

Is the development of rural tourism welcomed by communities in the northern part of the Netherlands?



Photo 1: Holiday houses in Aa & Hunze

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1. Summary

This research focusses on the attitudes of rural inhabitants towards the development or an increase in touristic activities. This is a relevant topic because research by Van Dam et al. (2002) showed that the demand for rural space and rural amenities has increased. This and the fact that the agricultural industries have developed into a less labor intensive industry (Sharpley & Vass, 2006) made rural tourism an opportunity as economic development in rural areas. But not all touristic developments turn out to be successful and long lasting. The participation and attitude of host-communities have been noted as vital in order to develop tourism which is successful and does stay in the area for a long time (Saxena & Ilbery., 2001; Jurowski 1994; Fleischer & Felsenstein, 2000; Iorio & Corsale, 2010). The research question of this paper is:

How do rural inhabitants of the northern part of the Netherlands judge the development (or an increase in) rural tourism in their areas of living?

A survey was used to gather data of respondents from Tynaarlo & Aa & hunze, which are rural areas with touristic activities. Likert-scale questions were used in order to measure the attitudes of rural inhabitants towards rural tourism and their willingness to participate. Likert-scale questions were used because they are an adequate instrument to use when measuring attitudes (Seaman, 2007).

The results of the research, first of all, show that there is a positive attitude towards tourism in the northern part of the Netherlands. Secondly the results show that people are not likely to participate despite of their positive attitude. Thirdly the results show that people favor day activities over accommodational activities. Although there should be noted that certain day activities (Music festivals) score lower than the average accommodational activity. Another part of this research exists out of a multivariate regression analysis, but this analysis does not have a high explanatory value and thus more research could be done on the factors that contribute to the attitude and willingness to participate in rural tourism.

Conclusions are that, despite that people are positive about rural tourism and favor the development of day activities over accommodational activities, there should not be rushed in to developing rural tourism, because people still are not likely to participate and more research should be done in to what factors contribute to the attitudes of the rural inhabitants. This is relevant because research of Getz (1994) showed that attitudes may drop over time if economic and social benefits don't go to the host-communities and with a population that is not likely to participate this is likely to happen. Thus, despite the positive results, it is not evidently that long lasting tourism is possible in this area.

2. Background

Farm-based tourism, as one of the first forms of rural tourism, has been around for over a century in for example Austria and Germany. Policies for rural tourism have been around for a long time (Sharpley & Vass, 2006). In 1954 the government of France supported redevelopment for farms in order to promote rural tourism. But France isn't the only country which has had support policies for a long time. Germany, Italy and Denmark have also had support policies (Sharpley & Vass, 2006). In the last few decades rural tourism has grown further and is seen as an effective way of facilitating rural development and a way to counter the economic decline of traditional agricultural industries and to serve the demand of the urban areas for a rural lifestyle (Sharpley & Vass, 2006).

Although tourism is a profitable investment (Fleischer & Felsenstein, 2000), Page et al. (1999) point out that there is little research done on small-touristic businesses compared to other research areas. A decade later Thomas et al. (2011) again conclude that small business in tourism stay relatively under-researched and that a trend of more research on this subject 20 years ago did not bring a coherent stream of articles.

Iorio & Corsale (2010) state that the main motive for visiting rural areas and being a tourist there is the desire to be part of the rural lifestyle, cultural and natural heritage and the desire to get in touch with local people. Goossen & Langers (2000) state that reasons for visiting rural areas in the Netherlands are quietness and calmness. Van Dam et al. (2002) already states that demand for rural space and rural amenities has increased and that the rural areas in the Netherlands have become marketable commodities. Research of Mason and Cheyne (2000) shows that tourism can have negative effects for host communities, such as an increase in noise and traffic. More about the negative effects of tourism can be found in the theoretical framework.

It has been acknowledged that local communities and support of local communities for rural tourism are important in the process of developing longstanding tourism (Saxena & Ilbery., 2001; Jurowski 1994; Fleischer & Felsenstein, 2000; Iorio & Corsale, 2010). Interaction with local people is seen as one of the main motives for attending a rural tourism activity (Iorio & Corsale, 2010). Local communities are seen as part of the touristic experience and local involvement and support for touristic activities has been vital for the development of long lasting tourism as well (Andereck & Vogt 2000; Ap 1992).

3. Research Problem

An increase in rural tourism is often judged as a positive development, but it also has some effects people might not see as positive. What do those effects mean for the attitudes of the inhabitants of rural areas? Local communities are vital in the process of developing long lasting tourism (Saxena & Ilbery., 2001; Jurowski 1994; Fleischer & Felsenstein, 2000). Being and living in a rural community are motives for participating in rural tourism (Iorio & Corsale, 2010), thus for rural tourism the host community must participate in rural tourism. That's why this research focusses on the attitudes of rural inhabitants towards rural tourism and preferences for certain kind of activities. The main question used in this research project is:

How do rural inhabitants of the northern part of the Netherlands judge the development (or an increase in) rural tourism in their areas of living?

Some side questions this problem raises is whether rural inhabitants are positive to all kind of touristic activities or just certain ones. Furthermore it would be interesting to research if inhabitants think that rural tourism is a good addition to their communities and whether they would consider taking part in those activities. The aim of this research is to give an insight into the attitudes and preferences of rural inhabitants.

4. Structure of the thesis

In the theoretical framework the main concepts and ideas used in this thesis are provided and explained. After that the hypotheses and the methodology are written down in order to give an insight in to what research methods were used and why those where used. After that the results are written down and after that the conclusion and reflection are written down.

5. Theoretical framework

This is a research towards the attitudes of rural inhabitants towards (participating in) rural tourism. Thus it is important to define attitudes, rural tourism and the rural.

Attitudes are defined as a state of mind of an individual towards a value and as a condition towards an aspect of their environments (Getz, 1994). It is also suggested that attitudes do not change quickly and exists of three parts. First of a cognitive aspect such as beliefs and perceptions. A second aspect is an affective part, which consists as likes and dislikes. The last one is the behavioral aspect, which are actions and intentions (Getz, 1994). Attitudes towards tourism are affected by various aspects. For example Madrigal (1993, in Getz, 1994) concludes that attitudes towards tourism are related to the perceived power residents have towards the development of tourism. Furthermore (earlier) employment in the touristic sector has a positive effect on the attitude towards tourism (Lankford & Howard, 1994).

5.1 Rural and rural tourism

This research focusses on rural areas in the Netherlands and that's why it is important to define those areas. According to the OECD (1994) there are no rural areas in the Netherlands, but there is also research done which suggest that there are areas that are relatively rural in comparison with the more urban areas in the Netherlands and areas that are identified with and identify as being rural (Haartsen et al., 2003). According to research of Haartsen et al. (2003) the areas which were identified as rural are the three Northern provinces of the Netherlands with Groningen and Friesland mentioned the most closely followed by Drenthe. The research also suggest that rurality in the Netherlands is mainly identified with space, quietness, nature, villages and agriculture (Haartsen et al., 2003). So when rurality or rural areas are mentioned in the previous or next pages, the places and areas in the Northern part of the Netherlands that identify with those characteristics are meant.

Another important concept to define is rural tourism. According to Iorio and Corsale (2010) rural tourism is the activity in which people visit rural areas in order to live an authentic lifestyle, be in touch with the local communities and in order to visit natural and cultural heritage. Rural tourism has different forms, besides the normal touristic activity within a rural area, there is agri-tourism/farm tourism which is defined as touristic activities on farms with the possibility to participate in the daily businesses of the agricultural activities of the farms (Busby & Rendle, 2000).

5.2 Local participation

Goossen & Langers (2000) mentioned that reasons for participating in rural areas are the desire to be in nature and to enjoy the space and the calmness. Local communities play an important role in rural tourism is something that Andereck and Vogt (2000) & Ap (1992) acknowledge. Fons et al. (2011) state that in order to have long lasting rural tourism sector it is essential to be in an area which can offer countryside lifestyle in which people can enjoy nature in a real non created theatre. Thus it is vital to offer a community in which they can participate and in which the community itself participates. Choo et al. (2011) conclude that communication and collaboration with internal stakeholders, such as local inhabitants, should be an essential part of destination marketing. Thus engagement from the local community is a key factor in giving the people where they came for (Jeuring, 2017b). For rural tourism this would mean that the tourist can be part of the rural life, can get in touch with the host-community and can visit the cultural and natural heritage. And thus a participating community is needed in order to offer tourist a place where they can be part of the rural life and can get in touch with the host community.

According to Braun et al (2013, in: Jeuring, 2017a) residents play three roles. First of all they are part of the image of a place through their physical existence and their social interactions with each other and with visitors. A second role for an inhabitant is the role of ambassador in which they function as a trustworthy source of information. And as last they play a role as citizen in which they have voting rights and are in which they are included in the decision making process around for example tourism.

5.3 Possible effects of rural tourism

There are negative and positive effects of tourism, although policymakers most of the time only focus of the economic benefits of tourism (Allen et al. 1988 in: Faulkner, B. & Tideswell, S, 1997). Faulkner & Tideswell (1997) point out that the impact of tourism should be monitored in order to ensure that the long term viability of tourism is not undermined by negative attitudes of the residents populations. Faulkner & Tideswell (1997) point out that tourism can have negative impacts on the quality of life of the host community. According to Ap & Crompton (1993, Faulkner & Tideswell, 1997) those negative consist out of crowding, traffic jams and parking problems, increased crime, increased cost of living and changes in residents life. According to Andereck (1995, in Andereck & Valentine 2005) consequences from rural tourism can be divided into three categories.

1. Economic effects such as increased tax revenue, more jobs and inflation.
2. Sociocultural effects such as the resurgence of local products and increasing crime rates
3. Environmental effects

Research by Mason & Cheyne (2000) showed that negative effects such as an increase in noise and an increase in traffic are also possible effects from an increase in rural tourism.

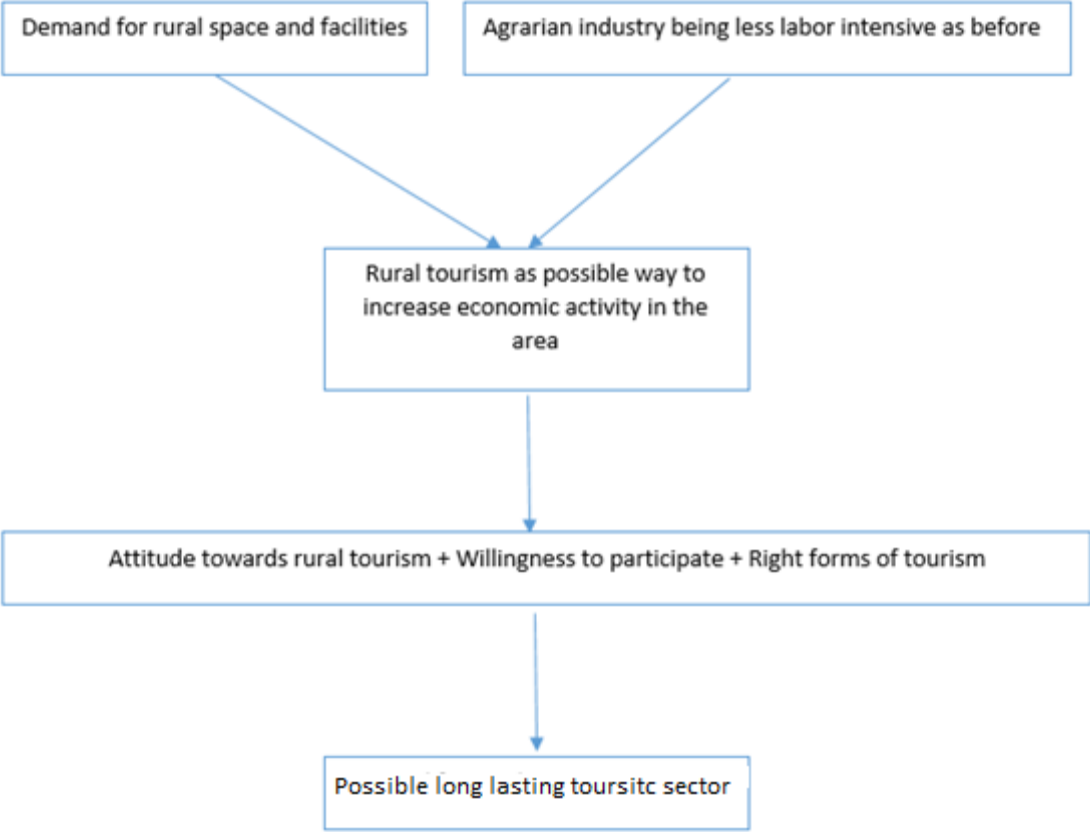
5.4 Distribution of benefits

Research in southern England (Brida, 1999) has shown that attitudes might differ a lot within the community and it showed that a general supportive attitude towards tourism does not mean that all the residents are happy with the developments. They recommended that policy makers should endeavor to spread social and economic benefits as much as possible within the community (Brida, 1999). Research done in Italy and Scotland both suggest that economic benefits for the community are an important factor in the attitude of host communities (Getz, 1994; Ritchie & Inkari, 2006). Research of Getz (1994) showed that the attitude towards tourism declines if it turns out that

economic benefits do not go to the host-community but to outsiders. Which suggests that people favor touristic activities that bring money to community over other kind of touristic activities. This also suggests that it is important to research what kind of activities are welcomed in to the community by the host community. Not much research was done in to what specific activities are welcomed into the community and what activities not. That's why there was chosen to incorporate a list of rural touristic activities in the survey.

5.5 Conceptual model

The theoretical framework and background are depicted in the conceptual model. It shows the reason that rural tourism could be an interesting topic in the first row. In the third row the things that are said to be vital in order to develop long lasting tourism are depicted with possible long lasting tourism as outcome in the fourth row.



Conceptual model 1

6. Methodology

The research question of this thesis, questions what the attitudes of rural inhabitants towards the developments of rural tourism in their area are. Thus it is important to have a data collection instrument which is useful in gathering data on attitudes. According to Mclafferty (2010) questionnaire surveys are used to question perception, attitudes, experiences and more. Thus it is suitable to use a survey in order to answer the research question. According to Allen and Seaman (2007) Likert scales are a tool to measure perception and attitudes and that's why they're used in this questionnaire. So in order to gather data on attitudes surveys were used and within the survey Likert-scale questions were used. The questionnaire will be translated to Dutch and English so that respondents will be able to make the questionnaire in a language which suits them best. The Survey can be found in the appendices.

6.1 Which participants:

In order to identify rural inhabitants who are in a way involved or influenced by rural tourism it is convenient to identify villages in which touristic developments or activities is present. This can be done by driving around and observing. Besides that the KVK register can be used to check if there are touristic businesses in the area. Furthermore there are villages/nature areas who have websites which might give a good overview of what is going on in the tourism area. The internet in general was used to gather insight in to whether a village has touristic activities or not. Besides identifying touristic villages it is also important to identify rural areas. Haartsen et al. (2003) identify the northern three provinces in the Netherlands as the most rural part of the Netherlands. Out of observations, personal experience and an internet search conclusion were drawn that the municipalities of Aa & Hunze and Tynaarlo fit the criteria of being rural and having touristic activities very well, and that's why those municipalities were chosen to gather data in. The villages were randomly chosen. The villages and municipalities are depicted in figure 1 and table 1.

6.2 Data collection

Respondents were chosen by going door to door in the villages. A lot of people were reluctant to participate in this research and thus it took longer than expected to get enough respondents. The majority respondents filled in the survey very fast and thus questions can be raised over the quality of the data and about how representative the data. Furthermore there were a few survey which weren't filled in completely. Those were either taken out during the process of collecting the data or the blank spots were taken out in the data analysis.

Table 1: Distribution respondents over villages

Village	Count (n = 83)
Zuidlaren	22
Annen	17
Eext	13
Schipborg	13
De Groeve	9
Midlaren	9

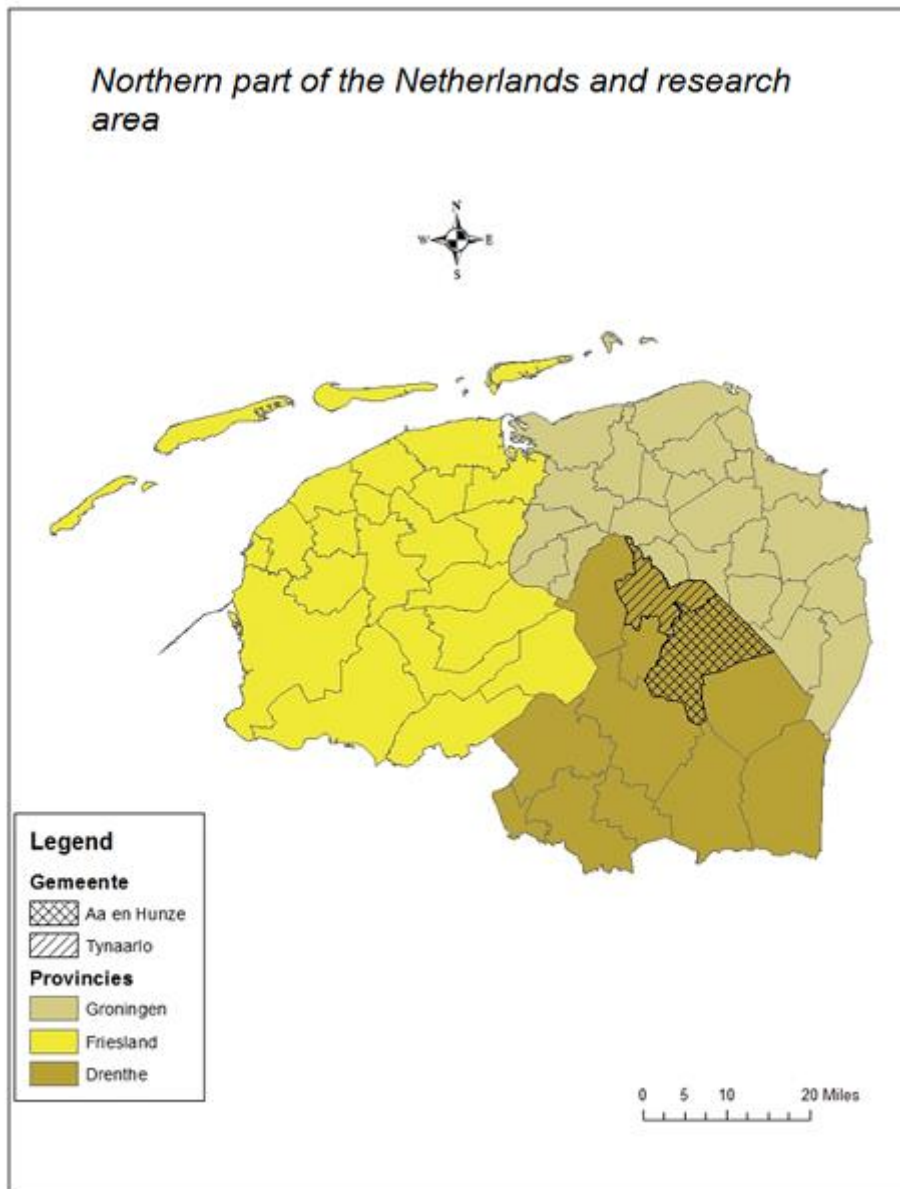


Figure 1: Research area and rural part of the Netherlands

6.3 Ethical considerations

During this research there is tried to do as little harm as possible. The research is not likely to do any harm and if this project will have any effect it will be that the opinions of the inhabitants of the rural areas are heard, which is also not likely to have negative effects. The survey was done confidentially and no personal information which can be used to identify the respondents was used, besides the birthday and place of living, which isn't enough to identify the respondents. The opportunity was given to the respondents to send an e-mail if they wanted to change answers or get more information about the research, of which none of the respondents made use. At last information was

given about what was going to happen with the data to do what effect it might have. The way this survey was collected (door by door) brings a responsibility, because you are intruding people's space and thus have to give the respondent the possibility to say no. This research has not done any harm and has been done as ethical considerate as possible.

6.4 Methods of analysis

This analysis of the data of this research consist of three parts. First a descriptive analysis to show what the average attitude of respondents towards an increase in rural tourism is and to show what their attitude towards participating in rural tourism is. The second part of the analysis tries to examine whether there is a difference in attitude of respondents between day and accommodational touristic activities. The specific activities are chosen because those were touristic activities that are present in rural areas in the Netherlands (knowledge centrum for tourism, 2007). A paired t-test is done in SPSS in order to check if the differences are significant. The third part of the analysis consists of a multivariate linear regression analysis. This is done in order to check if there are factors that contribute to the attitude towards rural tourism and the attitude towards participating in rural tourism.

In the analysis Likert scale data, are used as interval data, although this is controversial and they are mostly used as ordinal data. The five point Likert scale is used because the data which comes out of it resembles continuous data very well and thus it is suitable to use as interval data.

So the research consist of three parts which are the following three:

1. Descriptive statistics of attitudes and willingness to participate in rural tourism
2. Descriptive statistics and a paired t-test in order to identify differences in attitudes towards certain kinds of activities
3. A multivariate-linear regression analysis in order to identify factors which might contribute towards the attitudes and willingness to participate in rural tourism

7. Introduction in to the results

The results have been analyzed according to way described in the methodology. Out of the 83 respondents 39 were female and 44 were male. The respondent were distributed over the villages as shown in table one. The data was gathered from the 8th to the 10th of April. The analysis of the survey will be split in three general parts as described in the methodology. The survey can be found in the appendices.

7.1 General attitude towards tourism

The part of the analysis consists of the first five survey questions, which are all about the attitude of rural inhabitants towards rural tourism. The questions can be found in table 2 and are all Likert scale question with a five point scale. The survey can be found in the appendices.

Table 2: Question 1 to 5

Question 1	How positive are you about the development touristic activities in your place of residence?
Question 2	How likely do you think it is that the development of touristic activities will have negative effects for your place of residence?
Question 3	How likely do you think it is that the development of touristic activities will have positive effects for your place of residence?
Question 4	How likely do you think it is that the positive effects of the development of tourism will outweigh the negative effects of the development of tourism?
Question 5	How likely is it that you would participate in rural tourism?

The statistics of the data collected by these questions can be found in table 3. The results of question one show that people in general have a positive attitude towards the development of rural tourism. The average respondent says that he is more positive than negative about rural tourism (Question 1). This is furthermore shown by the results of question 2 to 4. Question 2 shows that the average respondent thinks it is more unlikely than likely that the development of rural tourism will have negative effects for their place of residence. Question 3 shows that the average respondent thinks it is more likely than unlikely that the development of rural tourism will have positive effects for their place of residence. And at last question four shows that the average respondent thinks that it is likely that the positive effects of the development of rural tourism will outweigh the negative effects of rural tourism. Although the average respondent has a positive attitude towards the development of rural tourism, results of question five shows the average respondent is unlikely to participate.

So although the general attitude towards rural tourism is positive, policy makers still have to be cautious because people aren't likely to participate in rural tourism and earlier case studies have shown that attitudes towards tourism start to become more negative if it turns out that economic benefits don't go to the host-community themselves (Getz, 1994) Besides that, a participating host-community has been pointed out as vital in order to build a longlasting touristic sector in the area (Saxena & Ilbery., 2001; Jurowski 1994; Fleischer & Felsenstein, 2000; Iorio & Corsale, 2010) and the host-communities which were surveyed were on average unlikely to participate.

Table 3: Results of the first five question of the survey

Question #	Mean	Mode
1	3,13253	4 (positive)
2	2,831325	2 (Unlikely)
3	3,301205	4 (Likely)
4	3,26506	4 (Likely)
5	2,060241	2 (Unlikely)

7.2 What kind of rural-touristic activities do respondents favor over others

In order to make a distinction between activities, the results of the Likert-scale based questions on the respondent's attitudes towards the specific activities were analyzed. In order to check if the means of the two categories differed significantly, a paired t-test was performed. The test turned out to be significant, thus it can be said with a 95% confidence interval that there is a significant difference between the two. Day activities have a higher mean and thus it can be said that the respondents on average favor day activities over the development of accommodational buildings. The specific results are presented in table three, in which can be seen what activities are favored over others.

Table 4: Attitude towards specific activities

Activity	Day/accommodational	Average	Mode
Selling of regional products	Day	3,638554	4
Location specific tours / Excursions	Day	3,493976	4
Horeca	Day	3,373494	4
Bed & Breakfasts	Accommodational	3,325301	3
Shopping	Day	3,253012	3
Hotels/Hostels	Accommodational	3,240964	3
Day activities average	Total	3,240964	3
Demonstrations/workshops	Day	3,204819	3
Outdoor sports	Day	3,108434	3
Accommodational average	Total	3,027108	3
Farm tourism	Accommodational	3,024096	3
(Music) Festivals	Day	2,614458	3
Holliday houses/apartments	Accommodational	2,518072	2

7.3 What factors play a role in attitudes towards tourism and the willingness to participate?

In order to get to know which factors play a role in the attitude towards tourism and the willingness to participate in tourism, a multivariate linear regression analysis was performed in SPSS in the mode enter, and afterwards in the mode backward so that SPSS automatically removed the non-significant factors out of the model and leaves in the factors that do matter. The outcomes in are provided in table four and five.

The following equations are used in order to determine what factor play a role in the attitude towards tourism (1) and willingness to participate in tourism (2). The results are shown in table four and five.

1. Attitudes towards tourism (question one of the survey) = Constant + regression coefficient for age (x) + regression coefficient for place of residence (x) + regression coefficient for gender (x)
2. Willingness to participate in tourism (Question five of survey) = Constant + regression coefficient for age (x) + regression coefficient for place of residence (x) + regression coefficient for gender (x)

Table 5: Multivariate linear regression model - attitude towards rural tourism

Mode	Variables in equation	R ² of model	Equation of model	Value model	Significant?	Value left out
Enter	Age, Gender, place of residence	0.125	$Y = 4.233 + -0.018 (\text{Age}) + -0.148(\text{place of residence}) + 0.108 (\text{gender})$	0,016	Yes	-
Backward	Age & place of residence	0.122	$Y = 4.275 +-0.017(\text{Age}) +-0.144(\text{place of residence})$	0,006	Yes	Gender

Table 6: Multivariate linear regression model - willingness to participate

Mode	Variables in equation	R ² of model	Equation of model	Value model	Significant?	Value (s) left out
Enter	Age, Gender, place of residence	0.096	$Y = 3.193 +- 0.018(\text{age}) +-0.091(\text{Gender}) +-0.152(\text{place of residence})$	0,05	yes	-
Backward	Age & place of residence	0.091	$Y = 3.133 +- 0.018(\text{age}) +-0.096(\text{Place of residence})$	0,025	yes	Gender
Backward	Age	0.069	$Y = 2.929 +- 0.018 (\text{Age})$	0,018	yes	Place of residence, Gender

The results of table four show that age and place of residence have a significant role in the attitudes towards tourism, but the R-squared shows that they are only a small part (0.122) of the explanation of attitudes towards tourism. Because of that further research is needed in order to determine what factors contribute to the attitude towards the attitudes of the respondents towards rural tourism.

The results of table five show that there is just a minor R-squared which is so small that it is barely relevant and the factors do contribute only a little bit to the willingness of people to participate in rural tourism. Thus even more research should be done in order to find relevant factors on this subject.

Summarizing it can be said that the respondents are positive about the development of rural tourism is their place of residence, but they are, on average, not willing to participate in rural tourism although they probably will if rural tourism is developed in their area, simply because they live and communicate in their area and thus help shape their place of residence (Braun et al., 2013, in Jeuring 2017b). The results of the multivariate linear regression analysis do not show any relevant results due to the low explanatory value of the model.

8. Conclusions

This research was done in order to gain knowledge on the attitudes of rural inhabitants of the Netherlands towards (the development of) rural tourism. Tourism is often considered as an instrument to raise the economic strength of rural places. Earlier research showed that the attitudes of host-communities and the willingness to participate are vital in order to develop long lasting tourism (Saxena & Ilbery., 2001; Jurowski 1994; Fleischer & Felsenstein, 2000). Participation of the host communities has multiple forms. For example through communication with tourists and voting in elections. Furthermore it is important to monitor the residents' attitudes in order to not undermine the long term viability of the touristic sector (Faulkner & Tideswell (1997).

The Northern part of the Netherlands was chosen, because literature pointed those areas out as being the rural part of the Netherlands (Haartsen, 2003). Earlier case studies showed the attitudes of host-communities differ and changes when turns out that the developed activities don't fit within the community (Getz, 1994) thus it is important to know what kind of activities people favor over others.

The results of the study showed that people in the northern part of the Netherlands are on average positive about the development or an increase in touristic activities. They also think that it is likely that the possible positive effects of tourism will outweigh the negative effects, which also depicts a positive attitude towards tourism. But that still does not mean that long lasting tourism can be developed in the area. There are other factors that contribute to the sustainability of rural tourism, like the willingness to participate and the fact that economic benefits have to go to the host-community.

Other results of the analysis show that although people are positive about tourism, they are likely to be reluctant to participate in tourism. Although literature suggest that a lack of participation is worrying (Saxena & Ilbery., 2001; Jurowski 1994; Fleischer & Felsenstein, 2000) questions can be raised here about the need of an average that is likely to participate. It is fairly obvious that most people aren't willing to participate in tourism for various reasons. Some of those reasons might be that they already have a job, are retired or have an education background in another field. Thus a minority that is willing to participate doesn't mean that there won't be enough participation to build a long lasting touristic sector. Furthermore question can be raised over the quality of the data gathered, more about this in the reflection. More research should be done in to this subject in order to get a good overview for what kind and how much participation is needed.

Results of the second part of the analysis shows that people favor day activities over accommodational activities, and although the mean difference between the two is not that big, it is still a significant difference. Thus policy makers should focus on day activities, although not all day activities will be greeted with a positive attitude and the opposite can be said to accommodational activities. For example the category Bed and Breakfasts manages to score high, although it is part of the accommodational category. Research shows that positive attitudes towards tourism decline when economic benefits for the community stay away (Getz, 1994), and thus policy makers should make sure that those stay within the community.

Results of the third part of the analysis show that more research should be done on what factors play a role in forming a positive attitude towards rural tourism. All together it is still hard to say whether there is long lasting tourism possible in the areas due to the lack of willingness to participate

and the fact that there are positive attitudes towards rural tourism does not mean that those attitudes stay positive.

9. Reflection

Although this research has been helpful in determining the attitude of inhabitants in rural areas, there are still some areas it can improve in order to explain the attitude towards rural tourism in this part of the Netherlands. For example, the multivariate regression analysis has a low explanatory value and thus it is still not exactly known what factors contribute towards the attitude of rural inhabitants. Thus more research should be done on this subject in order to develop a long lasting framework which can be used in other case studies or at least get an overview of factors which might be important in order to explain the attitude of host-communities. It would also be good to research how many participation of host-communities is needed in order to develop a long lasting touristic sector, because that would make it a lot easier to do case-studies. Furthermore when analyzing the Likert scales questions, they were used as a ratio variable, which is controversial and over which a consensus has not been reached.

Besides that, the low responds rate and willingness to fill in a survey also says something about the attitude of those people towards this subject. It could be possible that they won't fill in a survey, because they do not care about the subject, which is something to keep in mind when reading this research. The people who did fill in the survey were often not that interested in the subject as well, and filled in the survey mainly because they did not wanted to be rude or only participated because they wanted to help out. Thus for further research a recommendation would be to have a more in-depth approach and talk to people who are willing to participate and are representatives of the community. Questions can be raised over the quality and representativeness of the data since people filled in the survey very fast and did not seem to pay a lot of attention to the questions. Looking back more background knowledge and explanation should have been provided to the respondents, because it is questionable if the respondents did interpreted for example participation as it is explained in the theoretical framework. So in hindsight an in-depth interview would be a better approach than a survey.

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11. Appendices

11.1 Multivariate regression analysis Question 1 of the survey

This is the output of the multivariate linear regression analysis for question 1 of the survey (see **Appendices**). The multivariate linear regression analysis tries to seek for factors which contribute towards the attitude respondents had towards rural tourism.

The backward method was chosen and missing values were chosen to be left out.

Table 7: Multivariate linear regression analysis question 1 of the survey.

Model	Variables entered	R ²	F	Sig	Formula
1	Leeftijd, Geslacht, Woonplaats	0.125	3.653	0.016	$Y = 4.233 + -0.018 (\text{Age}) + -0.148(\text{place of residence}) + 0.108 (\text{gender})$
2	Leeftijd, Geslacht	0.122	5.405	0.006	$Y = 4.275 + -0.017(\text{Age}) + -0.144(\text{place of residence})$

The model coefficients are shown in the table below.

Table 8 : Model coefficients multivariate regression analysis question 1 of the survey.

Model coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,233	,395		10,724	,000
	Leeftijd	-,018	,007	-,265	-2,480	,015
	WPD	-,148	,067	-,235	-2,190	,032
	GSD	,108	,214	,054	,503	,616
2	(Constant)	4,275	,384		11,140	,000
	Leeftijd	-,017	,007	-,263	-2,476	,015
	WPD	-,144	,067	-,229	-2,159	,034

a. Dependent Variable: Attitude towards rural tourism

11.2 Multivariate regression analysis question 5 of the survey

This is the output of the multivariate linear regression analysis for question 5 of the survey (see **Appendices**). The multivariate linear regression analysis tries to seek for factors which contribute towards the willingness to participate in rural tourism.

The backward method was chosen and missing values were chosen to be left out.

Table 9: Multivariate regression analysis question 5 of the survey.

Model	Variables entered	R ²	F	Sig	Formula
1	Leeftijd, Geslacht, Woonplaats	0.096	2.720	0.050	Y = 3.193 +- 0.018(age) +- 0.091(Gender) +- 0.152(place of residence)
2	Leeftijd, woonplaats	0.091	3.882	0.025	Y = 3.133 +- 0.018(age) +- 0.096(Place of residence)
3	leeftijd	0.069	5.878	0.018	Y = 2.929 +- 0.018 (Age)

Table 10: Model coefficients multivariate regression analysis question 5.

Model coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,193	,418		7,635	,000
	Leeftijd	-,018	,007	-,260	-2,402	,019
	WPD	-,091	,071	-,138	-1,268	,209
	GSD	-,152	,227	-,073	-,671	,504
2	(Constant)	3,133	,407		7,695	,000
	Leeftijd	-,018	,007	-,263	-2,435	,017
	WPD	-,096	,071	-,146	-1,351	,181
3	(Constant)	2,929	,380		7,709	,000
	Leeftijd	-,018	,007	-,263	-2,424	,018

11.3 T-Test to show whether people significantly prefer day activities over accommodational activities

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Dagactiviteit	3,2410	83	,65690	,07210
	Accomedatie	3,0271	83	,84013	,09222

Paired Samples Test					
Pair	Mean difference	St dev.	t	df	Sig
Day activities and accommodational activities	,21386	,52783	3,691	82	,000

11.4 Data collection instrument

Dear respondent,

Mijn naam is Maurits Schilder en voor mijn Bachelorproject onderzoek ik de houding van de inwoners van rurale gebieden over toerisme. Dit omdat eerder onderzoek heeft aangetoond dat host-communities erg belangrijk zijn in het ontwikkelen van langdurig en succesvol toerisme. Deze enquête helpt bij het analyseren daarvan.

De enquête kan anoniem gemaakt worden en is onderdeel van een bachelorproject voor de Universiteit van Groningen en de studie sociale geografie en planologie.

Attitudes towards rural tourism in general

1. Hoe positief sta je tegenover de ontwikkeling van toerisme in uw woonplaats?

Erg negatief:	negatief :	Neutraal :	Positief :	Erg positief:
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2. Hoe waarschijnlijk denkt u dat het is dat de ontwikkeling van toerisme negatieve effecten voor uw woonplaats heeft?

Erg onwaarschijnlijk:	Onwaarschijnlijk	Neutraal :	waarschijnlijk :	Erg waarschijnlijk:
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3. Hoe waarschijnlijk denkt u dat het is dat de ontwikkeling van toerisme positieve effecten voor uw woonplaats heeft?

Erg onwaarschijnlijk:	Onwaarschijnlijk	Neutraal :	waarschijnlijk :	Erg waarschijnlijk:
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4. Hoe waarschijnlijk denkt u dat het is dat de positieve effecten van toerisme de negatieve effecten te niet doen?

Erg onwaarschijnlijk:	Onwaarschijnlijk	Neutraal :	waarschijnlijk :	Erg waarschijnlijk:
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Attitudes towards participating in rural tourism business

5. Als plattelands toerisme in uw woonplaats zou toenemen, zou u dan overwegen om mee te werken aan een toeristische activiteit? Hoe waarschijnlijk is het dat u dan meewerkt aan zo'n activiteit?

Erg onwaarschijnlijk:	Onwaarschijnlijk	Neutraal :	waarschijnlijk :	Erg waarschijnlijk:
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Attitudes towards certain kind of touristic activities

6. Hoe positief staat u tegenover de ontwikkeling van de volgende toeristische dag-activiteiten in uw gebied?

Activity/Attitude towards activity	Very negative	Negative	Neutral	Positive	Very positive
Locatiespecifieke excursies/rondleidingen (bv. Hunnebedden)					
Horeca					
Buitensport					
Demonstraties/workshops					
Verkoop streekproducten					
(Muziek)Festivals					
Winkelbezoeken					

7. Hoe positief staat u tegenover de bouw/komst van de volgende toeristische accommodaties in uw gebied?

Activity/Attitude towards activity	Very Negative	Negative	Neutral	Positive	Very Positive
1. Vakantiehuisjes/appartementen					
2. Bed & Breakfasts					
3. Boerencampings					
4. Hotels/Hostels					

8. Geslacht: _____
 9. Geboortedatum: _____
 10. Woonplaats: _____

11. Heeft u ooit meegewerkt aan toerisme in uw woonplaats? Ja / Nee

Bedankt voor het meewerken aan dit onderzoek. Als uw op de hoogte wilt blijven van de resultaten van dit onderzoek kunt u hier onder uw email adres opschrijven (niet verplicht). Uw antwoorden zullen verder anoniem verwerkt worden.

Maurits Schilder.

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