

# Resident and Visitor Surveys: Conclusions and Recommendations

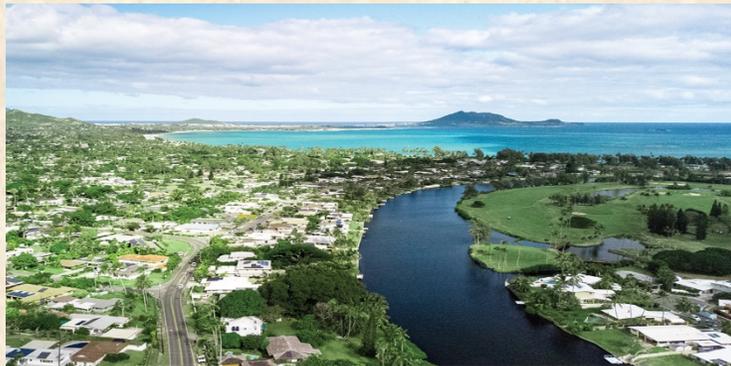
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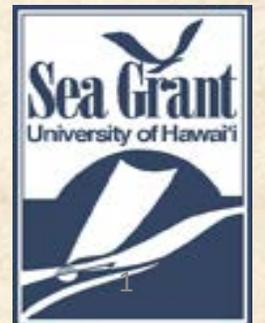
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# Conclusions



- **Tourism has both positive and negative economic, sociocultural, and environmental impacts in any destination, necessitating measurement of the perceived *net* impacts of tourism on the destination.**
- **In this study, such perceptions were measured by asking respondents to indicate the extent to which they agreed or disagreed with the statement, “Tourism has brought more benefits than problems.”**
- **In the case of each resident survey, no more than 25.3% agreed or strongly agreed with this statement, but at least 43.0% of respondents disagreed or strongly disagreed with it.**
- **This suggests that the number of respondents who felt that tourism had brought more problems than benefits exceeded the number who felt that tourism had brought more benefits than problems.**

- **On the other hand, in the case of each resident survey, about 32% of respondents neither agreed nor disagreed with the statement.**
- **This suggests that a substantial share of residents feel uncertain or conflicted about the net impacts of tourism on their city.**
- **Nevertheless, it is clear from these and many other results that widespread unhappiness about tourism exists in both communities.**

- **Visitor volume and expenditures were substantial in the case of both communities.**
- **While these expenditures clearly contribute to the economic vitality of these communities, their perpetuation is threatened by residents' negative attitudes toward tourism.**
- **Research has shown that if a community does not support tourism, through demonstrating unwelcoming behavior toward tourists or otherwise, visitation and associated expenditures will decline.**
- **Thus, ameliorating the negative social impacts of tourism felt by residents is critical to the long-term economic vitality and sustainability of tourism in both cities.**

# Recommendations



- **The most important recommendations that can be made are those advanced by the survey respondents themselves.**
- **In the case of both resident surveys, respondents indicated that the following should be considered top priority issues:**
  - **effective leadership to solve problems caused by tourism,**
  - **negative effects of tourism on the natural environment,**
  - **amount of traffic on roads as a result of tourism,**
  - **negative effects of tourism on cleanliness and appearance,**
  - **level of crowding in parks and on sidewalks and beaches as a result of tourism, and**
  - **negative effects of tourism on the overall quality of life.**

- **Respondents to both surveys also indicated that the most highly desired solutions to tourism-related problems in their communities were:**
  - **improve maintenance and appearance of public restrooms at beach parks,**
  - **pass stricter laws and penalties designed to shut down unlicensed tour operators,**
  - **strictly enforce laws designed to shut down unlicensed tour operators,**
  - **more strictly enforce rules controlling vacation rentals, and**
  - **more heavily fine property owners who illegally operate vacation rentals.**

- **Civic and government leaders, in collaboration with residents, would benefit from promptly responding to these views by facilitating better management of tourism in Kailua and Waimanalo.**
- **This will require development of tourism management plans for these communities, initiation of visitor education programs, improved maintenance of public facilities, stricter law enforcement, and strengthened legislation and regulation.**
- **Unless these initiatives are promptly undertaken, Kailua and Waimanalo may start to become less attractive to residents and tourists, harming both the local economy and residents' quality of life.**

- **Thus, Kailua and Waimanalo each stand at a crossroads with regard to its tourism.**
- **Each can either continue with the status quo or it can proactively improve the management of its tourism such that the benefits of tourism are optimized and more equitably distributed, and its costs are minimized.**
- **If it chooses the latter, the principal stakeholders in each community will need to be identified, organized, and charged with better managing its tourism.**
- **Such management should include stronger efforts to identify, target, and serve heavy spending tourists to maintain the community's desired income from tourism, but with fewer visitors and associated negative impacts.**

- **In addition, the following articles contain useful information on how other communities around the world have been managing heavy tourist visitation:**

**Buckley, J. (2020, January 23). Destinations have vowed to fight back against overtourism for 2020.” Cable News Network.**

**<https://www.cnn.com/travel/article/overtourism-europe-2020-destination-measures/index.html>**

**Condé Nast Traveler (2018, October 24). 15 beloved places struggling with overtourism. *Condé Nast Traveler*. <https://www.msn.com/en-us/travel/news/15-beloved-places-struggling-with-overtourism/ss-BBOQD2w?li=BBnbkIE>.**

**Ellwood, M. (2017, October 19). How Amsterdam is solving its overtourism problem. *Condé Nast Traveler*. <https://www.cntraveler.com/story/how-amsterdam-is-solving-its-overtourism-problem>.**