completion of a master’s degree in the Geography and Environmental Study Program at Wilfrid Laurier University, Ontario, Canada. Participation was voluntary, and subjects were free to refuse to participate or refrain from answering any questions. Anonymity was stressed and participants were reassured that their survey answers would be kept confidential. Accompanying the survey was a cover letter stating the purpose of the study, the research benefits, the expected length of the survey, and provided the researcher’s contact information (see Appendix D). Participants were provided with something to write with and the survey was given on a clip board for convenience. If the participant had any questions about the survey content, the administrator would remain close by for assistance, or in some cases the participant was more comfortable having the administrator fill out the survey on their behalf. When completed, participants were thanked for their involvement in this research study, and the completed surveys were stored in marked folders representing each of the three study locations.

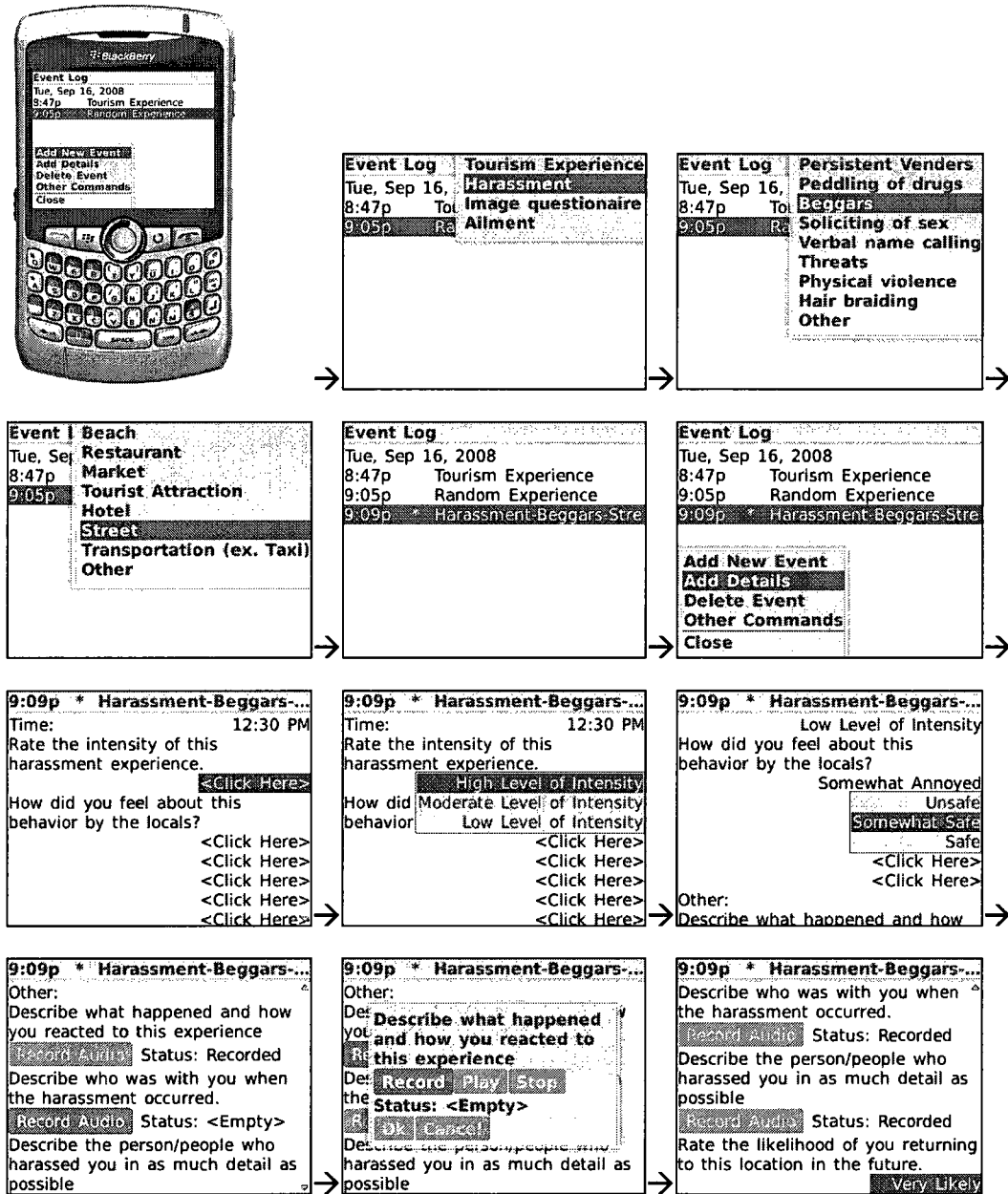
The survey had a high respondent rate of 87%, as 209 surveys were distributed and completed from a total of 240 tourists who were asked to participate in this research study. The researcher tried to minimize response bias by sampling at both public and private locations. One hundred and eight surveys were collected on the public beaches of Doctors Cave Beach in Montego Bay and Seven Mile Beach in Negril. The remaining 101 surveys were collected in the private resort area of The Royal Decameron in Montego Bay. The survey was designed to capture participants’ attitudes towards the

locals of Jamaica, and whether or not the local behavior of harassment influences their attitudes and/or affects their overall tourism experience, and will be examined and evaluated according to the objectives posed for this study.

BlackBerry

BlackBerry data was also collected between June 14th and June 21st 2008. The three participants were supplied with a BlackBerry, protective case, and charger, and were asked to carry this digital device around with them on their daily excursions. In instances of experiencing harassment, participants were instructed to document their responses by following a series of dropdown menus installed in the BlackBerry. Figure 7 provides a sample of how the drop down menus were depicted on the BlackBerry device and Appendix E provides a sample of the BlackBerry questions asked.

Figure 7: Event Logging Software Snapshots Depicting “Harassment” Manual Entry



(© Sean T. Doherty 2008)

The first step required participants to log the type of harassment experienced and the location of where the harassment incident took place. The event was then recorded and logged alongside the date and time of the incident. Participants then had the option of proceeding to the next set of questions, or participants could continue on with their

intended schedule and return to the saved event later. If participants wished to proceed at a later time, a 'star' would appear on the screen beside the logged event to indicate that the event has yet to be completed. To proceed to the next set of questions however, click on the logged event displayed on the screen and a second menu appears. The 'add details' option brings to the screen the next set of questions. At the top of the screen the harassment event in question is displayed, giving reassurance to the participant that the steps taken thus far have been correct. The first question asked participants to rate the intensity of the harassment experience. In order to do so, a 3-point Likert scale was used, ranging from high, to moderate, to low levels of intensity. When participants click on the 'click here' option, the intensity scale is displayed, and the 'click here' option is replaced with the participants answer. The next question asked participants to state how they felt about their harassment experience. In Likert format ranging from negative to positive, participants were asked to state their level of annoyance, anger, safety, threat, victimization, and amusement. Again, by clicking on the 'click here' option, the appropriate 3-point scale appears, and once participants have picked their answer it appears on the screen. An example of this process is provided in Figure 7, as level of safety is shown in a 3-point scale ranging from unsafe, to somewhat safe, to feeling safe.

The next three questions were designed to be answered in audio format, as these questions asked more in-depth information about participants' attitudes towards harassment. To start, participants were asked to describe what happened and how they reacted to this harassment experience. By clicking on 'record audio', participants could record their response by clicking the 'play' option, and the 'stop' option would end the recording. The status of the recording would remain 'empty' until participants' click on the 'save' option to confirm their response is recorded. This recording process was to be repeated for the other two audio questions, which asked participants to describe who they were with when the harassment occurred, and to describe the person/persons who harassed them in as much detail as possible. The final question posed to the BlackBerry participants asked them to rate their likelihood of returning to this location in the future. Reverting back to Likert format, the 3-point scale devised for this question ranged from very likely, to somewhat likely, to not at all likely. Once participants completed this question, their answer was displayed on the screen. The 'back' button on the BlackBerry

brought participants back to the event log screen, where the ‘star’ would have disappeared indicating that all questions in regards to this specific harassment experience have been completed. To log further harassment experience, press the ‘menu’ button on the BlackBerry and click on ‘add new event’ which will lead participants through the event logging process once again. This process was to be repeated for every incident of harassment experienced. Yet, participants had the flexibility of quickly entering the essential information into the BlackBerry (type and location) so as to not let this involvement interfere with their vacation. Considering that participants are volunteering their time while on vacation, it was important to make this experience as convenient as possible. The ideal scenario however, would be for participants to complete the entire set of questions “in the moment”, thereby enhancing the accuracy of participants’ attitudinal responses towards their harassment experience.

3.4 Data Analysis

To analyze the data collected, this research study used the Statistical Package for Social Sciences (SPSS). Once the survey data was entered into this statistical software program, a number of analysis opportunities were available. To begin, survey questions were analyzed in terms of frequencies, valid percents, and means. Using these statistical tests, the researcher was able to characterize the majority of participants in the sample population. de Albuquerque and McElroy (2001) analyzed their data on tourist harassment derived from satisfaction surveys in this very way. By using percentages de Albuquerque and McElroy (2001) were able to determine prevalence of the harassment behavior.

Going beyond frequencies however, a factor analysis was run on the variables that were used to identify how participants described the local people. Factor analysis groups interrelated quantitative variables that are highly correlated with one another into factors, resulting in an interpretation of the factors based on similar variable meanings (Norusis, 1999). Interpreting and naming the factors is simplified when a rotation is performed, which makes the larger loadings larger and the smaller loadings smaller (Norusis, 1999). This enables the research to effectively differentiate between variables that were closely correlated with each other. In this research study, a Principle Components Analysis was

used to produce a linear account of the variation among the variables, resulting in the first component accounting for the largest amount of variance, the second component accounting for the next largest amount of variance, and so on (Norusis, 1999). In this case, two components were produced and identified according to the themes presented among the correlated variables.

A factor analysis was also run on the variables that were used to identify participants' feelings towards harassment. The factor scores were then used to conduct a K-means Cluster Analysis, which detects groupings among variables suspected to not be homogeneous (Norusis, 1999). In this case, two cluster groupings were identified, and later compared on demographic and trip characteristics, as well as visitor impressions of Jamaica and the Jamaican people. To analyze these intentions a Cross Tabulation test, a Chi-Square test, and a One-Way Analysis of Variance (ANOVA) test were performed. Due to the different measures of the variables in the data set, some statistical tests like the Chi-Square test, were suited for nominal or categorical data, while other tests like the ANOVA test, were suited for ordinal or scale data. These statistical tests were also used to establish whether or not harassment influences participants' attitudes towards the locals, their thoughts of Jamaica, and if it affects their overall tourism experience. To do so, harassed and non-harassed participants were compared on a number of variables to establish if in fact a relationship exists or if differences are due to chance. Kozak (2003) performed similar statistics to understand the relationship between tourist characteristics (for example, differences by gender) and harassment experiences between those who were harassed and those who were not.

The Blackberry event-log data reveals more qualitative information about the timing and location of harassment, as well as the affective and behavioral component attached to each event. This data was transcribed and coded with respect to reoccurring themes presented by the participants. Selected quotes from participants' logged events are used to help illustrate the nature of harassment typically experienced in Jamaica. This qualitative data gives strength and support to the quantitative survey data found on participants' latest harassment experience.

Chapter Four: Results and Analysis

4.0 Introduction

This chapter presents the results of this research study, along with a detailed interpretation of the data found. In accordance with the format of the survey design, this chapter will begin by discussing participants demographic characteristics, followed by their trip characteristics. Overall attitudes towards Jamaica and its hosts are analyzed to determine how participants perceive the local people, and how host-guest interactions impact the tourism experience. Overall attitudes towards harassment by local people are analyzed to gain insight into where harassment prone areas are, the different types of harassment, and participants' attitudinal responses to such an experience. Harassments impact on the tourism experience is then analyzed, with reference to participants' future behavior. The final section of this chapter investigates differences between harassed and non-harassed participants to determine the extent to which this behavior influences participants' attitudes, and perceptions of quality with the tourism experience.

The results are interpreted with the main objectives of this research study in mind. The objectives of this study are presented on page 3 and are:

- 1) To identify the attitudes of tourists towards hosts, and the island of Jamaica.
- 2) To determine where and how tourists are harassed, and their attitudinal responses to such an experience.
- 3) To investigate if and how tourists' attitudes and experiences are influenced by host interactions and harassment behavior.
- 4) To investigate how harassment impacts and changes tourists' attitudes towards hosts and sense of quality with the tourism experience.

Both survey data and BlackBerry data are presented in this chapter as they relate to these research questions.

4.1 Tourist Characteristics

A total of 209 tourists vacationing in Jamaica were surveyed during the data collection period. However, due to the fact that participation was voluntary, some questions were neglected to be answered, and therefore survey data indicate missing values where certain questions were omitted by participants. The demographic

information of interest, consisted of three questions; gender, age, and country of origin. Of those who participated, Table 2 below illustrates the gender demographics.

Table 2: Demographic Characteristics of Participants: Gender

N = 207		Freq.	Valid Percent
GENDER			
Male	65		31.4
Female	142		68.6

There are considerably more female (68.6%) than male (31.4%) participants, although the researcher considered this a fair representation of the sample population. The majority of surveys collected were on the beach, whether public or resort, and it was observed that more women than men tend to lie on the beach sun tanning. Also noted when asking couples if they would like to participate, women were more likely to say “yes”, while men were content to let their partner fill out the survey, perhaps thinking it would be considered for the both of them. A final consideration for the gender difference would be that women tended to be in groups of two or more, and when the group was asked if they would like to participate, more than likely if one person agreed than the rest of the group would also agree to participate in this research study.

Ages of the surveyed participants are represented in Table 3. Nearly 16% of the participants were under the age of 25. The majority of participants (47.6%) fell within the second age category, 25 to 44, and the remaining participants indicated to be 45 or older (36.5%).

Table 3: Demographic Characteristics of Participants: Age

N = 208		Freq.	Valid Percent
AGE			
Under 25	33		15.9
25-44	99		47.6
45-64	72		34.6
65 or Older	4		1.9

These results may reflect the demographic population Jamaica’s tourism industry seeks to attract within the all inclusive accommodation sector. By the 1960s “Club Med” hotels

were dominating the innovative circuit among Caribbean destinations, and its leading all-inclusive image was aimed at attracting young singles looking for a fun loving, adventurous vacation (Issa and Jayawardena, 2003). Poon (1988) suggests that double-income households with no children and young upwardly-mobile professionals are the ones who are travelling to all-inclusive vacation hot spots. These individuals have the time, income, and freedom to enjoy the amenities that all-inclusive resorts have to offer (Poon, 1988). Thus, it is not surprising to see that the majority of participants surveyed are between the ages of 25 and 44.

Country of origin was the last demographic characteristic asked, and the distributions of these markets differ slightly from previous findings. Boxill noted in 2004 that North American tourists dominated the tourist market in Jamaica. Jamaica received 70% of its visitors from the United States, 8% were from Canada, and European visitors made up 17% (Boxill, 2004). The Jamaican Tourism Board (JTB) reported similar results from their Visitor Opinion Survey for the 2005/2006 tourist season. Approximately 73% of the visitors were from the U.S.A., 10% were from Canada, and 12% were from the U.K. Boxill (2004) credits the difference in tourists' country of origin to the fact that all-inclusive resorts are suited for the North American tourist, and does not fully take into consideration European needs. European tourists seek small hotels, more intimate settings, a variety of dining options, and a wide range of activities, and these features are not always met by all-inclusive resorts, specifically in Jamaica (Boxill, 2004). In this research study 45.4% of those who participated reported being from the U.S.A, 20.3% were from Canada, and 30.9% reported being from a European country (see Table 4). Other countries of origin include South America (2.4%) and Mexico (1%).

Table 4: Demographic Characteristics of Participants: Country of Origin

N = 207		
	Freq.	Valid Percent
COUNTRY OF ORIGIN		
Canada	42	20.3
USA	94	45.4
Europe	64	30.9
South America	5	2.4
Mexico	2	1

There are slightly less Americans, and considerably more Canadians and Europeans in this research study when compared to previous works. These differences could reflect the time of year in which the survey data was collected, or the types of packages offered, potentially catering to certain types of markets.

4.2 Trip Characteristics

This section reports details on participants' trip characteristics. There were four questions thought to capture an adequate amount of information about participants' trip characteristics; is this your first time traveling to Jamaica? How many days have you been in Jamaica? How many days is your planned vacation stay in Jamaica? And finally, type of accommodation? Table 5 shows the frequencies and valid percent of these questions.

Table 5: Trip Characteristics

Characteristics	Freq.	Valid Percent
FIRST TIME TO JAMAICA		
Yes	134	65.0
No	72	35.0
Total	206	
DAY OF TRIP		
1	23	11.1
2	22	10.6
3	33	15.9
4	23	11.1
5	16	7.7
6	21	10.1
7	36	17.4
8	4	1.9
9	3	1.4
10	8	3.9
12	3	1.4
13	2	1.0
14 +	13	6.3
Total	207	
TRIP LENGTH		
2	1	0.5
3	2	1.0
4	6	2.9
5	17	8.3
6	22	10.8
7	65	31.9
8	16	7.8
9	5	2.5
10	4	2.0
11	3	1.5
12	2	1.0
13	1	0.5
14	45	22.1
15+	15	7.5
Total	204	
ACCOMMODATION		
All-inclusive resort	142	67.9
Non all-inclusive	66	31.8
Total	208	

There were 65% first time visitors and 35% repeat visitors surveyed. According to the Jamaican Tourism Board (JTB), 51% were first time visitors and 49% were repeat

visitors travelling to Jamaica in the 2005/2006 tourism season. Taking this statistic into consideration, the researcher thought that these two groups of tourists (first time and repeat) might have been closer in percentage; however this was not the case.

By asking participants what day of their trip they were currently on, it allowed for the researcher to know how many days they have been in Jamaica so far. The idea behind asking this question is that perhaps people who are on a later date in their trip will report more cases of harassment since they would have had more opportunities to be subjected to this behavior. The day of trip varied largely within the first seven days, however the average day participants were currently on was their fifth ($\bar{x} = 5.77$). Similarly, trip length showed higher frequency rates within the first seven days. In fact, nearly 32% of participants affirmed to be on a weeklong vacation. This seems logical since all-inclusive resorts tend to advertise their cheapest package deals for one week stays.

Another important trip characteristic was the type of accommodations in which participants stayed. Potential lodging types included all-inclusive, villa, condo, apartment, hotel (non all-inclusive), and other. Other reported accommodation types include staying with family members, at a friend's house, private residence, and the YWAM Mission Base. All the non all-inclusive accommodations were collapsed together to total approximately 32% of the sample population. Roughly 68% of participants reported they were staying in an all-inclusive resort. Again, these findings are not surprising given the fact that Jamaica houses 35% of the Caribbean's highest ranked all-inclusive resorts (Issa and Jayawardena, 2003). Knowing where participants stayed while vacationing in Jamaica may help explain any discrepancies between those staying in all-inclusive versus non all-inclusive resorts in terms of harassment cases reported. All-inclusive resorts are designed to protect visitors from such behavior, so these participants should have less contact with the local people, and thus less likely to be harassed. Participants staying in non all-inclusive accommodations have to venture out of their lodging surroundings for meals, drinks, outdoor activities, and to go to public beaches. All these activities create opportunity for host-guest interactions, and increase the potential for tourists to experience harassment.

In summary, survey data reported 65% of those surveyed as first time visitors with approximately 68% of participants staying in all-inclusive resorts. A disproportion

between males and females was noticed, as female participants make up nearly 69% of the total population sampled. Average length of stay was 10 days ($\bar{x} = 10.16$), with the majority of participants staying for one week. Average day of trip reported was their fifth day ($\bar{x} = 5.77$), with the third and seventh day showing the highest valid percent of 15.9% and 17.4% respectfully. Roughly 48% of participants were in the age range of 25 to 44, and 65.7% of participants were from North America.

4.3 Overall Attitudes towards the Host Community and Jamaica

In this section the first main objective will be of focus: to identify the attitudes of tourists towards hosts and the island of Jamaica. Descriptive statistics were used to analysis participants' attitudinal responses on a series of questions regarding these two variables. The first question sought participants to rate their overall tourism experience with the local people. Responses revealed that the majority of participants found their experience with the local people to be above satisfactory (see Table 6). Only 4.8% of participants found their overall experience with the local people to be poor, and no one surveyed rated their experience as very poor.

Table 6: Overall Tourism Experience with the Local People

N = 208	Freq.	Valid Percent
Very Good	88	42.3
Good	67	32.2
Satisfactory	43	20.7
Poor	10	4.8
Very Poor	0	0

The next question aims to link participants' experience with the local people to their thoughts on the island of Jamaica. In other words, do participants' attitudes towards the local people translate into how they perceive the island as well? Participants were asked if their experience with the local people on their trip so far has made them feel more positive, neutral, or more negative about Jamaica (see Table 7). Nearly 43% reported feeling more positive about Jamaica based on their experiences with the local people. A large portion of participants (48.3%) remained neutral, meaning that their experiences with the local people, whether positive or negative, had no influence on their feelings towards Jamaica. However, 9.1% of participants felt that their experiences with

the local people influenced their feelings towards Jamaica in a more negative manner. Consequently, negative thoughts of Jamaica may be related to participants having experienced a negative interaction with the local people.

Table 7: Experiences with the Local People Influencing thoughts on Jamaica

N = 208	Freq.	Valid Percent
More Positive	89	42.6
Neutral (stayed the same)	101	48.3
More Negative	19	9.1

Interaction with the local people is a constant feature present throughout participants' vacation. Level of contact and communication will vary however among those who participated. When asked to estimate how much contact participants have had with the local people on their trip so far, approximately half (51.2%) of the sample population claimed to have a moderate level of contact. Almost 43% of participants rated their level of contact as high, while 6.2% thought to have a low level of contact with the local people.

Table 8: Level of Contact with the Local People

N = 209	Freq.	Valid Percent
High Level of Contact	89	42.6
Moderate Level of Contact	107	51.2
Low Level of Contact	13	6.2

As illustrated in Table 8 above, all 209 participants answered this question, implying that everyone who participated recognized they did in fact have some form of contact with the local people. Participants' level of engagement with the local people is relevant, especially when asked to describe the Jamaican people on a number of different characteristics. Those with moderate to high levels of contact with the local people may be more equipped to adequately describe the Jamaican people. On the other hand, perhaps the nature of participants' experiences with the local people is more relevant when asked to describe them. For instance, if participants' experience with the local people was positive, then their description of them will also likely be positive. However, if participants have had a negative encounter, this experience may overshadow any positive

impressions of the local people, and result in a negative description overall. The question asked participants to describe the local people based on their experience and knowledge of them so far on their trip. Participants were instructed to place an 'X' on a semantic differential scale of ten characteristics (ranging from negative to positive) to indicate how they would describe the local people. These ten characteristics generated were thought to represent a fair description of the local people overall. For analytic purposes, the scale was defined in numeric terms ranging from 1 (least favorable) to 10 (most favorable) amongst each characteristic. Three of the descriptive characteristics, irritation, annoyance, and threatened had to be reverse coded in order to satisfy this direction in scale.

Overall, participants rated the Jamaican people highly on all ten characteristics (see Table 9). Participants found the Jamaican people to be both friendly and happy with mean scores of $\bar{x} = 8.208$ and $\bar{x} = 8.302$. Participants thought the local people were willing/eager to help ($\bar{x} = 7.970$), polite ($\bar{x} = 7.852$), respectful ($\bar{x} = 7.522$), reliable ($\bar{x} = 7.363$), and honest ($\bar{x} = 7.154$). Participants however, did find the local people to be more irritating, annoying and threatening than perhaps expected. Both irritation and annoyance received a mean score approaching 6 ($\bar{x} = 5.903$ and $\bar{x} = 5.954$), while threatening had an average of $\bar{x} = 6.634$. It should be noted that these three characteristics ranged from positive to negative on the scale, opposite to the other seven characteristics. If participants were unaware of this directional change, then their description of the local people may be interpreted as more negative on these three characteristics. This in turn would skew the results slightly towards a more negative description of the local people.

Table 9: Description of the Local People

Characteristics (Negative/Positive)	N	Mean
Unfriendly/Friendly	207	8.208
Disrespectful/Respectful	206	7.522
Unreliable/Reliable	200	7.363
Dishonest/Honest	201	7.154
Unhappy/Happy	207	8.302
Impolite/Polite	206	7.852
Irritating/Not Irritating	196	5.903
Annoying/Not Annoying	194	5.954
Threatening/Not Threatening	194	6.634
Not Willing or Eager to Help/ Willing and Eager to Help	201	7.970

To assess the dimensionality of this scale, and to determine which of the ten characteristics explains the most variance, a Principle Component Analysis was conducted. A Principle Component Analysis makes visible the underlying components that explain the correlation among the ten characteristics (Norusis, 1999). A Varimax Rotation was conducted to help illustrate how the ten characteristics load onto each of the two components revealed, and how strongly correlated each component is to the original ten characteristics (see Table 10).

Table 10: Factor Loadings for the Scale Describing the Local People

Variables N=114	Component 1	Component 2
Unfriendly/Friendly	0.749	
Disrespectful/Respectful	0.780	
Unreliable/Reliable	0.762	
Dishonest/Honest	0.736	
Unhappy/Happy	0.766	
Impolite/Polite	0.823	
Irritating/Not irritating		0.922
Annoying/Not Annoying		0.928
Threatening/Not Threatening		0.764
Not Willing or Eager to Help/ Willing and Eager to Help	0.730	
Eigenvalues	5.154	1.765
Explained Variance	51.54%	17.65%

The first component is highly related to seven of the ten descriptive characteristics: unfriendly/friendly, disrespectful/respectful, unreliable/reliable, dishonest/honest, unhappy/happy, impolite/polite, and not willing or eager to help/willing and eager to help. Of these seven characteristics, Component 1 is most related to impolite/polite (.823). The second component is strongly explained by three characteristics, irritating/not irritating, annoying/not annoying, and threatening/not threatening. Among these three characteristics, component two is most related to annoying/not annoying (.928). Component 2 can be interpreted as those descriptive characteristics relating to participants personally (how it affects them emotionally), whereas Component 1 identifies descriptive characteristics perhaps most often recognized in a service setting. Component 1 has an eigenvalue of 5.154, accounting for 51.54% of the variance. Component 2 has a lower eigenvalue of 1.765, which accounts for only 17.65% of the variance. The remaining components have an eigenvalue less than one, meaning that even though these components retain a percentage of the variance from the original ten characteristics, the correlation is weak. Thus, the first two components are of interest as they account for nearly 70% of the variation in the original ten characteristics.

The next survey question places focus on the participant and how the local people have made them feel. The survey offered eight possible choices: content, uncomfortable, scared, interested, awkward, pleasant, happy, and educated. Participants were asked to choose the impression that best described how the local people made them feel, which was based on their experience with them so far on their trip. Table 11 below shows the results of those who responded.

Table 11: How the Local People Made Participants Feel

N = 209	Freq.	Valid Percent
CONTENT		
Yes	97	46.4
No	112	53.9
UNCOMFORTABLE		
Yes	35	16.7
No	174	83.3
SCARED		
Yes	13	6.2
No	196	93.8
INTERESTED		
Yes	72	34.4
No	137	65.6
AWKWARD		
Yes	24	11.5
No	185	88.5
PLEASANT		
Yes	83	39.7
No	126	60.3
HAPPY		
Yes	85	40.7
No	124	59.3
EDUCATED		
Yes	33	40.7
No	176	59.3

Results indicate that the Jamaican people made 46.4% of participants feel content, 39.7% feel pleasant, and 40.7% feel happy. The Jamaican people intrigued 34.4% of participants, and 40.7% thought they were educated by the knowledge of the local people. A small portion of the sample population (16.7%) felt uncomfortable around the Jamaican people, 11.5% of participants felt awkward around the local people, and 6.2% of participants felt scared. Other responses to how the Jamaican people made participants feel include annoyed, relaxed, guarded, and welcomed. There is no clear general trend to how the local people made participants feel, although two conclusions can be deduced from these results: first, superficial interactions or quick meetings could explain why the local people did not affect participants on more of an emotional or personal level.

Second, the question may have been too broad, and perhaps needed to be reworded to direct participants' attention to their latest interaction, and how it made them feel.

Next, participants were asked to indicate where their positive and negative experiences with the local people took place. Table 12 shows the number of positive and negative experiences occurring at seven different locations.

Table 12: Where Experiences with the Local People took Place

Location	Freq.	Valid Percent
PUBLIC BEACH		
Positive	93	69.9
Negative	26	19.5
Both	14	10.5
Total	133	
RESORT BEACH		
Positive	157	86.7
Negative	15	8.3
Both	9	5.0
Total	181	
ACCOMMODATIONS		
Positive	177	91.7
Negative	7	3.6
Both	9	4.7
Total	193	
MARKET		
Positive	63	48.1
Negative	57	43.5
Both	11	8.4
Total	131	
TOURIST ATTRACTION		
Positive	114	85.7
Negative	14	10.5
Both	5	3.8
Total	133	
RESTAURANT/CAFÉ		
Positive	161	94.2
Negative	4	2.3
Both	6	3.5
Total	171	
STREET		
Positive	62	39.5
Negative	82	52.2
Both	13	8.3
Total	157	

Interactions with the local people materialize throughout the course of participants vacation stay, and it may be that certain locations are prone to negative encounters rather than positive ones. Most notably, resort beaches, accommodations, tourist attractions, and restaurants or cafés all have highly positive experiences occurring between tourists and locals. Less positive experiences occurred at public beaches, local markets, and on the street. Only 69.6% of participants reported positive host-guest interactions occurring at the public beach, and less than half of the participants (48.1%) experienced positive interactions with the locals at the market. Negative experiences with the local people happened most often on the street, as merely 40% of participants reported experiencing a positive interaction. Based on these results it can be proposed that at public locations, where the margin for host-guest interaction widens, there is an increased chance for negative interactions to take place. Whereas in the confines of the accommodations, resort beaches, eating facilities, and even organized tours to tourist attractions, more positive experiences with the local people occur. When participants were asked to be more specific, by stating where the majority of their positive and negative experiences took place, accommodation was named the place where the most positive experiences occurred (58.9%, N = 209), and the street incurred the most negative experiences (38.8%, N = 209).

The next two questions make use of participants' attitudes towards the locals before and after their experience with them. Participants were asked to recall their opinions of the locals before traveling to Jamaica, for instance, would they like the locals very much, or detest the locals. Table 13 shows the range of opinions towards the locals before participants came to Jamaica.

Table 13: Opinion of the Locals before Traveling to Jamaica

N = 207	Freq.	Valid Percent
Like the locals very much	53	25.9
Like most of the locals	101	49.3
Somewhat like the locals	44	21.1
Not like the locals	7	3.4
Detest the locals	0	0

Approximately half (49.3%) of those who participated expected to like most of the locals once they arrived in Jamaica. On the extreme end of the spectrum, 25.9% thought they would like the locals very much, while no one expected to detest the local people. Twenty-one percent of participants thought they would somewhat like the locals, and a small number of participants (3.4%) expected to not like the local people.

After having had some form of interaction with the local people, participants were asked if their attitudes towards them changed as a result of this interaction. As indicated in Table 14 below, 55.1% of participants felt the same before and after their experiences with the locals. In other words, their opinion of the Jamaican people did not change despite the level of interaction that may have occurred on their trip so far. Roughly 37% of participants felt better or more positive towards the local people than before, and 7.7% felt worse, more negative towards the local people than before. Again, it is likely that those participants who had a negative experience with the local people reported feeling worse about their interaction with them, perhaps despite what they initially thought.

Table 14: Opinion of the Locals after Traveling to Jamaica

	Freq.	Valid Percent
Feel Better (more positive than before)	77	37.2
Feel the Same	114	55.1
Feel Worse (more negative than before)	16	7.7

The final question regarding participants' attitudes towards the local people and the island of Jamaica, asked participants to rate the qualities of the destination in terms of how satisfied they are with the tourism product. Table 15 below provides the mean values of the destination qualities that participants were asked to rate on a scale from 1 (least satisfied) to 10 (most satisfied).

Table 15: Rated Qualities of the Destination

Destination Qualities	N	Mean
Scenery	203	8.640
Beach	207	8.459
Service	204	7.951
Accommodations	204	7.816
Food	206	7.607
Tourist Attractions	176	7.588
Recreational Activities	184	7.307
Shopping Facilities	187	6.275

With a mean value of $\bar{x} = 8.640$, scenery was the top rated destination quality followed closely by beach ($\bar{x} = 8.459$). Clustered together with similar mean scores are service, accommodations, food, tourist attractions, and recreational activities. Participants were less satisfied with the shopping facilities ($\bar{x} = 6.275$).

4.4 Overall Attitudes towards the Host Behavior of Harassment

In addition to understanding tourists' attitudes towards hosts and the island of Jamaica, of equal importance is to understand tourists' attitudes towards the host behavior of harassment. In this section the second main objective will be of focus: to determine where and how tourists are harassed, and their attitudinal responses to such an experience. Participants were first asked if they have experienced any form of harassment or annoying behavior from the local people while on vacation so far. Of those who participated, 58.8% said "yes" they have been harassed. If participants answered "no" to this question they were thanked for their time, and were no longer obligated to continue with the rest of the survey. However, some participants did not understand this instruction and continued filling out the rest of the survey despite having said "no" to being harassed.

Table 16: Experienced Harassment Behavior

N = 209	Freq.	Valid Percent
Yes	114	58.8
No	80	41.2
Missing Value	15	

Of the 114 participants that were harassed, 28.9% were male and 71.1% were female. Half of the participants (49.6%) ranged in age between 25 and 44, 17.7% were 25

years old or younger and 32.8% were 45 years old or older. The majority of participants were from North America (64%), 32.5% were from Europe, and 3.6% were from other countries around the world. Of those participants who were harassed, 28.6% reported a trip length of seven days, 23.2% were staying for a two week period, and the remaining participants varied between as little as a two day stay, to as long as a one month stay. Approximately 69% of the harassed participants were first time visitors, while 31% were repeat visitors. Approximately 63% of participants who reported harassment were staying in an all-inclusive resort, while the remaining 37% were staying in non all-inclusive type accommodations. However, as the above statistics are an overall average, it masks the true proportion of harassment cases experienced. For instance, nearly half of those repeat visitors and participants staying in all-inclusive accommodations reported experiencing harassment, while two thirds of first time visitors and those participants staying in non all-inclusive accommodations reported experiencing harassment (refer to Table 44).

Participants were mainly harassed within the first week of their vacation stay, as 81.4% of all harassment cases were reported within this time. Specifically, high frequency results appear on the first (13.2%), second (11.5%), third (13.2%), fourth (12.4%), and seventh (16.8%) day of participants vacations. The researcher also asked participants to recall the number of times this annoying behavior occurred (see Table 17a below). For most participants who were harassed, this experience occurred on more than one occasion, as 87.6% reported multiple incidents. On average participants were harassed seven times ($\bar{x} = 7.73$, $N = 97$) while on vacation so far. It should be noted that due to the use of recollection these responses should be interpreted with caution. Perhaps a better way to understand the rate of harassment is to create a new variable by calculating the weighted average of the number of times participants were harassed per day. Table 17b shows harassment frequency levels per day, and on average participants were harassed $\bar{x} = 3.05$ times per day, which reflects a relatively high rate of harassment.

Table 17a: The Number of Times Participants were Harassed; b: The Number of Times Participants were Harassed per Day

a) N = 97 Freq. Valid Percent

1	12	12.4
2	26	26.8
3	8	8.2
4	3	3.1
5	8	8.2
6	8	8.2
7	6	6.2
8	1	1.0
10	11	11.3
12	5	5.2
14	1	1.0
18	1	1.0
20	2	2.1
25	1	1.0
30	1	1.0
50	1	1.0
70	1	1.0
95	1	1.0

b) N = 97 Freq. Valid Percent

<2.0	72	74.2
2.1-4.0	9	9.3
4.1-6.0	7	7.2
6.1-8.0	2	2.1
8.1-10.0	3	3.1
10.1-12.0	2	2.1
>12	2	2.1

Once established that participants were in fact being harassed, and on more than one occasion, the next step was to determine where these incidents were taking place. There were eight places thought by the researcher to be prime areas for harassment to take place: both public and resort beaches, the street, hotels, market places, tourist attractions, restaurants/cafés, and transportation, most notably taxis. Table 18 shows these locations and the number of participants that were harassed at each. In addition to these

response options, participants could have chosen the other ‘option’ to indicate where else they might have encountered harassment. Other places where harassment took place include bars and at the airport, specifically unwanted assistance in the form of local people asking if they could carry tourists’ luggage for a small fee.

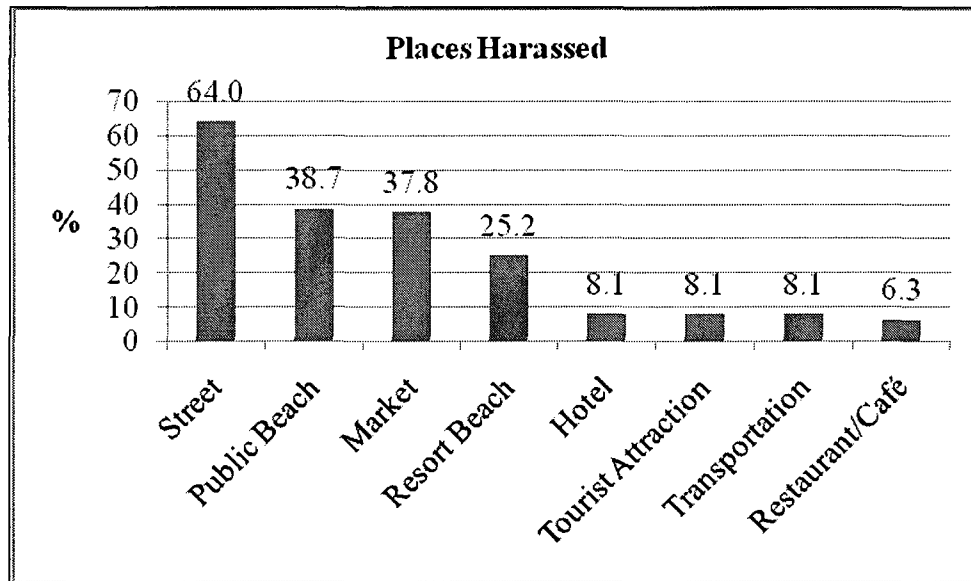
Table 18: Harassment Locations

	Freq.	Valid Percent
N = 111		
PUBLIC BEACH		
Yes	43	38.7
No	68	61.3
RESORT BEACH		
Yes	28	25.2
No	83	74.8
STREET		
Yes	71	64.0
No	40	36.0
HOTEL		
Yes	9	8.1
No	102	91.9
MARKET		
Yes	42	37.8
No	69	62.2
TOURIST ATTRACTION		
Yes	9	8.1
No	102	91.9
RESTAURANT/CAFÉ		
Yes	7	6.3
No	104	93.7
TRANSPORTATION		
Yes	9	8.1
No	102	91.9

The street seems to be the area where the most harassment against tourists occurs (64%), followed by the public beach (38.7%) and the market (37.8%). The resort beach was a location that produced surprising results. Roughly 25% of participants were harassed at a resort beach, which seems fairly high. However, those who did not have an all-inclusive beach may have construed the public beach as the hotel’s resort beach,

which may account for the higher than anticipated harassment level at this location. Approximately 8% of participants experienced harassment at hotels, tourist attractions, and transportation (most notably in the form of locals pestering tourists by repeatedly asking them if they need a taxi). A small number of participants (6.3%) were harassed at restaurants/cafés. Figure 8 shows the places tourists were harassed in ranked order, from the highly prone areas of harassment to the least affected areas as indicated by those who participated.

Figure 8: Places Participants were Harassed



With the harassment locations determined, participants then had to identify what type of harassment they experienced while on vacation so far. In addition to Kozak's (2007) five harassment types, begging was added to adequately depict the spectrum of harassment that tourists could encounter while on vacation in Jamaica. Thus, harassment types included vending, peddling of drugs, physical, begging, soliciting of sex, and verbal name calling. The frequencies in Table 19 show that approximately 71% of participants experienced harassment by vendors. This result is not surprising as many local vendors are constantly seeking tourists to buy their merchandise, and vendors can be annoyingly persistent to the point of harassing. Furthermore, the market place was the third highest harassment location as indicated by those who participated, as harassment by vendors is highly prevalent here. Participants that found this local behavior annoying and disruptive

would have considered this harassment, whereas those who like to barter and interact more personally with the locals would have not.

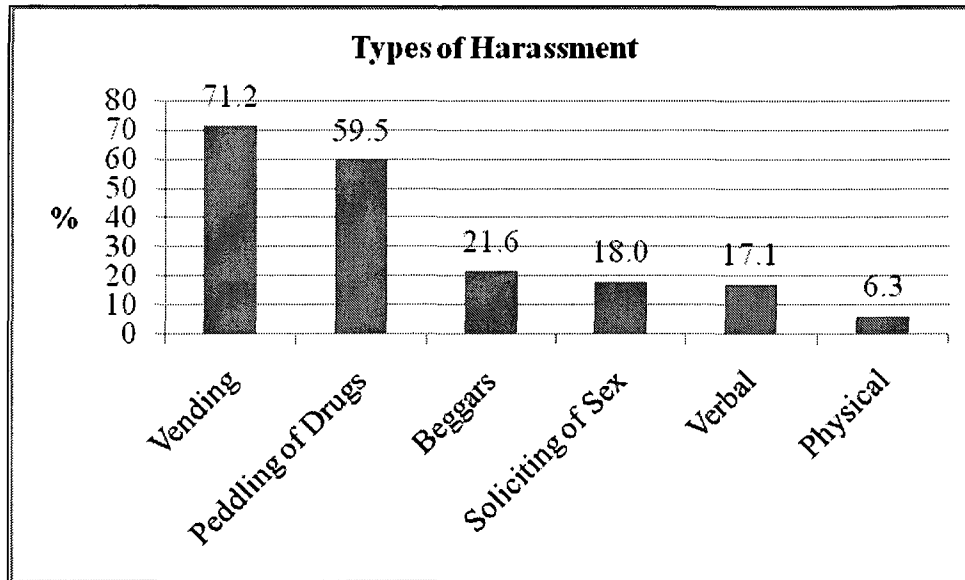
Table 19: Types of Harassment

N = 111	Freq.	Valid Percent
VENDING		
Yes	79	71.2
No	32	28.8
PEDDLING OF DRUGS		
Yes	66	59.5
No	45	40.5
PHYSICAL		
Yes	7	6.3
No	104	93.7
BEGGARS		
Yes	29	26.1
No	82	73.9
SOLICITATING OF SEX		
Yes	20	18.0
No	91	82.0
VERBAL		
Yes	19	17.1
No	92	82.9

Peddling of drugs, although illegal, does not inhibit the locals from trying to sell tourists a number of different kinds. Attempts were made to sell drugs to nearly 59.5% of participants who were harassed while on vacation so far. Begging was also found to be a common harassment experience as 26.1% of participants were approached by beggars. Begging was not defined on the survey, but the researcher's interpretation of this form of harassment was locals begging tourists for money. Soliciting of unwanted sexual relations was viewed as harassment by 18% of harassed participants, and 17.1% of participants were verbally harassed. Verbal harassment could have been viewed as any lewd or obscene language aimed at the participant that was irritating or even offensive to them. A small percentage of participants (6.3%) experienced physical harassment by the

local people. Figure 9 depicts the harassment types experienced by participants in ranked order from the most experienced type to the least experienced type.

Figure 9: Types of Harassment Experienced



Participants who were harassed were asked if they thought harassment would have been an issue for them while on vacation in Jamaica. A large portion of the sample population (68.2%) anticipated that harassment by the locals would be an issue for them while on vacation. The remaining participants did not realize harassment would be part of their tourism experience (see Table 20).

Table 20: Did you Think Harassment would be an Issue While on Vacation?

N = 110		Freq.	Valid Percent
Harassment Issue			
Yes	75	68.2	
No	35	31.8	

4.4.1 Recent Harassment Experience and the Elicited Responses

This section of the study deals with participants' most recent harassment experience, to provide in-depth impressions and attitudinal responses towards this behavior. In addition to the survey data that will be presented in this section, the results of the BlackBerry data will also be included, as each harassment experience logged by participants represent their most recent harassment experience. Both survey and

BlackBerry participants were asked similar questions with regards to their most recent or “in the moment” harassment experience. The questions asked via the BlackBerry had to be formatted differently however, to comply with the technology. Each question will be analyzed and evaluated in turn, and will include results from both research method approaches.

Harassment Type and Location

To begin, participants were asked to state where their most recent harassment experience took place, and the type of harassment. Results from the survey data indicated that of those who were harassed, 36.8% said their most recent harassment experience happened on the street. Likewise, 36.0% of harassed participants said vending was the type of harassment they last experienced. These results are consistent with earlier findings presented in this chapter pertaining to where the majority of harassment cases occurred and the most common type of harassment experienced.

In instances of harassment, participants using the BlackBerry were instructed to first log what type of harassment it was, and where the harassment was taking place. Participant A was female, between the ages of 45-64, from Canada. It was her first time traveling to Jamaica, and she was staying for a period of one week in an all-inclusive resort. Participant B was also female, under the age of 25, from Canada, a first time visitor, and she was staying at an all-inclusive resort for one week. Three participants volunteered to carry around the BlackBerry with them while on vacation, but unfortunately due to technical problems one of the participants’ logged events did not save. Therefore the results presented in this section are the combined logged events from the remaining two participants, making a total of 15 logged harassment cases. Eleven of the 15 cases involved persistent vendors, two cases involved peddling of drugs, one involved begging, and one was listed as ‘other’. This ‘other’ referred to Participant A’s annoyance with restaurant employees and their refusal to give change back in the currency the participant paid with. Participant A elaborates by saying “*we went to pay with our American money and they would not give us American money back...what they’re doing is putting their Jamaican money currency over the American money, so we’re actually being screwed a little bit, not a little, but a lot for our currency.*” The BlackBerry participants logged most of their harassment experiences at the market (eight

cases), three cases occurred on the public beach, three cases occurred on the street, one incident occurred at a tourist attraction (Rick's Café), and one at the hotel (The Royal Decameron in Montego Bay). This variable may have some limitations, as the location is dependent on where tourists traveled to throughout their vacation stay. Fortunately, the two participants carrying around BlackBerries visited a variety of locations thought to be prone areas for harassment to occur.

Harassment Intensity

Not included in the survey content was this next question posed to the BlackBerry participants, which asked them to rate the intensity of each logged harassment experience. A 3-point Likert scale was used to portray the levels of intensity, high, moderate and low. Four of the 15 cases were rated as highly intense, five cases were rated at the moderate level, and six cases were rated low intensity. A highly intense harassment experienced was described by Participant A as *"I said no and kept walking and as I was walking he started to follow me, which kind of made me nervous and I looked around and there wasn't a lot of people around so I quickly walked to where there was a crowd."* Participant A also describes a low intensity harassment situation as just being caught off guard, as she explains, *"I was a little startled by this experience because this gentleman came up from the water, I was lying beside the sea, sun tanning and he just popped up out of the water."*

Feelings towards Harassment

Both sets of participants were asked how they felt about this behavior, specifically the survey participants were instructed to indicate this by placing an 'X' along a semantic differential scale between bipolar adjectives. As there are many responses to harassment possible, the researcher narrowed it down to six responses that could have been elicited; annoyance, feelings of unhappiness, anger, questions of safety, feeling threatened, or perhaps victimized. The scale was quantified for analysis purpose; 1 represented the negative end of the scale and 10 represented the positive end of the scale. Table 21 shows the mean values of each response as indicated by those who participated.

Table 21: Survey Participants' Responses to Harassment

Responses (Negative/Positive)	N	Mean
Annoyed/Not Annoyed	105	3.852
Unhappy/Happy	99	4.086
Angry/Not Angry	99	5.475
Unsafe/Safe	101	5.594
Threatened/Not Threatened	100	5.990
Victimized/ Not Victimized	99	6.586

Participants were fairly annoyed and unhappy, as the mean scores for these feelings approach the negative end of the scale. Mean scores for feeling angry and safe were situated in the middle of the scale, suggesting that no one was terribly angry towards the locals for harassing them, nor did anyone feel their safety was in jeopardy. When participants were asked if being harassed made them feel threatened, the average score was $\bar{x} = 5.990$. As this score is veering towards the positive end of the scale, participants felt less threatened by their harassment experience. Feeling victimized, like feeling threatened, was not so much of a concern to those who were harassed, as the mean score was $\bar{x} = 6.586$.

In order to go beyond this generalization to capture a more specific understanding of how harassment made participants feel, further probing was required. A K-Means Cluster Analysis was employed to analyze whether or not groups of participants with similar feelings towards harassment exist. Before a quick cluster analysis can be used however, a Principle Component Analysis was performed with the Varimax Rotation, as this specific method minimizes the number of variables that have high loadings on each component (Norusis, 1999). A two component solution was produced from the six responses describing participants' feelings about harassment, and accounts for 75% of the total variation in the data (Table 22). Component 1 relates highly with those variables that address feelings of participants' physical wellbeing (unsafe/safe, threatened/not threatened, and victimized/not victimized). Component 2, on the other hand, deals with concerns related to participants' emotional wellbeing (annoyed/not annoyed, unhappy/happy, angry/not angry).

Table 22: Factor Loadings for the Scale Describing Participants Feelings about Harassment

Variables N=114	Component 1	Component 2
Annoyed/Not Annoyed		.904
Unhappy/Happy		.773
Angry/Not Angry		.626
Unsafe/Safe	.865	
Threatened/Not Threatened	.926	
Victimized/Not Victimized	.817	
Eigenvalues	3.270	1.245
Explained Variance	54.50%	20.75%

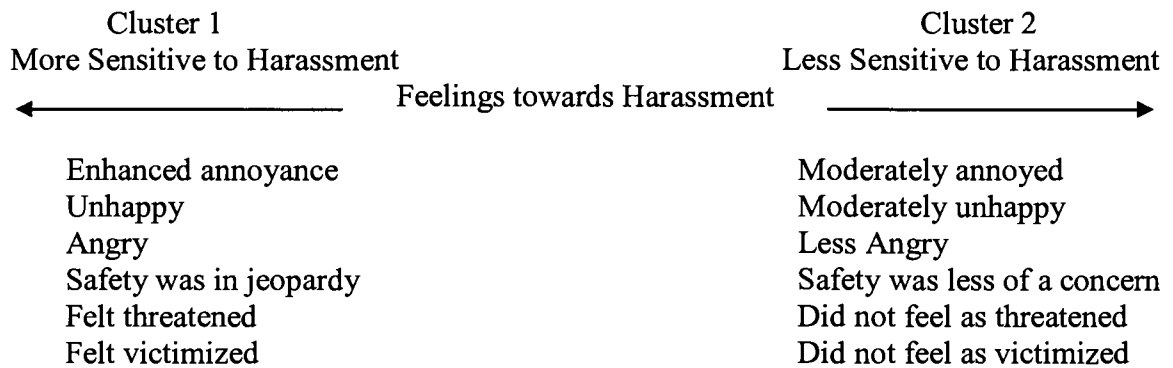
For each of the two components produced by the analysis, factor scores are created and saved as a new variable in the data set. These factor scores represent collectively all six original variables used to interpret participants' feelings about harassment, and can be used in place of these variables independently. The K-Means Cluster analysis uses these factor scores to segment participants into cluster memberships based on the set of specified variables; their feelings towards being harassed. In this case two cluster groups were produced, Cluster 1 contained 49 cases and Cluster 2 contained 46 cases, totaling 95 participants. Thus, the quick cluster determined that groups with similar feelings towards harassment do exist among those who participated, as shown by the cluster means of the variables (Table 23).

Table 23: Comparing Cluster Data Based on How Harassment made Participants Feel

	Mean
Annoyed/Not Annoyed	
Cluster 1	2.612
Cluster 2	5.293
Unhappy/Happy	
Cluster 1	2.959
Cluster 2	5.424
Angry/Not Angry	
Cluster 1	3.806
Cluster 2	7.326
Unsafe/Safe	
Cluster 1	4.071
Cluster 2	7.130
Threatened/Not Threatened	
Cluster 1	4.541
Cluster 2	7.609
Victimized/Not Victimized	
Cluster 1	5.306
Cluster 2	7.978

Cluster 1 has lower mean values on all six variables than Cluster 2, which means that these participants felt worse about their harassment experience causing them to describe how they felt more negatively. Harassment made Cluster 1 feel more annoyed, unhappy, angry, unsafe, threatened, and victimized. While Cluster 2 did not seem as annoyed, did not seem as unhappy, were less angry, did not fear much for their safety, and did not feel as threatened or as victimized. Once cluster groups have been established, the next step is to classify the groups of clusters based on their similarities. Figure 10 shows how the researcher classified these two cluster groups.

Figure 10: Classification of Cluster Groups



Now that cluster memberships have been identified and labeled, it is imperative to establish who these participants are within each cluster grouping. Using statistical tests such as the ANOVA and Chi-square, participants were compared on the basis of gender, age, and other relevant tourist and trip characteristics (see Table 24 and 25 below).

Table 24: Bivariate Analysis Comparing Cluster Groups on Tourist and Trip Characteristics

	Cluster 1	Cluster 2	χ^2	p.
Gender (N=95)				
Male	16	14	.054	.816
Female	33	32		
Age (N=94)				
Under 25	12	6	2.054	.358
25-44	23	26		
45-64+	14	13		
First Time to Jamaica (N=93)				
Yes	40	27	6.278	.012*
No	8	18		
Type of Accommodation (N=95)				
All-Inclusive	32	26	.770	.380
Non All-Inclusive	17	20		

* Significant at the .05 level

Table 25: ANOVA Analysis Comparing Cluster Data Based on Trip Characteristics

ANOVA	Mean	F	Sig.
DAY OF TRIP			
Cluster 1	4.83	.744	.390
Cluster 2	5.50		
TRIP LENGTH			
Cluster 1	9.83	.455	.502
Cluster 2	9.15		

* Significant at the .05 level

Both statistical tests revealed that only the first time or repeat visitor characteristic was statistically different at the .05 level. Both gender groups are relatively similar in each cluster, however in both cases there are more females than males. The age distribution is also relatively similar in both cluster groups. Cluster 1 is comprised of more first time visitors, while Cluster 2 has more repeat visitors. Cluster 1 has slightly more participants staying at an all-inclusive resort, while Cluster 2 has slightly more participants staying at non all-inclusive accommodations. There was no difference found between cluster groups and day of trip and trip length, as it appears both Cluster 1 and Cluster 2 are in the middle stages of their trip, although Cluster 2 appears to be on a later date.

It can be concluded based on these results that those participants who were more sensitive to their harassment experience were first time travelers to Jamaica. These participants were sensitive to their harassment experience perhaps because they were experiencing harassment for the first time, causing them to be more sensitive to this behavior. A majority of participants in Cluster 1 were also staying at an all-inclusive resort, so when they did venture outside the boundaries of their resort the experience of harassment may have been overwhelming, causing further sensitivity to this behavior. Participants who were less sensitive to harassment were repeat visitors to Jamaica. Repeat visitors would have either likely experienced harassment on (a) previous trip(s) to Jamaica or witnessed this local behavior happening to others, and therefore their level of sensitivity towards this local behavior is lower.

Similarly, BlackBerry participants were asked to describe how they felt about each logged harassment experience. The BlackBerry response options included level of annoyance, level of anger, level of safety, feeling threatened, feeling victimized, and a

sense of amusement. In this case, feeling unhappy was replaced with sense of amusement. Table 26 below shows the frequencies, as well as the mean values for each of the six possible responses to harassment.

Table 26: BlackBerry Responses to Harassment

Responses	Freq.	Mean
Annoyed	9	1.467
Somewhat Annoyed	5	
Not Annoyed	1	
Angry	5	2.200
Somewhat Angry	2	
Not Angry	8	
Unsafe	1	2.467
Somewhat Safe	6	
Safe	8	
Threatened	2	2.533
Somewhat Threatened	3	
Not Threatened	10	
Victimized	3	2.467
Somewhat Victimized	2	
Not Victimized	10	
Not Amusing	12	1.267
Somewhat Amusing	2	
Amusing	1	

Mean values of the adjectives were retrieved using a 3-point Likert scale, where 1 represented the negative response, 2 represented the neutral response, and 3 represented the positive response. As indicated by the mean scores, participants found their harassment situations both annoying and not at all amusing. However, in terms of being angry, safe, threatened, and victimized, the mean values show that participants chose the neutral response. These responses were also evaluated with reference to the level of intensity elicited from each logged event. In other words, does the intensity level of the harassment experience influence how participants felt about this behavior by the locals? Table 27 shows the frequency rates of each response variable based on intensity level. There is a pattern visible within each variable, showing that as the intensity of the

situation decreases, participants' feelings towards harassment shifts from negative to positive. However, when looking at the annoyance and amusing variable this pattern gives way, as participants remain highly annoyed and not amused regardless of harassment intensity.

Table 27: BlackBerry Responses to Harassment Based on Intensity

	High N = 4	Moderate N = 5	Low N = 6
Annoyed	3	3	3
Somewhat Annoyed	1	2	2
Not Annoyed	0	0	1
Angry	4	0	1
Somewhat Angry	0	3	0
Not Angry	0	2	5
Unsafe	1	0	0
Somewhat Safe	1	3	2
Safe	2	2	4
Threatened	2	0	0
Somewhat Threatened	1	1	1
Not Threatened	1	4	5
Victimized	2	0	0
Somewhat Victimized	1	1	1
Not Victimized	1	4	5
Not Amusing	3	4	5
Somewhat Amusing	1	1	0
Amusing	0	0	1

Reaction to Harassment

The next survey question asked participants to recount how they reacted in response to their most recent harassment experience. Potential reactions include saying no thank you, walking away, saying yes, looking the other way, or saying maybe later. These reactions could have been viewed by participants as limiting as there are numerous ways of reacting to such an experience. However, participants could have combined two or more of these reactions, or alternatively they could have made use of the 'other' option to accurately describe their reaction to being harassed. A majority of participants said no thank you (79.3%), 45% walked away from the harassment situation, a very small

percentage said yes (1.8%), 12.6% looked the other way, 26.1% ignored the harassing comments, and 16.2% excused themselves from the harassment situation by saying maybe another time (see Table 28).

Table 28: Reactions to being Harassed

N = 111		Freq.	Valid Percent
Said no thank you			
Yes		88	79.3
No		23	20.7
Walked away			
Yes		50	45.0
No		61	55.0
Said yes			
Yes		2	1.8
No		109	98.2
Looked the other way			
Yes		14	12.6
No		97	87.4
Ignored the comment			
Yes		29	26.1
No		82	73.9
Said maybe later			
Yes		18	16.2
No		93	83.8

As mentioned, some participants indicated that they reacted in a way that made use of more than one of these options. For example, ignoring the comment and walking away, or saying no thank you and walking away, or ignoring the comments by looking the other way. Predominately, participants were polite when approached in a harassment situation by saying no thank you and walking away. Participants' reactions would have also varied depending on what type of harassment was experienced, which is why this question was posed for their most recent harassment encounter only.

This question was posed to BlackBerry participants in audio format, allowing them to explain their reaction to the harassment situation, plus their reasons for reacting in a specific way. Participants were asked to describe what happened and their reaction to

the harassment experience using the audio recording option on the BlackBerry device. This question was transcribed and coded, and Table 29 presents the themes found within the data and how many times each participant complied with the designated theme. Three themes were recovered; saying no thank you and walking away, ignoring the comment and walking away, and showing interest and even choosing to make a purchase.

Table 29: Key themes and selected quotes by participants, generated from the question, “Describe what happened and how you reacted to this experience?”

Theme	Participant A	Participant B
Said “No Thank You” and Walked Away Participant A (4) Participant B (4)	<p>“I said no thank you and kept walking.”</p> <p>“I just very politely told her no thank you and tried to move on.”</p> <p>“When the gentleman started hollering at me, I did turn and look at him and I did say no thank you because he was asking me if I had a moment to spare and when I did say no thank you it was in fact another elderly woman that was sitting behind him that spoke to me in a very angry voice and said “just listen to what he has to say.” I just turned and I said no thank you for about the fourth time and I walked away.”</p>	<p>“I said sorry and no thank you, I can’t help you and just walked away.”</p> <p>“I said no thank you and just turned and looked the other way and kept on walking.”</p>
Ignored the Comment and Walked Away Participant A (1) Participant B (2)	<p>“I continually ignored this man that was continually hollering at me saying “hey lady, hey beautiful lady come here I want to talk to you,” I tried to ignore him, definitely tried not to make eye contact with him, I proceeded to move on to another place in the market. “</p>	<p>“I ignored them and kept on walking.”</p>
Interest/Purchase Participant A (2) Participant B (0)	<p>“I went along with the woman because she was showing us the way to the market and her little booth, and umm, she insisted that I go see her booth, so once I was there she allowed me to go in and see her goods, and insisted that I pick something out so she could make a deal.”</p> <p>“The woman pulled me into her shop and I felt at that point a little vulnerable, I did look at what she had and I did end up buying something.”</p>	

In cases where the locals were trying to sell drugs to the participants, a commanding “no” was in order. Participant A was sun tanning at the resort beach when a Jamaican man popped up out of the water wearing snorkel gear and asked her if she wanted to buy some drugs. Participant A responded by saying no, *“I did not want any of his marijuana, and then he tried to sell me Aloe Vera and then he moved on.”* Similar to the survey results, for most of the logged harassment cases Participants A and B responded politely by saying no thank you and walking away.

Who were you with?

The survey asked participants who they were with when the harassment incident occurred. Participants had the option of choosing one of the three options; by themselves, with one other person, or with more than one person. The aim is to find out whether tourists travelling alone versus with others results in having more or less incidents of harassment. Table 30 shows that 12% were alone, just over half of the participants (53.7%) were with one other person, and 34.3% were in groups of three or more when their latest case of harassment occurred. This means that tourists for the most part travel in groups of two or more, and because these participants have all been subjected to harassment, it appears the locals take advantage of every opportunity to harass tourists, no matter who they are with.

Table 30: Who you were with at the Time of Harassment

N = 108		Freq.	Valid Percent
By myself		13	12.0
With one other person		58	53.7
With more than one person		37	34.3

Comparable results were found among the BlackBerry participants, as they were either by themselves when the harassment incident occurred, with one other person, or in a group of four (see Table 31). The BlackBerry data offers additional information not elicited from the survey data, and includes details describing who the participants were with, for example their approximate age and gender.

Table 31: Key themes and selected quotes by participants, generated from the question, “Describe who was with you when the harassment occurred?”

Theme	Participant A	Participant B
Alone Participant A (4) Participant B (1)	<p>“No one was with me at the time. I was just lying on the beach all by myself.”</p> <p>“No one was with me at the time. My daughter was somewhere along the beach doing surveys.”</p> <p>“I was by myself at this point waiting for my daughters who were in another shop.”</p>	<p>“I was by myself”</p>
Two People Participant A (3) Participant B (2)	<p>“My mother was with me at the time and she’s a senior.”</p>	<p>“My sister was with me when the harassment occurred.”</p>
Two or More People Participant A (3) Participant B (2)	<p>“I had my mother, as well as my two daughters with me.”</p>	<p>“I was with my mom, my grandma and my older sister.”</p>

As indicated earlier in this section, the BlackBerry participants incurred two harassment incidents of drug peddling, and in both cases participants were alone. Participant B was approached by a Jamaican male who was trying to sell her drugs, as she explains, “*It was in the middle of the afternoon, and I was walking down the beach alone.*” Perhaps locals think that if the tourist is alone, they are more apt to say “yes” to what they are selling. The majority of the logged events involved pestering vendors, and this type of harassment occurred regardless of who participants were with. Just as with the survey participants, the locals will use every opportunity to try and make a sale.

Description of Who Harassed You

Going beyond the survey questions pertaining to the participants’ most recent harassment experience, with the aid of the BlackBerry technology participants were able to verbally describe who harassed them. This question was asked of the BlackBerry participants to help gain an understanding of who is harassing tourists. Table 32 below shows the themes found among the BlackBerry participants logged events, and selected quotes describing who harassed them in as much detail as possible. Four themes were evident amongst the logged events including descriptions based on age, weight, and

height, facial features, clothing, and hair colour and style. Both participants used a combination of these themes to describe who harassed them.

Table 32: Key themes and selected quotes by participants, generated by the question, “Describe the person/persons who harassed you in as much detail as possible?”

Theme	Participant A	Participant B
Age/Weight/Height Participant A (16) Participant B (5)	<p>“She was a Jamaican, a little over weight...”</p> <p>“The person who was harassing me was fairly tall, overweight, she was Jamaican female...and lots wrinkles, she looked somewhat older than her chronological age.”</p> <p>“...he was probably in the twenty-five to thirty-five age bracket, he was about, oh I want to say about six foot, probably about 200 pounds.”</p>	<p>“She was an older Jamaican woman with missing teeth...”</p> <p>“He was a Jamaican boy between the ages of 8 and 12...”</p> <p>“He was a Jamaican male, I guess probably in his twenties or thirties, kind of hard to tell...”</p> <p>“...she was probably in her thirties or forties.”</p>
Facial Characteristics Participant A (8) Participant B (3)	<p>“...she was Jamaican female, and she had no teeth...”</p> <p>“...he had three great big huge large teeth, and that was it in his mouth...”</p> <p>“And this women I would say would have to be in her fifties, only because she has an older looking face, very wrinkled.”</p>	<p>“He was a Jamaican male, he had a beard...”</p> <p>“She was a Jamaican woman, uh, missing some teeth...”</p>
Attire Participant A (6) Participant B (5)	<p>“...he was very unkempt, he had some sort of hat on, almost like those ones that the Jamaicans wear that are woven.”</p> <p>“...he had on a white t-shirt, blue jeans, a pair of sunglasses, he was carrying a backpack and his t-shirt did read a name, something tours, so that’s why I thought that maybe he was in fact a tour guide.”</p> <p>“...he had on a black bathing suit and a white knee brace, he also had a pair of black flippers...”</p> <p>“...he had on a short sleeve t-shirt which was very dirty.”</p>	<p>“...she was dressed in a skirt and a t-shirt...”</p> <p>“...he was wearing nothing but his underwear.”</p> <p>“...he was wearing a hat at the time, and scruffy clothes.”</p> <p>“...she was wearing a long skirt and kind of ratty clothes I guess.”</p>
Hair Colour/Style Participant A (2) Participant B (3)	<p>“...she had short curly hair...”</p> <p>“He was a very old looking man, grey hair...”</p>	<p>“...her hair was in a ponytail...”</p> <p>“...and dreadlocks...”</p> <p>“...she had braids in her hair, it was up, some grey hair...”</p>

Likelihood of Returning

The final question posed to the BlackBerry participants, asked them to rate their likelihood of you returning to the harassment location in the future. Table 33 shows that three harassment cases were extreme enough to make the participant not want to return to that location in the future. For instance, Participant A's annoying experience at Rick's Café in Negril, which is a major tourist attraction, has lead her to not want to return to this location in the future. Eleven locations were considered questionable, and one location was deemed very likely to return to in the future, The Royal Decameron. Harassment experienced at locations identified as having a 'somewhat' likelihood of returning, made participants cautious of that location, but was not severe enough to make them not want to return in the future.

Table 33: BlackBerry Participants Likelihood of Returning

	Freq.	Mean
Not at all likely	3	1.8667
Somewhat likely	11	
Very likely	1	

4.5 Harassments Impact on the Tourism Experience

In this section the third main objective of investigating if and how tourists' attitudes and experiences are influenced by host interactions and harassment behavior will be addressed. Participants were reminded to answer the following based on their overall harassment experience, instead of focusing on a singular event. The first question asked whether harassment has influenced their choice of a) venturing outside the boundaries of their resort; b) venturing to the local market; c) visiting local tourist attractions; d) going to the public beach; e) going out along; and f) going out at night. Table 34 shows the frequency results of part 'a', and the idea of venturing outside the boundaries of the resort still seemed valid to 47.2% of participants. For the other 52.8% of participants, their harassment experience has made them rethink the idea of venturing outside the resort. As there is a slim chance of being harassed within the confines of the

resort, tourists feel safe and comfortable, and are more likely to stay within those boundaries to avoid any further cases of harassment.

Table 34: Venturing Outside the Resort

N = 108		Freq.	Valid Percent
Venturing outside the resort			
Yes		51	47.2
No		57	52.8

When visiting the local market there is always a chance of getting harassed by vendors. This is a risk tourists are willing to take in order to experience a part of the local culture, and shop for traditional Jamaican souvenirs. Of those who participated, Table 35 shows that 53.2% said harassment has influenced their choice of visiting local markets. However, 46.8% said the opposite and would still go to local markets despite the threat of harassment. This reiterates the fact that some people are willing to bargain with the locals for a fair price on local merchandise, while others are not.

Table 35: Visiting the Local Market

N = 109		Freq.	Valid Percent
Visiting the local market			
Yes		58	53.2
No		51	46.8

Part 'c' asked whether participants experience with harassment overall has influenced their choice of visiting local tourist attractions. Table 36 reveals that a considerable percent of participants (84.1%) claimed harassment was not an influential factor when planning a trip to local attractions.

Table 36: Visiting Local Tourist Attractions

N = 107		Freq.	Valid Percent
Visiting local tourist attractions			
Yes		17	15.9
No		90	84.1

Harassment did however influence participants' choice to go to the public beach, which can be considered a tourist attraction, for example Seven Mile Beach in Negril, Jamaica. For some participants, going to the public beach is an everyday occurrence as this is considered their resort beach as well. On the other hand, for those who are staying at an all-inclusive resort, going to the public beach is a choice, and 39.3% said their choice to go has been influenced by harassment. The remaining 60.7% said that harassment has not influenced their choice of going to the public beach (see Table 37 below).

Table 37: Going to the Public Beach

N = 107		Freq.	Valid Percent
Going to the public beach			
Yes		42	39.3
No		65	60.7

Only 12% of participants were harassed when they were by themselves, suggesting that harassment may have an influence over whether people choose to go out alone. Of those who participated, 64.8% agreed that harassment has influenced their choice of going out alone (see Table 38). This high response could be due to the fact that there are more females than males who participated, and women tend to travel with at least one another person.

Table 38: Going Out Alone

N = 105		Freq.	Valid Percent
Going out alone			
Yes		68	64.8
No		37	35.2

The final part of this question asked if experiencing harassment has influenced participants' choice of going out at night. More than half of those who participated (59.3%) said harassment has influenced their decision to go out at night. Still, 40.7% thought harassment did not influence their choice of going out at night (see Table 39).

Table 39: Going Out at Night

N = 108		Freq.	Valid Percent
Going out at night			
Yes	64		59.3
No	44		40.7

It seems that participants' desire to explore the island outweighs the threat of being harassed. To some degree harassment has been part of participants' tourism experience so far on their vacation stay. The question still remains as to whether this experience has affected participants' tourism experience in a way that would convert their positive attitudes into negative attitudes towards the local people who display this behavior, and to the island of Jamaica itself. First, participants were asked if their vacation has been spoiled because of their experience with the local people. A small percentage of participants (9.4%) thought their vacation to be spoiled by the local people and their behaviors. The majority however did not hold this view point, as indicated in Table 40.

Table 40: Has your Vacation been Spoiled by the Local People?

N = 106		Freq.	Valid Percent
Vacation Spoiled			
Yes	10		9.4
No	96		90.6

Second, the researcher asked if participants' experience with the local people has put them off from returning to Jamaica in the future. Again, few agreed with this question (12.8%), and the remaining 87.2% of participants felt that their experiences with the local people would not deter them from coming back to Jamaica in the future (see Table 41).

Table 41: Have the Local People put you off from Returning to Jamaica?

N = 109		Freq.	Valid Percent
Returning to Jamaica			
Yes	14		12.8
No	95		87.2

Third, participants were asked if their experience of harassment has diminished their impressions of Jamaica. Just over 75% of those who participated said that harassment did not diminish their thoughts or views of Jamaica. In contrast, 23.6% said harassment did diminish their impressions of Jamaica as a whole (see Table 42). In this case it seems that for those who experienced harassment negatively, transferred these negative attitudes into poor impressions of the island as well.

Table 42: Has Harassment Diminished your Impressions of Jamaica?

N = 110		Freq.	Valid Percent
Diminished Impressions of Jamaica			
Yes		26	23.6
No		84	76.4

In summary, of those who were harassed and answered the above series of questions, a small percent (23.6%) maintained negative attitudes towards the island, a smaller percent (12.8%) were put off from returning to Jamaica due to their experience with the local people, and an even smaller percent (9.4%) considered their vacation ruined by the local people. Furthermore, participants were asked if they would recommend Jamaica to others. Predominately, 83.6% of participants would recommend Jamaica to others, while 16.4% would not, based on their vacation experience so far.

Table 43: Would you Recommend Jamaica to Others?

N = 110		Freq.	Valid Percent
Recommend Jamaica			
Yes		92	83.6
No		18	16.4

4.6 Comparing Harassment and Non-Harassed Participants

This final section of the results chapter will focus on the fourth main objective of this research study: to investigate how harassment impacts and changes tourists' attitudes towards hosts and sense of quality with the tourism experience. A Cross tabulations test, along with a Chi-square test was used to determine whether or not experiencing harassment was influenced by certain tourist or trip characteristics. Performing a Chi-

square test assumes nominal or categorical data is applied, which excludes two trip characteristics (current day of trip, and trip length) from the analysis. To supplement for this, a One-Way Analysis of Variance (ANOVA) test was performed on the trip characteristics, which allows for scale data. Table 44 and 45 shows the relationship between harassed and non-harassed participants and their tourist and trip information.

Table 44: Bivariate Analysis between Harassed and Non-Harassed Participants Tourist and Trip Characteristics

	Yes	No	χ^2	p.
Gender (N=192)				
Male	33	28	1.032	.310
Female	81	50		
Age (N=193)				
Under 25	20	10	2.671	.263
25-44	56	35		
45-64+	37	35		
Country of Origin (N=193)				
Canada	21	16	1.144	.766
U.S.A	52	40		
Europe	37	20		
Other	4	3		
First Time to Jamaica (N=192)				
Yes	77	43	4.480	.034*
No	35	37		
Type of Accommodation (N=194)				
All-Inclusive	72	62	4.527	.033*
Non All-Inclusive	42	18		

* Significant at the .05 level

Table 45: ANOVA Analysis between Harassed and Non-Harassed Participants Trip Characteristics

ANOVA	Mean	F	Sig.
DAY OF TRIP			
Yes	5.45	.333	.564
No	6.10		
TRIP LENGTH			
Yes	9.77	.318	.574
No	10.86		

* Significant at the .05 level

A Chi-square test was used to verify the relationship between gender and harassment. The Chi-square analysis revealed no significant difference between gender and harassed and non-harassed participants ($p = .310$, $\alpha = .05$). Gender had no bearing on whether participants were harassed or not, as both gender groups experienced high levels of harassment. Age was the next characteristic tested between harassed and non-harassed participants. In order to satisfy another assumption of the Chi-square test, the fourth age category (65 or older) had to be combined with the age group 45 to 64, due to a low frequency. In order for a Chi-square test to run properly, a minimum of five cases have to be present in each cell. Thus, the 45 to 64 age category was re-coded to include those few participants older than the age of 64. Age was deemed insignificant by the Chi-square test ($p = .263$, $\alpha = .05$), which means that age had no influence over whether participants were harassed or not. Categories within the country of origin variable were re-coded as well, again due to low frequency rates under each country. Specifically, participants from Mexico, Columbia, and Brazil were collapsed together to represent the 'other' category in the Chi-square test. Similar to age, country of origin was not statistically significant ($p = .766$, $\alpha = .05$).

There was a relationship found however, between first time and repeat visitors and harassed and non-harassed participants. With a statistical significance of $p = .034$ at the .05 level, of those who were harassed, first time visitor reported being harassed more frequently than repeat visitors. Repeat visitors familiarity with this local behavior would have taught them to avoid certain areas, or activities where harassment is prevalent. Or perhaps participants who are repeat visitors to Jamaica have become desensitized to harassment, and therefore do not view this behavior as an annoying issue, and just another part of traveling to the island. Harassment experiences were also proven to be related to the type of accommodations participants were staying in, as this variable had a statistical significance of $p = .033$ at the .05 level. The majority of participants staying in non all-inclusive accommodations experienced harassment more often than not. One may conclude that staying in non all-inclusive accommodations increases the level of host-guest interactions, therefore increasing the risk of being subjected to harassment. As all the services and amenities are found within all-inclusive accommodations there is no

need for visitors to venture outside the resort boundaries, therefore decreasing the likelihood of encountering any form of harassment.

The ANOVA test found neither day of trip or trip length to be related to experiencing harassment. Whether on your first day or sixth day of your vacation, harassment by the locals will occur given the opportunity. Trip length was also found insignificant, regardless of how long your planned vacation stay in Jamaica, the odds of experiencing harassment are high. In summary, gender, age, country of origin, day of trip, and trip length did not seem to influence participants' chances of experiencing harassment. On the other hand, first time or repeat visitor and type of accommodation was found to be related to experiencing harassment.

Further Cross tabulation and Chi-square analysis were undertaken to identify what impact harassment had on participants' attitudes towards the local people. Table 46 shows the results of participants' attitudes towards the local people based on whether or not they were harassed. As expected, those who experienced harassment portrayed slightly more negative attitudes towards the local people.

Table 46: Bivariate Analysis between Harassed and Non-Harassed Participants' Attitudes towards the Locals

	Yes	No	χ^2	p.
Overall Tourism Experience with the Local People (N=193)				
Very Good	35	48	19.983	.000*
Good	42	19		
Satisfactory	26	13		
Poor	10	0		
Experiences with the Local People Influencing thoughts on Jamaica (N=194)				
More Positive	46	35	8.313	.016*
Neutral	51	43		
More Negative	17	2		
Opinion of the Locals before Traveling to Jamaica (N=190)				
Like the Locals Very Much	21	26	6.608	.086
Like Most of the Locals	61	35		
Somewhat Like the Locals	26	15		
Not like the Locals	5	1		
Opinion of the Locals after Traveling to Jamaica (N=192)				
Feel Better (more positive)	36	34	9.645	.008*
Feel the Same	62	44		
Feel Worse (more negative)	15	1		

* Significant at the .05 level

Harassed participants rated their overall tourism experience with the local people slightly more negatively in comparison to those who did not experience harassment. The statistical significance of this variable was $p = .000$ at the $.05$ level. Also of statistical significance was the relation between harassed and non-harassed participants and their thoughts on Jamaica as influenced by the local people ($p = .016$, $\alpha = .05$). Although this variable was deemed significant by the Chi-square test, only a few harassed participants felt more negatively about the island of Jamaica based on their experience with the local people. These participants cannot separate their feelings about the local people from their feelings about the island they are representing. Furthermore, two non-harassed participants felt their impressions of Jamaica changed in the negative direction based on their experience with the local people. As these participants did not experience harassment themselves, an explanation for their change in attitude could be attributed to witnessing others being harassed.

Of insignificance was harassed and non-harassed participants' opinion of the locals before traveling to Jamaica ($p = .086$, $\alpha = .05$). As this question required participants to recall how they felt about the local people *before* coming to Jamaica, thus prior to experiencing harassment, it is not surprising that there is no relationship between these two variables. There was however a relationship between harassed and non-harassed participants' opinions of the locals *after* traveling to Jamaica ($p = .008$, $\alpha = .05$). Experiencing harassment was enough to change participants' opinions about the local people from their initial thoughts prior to traveling to Jamaica. Participants who were harassed expressed slightly more negative opinions of the local people following their experience with them.

It seems that harassment is an impressionable experience for those participants who have been subjected to this negative behavior while on vacation in Jamaica. It has been determined that some of those who have encountered harassment rated their experience with the local people as poor, and their opinions of the locals worsened in lieu of this behavior. It has yet to be determined whether or not harassment has caused those who were harassed to describe the local people negatively as well. Thus, the difference between harassed and non-harassed participants description of the local people was

compared using an ANOVA (see Table 47). The ANOVA test was used to test the variance for each of the ten descriptive characteristics, and if a difference in variance is revealed then harassment can be said to influence participants' description of the local people. Assumptions of the ANOVA test include the data to be ordinal or ratio scale data, thus the analysis of variance test was appropriately applied in this case.

Table 47: ANOVA Analysis Comparing Harassed and Non-Harassed Participants on their Description of the Local People

ANOVA	N	Mean	F	Sig.
Unfriendly/Friendly				
Yes (Harassed)	112	7.933	7.749	.006*
No (Non-Harassed)	80	8.550		
Disrespectful/Respectful				
Yes	111	6.775	40.568	.000*
No	80	8.469		
Unreliable/Reliable				
Yes	108	6.829	19.789	.000*
No	78	8.077		
Dishonest/Honest				
Yes	109	6.482	27.204	.000*
No	78	8.045		
Unhappy/Happy				
Yes	112	7.969	12.084	.001*
No	80	8.738		
Impolite/Polite				
Yes	111	7.396	19.141	.000*
No	80	8.531		
Irritating/Not Irritating				
Yes	110	5.446	7.552	.007*
No	73	6.493		
Annoying/Not Annoying				
Yes	108	5.417	12.517	.001*
No	73	6.706		
Threatening/Not Threatening				
Yes	109	6.583	.103	.749
No	72	6.701		
Not Willing to Help/Willing to Help				
Yes	111	7.743	3.884	.050*
No	76	8.257		

* Significant at the .05 level

Results show that all descriptive characteristics but threatening/not threatening were statistically significant. This means there was a difference between harassed and non-harassed participants descriptions of the local people based on the ten given characteristics. Those who were harassed described the local people slightly more negatively than those who were not harassed, as the mean values for these participants approach the negative end of the scale (1 being least favorable and 10 being most favorable). Take for example the descriptive characteristic friendly/unfriendly. Those who were harassed had a mean score of $\bar{x} = 7.933$ and those who were not harassed had a mean score of $\bar{x} = 8.550$. It should be acknowledged however, that these mean values are still relatively high, suggesting that even though participants were harassed, they still viewed the local people favorably.

The researcher was also interested in whether or not harassment changed participants' attitudes towards the local people over time (the course of the vacation stay). As the majority of participants reported staying for a weeklong vacation (N=65), the researcher used this time period to examine how participants' attitudes towards the local people changed over time. Figure 11 below shows the average of each descriptive characteristic for those who were surveyed on each of the seven days.

Figure 11: Graph of Participants' Attitudes towards the Local People Over Time

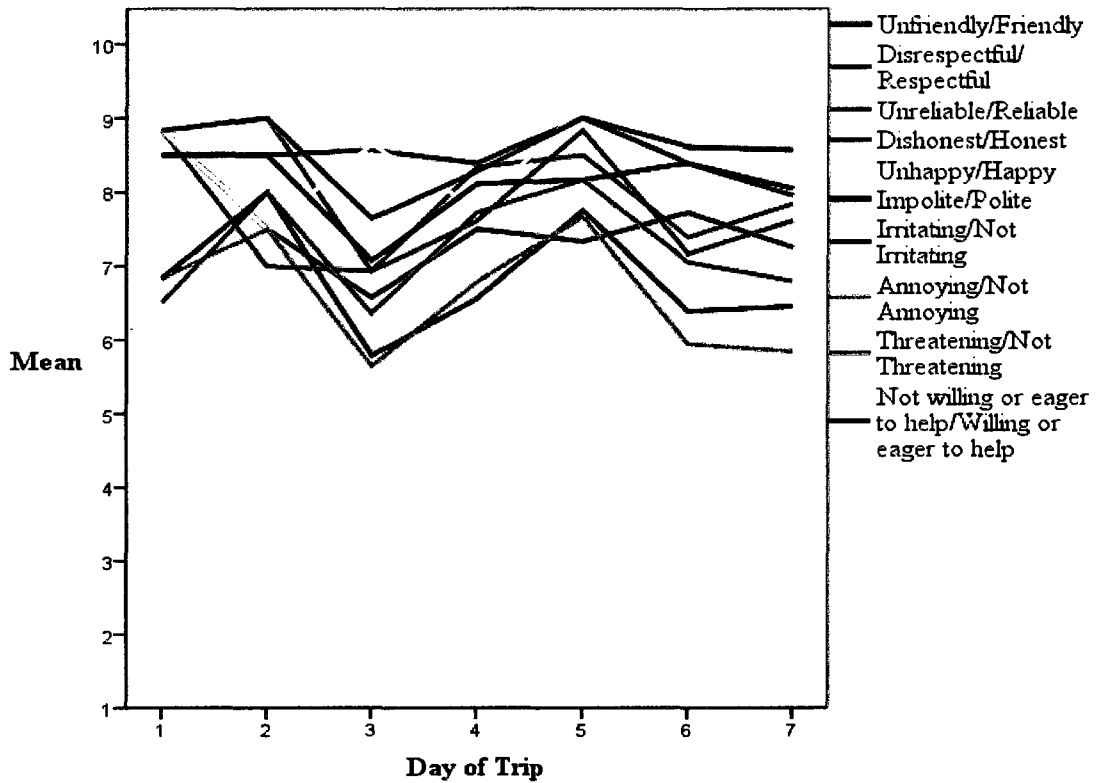


Table 48: Number of Participants Surveyed Over the Course of a Week (N=65)

Day of Trip	Freq.	Valid Percent
1	3	4.6
2	2	3.1
3	9	13.8
4	11	16.9
5	6	9.2
6	10	15.4
7	24	36.9

A few interpretations can be made by observing the general trend in the data shown in the above graph. To begin, participants' attitudes towards the local people were all fairly positive, as indicated by the mean values of the ten descriptive characteristics. Secondly, participants' attitudes were initially positive on the first day and then show a general decline on the second and third days. Attitudes begin to increase again on the fourth and fifth days, and then there is another decline in attitudes on the sixth day, nearing the end

of participants planned vacation stay. On the seventh day, attitudes either continued to remain positive, or became slightly more negative. The researcher can conclude from these findings that participants' attitudes fluctuate greatly from positive to negative over time.

Figure 12 shows harassed participants' attitudes towards the local people over time. As participants were not asked to indicate when their latest incident of harassment occurred, the researcher can only speculate the decline in participants' attitudes are due to experiencing harassment. Evident is that harassed participants' attitudes are initially positive in the beginning of their vacation and decline dramatically on the third day. Attitudes gradually increase again over the fourth, fifth, and sixth day, and again show a slight decline on the last day of participants planned vacation stay. It seems that harassed participant attitudes towards the locals are negative earlier on in their trip as opposed to non-harassed participants (see Figure 13). Non-harassed participants do not show negative attitudes towards the local people until the end of their vacations stay.

Figure 12: Graph of Harassed Participants' Attitudes towards the Local People Over Time

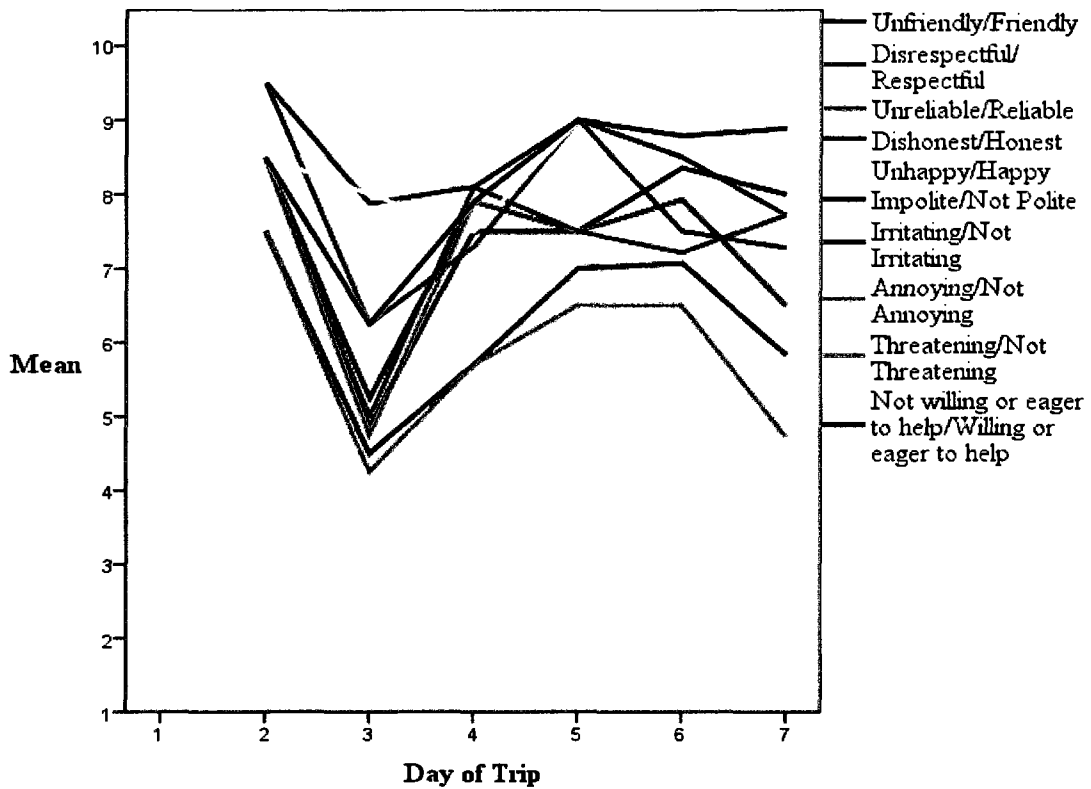


Table 49: Number of Harassed Participants Surveyed Over the Course of a Week (N=32)

Day of Trip	Freq.	Valid Percent
1	0	0
2	1	3.1
3	4	12.5
4	6	18.6
5	2	6.3
6	8	25
7	11	34.4

Figure 13: Graph of Non-Harassed Participants' Attitudes towards the Local People Over Time

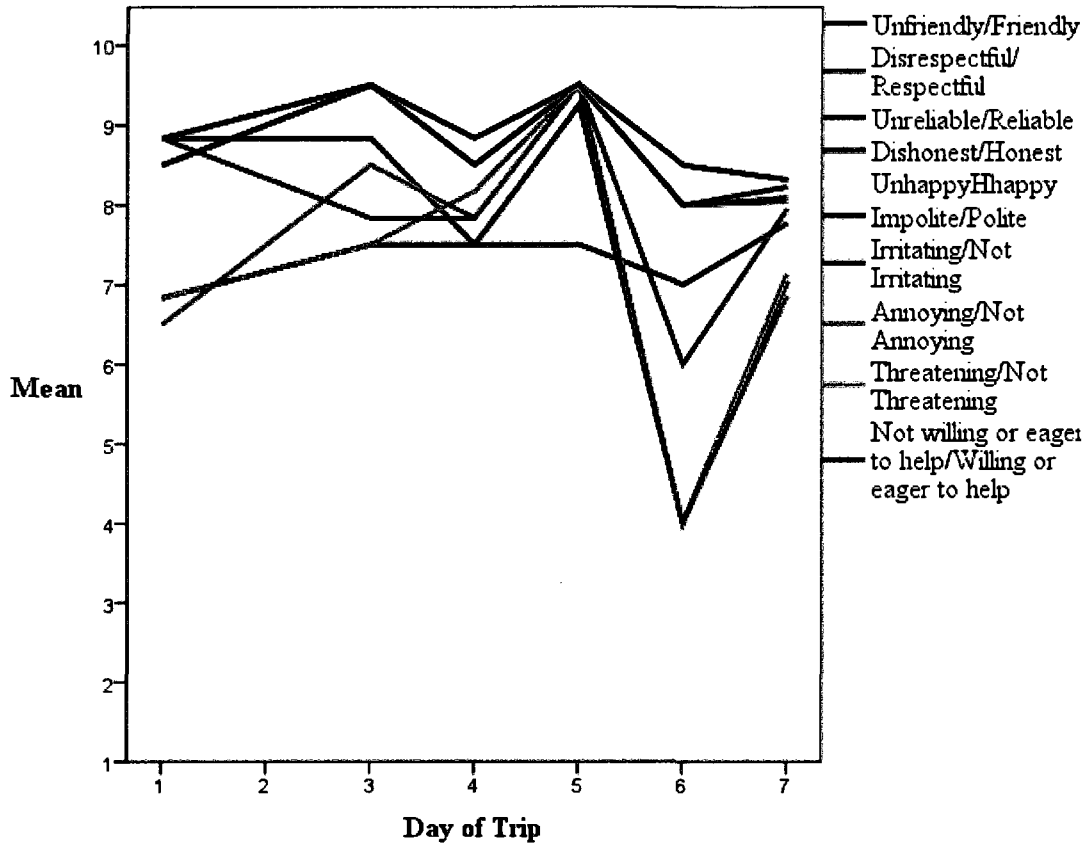


Table 50: Number of Non-Harassed Participants Surveyed Over the Course of a Week (N=26)

Day of Trip	Freq.	Valid Percent
1	3	11.5
2	0	0
3	5	19.2
4	3	11.5
5	2	7.7
6	2	7.7
7	11	42.3

The above graphs should be interpreted with caution, as the sample size was restricted to only those staying for a seven day period. Further interpretations of these findings are presented in the discussions chapter, and their relevance to past literature.

The researcher concluded data analyses by looking at the difference between harassed and non-harassed participants and their overall vacation satisfaction, intend to recommend, and intent to return. If participants are still describing the local people in positive terms despite being harassed, then perhaps their overall tourism experience will also be viewed positively rather than negatively.

Table 51: Bivariate Analysis between Harassed and Non-Harassed Participants' Thoughts of Jamaica

	Yes	No	χ^2	p.
Has your Trip been Spoiled because of the Locals (N=131)				
Yes	10	1	0.777	0.378
No	96	24		
Has Harassment Diminished your Impression of Jamaica (N=134)				
Yes	26	2	2.791	0.095
No	84	22		
Has Experiences with the Locals put you off from Returning to Jamaica (N=134)				
Yes	14	2	0.454	0.501
No	95	23		
Would you Recommend Jamaica (N=136)				
Yes	92	24	1.261	0.262
No	18	2		

* Significant at the .05 level

There was no significant difference found between harassed and non-harassed participants and the four variables in Table 51 above. For the majority of participants, the local people did not spoil participants' vacation, nor did harassment diminish their impressions of Jamaica. Harassed participants' experience with the local people did not put them off from returning to Jamaica in the future, and these same participants would still recommend Jamaica to others. However, there are still some participants who felt their vacation was spoiled by the local people, who felt their impression of Jamaica were diminished, who would not return in the future, and who would not recommend Jamaica to others. Overall, harassed participants' positive experiences sustained while on vacation outweigh any negative experiences, such as harassment by the local people.

The last two questions posed on the survey were open-ended, and asked participants how their experience of harassment affected their attitudes towards the local people, and how their experience of harassment influenced their overall tourism

experience. Responses frequently elicited for the first question included: no affect, avoid contact, sad, sympathetic, empathetic, annoyed, wary, nervous, part of the local culture, locals just trying to make a living, expected this behavior. Common responses for the second question included: no affect, doesn't bother me, avoid certain areas, hesitant to venture outside the compound, will not come back, minimal impact, will be prepared to handle this behavior next time, leaves a negative overall impression, not representative of the entire local community, and understand the need to make money.

4.7 Conclusion

This chapter provided a detailed interpretation of the results found from both the survey data and the BlackBerry data. Numerous levels of analysis were used in this research study, including graphs, frequencies, means, analysis of variance, factor analysis, Chi-squares, and K-mean cluster analysis. The objectives of this research study were kept in mind when choosing how the data was analyzed. The results are further evaluated in the discussions chapter with respect to the past literature introduced in chapter two.

Chapter Five: Discussion

5.0 Introduction

In this chapter, the general conclusions made from the quantitative and qualitative results are discussed using past literature and theory introduced in chapter two. The theoretical contribution of this research has been divided into four major areas for discussion: the tourism product literature; residents' attitudes towards tourism literature; tourists' attitudes towards hosts literature; and harassment literature. In some instances, caution was used in the examination of tourists' attitudes towards the local people over time and when analyzing the qualitative data due to the small sample size. This research also contributes methodologically. Past researchers gathered information on harassment derived from satisfaction exit surveys. This research is the first of its kind to gather information on harassment using surveys collected *during* the tourism experience. Furthermore, the survey used in this research study adds to the literature with the different types of questions used to examine tourists' harassment experiences, their attitudes, and future behaviorally intentions. The BlackBerry technology used in this study also gathered participants "in the moment" harassment experiences using an event-log catered for the purpose of this research. As this use of the technology is relatively new to the field of tourism, this also contributes as an alternative method of collecting data. Lastly, the practical implications of this research study will be discussed. The results found can inform tourism industry decision makers of where harassment against tourists takes place, what type of harassment is most often encountered, how harassment influences tourists' perceptions and attitudes, and how it affects their sense of quality with the tourism experience. Recommendations for mitigating the issue of harassment against tourists will conclude this discussion chapter.

5.1 Theoretical Contribution

5.1.1 Research Contribution to the Tourism Product Literature

This research study supports the overall findings put forth on the significance of the destination image and the destination's tourism product for providing a supportable foundation for positive tourism experiences to take place. Past literature suggests that a perceived sense of quality with the tourism experience leads to vacation satisfaction and

positive future behaviors like recommendations and repeat business. A quality and satisfying tourism experience is largely dependent on tourists' perceptions of their interactions with the destination's tourism product meeting or exceeding their expectations. Tourists' expectations begin with the formation of the destination image and anticipated tourism experience. The literature shows that destination image formation can be influenced by a number of different sources. The Jamaican Tourism Board (JTB) found through their Visitor Opinion Survey for the 2005/2006 tourist season that family and friends, past experiences, internet websites, travel agents, and brochures were among the top factors influencing tourists' decision to vacation in Jamaica. This research study found that 35% of participants were repeat visitors, perhaps utilizing their past experiences to influence their current decision to revisit the island. For the remaining 65% of first time visitors to Jamaica, it is not certain which influential factors were most important in their decision making process.

In this research study, participants were asked two key questions that took into account their expectations prior to vacationing in Jamaica. The first asked participants to recall their thoughts about the local people before coming to Jamaica. Three quarters of participants expected to like most of the locals, or to like the locals very much. The remaining participants expected to only somewhat like the locals and even fewer expected to not like the locals at all. Overall, participants' pre-trip image towards the local people was positive. The second question asked participants to recall whether or not they thought harassment would have been an issue for them while on vacation in Jamaica. Fifty-nine percent of participants anticipated harassment would be an issue. Of the 59%, 32% are repeat visitors and 68% are first time visitors. Many first time visitors are still attracted to the island regardless of their awareness of harassment. However, it is not certain whether or not these first time visitors will change their perceptions of Jamaica and the local people if or when they actually experience harassment. It is important to recognize the repeat business the island maintains, despite the issue of harassment. As stated by Joppe, Martin, and Waalen (2001), it cost five times more to obtain new customers than to keep existing ones, therefore in the case of Jamaica, focusing on the expectations of repeat visitors and maintaining their satisfaction with the quality of the tourism experience is vital to the success of the destination's tourism industry.

At the destination, tourists' perceptions are compared against their expectations, which help shape their attitudes and sense of quality with the tourism experience. Consensus within the literature points to the destination product as being comprised of a number of different attributes, most notably categorized as destination environments and service infrastructure (Murphy et al., 2000). Murphy et al. (2000) suggest that "each 'moment of truth' encountered with the destination environment and its service infrastructure becomes a thread woven into the traveller's overall sense of trip quality. Indeed, the more positive those encounters are the stronger the sense of quality" (p. 46). To gain a sense of participants' perceptions of the destination product in Jamaica, they were asked to rate attributes of the destination in terms of satisfaction. The destination attributes included the beach, accommodations, food, scenery, shopping facilities, recreational activities, tourist attractions, and service. Each of the above attributes, or constructs as referred to by Murphy et al. (2000), fall within the author's conceptual model, and help determine participants' sense of quality with the tourism experience. Overall, participants perceived a sense of quality with the tourism experience as they were highly satisfied with the destination product and its attributes (all scored a mean value greater than seven, except for shopping facilities).

The tourism industry has been pegged as being dominated by service, and in accordance with Smith's (1994) conceptual model of the tourism product, hospitality (the manner in which the service is carried out) is what resonates with tourists' perception of the actual service experienced. Furthermore, according to Kozak (2007), hospitality is important in developing positive memories and stimulating tourists to return in the future. Thus, the researcher wanted to go beyond a general sense of quality with the destination product (both environments and service) and specifically look at tourists' perceptions of the local people, who play an important role in shaping the tourism experience. The researcher took note of Parasuraman et al.'s (1985) ten determinates of service quality, and Woods and Deegan's (2003) notion of the importance of using evaluative criteria for setting standards reflecting consumer expectations and perceptions, to devising a scale reflecting participants' evaluation of the local people. Participants were asked to describe the local people based on ten descriptive characteristics. Of Parasuraman et al.'s (1985) ten determinants of service quality, reliability was used, responsibility was used in the

form of willingness/eager to help, courtesy was used in the form of friendliness, respect, and politeness, credibility was used in the form of honesty, and security was used in the form of threatening. The remaining descriptive characteristics included happy, irritating, and annoying. On average, participants described the local people in positive terms on all ten descriptive characteristics.

Unlike Parasuraman et al.'s (1985) initial intention of the ten determinants being used as evaluative criteria for forming expectations about and perceptions of service quality, the determinants instead were used to create evaluative criteria for forming expectations about and participants' perceptions of the local people. Although service quality was not specifically addressed in the descriptive characteristics, the tourism sector is predominately a service industry, of which the local people are undoubtedly an integral part. The service industry requires much cross-cultural interaction between hosts and guests, and as such, some participants may only encounter locals in a service setting, therefore their description of them will be based on this interaction. On the other hand, for others who also encountered locals outside of a service setting, their description of them will likely be based on a collective interpretation. However, this might not always be the case, especially if participants encountered a negative host-guest interaction powerful enough to overshadow their positive interactions, for instance experiencing harassment. This was tested for by using an ANOVA analysis comparing harassed and non-harassed participants on their description of the local people. As indicated in the results chapter, those who were harassed described the local people slightly more negatively than those who were not harassed, although their description was still fairly positive. Hosts' ability to influence tourists' attitudes, sense of quality, and satisfaction through their attitudes and behaviors can be disconcerting. Negative attitudes and behaviors towards tourists, like harassment, have the power to cause dissatisfaction and complaints, decrease spending behavior, and discourage future visitation (Kozak, 2007).

5.1.2 Research Contribution to the Tourism Experience using Theory from the Resident' Attitudes towards Tourism Literature

Tourists' perceptions and attitudes toward host communities remains an area about which relatively little is known and which offers potential for theory development (Carmichael, 2006). Carmichael (2006) further suggests that it may be possible to use the

theory developed for understanding resident attitudes and apply this theory to tourists. This research study attempts to fill this gap in the literature by taking frameworks, theories, life cycle models, and concepts used to interpret residents' attitudes towards tourism/tourists and applying them to tourists' attitudes towards hosts. In the literature review, the social exchange theory, tourism development cycles, and the concept of segmentation were presented to help explain variation in residents' perceptions and attitudes towards tourism. It was important to examine residents' attitudes towards tourism and tourists as hosts play a vital role in a tourist destination's success or failure. "The needs and wants of the visitor have to be satisfied because providing quality experiences for them by the host community will increase the desire for future interactions between hosts and guests" (Hudman and Hawkins, 1989, as cited in Ap, 1992). Ap (1992) was quoted in the introductory chapter as highlighting the importance of the host-guest relationship, and the implications of this interaction on the quality of life for residents and on the quality of the tourism experience for tourists.

According to Ap (1992), in a tourism setting the goal of social exchange is to achieve outcomes that obtain a balance of benefits and costs for both residents and tourism actors. The social exchange theory deals with expected costs and benefits, and if the costs of the exchange are perceived to outweigh the benefits, negative attitudes and behaviors are likely to ensue. When this logic is applied to tourists, tourists' expectations for a given social interaction are weighed against the costs and benefits obtained from that encounter. Ap (1992) also mentions that "perceptions may change to a more positive disposition, despite initial opposition stemming from having tourism forced upon the community" (p. 669). Similarly, in this research study participants' perceptions may change to a more positive disposition, despite initial opposition stemming from having harassment forced upon them by the local people. For example, if experiencing harassment by vendors results in a valued purchase, then perceptions may change to a more positive disposition despite initially being negative, because the benefits (purchase) outweigh the costs (harassment). In a larger context, harassment is just one element of the tourism experience, and may not even be perceived by some tourists as a cost. However, if harassment is perceived as a negative impact affecting the tourism experience, this local behavior can still be outweighed by other positive attributes of the tourism

experience. If this is the case, tourists see the other attributes of the tourism product as positive (benefits), outweighing any negative impact (costs), like harassment, resulting in positive attitudes overall and quality tourism experiences.

Residents' attitudes towards tourism have been noted to change as the tourism industry develops (Hernandez et al., 1996). This shift in attitudes is explained by the social exchange theory as being dependent upon residents' perception of power over their surroundings compared with that of the tourism industry (Ap, 1992). Increased numbers of tourists may make residents feel at a disadvantage, the social exchange is no longer balanced, and the costs are perceived to outweigh the benefits. If residents perceive the relationship between themselves and tourists as imbalanced, and that tourists have a higher level of power, then hosts' attitudes can become negative. If these negative attitudes turn into negative behaviors towards tourists, then tourists' attitudes towards residents may also become negative in return. In this research study, it was noticed that harassed participants consistently rated their perceptions of, attitudes towards, and experiences with the local people slightly lower than those who were not harassed. Thus, the negative local behavior of harassment may have influenced participants' attitudes negatively as well. Alternatively, when participants experience harassment, they may feel that the social exchange is imbalanced, and therefore perceive themselves as having less power, and the costs outweigh the benefits. This could also explain the differences shown in the data between harassed and non-harassed participants' attitudes towards the locals.

Butler's (1980) life cycle model describes the evolution of tourist destinations as they move through the stages of exploration, involvement, development, consolidation, stagnation, to either the rejuvenation stage or to the decline stage. Kozak (2007) references Butler's (1980) life cycle model as having influence over the degree and type of host harassment experienced by tourists. Kozak (2007) noticed in Turkey that the prevalence of informal businesses, selling clothes and gifts from temporary, make-shift premises like on beaches and streets may reflect the stage of development the tourism industry is in. The current data showed that beaches, specifically the public beach and streets were highly prone areas for harassment in Jamaica.

In terms of degree, 87.6% of participants were harassed more than once on their vacation so far. The degree of harassment experienced by tourists may be linked to the

amount of communication experienced between hosts and guests. The level of communication increases for those participants who are staying in non all-inclusive versus all-inclusive accommodations. Participants who reported staying in a villa, condo, apartment, or hotel have to interact more with the local people in public spaces in order to receive everyday amenities, thus increasing their likelihood of experiencing harassment. Participants staying in an all-inclusive resort have all their amenities included, and are safely confined within the boundaries of the resort. This was confirmed by comparing harassed and non-harassed participants and type of accommodations. The data shows that participants staying in non all-inclusive accommodations experienced more harassment than those staying in an all-inclusive resort.

In terms of the different types of harassment experienced by tourists in Jamaica, verbal, sexual, and physical harassment were viewed as extreme forms of harassment, while vending, peddling of drugs, and begging, although less extreme, were found to be more intense. Vending was the most recognized type of harassment experienced by tourists in Jamaica. According to Butler (1980), the trends noticed in Turkey and in Jamaica are representative of the “consolidation stage” of the tourism development cycle. In this stage, resort areas continue to develop, further segregating those locals involved with the tourism industry from those locals who are not. Vending or informal businesses become more common in non-resort areas in efforts to make a living.

As tourist destinations cycle through the development stages of Butler’s (1980) model, residents’ attitudes towards tourism are anticipated to shift, a process depicted by Doxey’s (1975) Irridex scale. The basic premise is that as tourist destinations become more developed, residents become increasingly more irritated towards tourism. Residents’ initially positive attitudes towards tourism become more negative as residents move from euphoria to apathy to annoyance to antagonism. Carmichael (2006) put forward that Doxey’s (1975) Irridex model, while developed to apply to residents, might also apply to tourist experiences. When considering the touristic experience, tourists’ attitudes can change over the course of a single trip or tourists’ attitude can change as they visit the same destination at different time periods (Carmichael, 2006). The former was tested for by asking participants to state what day of the trip they were on. By surveying participants *during* their trip, the researcher was able to capture an array of

tourists on different days, and thus was able to capture a wide range of attitudes over time. The researcher chose to focus on those participants who were staying for a seven day period, as this length of stay was the majority. The researcher used this information to plot out participants' attitudes towards the local people over time (seven days). According to Doxey's (1975) Irridex model, a negative linear progression of participants' attitudes should be visible. When looking at Figure 11 (p. 97), participants' attitudes towards the locals seem to go from euphoria to apathy, but then back up again to euphoria instead of continuing to annoyance and antagonism. Doxey's (1975) Irridex model was not applicable in this case as participants' attitudes went from positive to negative and then back to positive again.

Ideally, as participants become more and more irritated with the host behavior of harassment, their attitudes towards the locals should progress through Doxey's (1975) Irridex model. The researcher compared harassed and non-harassed participants' attitudes towards the local people to see if this progression was noticeable. Harassed participants showed extremely negative attitudes towards the local people on the third day of their trip. Yet, this trend does not progress in the direction of change predicted by Doxey (1975). Actually, the general trend depicted in Figure 12 (p. 99) fits more into Oberg's (1960) four stages of culture shock (as cited in Carmichael, 2006). Participants show initially positive attitude towards the local people in what Oberg (1960) refers to as the "honeymoon stage". Participants decline in attitudes towards the local people represents the "hostility stage", which is followed by a "recovery stage". In this stage, participants begin to cope with this negative experience, and eventually, according to Oberg (1960), begin to accept this local behavior of harassment as part of their vacation (the "adjustment stage"). Culture shock is a reaction displayed by tourists when encountering problems with host members, and is said to influence the quality of the tourism experience (Carmichael, 2006). If participants could not overcome the problem of harassment, they would remain in the "hostility stage" of culture shock, and their sense of quality with the tourism experience would be decreased. On the other hand, for those participants who accepted and adjusted to this local behavior, their sense of quality with the tourism experience would remain positive.

Figure 13 (p. 100) displays non-harassed participants' attitudes towards the locals.

The general trends in attitudes seem to be fairly positive throughout the vacation stay, with a slight dip noticeable on day four, but then an extreme change in attitudes in the negative direction noticeable on day six. In a study of mood change during a holiday, this “decline phase” 80-90 percent into the holiday trip, can be explain as the period where tourists start to think about travelling back home and start to reflect back on how fast their trip went (Bryant and Veroff, 2007, as cited in Nawijn, 2009). Even if participants in this current research study felt bad about having to leave, that does not explain why their attitudes towards the local people changed in the negative direction near the end of their trip. One suggestion offered by the researcher is that although these participants did not experience harassment, perhaps they witnessed this local behavior happening to others throughout their vacation and felt aggravation towards them nearing the end of their trip.

Doxey’s (1975) Irridex model was also considered in the context of tourists’ change in attitudes as they visit the same destination at different time periods. This was tested for by asking participants if they were first time or repeat visitors to Jamaica. In this case, Doxey’s (1975) Irridex model would still not be applicable, as it is assumed that repeat visitors are choosing to come back to the same destination due to their positive affiliations with it. Repeat visitors would not show the unidirectional change anticipated by Doxey (1975) over the course of visiting the same destination more the once.

The segmentation approach has also been used to determine how residents’ attitudes towards tourism differ within the same population. This approach was used in this research analysis in two ways: a priori and a posteriori. Segmentation using the a priori method refers to the researcher’s choice of analyzing participants based on whether or not they were harassed. In this respect the sample population was divided into two groups ahead of time in order to determine if differences existed among harassed versus non-harassed participants. The data shows that harassment did influence participants’ perceptions of, attitudes towards, and experiences with the local people.

Unlike the a priori method where segmentation is determined before the analysis, the a posteriori method refers to segmentation of the sample population after data analysis. In this case, the K-Means Cluster analysis conducted on participants’ responses towards their latest harassment experience produced two cluster memberships. Cluster 1 and Cluster 2 were grouped based on participants sensitivity towards harassment. Factors

that influenced participants' responses towards harassment include gender, age, first time or repeat visitor, type of accommodation, day of trip, and trip length. Although first time or repeat visitor was the only factor found to be significantly predictive of harassment sensitivity. Cross-cultural interactions between hosts and guests can produce anxiety and uncertainty about the service outcome, especially when tourists feel they have no control over the situation (Weiermair, 2000). The same anxiety can be produced within a harassment situation where the tourist is in an unfamiliar place and the intentions of the harasser are not certain. Perhaps this is why the less-familiar first time visitors are more sensitive towards harassment than repeat visitors who have more destination experience.

5.1.3 Research Contribution to the Tourists' Attitudes towards Hosts Literature

One factor thought to influence the overall tourism experience with the local people is the amount of host-guest interaction. According to the "contact model" of the Social Psychology of Intergroup Conflict, contact between individuals from different groups creates an opportunity for mutual acquaintance, enhances understanding, and acceptance among the interacting members (Milman et al., 1990). Although traditionally, the "contact model" was used in the field of tourism to help improve international relations between groups of conflicting backgrounds, the underlying principles of the model can be applied to this research study. The researcher asked participants to rate their level of contact with the local people so far on their trip. Predominately, participants reported having moderate to high levels of contact with the local people. In this respect, the contact levels reported between hosts and guests should provide tourists ample opportunity to learn positive information about the local people and the island of Jamaica. If participants had any misgivings about the local people before their vacation, as per the "contact model", the touristic experience should induce positive attitude change.

As previously stated, the majority of participants' opinions of the local people before travelling to Jamaica were positive. Less than four percent (3.4%) of participants expected to not like the local people of Jamaica. Pizam et al. (2000) suggests that "the more favourable the feelings of the tourists towards their host, the more positive the change in attitudes towards hosts and the destination" (as cited in Thyne et al., 2006, p. 202). Thus, when participants were asked if their attitudes towards the local people

changed as a result of their interaction, the majority either felt the same or more positive than before. A small percentage (7.7%) felt worse after having interacted with the local people on vacation so far. In this case, participants predominately held favorable feelings towards the local people before traveling to Jamaica, and therefore after their touristic experience with them, attitudes remained favorable or changed in the positive direction. These results are opposite to what previous studies have found when employing the “contact model”. Amir and Ben-Air (1985), Milman et al. (1990), Pizam et al. (1991), and Anastasopoulos (1992) studied tourism as a mediator of attitude change by using the premise of the “contact model”, but found inconsistent results. Their findings suggest that the majority of tourists’ attitudes changed in the negative direction as a result of the touristic experience, with only slight positive changes occurring.

There are a few differences however between these previous studies and this current research, which may account for the opposite results found. Unlike the pre- and post- trip questionnaires that were used in the previous studies to capture attitude change based on the touristic experience, in this research study participants were surveyed *during* the tourism experience. The intention of this research study was not necessarily attitude change as a result of the tourism experience, but how attitudes are impacted by the tourism experience. However, perhaps because data was collected *during* the touristic experience and not after, the researcher was not able to capture any further attitude change that might have been encountered by participants on the remainder of their trip. Because participants were surveyed on a variety of days, some participants could still have encountered some negative impact which could have potentially changed their attitudes in the negative direction. This would account for the opposite results found in this research when compared to previous findings.

Another difference noticed, was that the purpose of the previous works was to bring guests and hosts with conflicting backgrounds together via tourism, in hopes of changing ethnic attitudes. In this research study that was not the case. Those who were surveyed were tourists (representing a number of different nationalities), who chose to travel to Jamaica of their own free will to vacation and absorb what the island has to offer. Thus, when participants were asked to rate their touristic experience with the local people so far on their trip, the data revealed participants’ tourism experience with the

local people was positive, as only a small percentage (4.8%) found their overall tourism experience with the local people to be poor. Furthermore, participants overall tourism experience with the local people was also found to influence their thoughts of the destination. Participants' attitudes towards Jamaica as influenced by the local people either remained neutral or became more positive. Only 9% of participants found their thoughts of Jamaica to be more negative based on their experience with the local people. Based on these findings, it can be suggested that a positive overall tourism experience with the local people can lead to positive impressions of the destination as well.

Amir's (1969) "favourable" conditions for positive attitude change are:

- 1) Equal status contact between members of the interacting groups;
- 2) Intergroup cooperation in the pursuit of a common goal, thereby creating interdependency between the groups and discouraging competition;
- 3) Contact of intimate rather than casual nature;
- 4) An 'authority' and/or social climate approving of and supporting the intergroup contact;
- 5) The initial intergroup attitudes are not extremely negative.

(Milman et al., 1990; Pizam et al., 1991; Anastasopoulos, 1992; Pizam et al., 2000; Thyne et al., 2006; and Nyaupane et al., 2008)

The above author's used these conditions to help explain the negative direction in attitudes found as a result of the touristic experience. In this current research, not all of Amir's (1969) conditions for positive attitude change were satisfied. Participants' interaction with the local people may have occurred under conditions that were perceived as unfavorable, therefore creating tension and not resulting in positive attitude change. The data revealed that when participants experienced harassment, perceptions of, attitudes towards, and experiences with the local people changed slightly in the negative direction (see Table 46 and Table 47). The harassment experience acted as the "unfavorable" condition under which contact took place resulting in negative attitudes. In a harassment situation tourists and locals are not of equal status, as locals may view tourists as having lots of money and wanting to take advantage of their disposable income, and in turn, tourists may view harassers as needy and poor. This was noticed of the BlackBerry participants' description of who harassed them. Participants used words

such as unkempt, scruffy clothes, ratty clothes, missing teeth, and dirty to describe some of the harassers they encountered while on vacation.

If equal status between interacting groups is not acknowledged, then it is difficult to satisfy the second condition, as the interacting groups are not in pursuit of a common goal. Harassment encounters are brief and considered superficial contact, not intimate, therefore not promoting positive attitude change. The island of Jamaica provides a social climate approving of and supporting intergroup contact, and even though harassment is a form of contact between tourist and locals, it does not promote positive attitude change. To satisfy Amir's (1969) fifth "favorable" condition for positive attitude change, initial intergroup attitudes need not to be extremely negative. In this case they were not, and as a result, only a small percent of participants' attitudes changed in the negative direction, while the majority showed positive attitudes as a result of their tourist experience.

5.1.4 Research Contribution to the Harassment Literature

There are a number of negative impacts that can affect the quality and satisfaction of the tourism experience. Graefe and Vaske (1987) acknowledge that tourists' ability to tolerate impacts on the tourism experience is subjective. Tourists' perceptions and tolerance of harassment can also be a subjective judgment. de Albuquerque and McElroy (2001) suggest that harassment need not initially be annoying but soon becomes so when this behavior becomes persistent. Thus, if participants in this research study viewed vendors at the market as simply just promoting their merchandise in efforts of making a living, then their perception of harassment was not recognized. On the other hand, if participants did view these vendors as persistent, annoying, and going beyond just doing their job, then their perception of harassment was recognized. Graefe and Vaske (1987) suggest that when the negative impact is seen as unimportant by tourists, it will have little or no effect on the overall tourism experience. In this research study, even if participants experienced harassment, this negative local behavior, if seen as unimportant, would not affect their perceptions of quality, level of satisfaction, or influence the overall tourism experience. In this perspective, participants may view harassment as just another attribute of the destination product and accept this local behavior as part of the social norm.

If however, harassment is viewed as important to tourists and as having influence

over their perceptions, recreational displacement may occur, which is a shift in behavioral patterns due to changes occurring in the environment (Graefe and Vaske, 1987). In the case of crowding, tourists may change their behavioral patterns to compensate for rising density levels by simply revising their participation within a given destination area (Graefe and Vaske, 1987). Harassed participants may also choose to modify their behavioral patterns or their participation for the remainder of their vacation in order to avoid further harassment. Recreational displacement was evident in the study by George (2003) who investigated tourists' perceptions of safety and security while visiting Cape Town. He found that tourists limited their activities at destinations for fear of crime, and that tourists were generally more wary about going out after dark than going out during the day. This research study asked participants if their experience with harassment had influenced their choices of venturing outside the boundaries of their resort (47.2%), venturing to the local market (53.2%), visiting local tourist attractions (15.9%), going to the public beach (39.3%), going out alone (64.8%), and going out at night (59.3%). The percentages listed above represent those participants who felt harassment did influence their choices and participation, therefore demonstrating recreational displacement. These participants changed their behavioral pattern in light of harassment while on vacation.

It was found in this study that 58.8% of participants said they were harassed while on vacation in Jamaica. Previous literature conducted by de Albuquerque and McElroy (2001) found 59% of those surveyed in Barbados experienced harassment, and Kozak (2007) found 45% of participants travelling to Marmaris, Turkey experienced some form of harassment. de Albuquerque and McElroy (2001) found harassment prevalent among younger tourists, tourists from the United Kingdom, first-time tourists, and tourists staying in hotels on the South and West Coasts of Barbados. On the other hand, the authors found no evidence to support gender differences in terms of level of harassment experienced. Likewise, the results in this research study did not support gender as influencing harassment. de Albuquerque and McElroy (2001) in their study found that harassment decreased with increasing age, as older tourists are content staying within the boundaries of the resorts. In this research study, age was found to have no influence over whether participants were harassed or not. de Albuquerque and McElroy (2001) also found those from the United Kingdom reported higher levels of harassment since they

stayed on average for two weeks versus one week. Country of origin was found not to be significant in the case of harassment experienced in Jamaica. To summarize, a Chi-square analysis test revealed no significant difference between gender, age, or country of origin and harassment.

The results found in this study did support de Albuquerque and McElroy (2001) findings that harassment was predictive of whether or not participants were first time or repeat visitors, and type of accommodation. de Albuquerque and McElroy (2001) explain that repeat visitors would have learned which hot spots to avoid, how to deal with harassment actors politely, and would less likely be put off by this local behavior because of their familiarity with it from (a) previous trip(s). Accordingly, in this research study a bivariate analysis between harassed and non-harassed participants revealed that first time visitors reported being harassed more frequently than repeat visitors. Also the cluster data shows differences between first time and repeat visitors receptiveness towards harassment. First time visitors were shown to be more sensitive towards harassment than repeat visitors. Repeat visitors would have learned from their previous harassment experience(s) how to deal with this behavior and/or to avoid highly prone harassment areas. Thus, repeat visitors expected this behavior to occur while on vacation.

Geographical location was found to be predictive of harassment in the Barbados case, whereas type of accommodation was found to be predictive of harassment in the Jamaican case, but for similar reasons. de Albuquerque and McElroy (2001) acknowledge differences between hotels on the East Coast and hotels on the South and West Coast of Barbados, as the latter tourism area is occupied by unlicensed vendors, drug peddlers, beggars, and hustlers who establish themselves on the beaches and streets. The same type of environment is witnessed by participants staying in non all-inclusive hotels in Jamaica. These participants are forced to interact with local people in public areas around the island, when venturing for everyday amenities. This increases their chance of experiencing harassment. Whereas tourists staying in an all-inclusive resorts are less likely to experience harassment because of their relative isolation from the local people, as all amenities are found within the boundaries of the resort.

de Albuquerque and McElroy (2001) also found most harassment cases to be caused by persistent vendors on the beach and on the street. Kozak's (2007) findings

mimic those by de Albuquerque and McElroy (2001), that most harassment was by vendors and took place mainly on the street and on the beach. Kozak's (2007) findings also support the notion that accommodation type has influence over experiencing harassment, as he found that harassment least occurred at hotel properties, as tourists staying in all-inclusive accommodations were less likely to feel harassed. In this research study, the data shows that the majority of harassment occurred on the street (64%) by persistent vendors (71.2%). These statistics correspond with where participants encounter most of their positive and negative experiences with the local people on their trip so far. The street was named the location thought by participants to incur the most negative experiences with the local people, whereas restaurants/cafés and accommodations incurred the most positive experiences with the local people, similar to Kozak's (2007) findings.

Kozak (2007) not only identified typical patterns of harassment, but also examined the extent to which harassment impacts one's overall holiday quality and future behavior. Kozak (2007) found those who experienced no harassment were more likely to be satisfied overall, intended to recommend, and expected to come back. Similarly, in this research study, harassed and non-harassed participants were examined on their intent to recommend and return to Jamaica in the future. In contrast to Kozak's (2007) findings, whether harassed or not, this local behavior did not impact the majority of participants future behaviors of returning or recommending Jamaica to others. Kozak (2007) notes that those who experienced problems while on vacation are likely to report it to their friends and family. Reiterating negative experiences that occurred on vacation to friends and family is different from not recommending according to Kozak (2007). Thus, in this research, participants may explain to friends and family that harassment was a negative experience that transpired while on vacation, but would still recommend Jamaica based on other experiences incurred.

5.2 Methodological Contribution

A mixed method approach to collecting data was used in this study in the form of surveys (quantitative data) combined with information gathered from the event-logs (qualitative data). The intent of using this triangulation approach was to converge

findings gathered from both quantitative and qualitative data sources. Particularly, the data collected by the event-logs provides an in-depth explanation of participants' attitudinal responses towards harassment experiences, which supported the preliminary results found from the survey. Creswell (2003) describes how mixed methods research is expanding into diverse fields beyond the social and behavioral sciences, as the number of journals and books published using this method continues to grow. In this respect, this research study contributes methodologically as another attempt at combining two different data sources in a single study.

The survey was sectioned into three parts, questions regarding tourist and trip characteristics, questions regarding tourists' attitudes towards the locals and the island of Jamaica, and questions regarding the harassment experience. This survey was designed specifically for Jamaica, and the problem of tourist harassment. Although the questions used in this survey are case specific, they could be manipulated to suit a different tourist destination facing similar problems. In essence, this survey contributes methodologically by providing a working template for other research interests. Moreover, the harassment section was developed based on the de Albuquerque and McElroy (2001) and Kozak (2007) work, but also includes variables added by the researcher designed to further help capture harassments influence on tourists' attitude and overall quality of the tourism experience. de Albuquerque and McElroy (2001) collected data on tourists harassment derived by satisfaction surveys, and both de Albuquerque and McElroy (2001) and Kozak (2007) used exit surveys to collect their data. This research was conducted at the destination *during* participants' vacation. The advantage of surveying participants *during* their tourism experience is that their interactions and impressions are still fresh in their minds and hopefully resulted in a more accurate understanding of their perceptions, attitudes, and experiences.

The use of BlackBerries installed with event-log capabilities contributes methodologically as this form of collecting data is relatively new to the field of tourism. It was an advantage for the participants carrying around the BlackBerries as they were able to record information about their harassment experiences immediately while on their daily excursions. In doing so, participants did not have to wait until they were back at

their accommodations to record their incident(s), and have to remember the particulars of the experience(s), or worry about forgetting or mixing up details.

5.3 Practical Implications

When reviewing the literature on harassment, three main solutions towards mitigating the affects of tourist harassment have been facetted; law enforcement, increased education and training, and the all-inclusive concept. As mentioned in chapter three, Tourism Courtesy Corps (TCC) is the newest line of law enforcement in Jamaica working together with state security to fight against harassment (Jamaican Labour Party, 2009). The TCC are strategically located in resort areas around the island to ensure the comfort and safety of visitors, and have the right to detain, but not to arrest unwanted locals whose intent is to harass. Current Tourism Minister, Edmund Bertlett suggests that the TCC is a “softer and more congenial and hospitable approach to safety and security in the resort areas” (Jamaican Labour Party, 2009).

Dunn and Dunn (2002) in their study found increased education and training opportunities would help tackle the issue of visitor harassment. The Team Jamaica program does just that. This two week program provides locals working directly in the tourism sector with tourism awareness, work experience, leadership and motivational skills, and customer service skills (Tourism Product Development Co. Ltd., 2005). This program is now mandatory for all workers in the tourism industry. Team Jamaica, for example, assists with the training of vendors who are occasionally accused of “badgering” visitors (Jamaican Labour Party, 2009). One of the best ways to sell the Jamaican product and service is through well informed workers, and uninformed workers, like vendors, present a limiting picture of quality (Tourism Product Development Co. Ltd., 2005). Dunn and Dunn (2002) further suggest that by training vendors it will educate them on product knowledge, product diversity, and product quality.

As alluded to in chapter two, the all-inclusive concept is deemed a solution to visitor harassment by a number of authors. All-inclusive resorts limit the encounters between hosts and guests, therefore limiting the amount of harassment experienced while on vacation. Alleyne and Boxill (2003) noted that while all-inclusive accommodations are a short term solution to the problem of visitor harassment, in the long term these

establishments “limit the capacity of the industry to spread benefits outside the environment controlled by the all-inclusive hotels” (p. 390). Thus, further segregating those working directly with the tourism industry from those who do not, which further fosters the problem of harassment.

This research study, further advocated the need for education and training programs, and the presence of law enforcement in resort areas, and although the all-inclusive concept is seen by Alleyne and Boxill (2003) as a short terms solution, they continue to grow in Jamaica, and in other tourist destinations. One further recommendation could be to increase local participation within the tourism industry. The Meet-the-People program was implemented to provide visitors curious to explore the Jamaican culture an opportunity to go beyond the traditional resort and beach setting and experience the colorful realm of Jamaica’s lifestyle, traditions, and customs (Jamaica Meet the People, 2009). Historical tours might also be a way for visitors to learn about the island of Jamaica, and to learn about the local people, of their trials and tribulations, which may create a mutual understanding, especially for those who come to Jamaica with negative attitudes. Published reports of visitor harassment has potentially tarnished Jamaica’s destination image of a welcoming and friendly place. Potential visitors may generalize the local community based on these sources, and retain negative attitudes towards the locals before even travelling to Jamaica. Both of these strategies help create an opportunity for intimate contact to occur between hosts and guests, and promote positive attitudes towards the locals and the destination.

The practical implications of this research study can aid tourism managers, officials, and operators of how tourists are experiencing harassment and their attitudes towards such an experience. Participants were harassed most often on the streets and the type of harassment most often experienced was vending. Knowing this information the Government of Jamaica could implement efforts to clean up the streets, by having designated areas for certain locals to operate from. This was suggested by Dunn and Dunn (2002) of hair braiders, who would benefit from having a place to operate their business from, instead of harassing tourists on the street. Vendors are for the most part located in market areas, with stalls and booths available for tourists to wander and look at the local merchandise. This is one way to experience the local culture, and thus the

suggestion of moving vendors into an enclosed area, like a mall, would take away from this cultural appeal. Tourists, more than likely are not going to want to go shopping in a mall while on vacation, when they can do that back home. A more practical solution would be training these local vendors how to communicate more effectively to tourists, instead of forcefully trying to sell their merchandise by following tourists around and yelling at them. Harassment by drug peddlers was also a common form of harassment experience by participants. Stricter fines may need to be implemented for those who try to sell drugs to tourist, which would hopefully deter some locals from doing this.

The data shows that of those participants who were harassed, although their attitudes towards the locals and the island may have incurred a slight decrease, their overall tourism experience remained positive. Most of the harassed participants would still recommend Jamaica to others and would return to Jamaica in the future. This is a very important finding, knowing that participants would still come back to Jamaica despite having been harassed. This suggests to the researcher that the intensity of harassment experienced was low, having a minimal influence on the quality of the tourism experience. As shown by the amount of repeat visitors choosing to come back to Jamaica, the destinations attributes are highly satisfactory, thus maintaining participants' sense of quality with the tourism experience. It might be of interest to those involved with the tourism industry to target promotional efforts towards repeat visitors. Discount packages could be offered to repeat visitors for coming back to the island, and perhaps a further discount to those who choose to stay in the same accommodations as before.

Overall, Jamaica is one of the most popular Caribbean tourist destinations and continues to attract millions of visitors annually. Harassment is an issue in Jamaica, but seems to be regarded as an everyday occurrence, a way of life, even a social norm, that is part of the tourism experience. Harassment was experienced by 58.8% of those surveyed, but deemed as having little effect on the overall quality of the tourism experience. Attitudes towards the local people and the island of Jamaica still remained positive despite tourist harassment. Jamaica's tropical scenery, accessibility, service quality, tourist attractions, and overall relaxed atmosphere continues to appeal to tourists regardless of harassment.

Chapter Six: Conclusion

6.0 Introduction

This chapter concludes the thesis by providing a summary of the key findings with reference to the research objectives and whether or not they were achieved. A series of objectives were formulated to achieve the goal of this research study, which was to determine how tourists' experiences are impacted by host behavior. Presented in chapter one, but reiterated here, are the four objectives of this research study:

- 1) To identify the attitudes of tourists towards hosts and the island of Jamaica.
- 2) To determine where and how tourists are harassed, and their attitudinal responses to such an experience.
- 3) To investigate if and how tourists' attitudes and experiences are influenced by host interactions and harassment behavior.
- 4) To investigate how harassment impacts and changes tourists' attitudes towards hosts and sense of quality with the tourism experience.

The challenges and limitations of this research study are also outlined, followed by recommendations made for future research.

6.1 Summary of the Key Findings

The data shows the sample population to be 68.6% female and 31.4% male, 65% first time visitors and 35% repeat visitors, with 67.9% staying in an all-inclusive resort and 31.8% staying in non all-inclusive accommodations. In direct proportion, of those who were harassed, 71.1% were female and 28.9% were male, 69% were first time visitors and 31% were repeat visitors, and 63% reported staying in an all-inclusive resort while the remaining 37% stayed in non all-inclusive type accommodations. Upon further probing, the data revealed that repeat visitors and those staying at an all-inclusive resort are equally at risk of experiencing harassment, whereas first time visitors and those staying in non all-inclusive accommodations are two thirds more likely to be harassed.

The majority of participants' overall experience with the local people was positive and these experiences influenced their impressions of the island positively as well. Participants' description of the local people was positive, their opinions of the locals before and after travelling to Jamaica were positive, and their perceptions of quality with

the tourism destination were also positive. With the exception of those few participants who felt negatively towards the local people and the island of Jamaica, the first objective was achieved with positive results.

The areas where participants experienced harassment most include the streets, the public beach, and the market. The types of harassment most often experienced were vending, peddling of drugs, and begging. Participants were annoyed and unhappy about this local behavior, and expressed anger and concern for their safety, and felt slightly threatened and victimized over this experience. Upon further investigation, a cluster analysis separated participants into two groups based on similar responses towards this behavior, which the researcher classified as being more or less sensitive to harassment. The BlackBerry participants generally felt annoyed and not amused with this local behavior. Both groups of participants reacted in the same way by saying “no thank you” and walking away from the harassment situation. Thus, the second objective of this research study was achieved.

Participants’ attitudes and experiences were influenced by host interactions and harassment behavior. Participants reported moderate to high levels of contact with the local people, and the majority of participants’ interactions with the local people were perceived positively. However, if participants’ interaction with the local people was in the form of harassment, then their overall tourism experience with them became poor, their impressions of Jamaica worsened, and their opinions and description of them changed in the negative direction. In this respect the third object was achieved.

The experience of harassment did make some participants cautious of visiting local markets, going out alone, and going out at night. Whether harassed or not, the majority of participants said their vacation was not spoiled by the local people, their impressions of Jamaica did not diminish, and they would still return to Jamaica in the future and recommend it to others. Differences between harassed and non-harassed participants were examined, and attitudes were found to differ to some extent between these two groups and to change over time (the course of the vacation stay). Thus, the fourth objective of this research study was also achieved.

6.2 Limitations

There were technological limitations experienced by those participants using the BlackBerry devices to record their “in the moment” harassment experience. Originally, the purpose of employing the BlackBerry technology was to link behavioral data with spatial data. The BlackBerries were installed with GPS capabilities, alongside the custom made event-log. Unfortunately, upon arriving in Jamaica it was brought to the researcher’s attention that the GPS function was not working. An error kept occurring when trying to receive a satellite signal. The researcher was forced to disregard this element of the research, as the GPS was not able to track participants during the course of their vacation. Ideally, the GPS would have tracked participants’ movements, and in instances of harassment, the GPS would have recorded the location quite accurately. This data could have been mapped to show participants movements around the island in addition to plotting the highly prone areas of harassment. Few studies have combined spatial data (tourists’ movements tracked through the use of GPS) with behavioral data. Nonetheless, the event-log was able to capture participants’ attitudinal responses towards harassment *during* the experience.

Recruiting participants for this portion of the research study was also limiting. The researcher contacted five different travel agencies in hopes of finding tourists travelling to Jamaica and willing to partake in this research. As mentioned in chapter three, the travel agencies were not able to assist in seeking participants for this study, and those who did participate were family members of the researcher, which may have created a source of bias. Three participants volunteered to carry around a BlackBerry device while on vacation, but unfortunately due to technical problems one of the participants logged events did not save. Perhaps the data did not save because the participant did not know fully how to operate the BlackBerry device. The participants were shown how to operate the device, but perhaps more time was required in order for participants to feel comfortable with recording their responses. Due to this loss in data, the results presented in chapter four are the combined logged events from the remaining two participants, making a total of 15 logged harassment cases. Due to the lack of participants initially, and the unfortunate loss of data, the volume of data collected using this method was limiting.

The volume of data could have also been considered limiting in terms of the survey. Although 209 surveys were collected, generally the larger the sample size, the more representative the statistics become. Sample size may have been influenced by the time and duration of the data collection period. Data was collected in the middle of June, which is off season for Caribbean destinations, as peak tourist season is usually from October to March. During the slow season, hotel occupancy rates are lower than usual, which means there were fewer tourists available to survey. Furthermore, although there were four people distributing surveys, data was collected in a short time period (one week). Both these factors may account for the less than anticipated sample size.

When reflecting back on the survey content, the researcher could have included more questions to further help achieve the objectives of the research study. For instance, what influential factors motivated participants to travel to Jamaica, and race of participants, as this variable may influence expectation to encounter harassment for certain ethnicities. Also, participants were asked what day of the trip they were on, but participants were not asked when their most recent harassment experience took place. This information would have aided the researcher's effort to capture change in attitudes over time more accurately.

6.3 Recommendations for Future Research

Due to the challenge of finding subjects for the BlackBerry portion of this research, it might be more efficient in future research to seek out groups of tourists. It might be interesting to have cruise ship tourists carry around BlackBerries installed with a working GPS and event-log capability during their planned vacation. These tourists could record their attitudinal reactions towards harassment experienced at different ports. In extension of the current research, tourists on a Caribbean cruise could record their "in the moment" experiences with harassment at different ports, including those in Jamaica, and then a comparative analysis could be undertaken to determine in which Caribbean island harassment is more prevalent. The feasibility of this suggestion is questionable however, given the difficulty recruiting participants, and an incentive might need to be offered to encourage participants in a research study of this nature.

Thus, another suggestion to help recruit participants would be to take advantage

of student groups on class trips. These groups of students/tourists could carry around the BlackBerries and record their attitudinal reactions towards their harassment experiences. However, using event-logs installed in BlackBerries to collect data is not limited to harassment, and can be used to gather information on a number of topics. The event-log was designed specifically for the intentions of this current research, but could be changed to suit other research interests.

As there have only been a few studies to the researcher's knowledge on the topic of harassment against tourists, there is potential for further research on this topic in different tourist destinations. Furthermore, de Albuquerque and McElroy (2001) decided to also gather information from the perspective of the harassers. In doing so, the authors were able to understand why tourists are harassed. This would have been interesting to know in the case of Jamaica. In future research when investigating tourist harassment, both tourists' perspectives and hosts' perspectives might be of interest.

6. Where did your *positive* AND *negative* experiences with the local people take place? Please check all that apply.

	Positive	Negative
Public Beach		
Resort Beach		
Accommodation		
Market		
Tourist Attraction		
Restaurant/Café		
Street		
Other (please specify)		

7. Of the places listed above, where did the majority of the *positive* experiences occur?

Public Beach
 Resort Beach
 Accommodation
 Market
 Tourist Attraction
 Restaurant/Café
 Street
 Other (please specify) _____

8. Of the places listed above, where did the majority of the *negative* experiences occur?

Public Beach
 Resort Beach
 Accommodation
 Market
 Tourist Attraction
 Restaurant/Café
 Street
 Other (please specify)

9. Rate on a scale from 1 (least satisfied) to 10 (most satisfied), the qualities of this destination for the following...

Beach 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10
Accommodations 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10
Food 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10
Scenery 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10
Shopping Facilities 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10
Recreational Activities 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10
Tourist Attractions 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10
Service 1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7 _ 8 _ 9 _ 10

10. Before you came to Jamaica, you expected to...

Like the locals very much
 Like most of the locals
 Somewhat like the locals
 Not to like the locals
 Detest the locals

11. Now you feel...

Feel Better (more positive than before)
 Feel the same
 Feel Worse (more negative than before)

Harassment Experience

Harassment is defined as conduct aimed at a visitor which is likely to annoy the visitor who is affected and thereby is an unjustified interference with the visitor's (a) privacy (b) freedom of movement or (c) other action. There are five types of harassment:

- 1) Persistent vendors
- 2) Sexual harassment (soliciting of an unwanted sexual relationship)
- 3) Verbal harassment (obscene language)
- 4) Physical harassment
- 5) Criminal (peddling of drugs)

12. Have you experienced any form of harassment or annoying behavior from the local people while on vacation so far?

- Yes *** If yes, how many times? _____ No ***Thank you for your time***

Appendix B

RECRUITMENT ADVERTISEMENT/LETTER

Understanding Tourist-Host Interactions and their Influence on Quality Tourism Experiences

My name is Tiffanie Skipper, and I am a Wilfrid Laurier University graduate student in the process of completing my master's thesis. Currently, I am looking for participants to take part in my research study. My research looks at tourists' attitudes towards hosts, with specific attention being paid to harassment, and how this host behavior influences the overall tourist experience. Participants involved in this research will be asked to carry around a BlackBerry installed with event-log capability. In instances of experiencing harassment, participants will be instructed to document their reactions and feelings by following a series of drop down menus installed in the BlackBerry. Participants have the flexibility of quickly putting the essential information into the BlackBerry so as to not let this involvement interfere with their holiday. My research is planned to take place on the island of Jamaica, specifically in Montego Bay. If you are planning to travel to Montego Bay, Jamaica, and are interested in participating in this research study please contact me for more information.

My email address: skip3150@wlu.ca

Thank you.

Sincerely,

Tiffanie Skipper

Appendix C

INFORMED CONSENT STATEMENT

Understanding Tourist-Host Interactions and their Influence on Quality Tourism Experiences

Tiffanie Skipper – Wilfrid Laurier University

You are invited to participate in a research study examining tourists' attitudinal responses towards host behavior, whether positive or negative. The purpose of this research study is to understand tourists' attitudes and experiences as influenced by the host community in Montego Bay, Jamaica.

INFORMATION

Participants will be introduced to the BlackBerry system at an introductory interview/meeting with the researcher. Participants will be educated on the workings of the technology and supplied with a charger and protective case for the BlackBerry device. Upon arriving in Montego Bay, Jamaica, participants will be entrusted to carry around the BlackBerry while on their daily excursions, and in instances of experiencing harassment, participants will be instructed to document their responses by following a series of dropdown menus installed in the device. This process will be repeated for every incident of harassment experienced.

Participants have the flexibility of quickly putting the essential information into the BlackBerry so as to not let this involvement interfere with their holiday. Considering that participants are volunteering their time while on vacation, it is important to make this experience as convenient as possible.

Depending on how often the participant ventures outside the boundaries of their hotel, will determine the amount of time required of the participant. The researcher is anticipating 10 participants that will be participating in this research.

RISKS

There may be some inconveniences due to the fact that tourists' will be volunteering their time while on vacation. In efforts to reduce any inconvenience for participants, the BlackBerry system allows for quick entries to reduce time recording the responses to the harassment experiences.

BENEFITS

This information is very important to both the academic community and to Montego Bay, Jamaica itself. Jamaican officials, Government, and tourism planners can use this information to develop strategies in efforts to reduce the problem of harassment against tourists.

CONFIDENTIALITY

Due to the nature of the technology being used in this study, participants will not be anonymous; however, their data logged in the BlackBerry will be kept confidential. Only the researcher and committee members (Dr. Barbara Carmichael and Dr. Sean T. Doherty) will have access to the data. The data will be saved on the researcher's computer for a period of one year after the data is collected, and after that period the data will be deleted.

COMPENSATION

An incentive of fifty dollars will be given to participants at the end of the data collection period in a follow up interview when the equipment is returned. For participating in this study you will receive fifty dollars. If you withdraw from the study prior to its completion, you will receive fifty dollars.

Participant's Initials

CONTACT

If you have questions at any time about the study or the procedures, (or you experience adverse effects as a result of participating in this study) you may contact the researcher, Tiffanie Skipper at (519) 884-0710 ext. 3635 or via email at skip3150@wlu.ca, or her research advisor, Dr Barbara Carmichael at (519) 884-1970 ext. 2609, bcarmich@wlu.ca. This project has been reviewed and approved by the University Research Ethics Board. If you feel you have not been treated according to the descriptions in this form, or your rights as a participant in research have been violated during the course of this project, you may contact Dr. Bill Marr, Chair, University Research Ethics Board, Wilfrid Laurier University, (519) 884-0710, ext. 2468.

PARTICIPATION

Your participation in this study is voluntary; you may decline to participate without penalty. If you decide to participate, you may withdraw from the study at any time without penalty and without loss of benefits to which you are otherwise entitled. If you withdraw from the study before data collection is completed your data will be returned to you or destroyed. You have the right to omit any question(s)/procedure(s) you choose.

FEEDBACK AND PUBLICATION

The likely places where the results of the study will be presented and/or written up include: two possible conferences at the International Tourism Experience Conference, and the International Travel and Tourism conference, research conferences, the research results will be published in my M.A. thesis document, and will have the potential to be published in a in a top tourism journal or as a possible book chapter.

CONSENT

I have read and understand the above information. I have received a copy of this form. I agree to participate in this study.

Participant's signature _____

Date _____

Investigator's signature _____

Date _____

Appendix D

COVERING LETTER/INTRODUCTORY PARAGRAPH TO A SURVEY

Understanding Tourist-Host Interactions and their Influence on Quality Tourism Experiences

Tiffanie Skipper – Wilfrid Laurier University

My name is Tiffanie Skipper and I am a graduate student at Wilfrid Laurier University. Currently I am in the process of completing my thesis research as the major requirement for obtaining my M.A. in the Geography and Environmental Studies Program. You are invited to participate in a research study examining tourists' attitudinal responses towards host behavior, whether positive or negative.

INFORMATION

The purpose of this research study is to understand tourists' attitudes and experiences as influenced by the host community in Montego Bay, Jamaica. This survey should take about 10 to 15 minutes of your time. This information is very important to both the academic community and to Montego Bay, Jamaica itself. Jamaican officials, Government, and tourism planners can use this information to develop strategies in efforts to reduce the problem of harassment against tourists.

CONFIDENTIALITY

The answers you provide in this survey will be kept strictly confidential. Jamaican officials involved in the tourism industry of Montego Bay will not have access to individual surveys and will only receive a report with overall findings. Only the researcher and committee members (Dr. Barbara Carmichael and Dr. Sean T. Doherty) will have access to the data. The hard copies of the completed surveys will be kept under lock and key in the researchers filing cabinet. The data will be saved on the researcher's computer for a period of one year after the data is collected. After that period the data will be deleted and the hard copies (surveys) sent to be shredded.

PARTICIPATION

Your participation in this study is voluntary and you may decline to participate without penalty. If you decide to participate, you may withdrawal from the study at any time without penalty and without loss of benefits. If you withdrawal from the study before data collection is completed, your survey will be returned to you or otherwise destroyed. If you feel that there is a question that you do not feel comfortable answering, or do not fully understand, please do not hesitate to ask the researcher to help further explain the content of the question more clearly. This thesis research has been reviewed and approved by the University Research Ethics Board at Wilfrid Laurier University, Waterloo, ON, Canada. If you feel you have not been treated according to the descriptions in this form above, or your rights as a participant in research have been violated during the course of this research study, you may contact Dr. William Marr, Chair, Research Ethics Board; Professor (Economics), Wilfrid Laurier University, (519) 884 – 0710, extension 2468.

Appendix E

BLACKBERRY QUESTIONS

Understanding Tourist-Host Interactions and their Influence on Quality Tourism Experiences

If you experience any form of harassment or annoyance from the locals, please click here...

- 1) Type of harassment –
- Persistent Vendors
 - Peddling of drugs
 - Beggars
 - Soliciting of sex
 - Verbal name calling
 - Threats
 - Physical violence
 - Hair braiding
 - Other
- 2) Location –
- Beach
 - Restaurant
 - Market
 - Tourist Attraction
 - Hotel
 - Street
 - Transportation (ex. Taxi)
 - Other

Edit Menu

- 3) Rate the intensity of this harassment experience. –
- High Level of Intensity
 - Moderate Level of Intensity
 - Low Level of Intensity
- 4) How did you feel about this behavior by the locals?
- Annoyed - Somewhat Annoyed - Not Annoyed
 - Angry - Somewhat Angry - Not Angry
 - Unsafe - Somewhat Safe - Safe
 - Threatened - Somewhat Threatened - Not Threatened
 - Victimized - Somewhat Victimized - Not Victimized
 - Amused - Somewhat Amused - Not Amused
- 5) Describe what happened and how you reacted to this experience? (audio)
- 6) Describe who was with you when the harassment occurred? (audio)
- 7) Describe the person/persons who harassed you in as much detail as possible? (audio)
- 8) Rate the likelihood of you returning to this location in the future? –
- Very Likely
 - Somewhat Likely
 - Not at all Likely

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