



GRAND BAHAMA

Bahamas Ministry of Tourism
Bahamian Residents'
General Public Survey 2006
Prepared by
The Counsellors Ltd.

Contents

I. Introduction	2
1.1 Research Objectives	2
II. Methodology	3
2.1 Development of Hypotheses and Questionnaire	3
2.1.1 Formulation of Null Hypotheses	3
2.1.2 The Questionnaire	3
2.1.3 Demographics.....	6
2.1.5 Phase 2: Quantitative Research, Grand Bahama Report	6
2.1.7 Analysis.....	7
III. Results – Grand Bahama	8
3.1 Demographics	8
3.2 Attitudes toward Employment in the Tourist Industry	9
3.3 Effects of Tourism	12
3.4 Reasons to Visit The Bahamas	13
3.5 Selected Other Measures of Attitude toward Tourism	14
3.6 Domestic Travel	15
3.7 General Attitude Statements	17
3.7 General Attitude Statements	17
3.8 Media Usage	27
3.9 Associations	30
3.9.1 Associations by Sex.....	30
3.9.2 Associations by Age.....	31
3.9.3 Associations by whether Job is in Tourism Industry.....	32
3.9.4 Associations by Education	33
3.9.3 Associations by Income	34
IV. Conclusions	35
V. Appendix	40
5.1 Percent (%) of Respondents – Responses to General Attitude Statements by Survey Year, 2000-2006	40
5.2 Average (Mean) Differences in Attitude Statements	46
5.2.1 Average (Mean) Differences in Attitude Statements: Age.....	46
5.2.2 Average (Mean) Differences in Attitude Statements: Tourism Industry vs. Non Tourism Industry Job	47
5.2.3 Average (Mean) Differences in Attitude Statements: Income.....	47
5.3 Domestic Travel Average (Mean) Expenditure	48
5.4 Factor Analysis	50
5.5 Acknowledgements	52
5.6 Definition of Terms	54

I. Introduction

1.1 Research Objectives

This survey was designed to gather information from Bahamian residents on various issues and aspects of tourism and media habits. The Ministry of Tourism wants to know how much Bahamians know about tourism and how they feel about the tourism industry as a whole. The focus of the survey is concentrated on the following major areas:

- Attitudes
- General Media
- Demographics

The Specific Objectives of This Research Study are to:

- Examine the media habits of the Bahamian public in order to better channel educational information on tourism through media where it has a better chance of being viewed.
- Examine the attitudes of Bahamians on tourism
- Make relevant distinctions between attitudes of residents based on demographic criteria such as age, sex, annual income and education.

II. Methodology

2.1 Development of Hypotheses and Questionnaire

This research project was divided into two phases:

Phase 1: hypotheses development and

Phase 2: questionnaire design and sampling frame.

2.1.1 Formulation of Null Hypotheses

1. Bahamians who are directly employed or not directly employed in the tourism industry do not differ significantly in their attitudes towards tourists and tourism in general.
2. Bahamians in various age groups do not differ significantly in their attitudes towards tourists and tourism in general.
3. Bahamians of different sex do not differ significantly in their attitudes towards tourists and tourism in general.

2.1.2 The Questionnaire

This survey was designed to learn more about the attitudes of the Bahamian public regarding the tourism industry. Through the questions used in this questionnaire, the Ministry of Tourism sought to illuminate what the Bahamian public thought were the positive and negative aspects of tourism in the Bahamian community. Eleven questions asked: whether Bahamians would choose to work in the tourism industry; why jobs in tourism were not the first choice for High School and College graduates (The Counsellors 1998 Study); what should be done to attract the best and brightest to work in the tourism industry; what positive things they thought were happening as a result of tourism; what negative things they thought were happening as a result of tourism; what they would say (other than telling about our beaches and climate) to convince someone to visit The Bahamas; whether they felt that Bahamians are developing a negative attitude toward the large number of tourists; whether the Government is doing sufficient to ensure that Bahamians are trained to take positions held by foreigners in the tourism industry; whether they thought that the tourism industry uses enough of Bahamian food, music and other products or services; what two languages should all Bahamians speak; and domestic tourism behaviour. The Ministry felt that this would better assist them in

the understanding the attitudes of the Bahamian public towards the tourists who come to our shores.

The main part of the questionnaire was designed to examine the attitudes of the Bahamian public with regard to tourism. Included in this section of the questionnaire were 23 statements designed using the Likert scale of agreement/ disagreement (i.e. strongly agree, agree, neither agree nor disagree, disagree, strongly disagree, don't know).

Furthermore, the questions posed in this section were designed to elicit from the Bahamian public valuable information on:

- Whether or not they felt that most tourists who came to our shores were satisfied with their Bahamian experience
- Whether or not Bahamians generally felt they were doing the tourists a big favour when serving or helping them
- Did Bahamians believe that tourism only created lower end jobs for Bahamians at large
- Did each Bahamian say my job is related to tourism
- Whether or not they would object to their children working in the tourism industry
- Did the Bahamians interviewed believe that tourists are given their money's worth while visiting the Islands of The Bahamas
- Did many of the people interviewed believe that tourism did not affect them personally
- Whether they felt that only Bahamian art, Bahamian straw and Bahamian craft goods should be sold to tourists
- Did the Bahamians interviewed feel that Bahamians should be willing to go the extra mile to please tourists

- Whether or not Bahamians felt that the 15% gratuity should be eliminated
- Did the Islands of The Bahamas' advertisements make them feel good about their country
- Whether or not Bahamians felt that the tourists who came to the Islands of The Bahamas generally did not find what they were led to expect by the Ministry's advertising and promotions
- Did Bahamians feel that there were enough jobs in the tourism sector
- Did Bahamians consider jobs in tourism to be prestigious
- Whether or not Bahamians felt that many parents do not think it is a good idea for their children to have a career in tourism
- Did Bahamians feel that the salaries and benefits in the tourism sector were not on par with similar positions in the private sector
- Whether or not it was felt that there is little job security in the tourism sector
- Whether it was felt that tourism had all our best beaches and land
- Did Bahamians feel that the quality of the tourism product needed great improvement
- Whether or not it was felt that Bahamians gave other Bahamians good service or value for money
- Whether or not Bahamians felt that the standard of service in the Islands of The Bahamas needed improvement
- Did Bahamians feel that the costs such as wages, electricity, telephone and so on were higher in the Bahamas than in most parts of the region including the U.S.A. and Canada

- Whether it was generally felt by the Bahamians interviewed that tourism would be the main industry in the Islands of The Bahamas for at least the next thirty years

2.1.3 Demographics

In order to better understand the results of this survey, demographic criteria had to be established. Therefore, questions were posed that would set a demographic framework for the persons interviewed that would facilitate the analysis of the data collected. It was important to know the sex, age group, educational and income levels of the interviewees in order to better analyze the data obtained.

2.1.5 Phase 2: Quantitative Research, Grand Bahama Report

Personal interviews at 300 household dwellings were conducted in Grand Bahama. Bahamian residents between the ages of 15 and over were interviewed. Households in the constituencies of: Pine Ridge, Eight Mile Rock, West End, Lucaya, Marco City and High Rock were selected. The sample size had a $\pm 5.7\%$ precision (error) at the 95% confidence level.

The sampling plan involved the selection of persons based on **Quota and Convenience sampling**. The sex and age quota were based on frequency distributions from the 2000 Population Census (population was redistributed using 2002 political boundaries).

2.1.7 Analysis

Data was entered using Microsoft Excel and SPSS 15.0. Analyses were done per island group (New Providence, Grand Bahama, Family Islands) using SPSS. Most presented are univariate (one variable) and bivariate (two variables); bivariate analyses compare mainly demographic items with attitude opinions using Pearson chi-square, Kendall's tau-c, T-Tests, and Analysis of Variance (ANOVA). Significance levels (p - values) were set at .05 or less - only significant findings are presented. Factor Analysis with the 23 main attitude items is also included.

The report was written using Microsoft Word.

III. Results – Grand Bahama

3.1 Demographics

- Gender distributions were virtually evenly split (48% male).
- The majority of respondents were 30-49 years (42%). Thirty seven percent were under 30 years, and the remaining 21% were 50 years and older.
- The highest level of education for most respondents is high school (63%). One out of five (19%) completed college/university, 14%, technical/vocational school, and 4% had primary education.
- Looking at income levels, less than half (43%) had an annual salary of \$15,000 to under \$30,000. Around one fifth (22%) made \$5,000 to under \$15,000, 13%, \$30,000 to less than \$50,000, and 5% had the highest salary of \$50,000 or more. The remaining 17% had an annual salary of under \$5,000.
- A little more than half (53%) of the respondents work in the tourism industry.

3.2 Attitudes toward Employment in the Tourist Industry

Among those who would choose to work in the tourism industry (68%), the most popular reason by far (53%) was that they liked “meeting people” or were “people persons” (Table 1). At a distant second, a little more than one out of ten (11%) feel that a good salary can be earned in the tourism industry. Nine percent (9%) think working in the industry is a “good job”. For the most part, responses were comparable with past surveys.

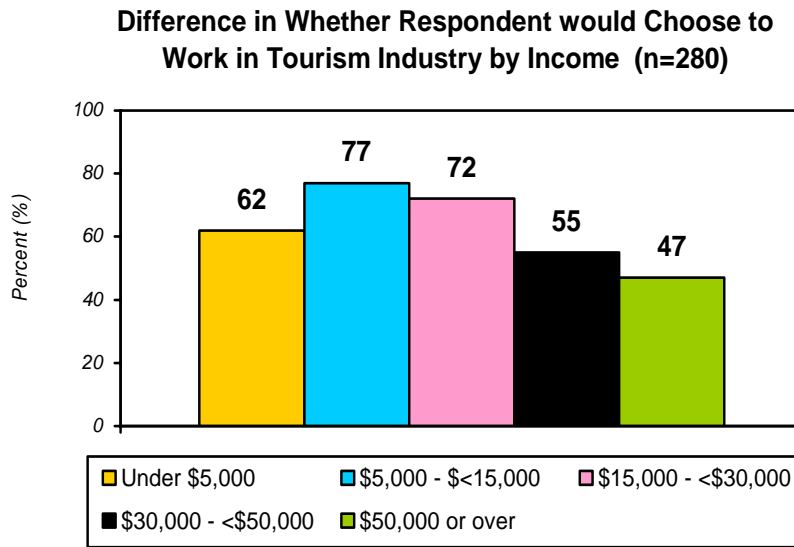
Table 1
Percent (%) of Respondents – Top Five Reasons Why Respondents would Choose to Work in the Tourism Industry (n=198)

Reasons	2006	2005	2003
Meeting people/ “People person”	53	51	50
Good salary	11	9	7
Like job/ Good job	9	2	NK
Being an ambassador for The Bahamas	7	10	9
More opportunities	7	2	NK

Of the tourism industry workers, 87% of these would choose to work in the tourism industry if having to decide on a career today, versus 47% of non-tourism workers. Also, a greater proportion of tourism workers chose “meeting people” as the main reason why they would choose to work in the industry.

Along the same vein, of all respondents, proportionally more females (76%) than males (60%) would choose tourism careers if they had the choice today.

Figure 1



It appears that both the lowest and upper income scales are less likely to choose to work in the tourism industry (Pearson chi-square, $p \leq .05$; Figure 1).

The top five reasons for not choosing tourism are fairly close in proportions (Table 2). Approximately one out five Grand Bahama residents who would chose not to work in the tourism industry “do not like the industry” or “prefer another industry” (20%), think that the industry is unstable (18%), or are just not “people persons” (17%). The leading reason for previous years was the perceived unstableness of the industry.

Table 2
Percent (%) of Respondents – Top Five Reasons Why Respondents would Choose *Not* to Work in the Tourism Industry (n=84)

Reasons	2006	2005	2003
Don't like tourism industry/Prefer another industry	20	12	10
Industry unstable/Seasonal	18	26	29
Not a “people person”	17	8	5
Low salary	12	13	16
Not interested	12	10	9

Two out of three respondents (65%) feel that tourism jobs are *not* the first choice for high school or college graduates. Low salary remains the leading reason why this may be (29%; *Table 3*), followed closely by tourism jobs not being prestigious (23%). The second reason has gained in popularity from previous surveys.

Also, findings suggest that as educational level of respondents increased, the less likely they would respond that tourism careers are a first choice for graduates.

Table 3
Percent (%) of Respondents – Top Five Reasons Why Tourism Jobs are Not the First Choice for High School/ College Graduates (n=185)

Reasons	2006	2005	2003
Low salary	29	38	35
Not prestigious	23	14	16
Lack of knowledge of tourism industry	16	16	10
Interest in another industry	12	7	11
Little job security	4	6	9

Early education training in schools/ increase training (34%) continues to be the leading idea in attracting the best and brightest to the tourism sector, though it has dipped in percentage from 2005 (*Table 4*). The offer of higher salaries (23%) also remains popular.

Table 4
Percent (%) of Respondents – Top Five Suggestions to Attract Best and Brightest to the Tourism Industry (n=294)

Reasons	2006	2005	2003
Training /Educate in schools	34	47	31
Offer higher salaries	23	16	26
More promotions/ Information	11	8	11
Create higher positions/ Better job opportunities	9	2	3
Offer more benefits/Incentives/Make industry more attractive	7	13	6

3.3 Effects of Tourism

Almost a third (30%) of Grand Bahamians responded that there were no positive effects of tourism (*Table 5*). Nevertheless, one out of five (19%) cited the creation of jobs, while 17% saw economic development as an effect of tourism. While these top two remain in that spot, job creation has declined in popularity, while economic development, increased foreign investment, and cultural exchange has gained some respondents.

Table 5
**Percent (%) of Respondents – Top Five Positive Effects of Tourism
 In The Bahamas (n=296)**

Reasons	2006	2005	2003
Creation of jobs	19	29	27
Economic development	17	14	9
Increased foreign investment	8	4	4
More cultural exchange	7	2	NK
Higher living standards	5	12	5

None – 30%

Again, the majority saw no effects of tourism – 48%, around half, did not see any negative effects. Sixteen percent (16%), however, saw “closed hotels/no jobs” as the leading negative effect, and has seen a substantial proportional increase from 5% in 2005.

Table 6
**Percent (%) of Respondents – Top Five Negative Effects of Tourism
 In The Bahamas (n=300)**

Reasons	2006	2005	2003
Closed Hotels/No jobs	16	5	-
Crime	7	8	10
Exploitation by foreign investors	6	3	-
Bad Attitudes of Tourists	4	3	3
Losing culture/Identity	4	5	2

None – 48%

3.4 Reasons to Visit The Bahamas

The warm and friendly people remain, in 2006, the main reason by far to visit The Bahamas other than climate and beaches (44%, *Table 7*). Approximately a quarter laud the Bahamian cuisine and Bahamian culture, with little change from past surveys.

Table 7

Percent (%) of Respondents – Top Five Reasons (Other than “Sun, Sand and Sea”) for Visitors to Come to The Bahamas (n=294) *

Reasons	2006	2005	2003
Warm/ Friendly People/ Hospitality	44	46	54
Bahamian cuisine	24	21	16
General Bahamian culture	22	26	20
Relaxing/Peaceful/Safe	16	NK	NK
Junkanoo	11	16	3

None/Don't Visit – 1%

* *Multiple responses were given per respondent, but are presented individually.*

3.5 Selected Other Measures of Attitude toward Tourism

- Eighty-one (81%) feel that Bahamians are *not* developing a negative attitude toward the large number of visitors.
- Most (85%) felt that the Bahamas government is *not* doing sufficient to train Bahamians for positions in the tourism industry now predominantly held by expatriates.
- Sixty-six (66%) responded that the tourism industry does *not* use sufficient Bahamian food, music, and other products and services.
- Most residents think that all Bahamians should speak two languages, be it English and Spanish (77%) or English and French (60%).

3.6 Domestic Travel

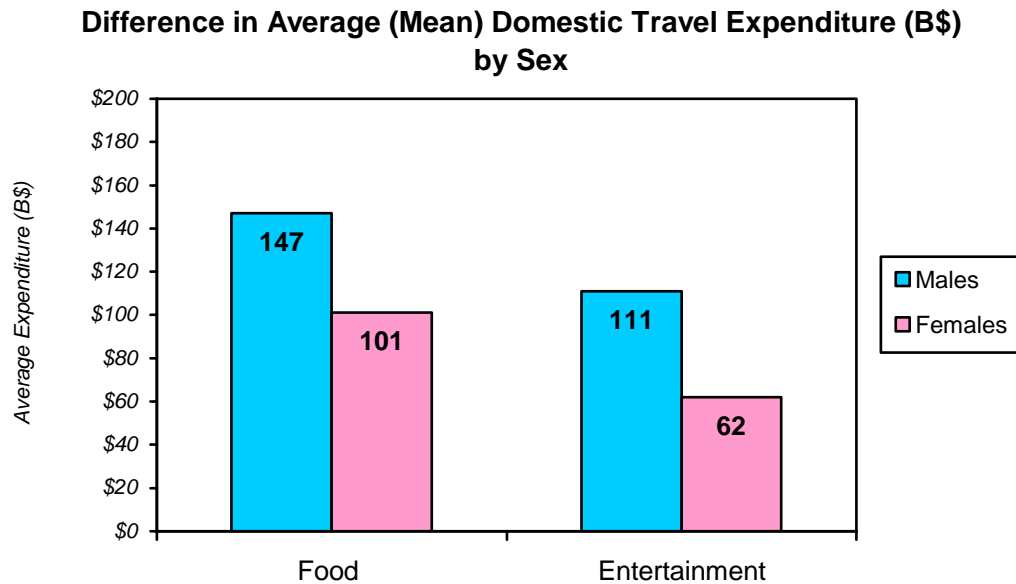
Two thirds (65%) of Grand Bahamians had travelled to another Bahamian island in the past year; the average (median) was 2 trips (range 1 to 50), with a median of 1 person per trip (range 1 to 5 persons).

The median* total expenditure spent per trip is \$477 (range \$0 to \$3,800). Below is a breakdown of the median average spent per trip for the following:

- Transportation – \$100 (range \$0 to \$3,000)
- Lodging - \$25 (range \$0 to \$2,000)
- Food - \$60 (range \$0 to \$700)
- Entertainment - \$20 (range \$0 to \$1,000)
- Shopping - \$0 (range \$0 to \$1,000)

There were some gender differences: males had travelled more often (mean, 4 trips) than females (mean, 2 trips), and spent more on food and entertainment (T-Test, $p < .05$; *Figure 2 [The T-Test employs means when comparing groups, as presented here, rather than medians]*).

Figure 2



* See appendix for mean expenditures.

Persons with higher incomes spent more on many items; the extent of travel expenditure is demonstrated in *Table 8 (Analysis of Variance, $p \leq 0.05$; Table 8 [ANOVA employs means when comparing groups, as presented here, rather than medians; see appendix for means])*.

Table 8

Average (Mean) Difference in Expenditure (B\$) by Income levels

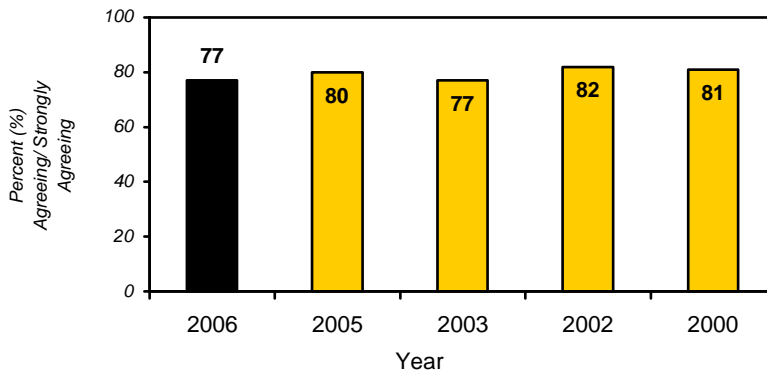
	Income Level				
	Under \$5,000	\$5,000 - <\$15,000	\$15,000 - <\$30,000	\$30,000 - <\$50,000	\$50,000 or over
Transportation (\$)	125	124	162	384	453
Lodging (\$)	37	117	186	269	447
Food (\$)	52	108	121	165	292
Entertainment (\$)	27	52	101	138	92
Total Expenditure (\$)	332	482	677	1,074	1,490

There were significant differences by age as well (ANOVA $p \leq .05$): persons who fell in the 30 to 49 years age range seemed to spend more on transportation (\$267), food (\$149) and total expenditure (\$834) than those 15 to 29 years (\$140; \$88; \$551 respectively) and the oldest age group of 50 years and older (\$140; \$127; \$615 respectively).

3.7 General Attitude Statements

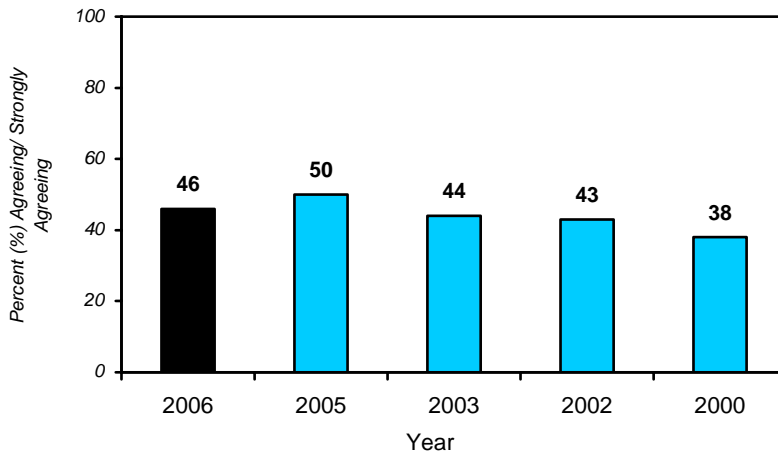
Following are the general attitude statements presented individually and compared with past surveys (Figures 3 - 25). Discussed is the percent (%) that "Agreed/Strongly Agreed with each statement. Table 8 shows all response opinions for 2006.

**Figure 3 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" -
Tourists satisfied with Bahamian experience**



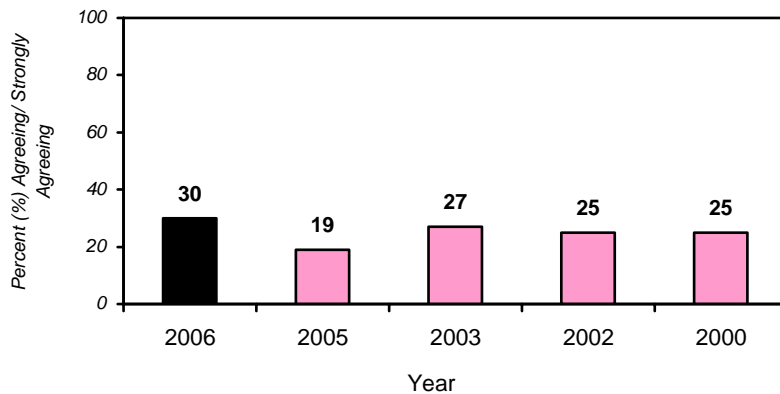
Around three out of four respondents in 2006 (77%) think tourists are satisfied with the Bahamian experience. Results are comparable for previous years.

**Figure 4 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Bahamians serve as if they are doing tourists a big favour**



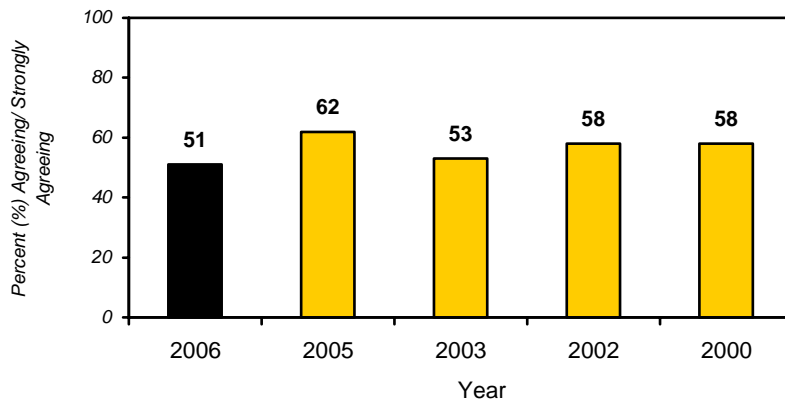
A little under half (46%) of Grand Bahamian residents thought in 2006 that Bahamians serve tourists as if they are doing them a big favour, a noticeable change from 2000, at (38%).

Figure 5 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism jobs for Bahamians are at the bottom of the ladder



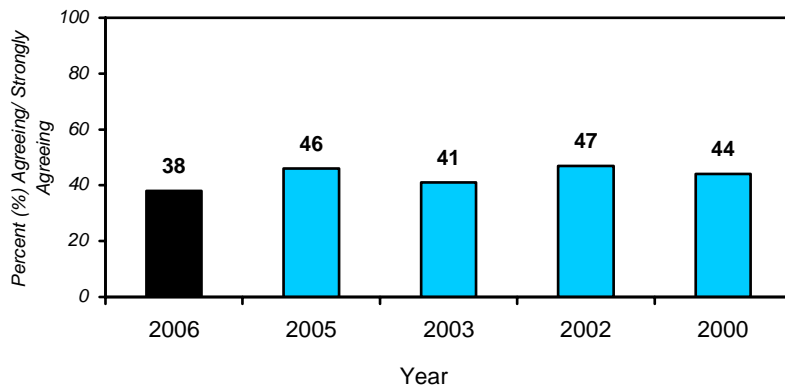
A minority (30%) feels that Tourism jobs are at the bottom of the ladder, similar to other years, with the exception of 2005, which had an even smaller proportion at 19%.

Figure 6 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - My job is related to Tourism



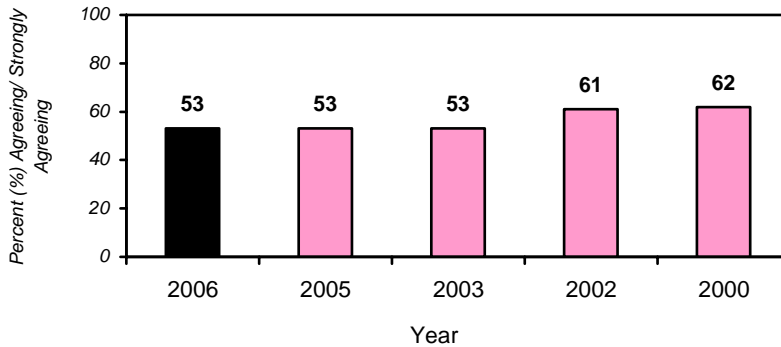
Half (51%) of the respondents perceive their jobs as related to tourism, noticeably less than the 62% the previous year, 2001, and to 2002.

Figure 7 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - I would like my child to work in the Tourism industry



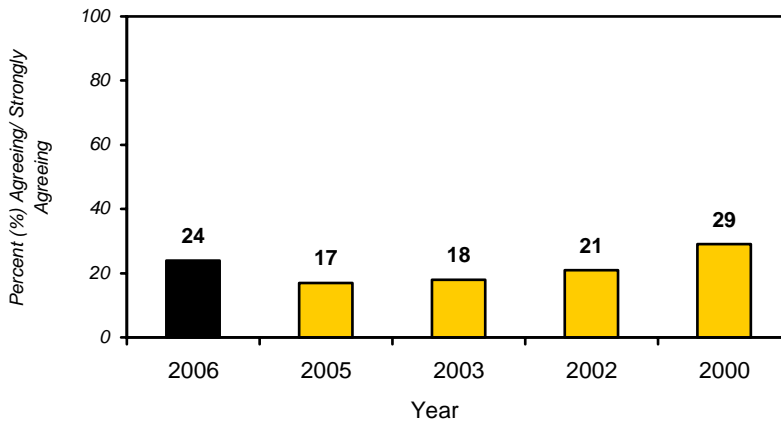
Thirty eight percent (38%) would like their child to work in the tourism industry; results show more favourable results in previous surveys.

Figure 8 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourists get money's worth when visiting The Bahamas



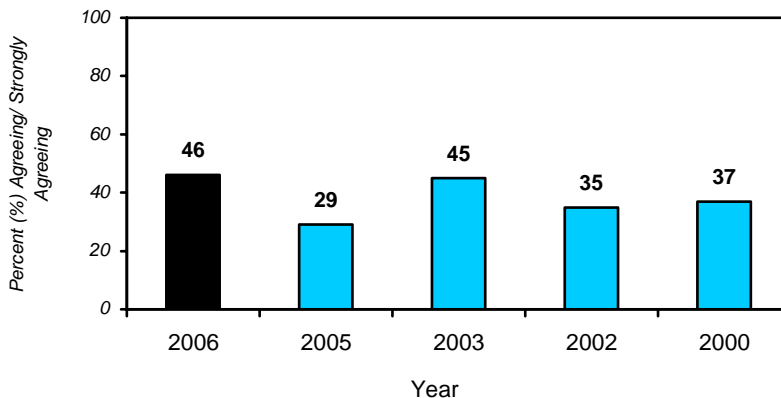
Around half (53%) in 2006 responded that tourists get their money's worth when visiting the Bahamas. This has not changed since 2003, but opinions were more positive in 2001 and 2002, and 62% and 61% respectively.

Figure 9 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism does not affect me personally



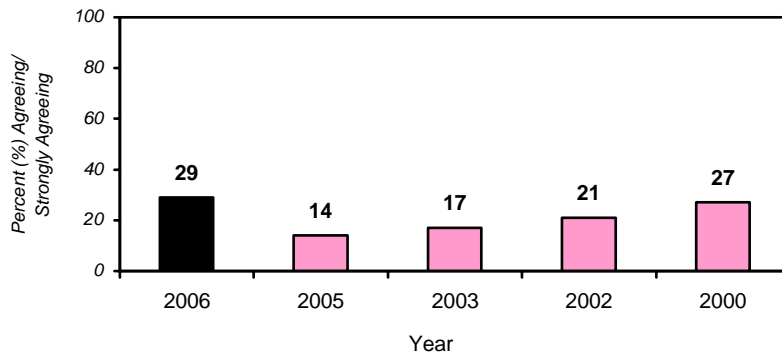
A quarter (24%) of respondents agreed that tourism does not affect them personally, a proportion that has slightly increased from previous surveys, but almost matching that of 2000 (29%).

Figure 10 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Only Bahamian art, straw and craft goods should be allowed to be sold to tourists



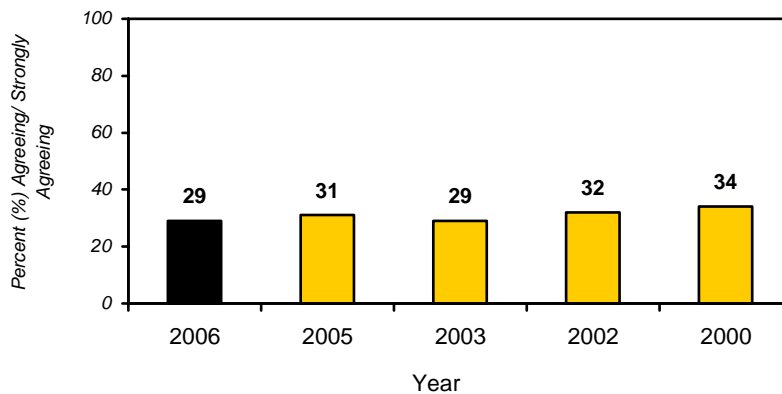
Slightly less than half (46%) agreed that only Bahamian arts and craft should be sold to tourists. The lowest percent was observed the year before, 2005, at 29%.

Figure 11 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Just because tourism is the main industry, does not mean that Bahamians should be willing to go the extra mile to please tourists



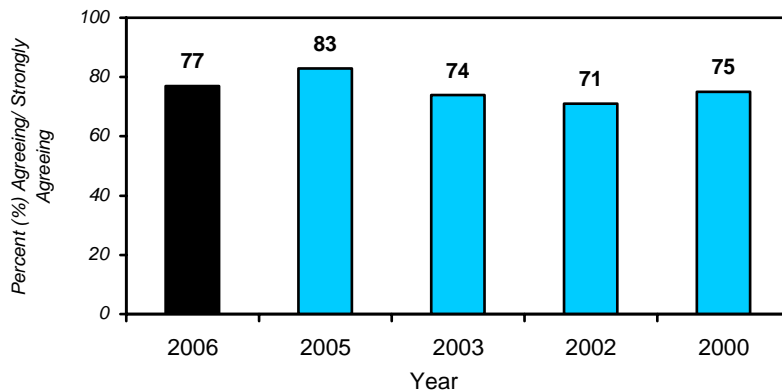
While the 29% indicated that Bahamians do not have to go the extra mile is a minority, there were more favourable responses in 2005 and 2003 at 14% and 17%. The 2006 opinion is similar to that of 2000 (27%).

Figure 12 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - The 15% gratuity should be eliminated



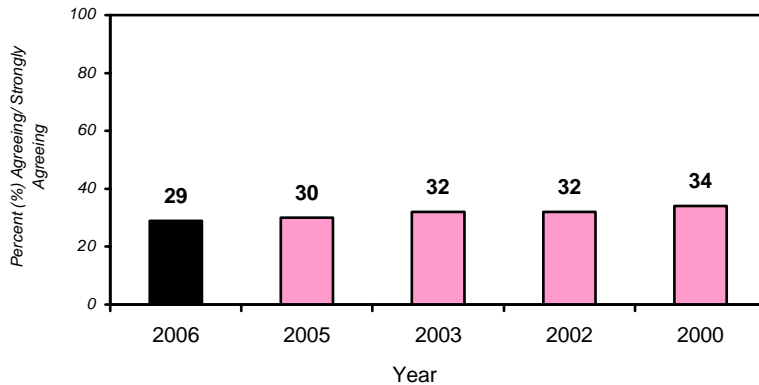
From 2000 (34%) to 2006 (29%) approximately one third of Grand Bahama residents feel that the 15% gratuity should be eliminated.

Figure 13 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - The Islands of The Bahamas' advertisements make me feel good about my country



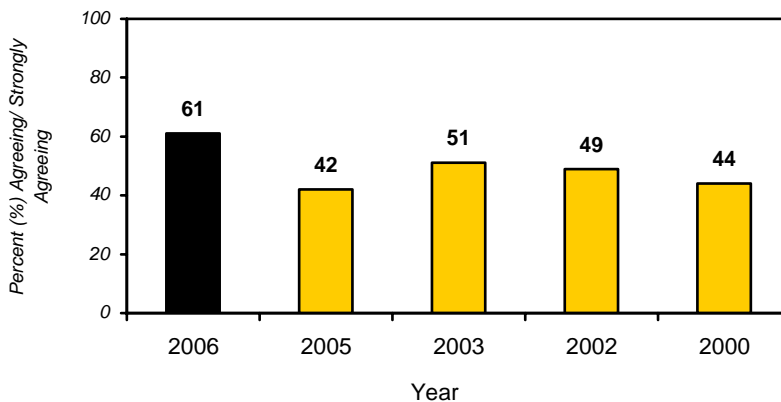
Most respondents seem to like the Islands of The Bahamas ad campaigns, with "agree" proportions ranging from 71% in 2002, to 83% in 2005. In 2006, however, 77% agreed with this statement, a drop from last year.

Figure 14 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourists generally do not find what they were led to expect from ads and promotions



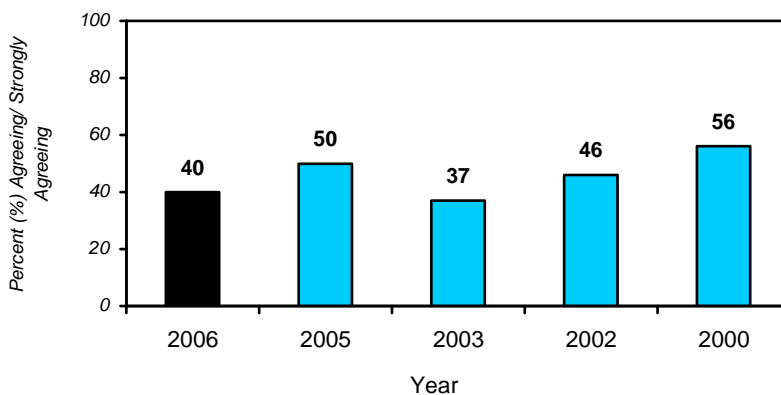
Grand Bahama residents have responded favourably to the question that tourists are usually disappointed when visiting The Bahamas, with 29% agreeing to that statement. Not much has changed in this sentiment since 2000.

Figure 15 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - There are not enough jobs in the tourism sector



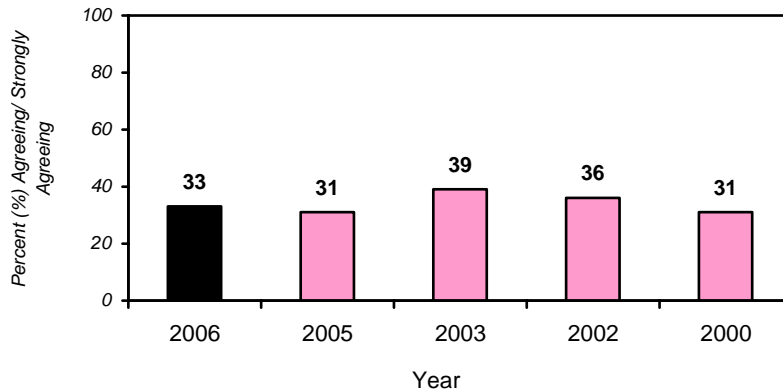
Most (61%) in 2006 felt that there are not enough jobs in the tourism sector, a considerable increase from 2005, at 42%, as well as previous surveys, ranging from 44% to 51%.

Figure 16 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Jobs in tourism are not considered very prestigious



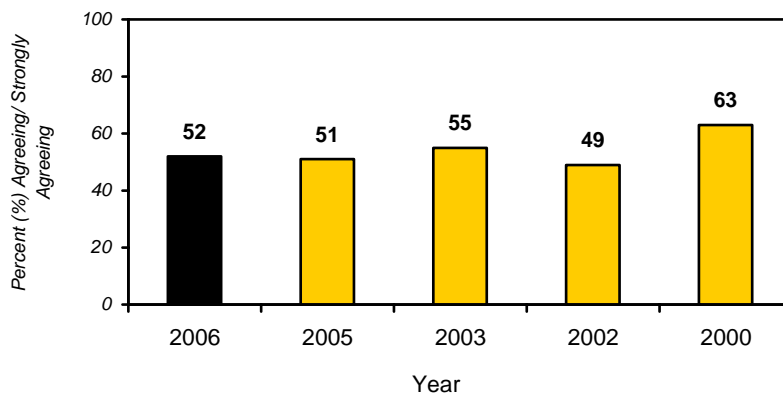
Forty percent (40%) in 2006 felt that tourism jobs are not prestigious, 10% less than 2005 at 50%, indicating a more favourable response in 2006. Favourability has differed as such between 2000 and 2006.

Figure 17 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Many parents do not think it is a good idea for their children to have career in tourism



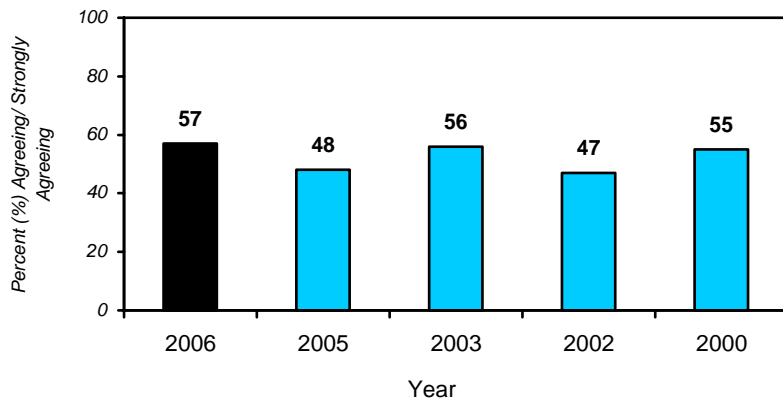
A third (33%) agrees that many parents do not think it is a good idea for their children to have a career in tourism. There was no major change since 2000.

Figure 18 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism salaries not on par with similar positions in private sector



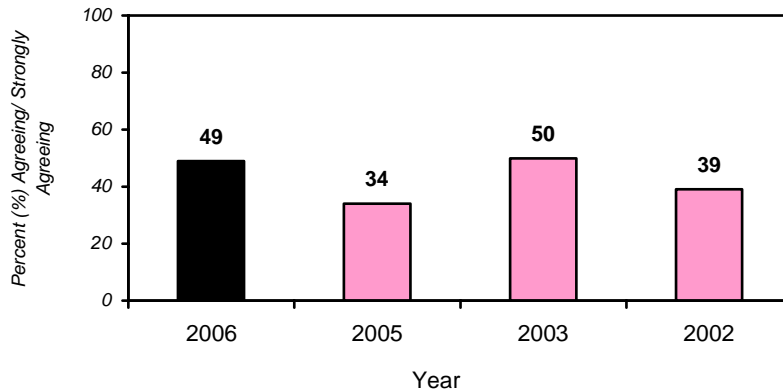
Since 2002, Grand Bahama residents appear more or less evenly divided when it comes to tourism salaries being on par with similar positions in the private sector (52% in 2006). In 2000, however, 63% agreed with this statement, indicating an increase in favourability.

Figure 19 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - There is little job security in the tourism sector



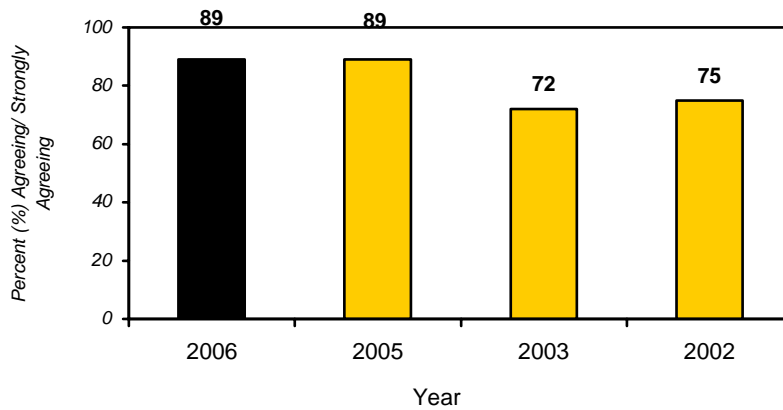
A slight majority (57%) in 2006 agreed that there is little job security in the tourism sector, an opinion that was somewhat irregular since 2000.

Figure 20 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism has taken all our best beaches and land



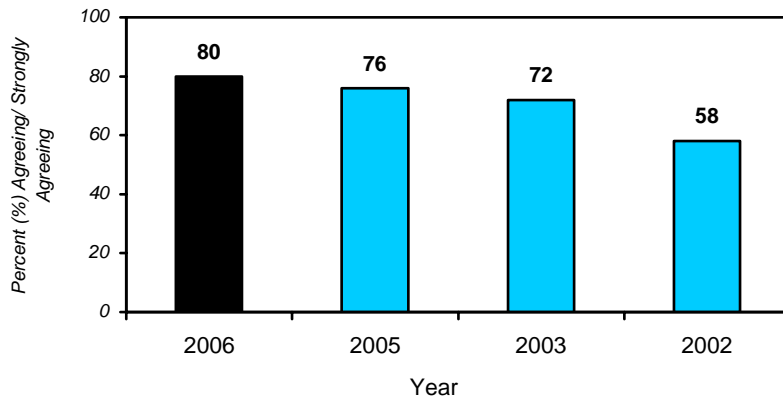
Around half (49%) thinks that tourism has taken the best beaches and land, a proportion virtually matching that of 2003 (50%). Again, responses are unpredictable from year to year, ranging from 34% to 50%.

Figure 21 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - The quality of the tourism product needs great improvement



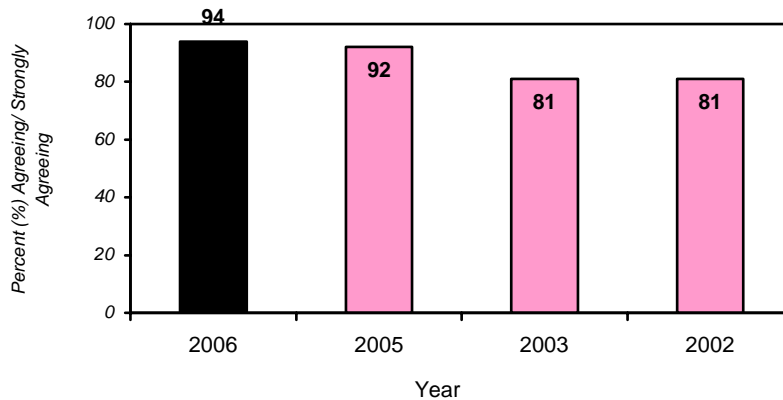
The vast majority in 2006 and 2005 (both 89%) felt that the quality of the tourism product needs great improvement, less positive responses than past surveys, at 75% to 72%.

Figure 22 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Bahamians do not give other Bahamians good service or value for money



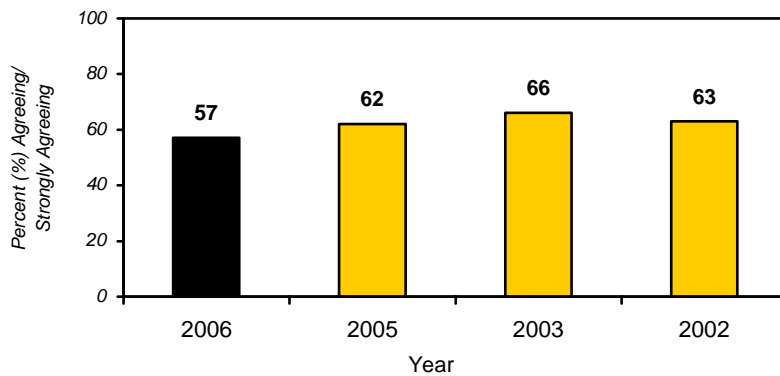
Four out of five respondents think Bahamians are not serviceable to other Bahamians, an opinion that has gradually decreased in favourability since 2002 (58%).

Figure 23 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Standard of service in The Bahamas needs improvement



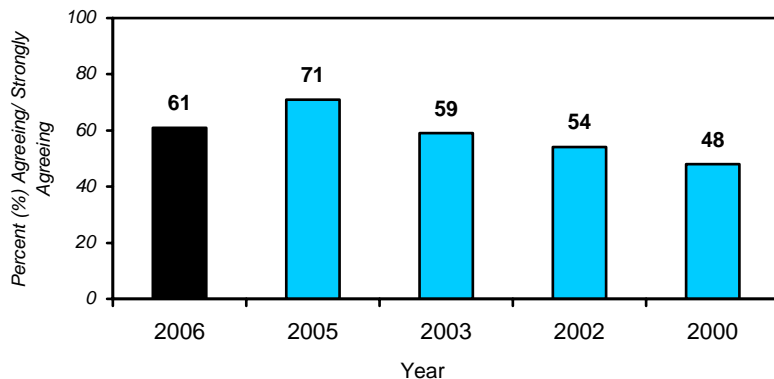
Almost all (94%) Grand Bahama residents in 2006 agreed that service standards need improvement, another opinion that has steadily diminished in favourability since 2002, at 81%.

Figure 24 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Costs such as wages, electricity and telephone are higher in the Bahamas than most parts in region including USA and Canada



More than half (57% in 2006) to two thirds (66% in 2003) felt that wage and utility costs are higher in The Bahamas when compared to other countries in the region, including USA and Canada.

Figure 25 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism will have to be the main industry in The Bahamas for at least the next thirty years



Sixty one percent (61%) of respondents agreed that tourism will have to be the main industry for the next thirty years, a contrast to that of 2000 at 48%, and 2005, where the proportion agreeing peaked at 71%.

Table 9

**Percent (%) of Respondents:
All Responses to General Attitude Statements, 2006**

Comment	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
Most tourists are satisfied with their Bahamas experience.	13	64	9	8	2	4
Most Bahamians make the tourists feel like they are doing the tourist a big favour when serving or helping the tourist.	12	33	12	35	6	2
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	12	18	9	44	14	3
My job is related to tourism.	26	25	7	27	13	2
I would like my child, if I have one, to work in the tourism industry.	8	30	27	20	8	7
Tourists are given their money's worth while visiting the Islands of The Bahamas.	11	41	22	19	2	4
Tourism does not affect me personally.	8	16	8	39	28	1
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.	19	27	9	29	15	1
Just because tourism is the main industry does not mean that Bahamians should be willing to go the extra mile to please tourists.	15	15	3	36	32	0
The 15% gratuity should be eliminated.	16	13	13	26	28	4
The Islands of the Bahamas' advertisements make me feel good about my country.	26	51	8	6	4	5

Table 8 cont'd.

Comment	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
When tourists come to the Islands of The Bahamas they generally do not find what they were led to expect by our advertising and promotion.	5	24	20	37	7	7
There are not enough jobs in the tourism sector.	17	45	7	20	6	6
Jobs in tourism are not considered very prestigious.	10	30	16	29	11	4
Many parents do not think it is a good idea for their children to have a career in Tourism.	5	28	15	30	10	12
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.	16	37	8	18	5	17
There is little job security in the tourism sector.	18	39	8	23	5	6
Tourism has taken all our best beaches and land.	21	28	7	33	8	3
The quality of the tourism product needs great improvement.	33	56	5	5	1	1
Bahamians do not give other Bahamians good service or value for money.	39	41	6	12	1	1
Standard of service in The Islands of The Bahamas needs improvement.	39	55	3	2	0	2
Costs such as wages, electricity, telephone and so on are higher in the Bahamas than in most parts of the region including the USA and Canada.	29	28	13	8	3	19
Tourism will have to be the main industry in The Islands of The Bahamas for at least the next thirty years.	21	40	12	15	7	5

3.8 Media Usage

Three out of four Grand Bahamians have watch ZNS, with Fox (24%) and ABC (22%), a distant second and third (*Table 10*). Twenty percent (20%) watch CNN, with NBC rounding out the top five at 15%. Fox appears to have gained some viewers, while NBC was not as popular in 2006.

Table 10

Percent (%) of Respondents – Top Ten Local and International Television Stations Watched (n=300)

TV Stations	2006	2005	2003
ZNS	76	79	75
Fox	24	13	19
ABC	22	21	24
CNN	20	20	19
NBC	15	24	18
TNT	13	12	5
Lifetime	12	18	11
TBN	12	17	10
USA	11	NK	NK
Cable 12	11	1	NK

None – 0%

* Multiple responses were given per respondent, but are presented individually.

The top five radio stations (*Table 11*) are very close in popularity, with Mix 102.1 at the top with 37% of respondents. 100 JAMZ appeared to have lost some listeners since 2005.

Table 11

Percent (%) of Respondents – Top Five Local and International Radio Stations Listened to (n=300)

Radio Stations	2006	2005	2003
MIX 102.1	37	37	34
COOL 96	28	32	37
ZNS 810	28	32	39
100 JAMZ	23	39	37
LOVE 97 (97.5)	11	13	NK

None – 6%

* Multiple responses were given per respondent, but are presented individually.

More than eight out of ten (84%) of Grand Bahamians read the Freeport News (*Table 12*); around a quarter read the Nassau based newspapers The Tribune and The Miami Herald (a supplement to The Tribune). All of the top five newspapers, however, appeared to have lost some of their readers.

Table 12

Percent (%) of Respondents – Top Five Local and International Newspapers Read (n=300)

Newspapers	2006	2005	2003
The Freeport News	84	88	87
The Tribune	27	38	28
The Miami Herald	24	25	30
The Punch	21	37	29
The Guardian	19	27	22

None – 5%

* Multiple responses were given per respondent, but are presented individually.

Looking at *Table 13*, most, 59%, Grand Bahamians do not read magazines. Among those who have read a magazine in the past month, Bahama Buy and Sell remains steady as the most popular magazine at 11%; Jet, Ebony, and Time seem to have declined in popularity, acquiring around 5% of readers.

Table 13

Percent (%) of Respondents – Top Five Local and International Magazines Read (n=300)

Magazines	2006	2005	2003
Bahama Buy and Sell	11	7	11
Jet	5	10	9
Ebony	5	12	7
Time	4	5	4
Oprah	3	7	3
National Geographic	3	1	NK
People	3	3	3

None – 59%

* Multiple responses were given per respondent, but are presented individually.

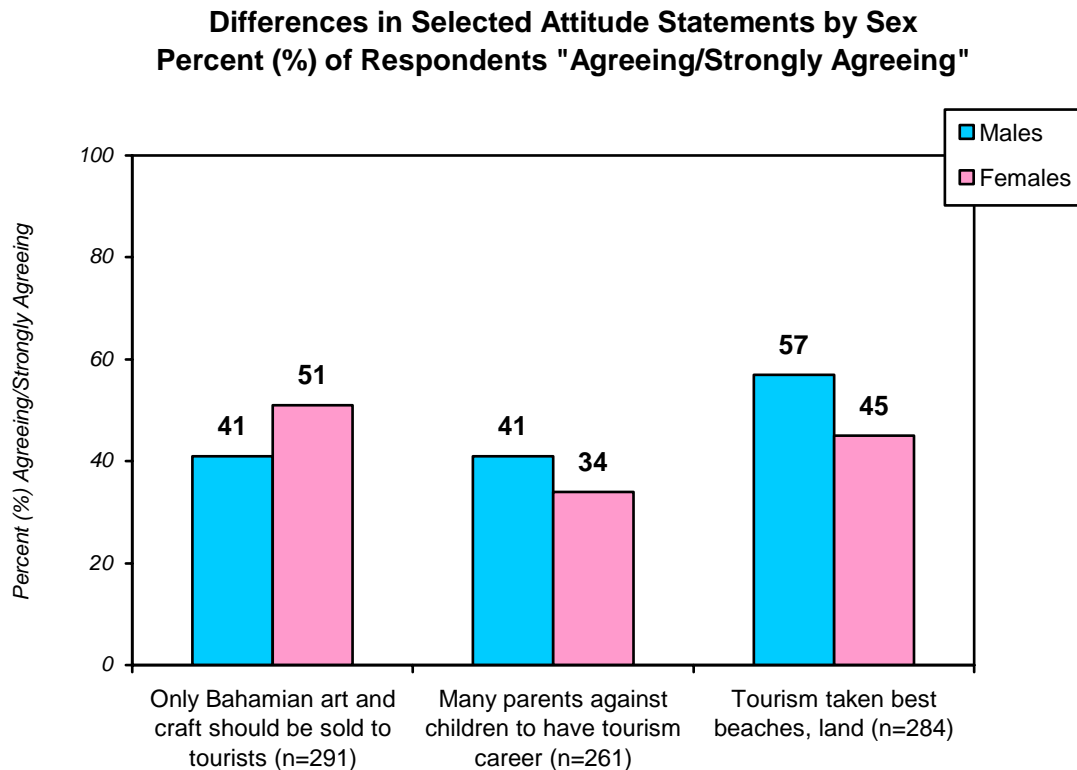
3.9 Associations

Demographics such as age, sex, tourism industry job, and income were tested with attitude items to test for differences in opinion by these groups.

3.9.1 Associations by Sex

Males were more likely to respond less favourably when it comes to children entering the tourism industry and tourism taking all the best beaches and land (*Figure 26*; chi-square, $p \leq .05$). But more females than males feel that only Bahamian art and craft should be sold to tourists.

Figure 26

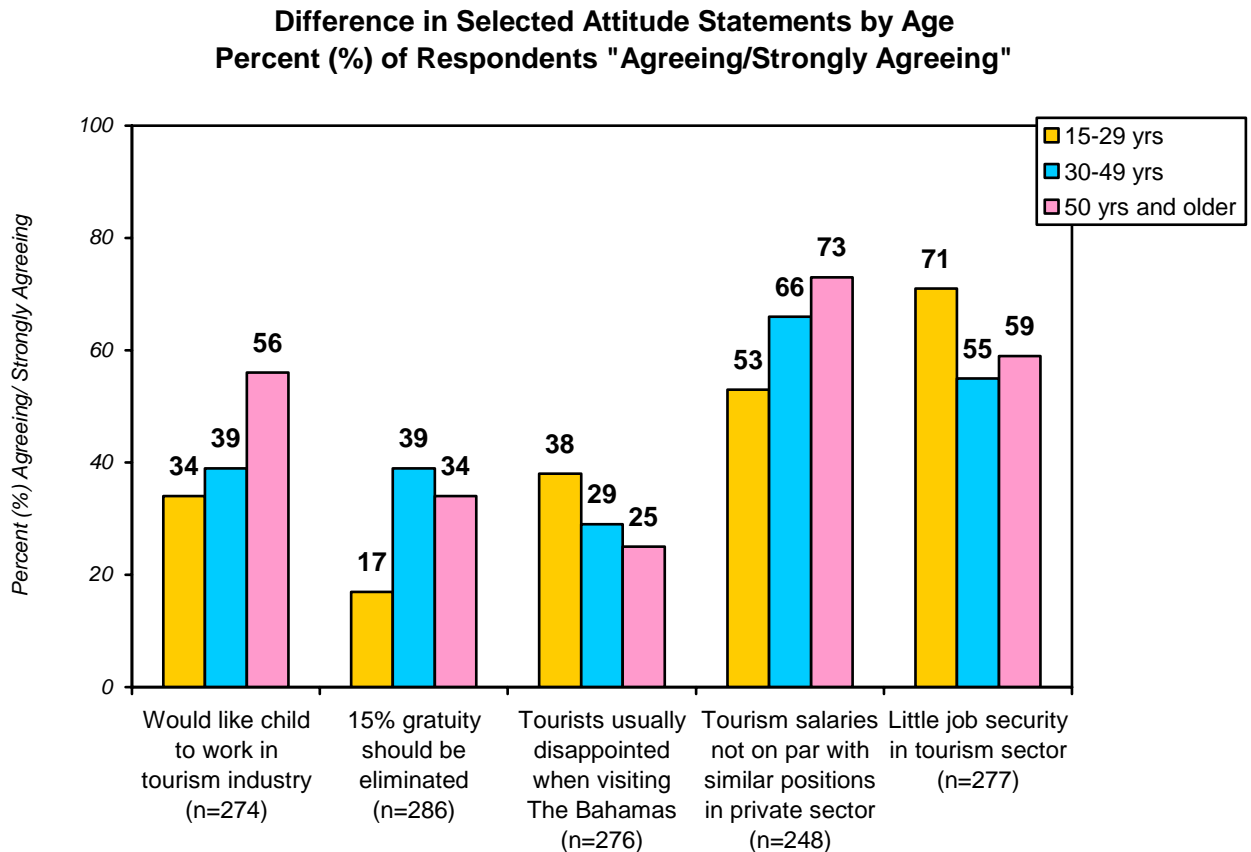


3.9.2 Associations by Age

When it came to age differences (low to moderate positive and negative tau-c $p \leq .05$; *Figure 27*), no clear pattern emerged in terms of favourability for most items; responses were mixed depending on the attitude comment.

- As age increased, so did the likelihood of agreeing that they would like their child to work in the tourism industry.
- The youngest respondents were least likely to agree that the 15% gratuity should be eliminated.
- As age increased, the less likely persons were to agree that tourists are usually disappointed when visiting The Bahamas.
- While larger proportions of the older age groups thought that tourism salaries are not on par with similar private sector positions, they were less likely to agree that there is little job security in the tourism sector.

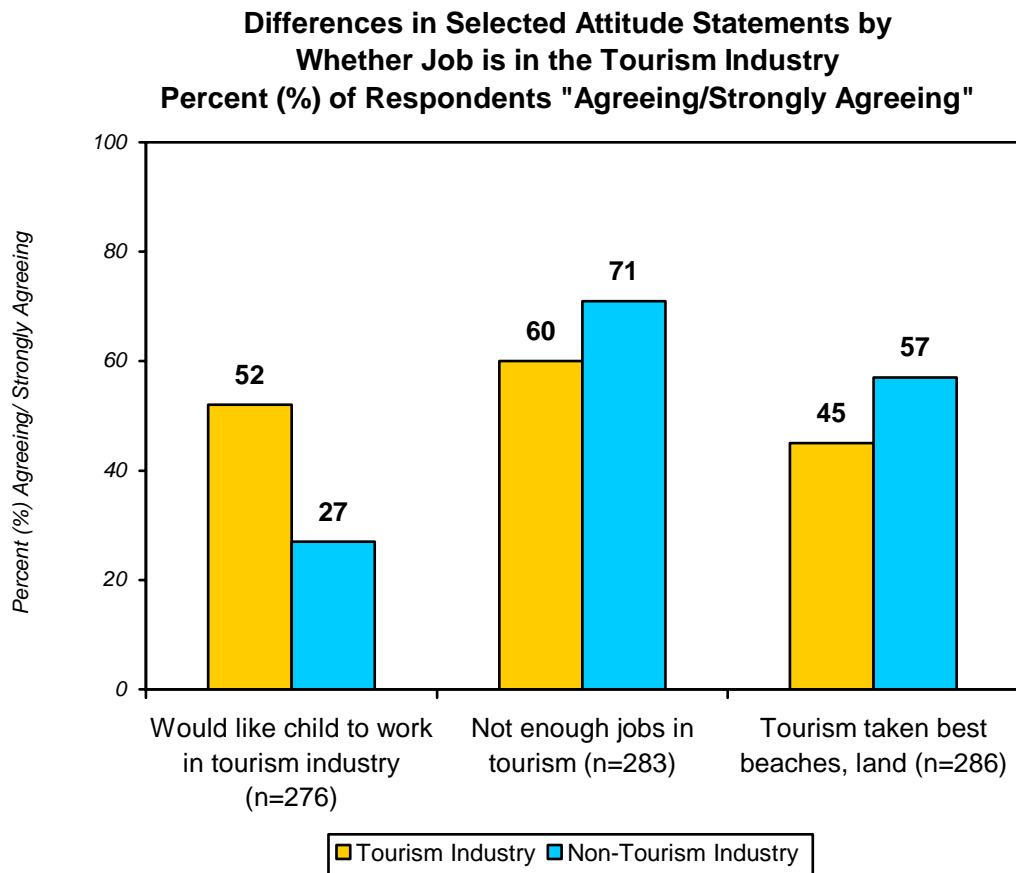
Figure 27



3.9.3 Associations by whether Job is in Tourism Industry

Persons working in the tourism industry responded considerably more favourably to whether they would like their child to work in the tourism industry (chi-square, $p \leq .05$; *Figure 28*). Further, while responses were not very favourable overall, when compared to their non-tourism counterparts, tourism industry respondents were less likely to agree that there were not enough jobs in tourism, and that the industry has led to the procuring of all the best beaches and land.

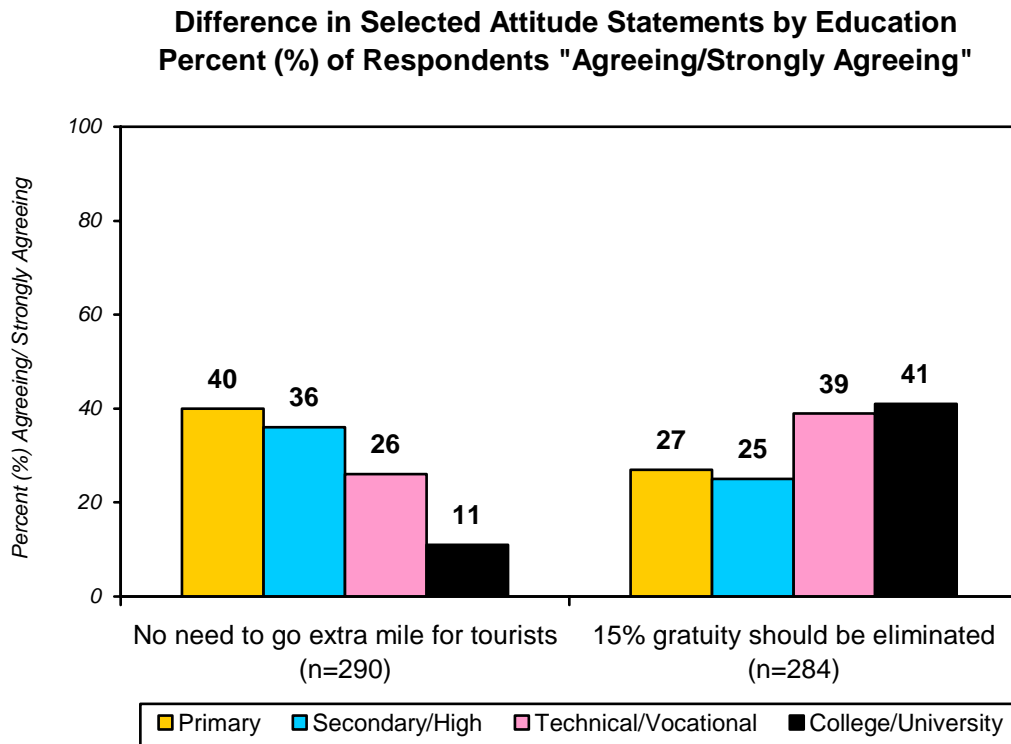
Figure 28



3.9.4 Associations by Education

Persons with tertiary level education appeared much less likely to agree that there is no need to “go the extra mile” for tourists; they seemed more likely, however, to want the 15% gratuity eliminated (low to moderate negative and positive tau-c, $p \leq .05$; *Figure 26*).

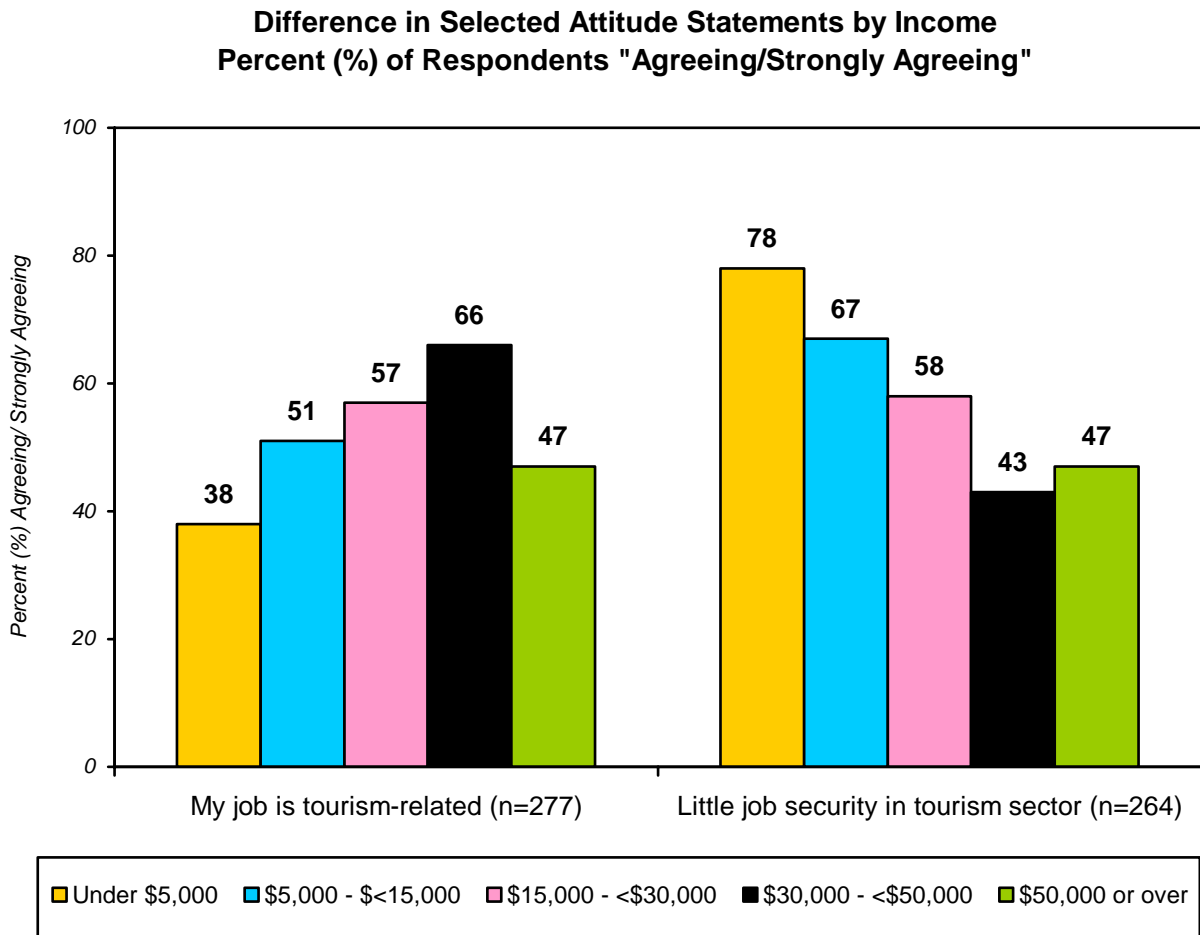
Figure 29



3.9.3 Associations by Income

Judging from *Figure 27*, Grand Bahamians with jobs that are tourism related fall in the \$30,000 to less than \$50,000 income category. Also, the higher the income, the less likely the belief that there is little job security in tourism (low to moderate negative and positive tau-c, $p \leq .05$).

Figure 27



IV. Conclusions

- The majority of respondents would choose to work in the tourism industry.
- Tourism workers (half of respondents) appear happy with the choice they have made to work in the tourism industry.
- Respondents continue to view the tourism industry as a people centred industry.
 - Meeting people is by far the reason why respondents would chose to work in tourism.
 - The “warm and friendly Bahamian people” is the leading cited enticement to visit The Bahamas.
- Those making higher salaries were less likely to choose tourism as a career.
- Low salary and tourism jobs not being prestigious are perceived as the main reasons why a tourism career is not the first choice for graduates.
- Training and education in schools, and the offering of higher salaries are the top suggestions to attract the best and brightest to tourism.
- It appears that some Grand Bahamians presently view the tourism industry as stagnant:
 - Many cited not liking the industry as a reason for not choosing to work in tourism.
 - Many expressed the view that the industry is unstable.
 - Most felt there were no negative or positive effects.
 - While the creation of jobs was named as a leading positive effect, closed hotels and no jobs was the leading named negative effect.
- The majority of Grand Bahamians have travelled to another Bahamian island.
 - Total expenditure per domestic trip is approximately \$500.

- Many attitude statements received positive responses:
 - Three out of four think tourists are satisfied with their experience.
 - A minority agreed that tourism jobs are at the bottom of the ladder.
 - Most feel that tourism personally affects them.
 - Most responded that Bahamians should go the extra mile to please tourists.
 - Most did not agree that the 15% gratuity should be eliminated.
 - Most are proud of the Islands of The Bahamas ad campaign.
 - A minority agreed that tourists are usually disappointed when visiting The Bahamas.
 - Most think tourism jobs are prestigious.
 - A minority agreed that parents are against their children pursuing a career in tourism.

- Some attitude statements were viewed negatively:
 - A minority would like their child to work in the tourism industry.
 - Most responded that there are not enough jobs in the tourism sector.
 - Most agreed that there is little job security in tourism.
 - An overwhelming majority thinks that the quality of the tourism product needs improvement.
 - Four out of five think that Bahamians are not very hospitable to fellow Bahamians.

- Virtually all respondents think that the standards of service need improvement.
- More than half perceives wage and utility costs as higher than other countries in the region, including USA and Canada.
- The remaining issues showed more or less evenly divided opinions:
 - Bahamians serve tourists as if they are doing them a big favour.
 - Tourists get their money's worth when visiting.
 - Only Bahamian art and crafts should be sold to tourists.
 - Tourism salaries are similar to comparable positions in the private sector.
 - Tourism has taken the best beaches and land
- Looking at differences with the attitude statements by sex, age, tourism industry job, education, and income:
 - Females were more likely to agree that only Bahamian art and craft should be sold to tourists, while males were more likely to agree that many parents are against their children in the tourism industry, and that tourism has taken the best beaches and land.
 - There were many associations by age: the older the respondents, the more likely the agreement that they would like their child to work in the tourism industry, that the 15% gratuity should be eliminated, and that tourism salaries are not on par with similar positions in the private sector. The younger respondents tended to agree that tourists are usually disappointed when visiting The Bahamas, and that there is little job security in the tourism sector.
 - Respondents working in the tourism industry were more likely to respond favourably with: wanting their child to work in the tourism industry, that there are not enough jobs in tourism, and that tourism has taken the best beaches and land.

- The higher the educational level of respondents, the more likely they agreed that the 15% gratuity should be eliminated; also, the higher educational level respondents were less likely to agree that there is no need to go the extra mile for tourists.
- For the most part, the higher the income level of respondents, the more likely the agreement that their job was tourism related, with the exception of respondents making \$50,000 and over a year, whose agreement almost matched those making under \$5,000. Conversely, the higher their incomes, the less likely respondents agreed that there is little job security in the tourism sector.
- Examining media trends for television, radio, newspapers, and magazines:
 - ZNS is the most viewed television station.
 - MIX 102.1, Cool 96, ZNS 810, and 100 JAMZ are the leading radio stations.
 - The Freeport News remains the most read newspaper.
 - While many have not read a magazine in the past month, the trade publication Bahama Buy and Sell is the leading magazine.
- Most feel that Bahamians are not developing a negative attitude toward the large number of visitors to The Bahamas.
- The majority thinks that the Bahamas government is not doing sufficient in training Bahamians in tourism positions predominantly held by expatriates.
- The majority feels that the tourism industry does not use sufficient Bahamian food, music, and other products and services.
- Most Grand Bahamians feel that the majority of Bahamians should add a second language to their native language, be it English and Spanish or English or French.

V. Appendix

Table A-1

5.1 Percent (%) of Respondents – Responses to General Attitude Statements by Survey Year, 2000-2006

Comment	Survey Year				
	2006	2005	2003	2002	2000
Most tourists are satisfied with their Bahamas experience.					
<i>Strongly Agree</i>	2	12	16	23	18
<i>Agree</i>	8	68	61	59	63
<i>Neither Agree nor Disagree</i>	9	4	9	9	4
<i>Disagree</i>	64	8	11	6	3
<i>Strongly Disagree</i>	13	0	1	3	3
<i>Don't Know</i>	4	5	2	0	2
Most Bahamians make the tourists feel like they are doing the tourist a big favour when serving or helping the tourist.					
<i>Strongly Agree</i>	6	10	9	15	8
<i>Agree</i>	35	40	35	28	30
<i>Neither Agree nor Disagree</i>	12	11	12	17	13
<i>Disagree</i>	33	34	36	35	36
<i>Strongly Disagree</i>	12	3	6	3	6
<i>Don't Know</i>	2	1	2	2	2
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.					
<i>Strongly Agree</i>	14	3	4	9	6
<i>Agree</i>	44	16	23	16	19
<i>Neither Agree nor Disagree</i>	9	11	12	14	12
<i>Disagree</i>	18	53	41	42	45
<i>Strongly Disagree</i>	12	13	16	15	9
<i>Don't Know</i>	3	3	3	3	3
My job is related to tourism.					
<i>Strongly Agree</i>	13	23	31	32	21
<i>Agree</i>	27	39	22	26	37
<i>Neither Agree nor Disagree</i>	7	6	9	13	7
<i>Disagree</i>	25	25	25	17	21
<i>Strongly Disagree</i>	26	5	9	10	8
<i>Don't Know</i>	2	2	2	3	1

Table A-1 cont'd.

Comment	Survey Year				
	2006	2005	2003	2002	2000
I would like my child, if I have one, to work in the tourism industry.					
<i>Strongly Agree</i>	8	7	7	13	8
<i>Agree</i>	30	39	34	34	36
<i>Neither Agree nor Disagree</i>	27	24	23	25	19
<i>Disagree</i>	20	15	19	17	18
<i>Strongly Disagree</i>	8	3	7	4	8
<i>Don't Know</i>	7	11	8	6	8
Tourists are given their money's worth while visiting the Islands of The Bahamas.					
<i>Strongly Agree</i>	11	5	9	12	7
<i>Agree</i>	41	48	44	49	55
<i>Neither Agree nor Disagree</i>	22	13	18	18	14
<i>Disagree</i>	19	25	22	11	13
<i>Strongly Disagree</i>	2	4	2	2	3
<i>Don't Know</i>	4	3	3	7	3
Tourism does not affect me personally.					
<i>Strongly Agree</i>	8	4	6	8	7
<i>Agree</i>	16	13	12	13	22
<i>Neither Agree nor Disagree</i>	8	4	11	12	6
<i>Disagree</i>	39	43	36	37	35
<i>Strongly Disagree</i>	28	35	31	27	25
<i>Don't Know</i>	1	0	2	2	1
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.					
<i>Strongly Agree</i>	19	10	18	13	20
<i>Agree</i>	27	19	27	22	17
<i>Neither Agree nor Disagree</i>	9	4	6	13	5
<i>Disagree</i>	29	47	35	34	31
<i>Strongly Disagree</i>	15	18	12	13	19
<i>Don't Know</i>	1	2	1	5	2

Table A-1 cont'd.

Comment	Survey Year				
	2006	2005	2003	2002	2000
Just because tourism is the main industry does not mean that Bahamians should be willing to go the extra mile to please tourists.					
<i>Strongly Agree</i>	15	1	6	9	8
<i>Agree</i>	15	13	11	12	19
<i>Neither Agree nor Disagree</i>	3	4	8	12	9
<i>Disagree</i>	36	50	40	36	37
<i>Strongly Disagree</i>	32	30	31	28	23
<i>Don't Know</i>	0	1	2	3	7
The 15% gratuity should be eliminated.					
<i>Strongly Agree</i>	16	15	13	17	16
<i>Agree</i>	13	16	16	15	18
<i>Neither Agree nor Disagree</i>	13	5	13	11	7
<i>Disagree</i>	26	36	27	34	27
<i>Strongly Disagree</i>	28	24	24	17	26
<i>Don't Know</i>	4	2	5	5	1
The Islands of the Bahamas' advertisements make me feel good about my country.					
<i>Strongly Agree</i>	26	26	29	28	30
<i>Agree</i>	51	57	45	43	45
<i>Neither Agree nor Disagree</i>	8	4	10	13	9
<i>Disagree</i>	6	5	9	6	4
<i>Strongly Disagree</i>	4	4	3	1	3
<i>Don't Know</i>	5	1	1	9	4
When tourists come to the Islands of The Bahamas they generally do not find what they were led to expect by our advertising and promotion.					
<i>Strongly Agree</i>	5	3	9	8	7
<i>Agree</i>	24	27	23	24	27
<i>Neither Agree nor Disagree</i>	20	10	16	17	21
<i>Disagree</i>	37	45	36	32	29
<i>Strongly Disagree</i>	7	9	10	10	7
<i>Don't Know</i>	7	5	5	9	4

Table A-1 cont'd.

Comment	Survey Year				
	2006	2005	2003	2002	2000
There are not enough jobs in the tourism sector.					
<i>Strongly Agree</i>	17	4	11	14	9
<i>Agree</i>	45	38	40	35	35
<i>Neither Agree nor Disagree</i>	7	7	12	16	11
<i>Disagree</i>	20	36	25	24	28
<i>Strongly Disagree</i>	6	5	6	4	8
<i>Don't Know</i>	6	9	6	7	3
Jobs in tourism are not considered very prestigious.					
<i>Strongly Agree</i>	10	7	8	12	13
<i>Agree</i>	30	43	29	34	43
<i>Neither Agree nor Disagree</i>	16	6	14	14	8
<i>Disagree</i>	29	34	34	29	20
<i>Strongly Disagree</i>	11	7	9	6	6
<i>Don't Know</i>	4	1	4	5	1
Many parents do not think it is a good idea for their children to have a career in Tourism.					
<i>Strongly Agree</i>	5	1	8	6	1
<i>Agree</i>	28	30	31	30	30
<i>Neither Agree nor Disagree</i>	15	16	17	16	15
<i>Disagree</i>	30	30	27	28	23
<i>Strongly Disagree</i>	10	7	6	7	9
<i>Don't Know</i>	12	13	9	13	7
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.					
<i>Strongly Agree</i>	16	7	15	16	18
<i>Agree</i>	37	44	40	33	45
<i>Neither Agree nor Disagree</i>	8	8	13	14	8
<i>Disagree</i>	18	18	15	21	9
<i>Strongly Disagree</i>	5	3	6	4	5
<i>Don't Know</i>	17	19	10	12	8

Table A-1 cont'd.

Comment	Survey Year				
	2006	2005	2003	2002	2000
There is little job security in the tourism sector.					
<i>Strongly Agree</i>	18	7	16	13	12
<i>Agree</i>	39	41	40	34	43
<i>Neither Agree nor Disagree</i>	8	11	12	18	8
<i>Disagree</i>	23	26	19	24	19
<i>Strongly Disagree</i>	5	6	7	6	7
<i>Don't Know</i>	6	8	6	4	4
Tourism has taken all our best beaches and land.					
<i>Strongly Agree</i>	21	12	17	13	
<i>Agree</i>	28	22	33	26	
<i>Neither Agree nor Disagree</i>	7	10	11	19	
<i>Disagree</i>	33	46	32	34	
<i>Strongly Disagree</i>	8	6	4	7	
<i>Don't Know</i>	3	3	3	1	
The quality of the tourism product needs great improvement.					
<i>Strongly Agree</i>	33	20	21	20	
<i>Agree</i>	56	69	51	55	
<i>Neither Agree nor Disagree</i>	5	3	12	12	
<i>Disagree</i>	5	5	15	9	
<i>Strongly Disagree</i>	1	0	0	1	
<i>Don't Know</i>	1	1	1	2	
Bahamians do not give other Bahamians good service or value for money.					
<i>Strongly Agree</i>	39	29	28	23	
<i>Agree</i>	41	47	44	35	
<i>Neither Agree nor Disagree</i>	6	12	10	16	
<i>Disagree</i>	12	9	12	20	
<i>Strongly Disagree</i>	1	1	4	2	
<i>Don't Know</i>	1	1	1	3	

Table A-1 cont'd.

Comment	Survey Year				
	2006	2005	2003	2002	2000
Standard of service in The Islands of The Bahamas needs improvement.					
<i>Strongly Agree</i>	39	22	26	26	
<i>Agree</i>	55	70	55	55	
<i>Neither Agree nor Disagree</i>	3	4	8	12	
<i>Disagree</i>	2	1	7	3	
<i>Strongly Disagree</i>	0	1	1	1	
<i>Don't Know</i>	2	1	1	3	
Costs such as wages, electricity, telephone and so on are higher in the Bahamas than in most parts of the region including the USA and Canada.					
<i>Strongly Agree</i>	29	21	33	30	
<i>Agree</i>	28	41	33	33	
<i>Neither Agree nor Disagree</i>	13	11	12	15	
<i>Disagree</i>	8	8	7	6	
<i>Strongly Disagree</i>	3	2	2	2	
<i>Don't Know</i>	19	15	12	14	
Tourism will have to be the main industry in The Islands of The Bahamas for at least the next thirty years.					
<i>Strongly Agree</i>	21	15	20	19	11
<i>Agree</i>	40	56	39	35	37
<i>Neither Agree nor Disagree</i>	12	10	14	18	10
<i>Disagree</i>	15	12	13	13	19
<i>Strongly Disagree</i>	7	3	7	5	8
<i>Don't Know</i>	5	3	7	10	7

5.2 Average (Mean) Differences in Attitude Statements

The 23 general attitude statements were tested for differences in means (*Strongly Agree* – 5; *Agree* – 4; *Neither Agree nor Disagree* – 3; *Disagree* – 2; *Strongly Disagree* – 1) by several demographics (T-Tests, ANOVA, $p < .05$). Therefore, the higher the mean, the higher the extent of agreement.

Presented below are the significant results for three demographics: age, whether the respondent's job is in the tourism industry or not, and income.

Table A-2

5.2.1 Average (Mean) Differences in Attitude Statements:

Age

Comment	15-29 yrs	40-49 yrs	50 yrs and older
My job is related to tourism.	2.94	3.56	3.13
I would like my child, if I have one, to work in the tourism industry.	2.91	3.12	3.40
The 15% gratuity should be eliminated.	2.14	2.88	2.90
There is little job security in the tourism sector.	3.71	3.31	3.37

Table A-3

**5.2.2 Average (Mean) Differences in Attitude Statements:
Tourism Industry vs. Non Tourism Industry Job**

Comment	Non-Tourism Industry	
	Tourism Industry	Non-Tourism Industry
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	2.56	2.86
My job is related to tourism.	4.09	2.25
I would like my child, if I have one, to work in the tourism industry.	3.31	2.85
Tourism does not affect me personally.	2.08	2.72
Just because tourism is the main industry does not mean that Bahamians should be willing to go the extra mile to please tourists.	2.26	2.64
The Islands of the Bahamas' advertisements make me feel good about my country.	4.05	3.79
There are not enough jobs in the tourism sector.	3.35	3.65
Tourism has taken all our best beaches and land.	2.98	3.49

Table A-4

**5.2.3 Average (Mean) Differences in Attitude Statements:
Income**

Comment	Income				
	Under \$5,000	\$5,000 - <\$15,000	\$15,000 - <\$30,000	\$30,000 - <\$50,000	\$50,000 or over
My job is related to tourism.	2.71	3.24	3.43	3.58	3.07
There is little job security in the tourism sector.	3.83	3.63	3.37	3.09	3.07
Tourism will have to be the main industry in The Islands of The Bahamas for at least the next thirty years.	4.02	3.35	3.55	3.54	3.20

5.3 Domestic Travel Average (Mean) Expenditure

Two thirds (65%) of Grand Bahamians had travelled to another Bahamian island in the past year; the average (mean) was 3 trips (range 1 to 50), with a mean of 1 (1.46) person per trip (range 1 to 5 persons).

The mean total expenditure spent per trip is \$692 (range \$0 to \$3,800). Below is a breakdown of the average spent per trip for the following:

- Transportation – \$196 (range \$0 to \$3,000)
- Lodging - \$176 (range \$0 to \$2,000)
- Food - \$124 (range \$0 to \$700)
- Entertainment - \$87 (range \$0 to \$1,000)
- Shopping - \$105 (range \$0 to \$1,000)

5.4 Factor Analysis

Factor analysis was conducted on the 23 attitude items to test for groups of similarities in responses. Presented below are the five groups that emerged:

Table A-5

Factor Analysis - Attitude Statements

Comment	Group1 – Tourism Employment and Service Opponents	Group 2 – Tourism Service Critics	Group 3 – Tourism Advocates	Group 4 - Anti Tourist/ Anti-Tourism	Group 5 – Satisfied with National Situation
Most tourists are satisfied with their Bahamas experience.			Group 3 – Tourism Advocates (.720)		
Most Bahamians make the tourists feel like they are doing the tourist a big favour when serving or helping the tourist.		Group 2 – Tourism Service Critics (.563)			
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	Group1 – Tourism Employment and Service Opponents (.521)				
My job is related to tourism.			Group 3 – Tourism Advocates (.615)		
I would like my child, if I have one, to work in the tourism industry.			Group 3 – Tourism Advocates (.645)		
Tourists are given their money's worth while visiting the Islands of The Bahamas.		Group 2 – Tourism Service Critics (-.594)			
Tourism does not affect me personally.			Group 3 – Tourism Advocates (-.630)		
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.		Group 2 – Tourism Service Critics (.451)		Group 4 - Anti Tourist/ Anti-Tourism (.532)	
Just because tourism is the main industry does not mean that Bahamians should be willing to go the extra mile to please tourists.				Group 4 - Anti Tourist/ Anti-Tourism (.470)	
The 15% gratuity should be eliminated.		Group 2 – Tourism Service Critics (.701)			

Table A-5 cont'd.

Factor Analysis - Attitude Statements

Comment	Group1 – Tourism Employment and Service Opponents	Group 2 – Tourism Service Critics	Group 3 – Tourism Advocates	Group 4 - Anti Tourist/ Anti-Tourism	Group 5 – Satisfied with National Situation
The Islands of the Bahamas' advertisements make me feel good about my country.			Group 3 – Tourism Advocates (.551)		
When tourists come to the Islands of The Bahamas they generally do not find what they were led to expect by our advertising and promotion.	Group1 – Tourism Employment and Service Opponents (.565)				
There are not enough jobs in the tourism sector.	Group1 – Tourism Employment and Service Opponents (.544)				
Jobs in tourism are not considered very prestigious.	Group1 – Tourism Employment and Service Opponents (.451)			Group 4 - Anti Tourist/ Anti-Tourism (.440)	
Many parents do not think it is a good idea for their children to have a career in Tourism.				Group 4 - Anti Tourist/ Anti-Tourism (.680)	
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.	Group1 – Tourism Employment and Service Opponents (.591)				
There is little job security in the tourism sector.	Group1 – Tourism Employment and Service Opponents (.671)				
Tourism has taken all our best beaches and land.					Group 5 – Satisfied with National Situation (-.607)
The quality of the tourism product needs great improvement.	Group1 – Tourism Employment and Service Opponents (.418)				
Bahamians do not give other Bahamians good service or value for money.	Group1 – Tourism Employment and Service Opponents (.442)				

Table A-5 cont'd.

Factor Analysis - Attitude Statements

Comment	Group1 – Tourism Employment and Service Opponents	Group 2 – Tourism Service Critics	Group 3 – Tourism Advocates	Group 4 - Anti Tourist/ Anti-Tourism	Group 5 – Satisfied with National Situation
Standard of service in The Islands of The Bahamas needs improvement.	Group1 – Tourism Employment and Service Opponents (.506)				
Costs such as wages, electricity, telephone and so on are higher in the Bahamas than in most parts of the region including the USA and Canada.					Group 5 – Satisfied with National Situation (-.674)
Tourism will have to be the main industry in The Islands of The Bahamas for at least the next thirty years.					Group 5 – Satisfied with National Situation (-.566)

5.5 Acknowledgements

This project would not have been successful without the assistance and contribution of many individuals. Many thanks to the following persons:

Project Manager	Pamela Lowe - MOT
Coordinating and Training	Pamela Lowe - MOT Leanda Anderson – MOT Margo Rose – MOT Francina Davis - MOT Yasmine Rolle – MOT Ruth Williams – MOT Kesia Armbrister - MOT
Survey Design, Questionnaire, Design and Training	Pamela Lowe - MOT (Questionnaire reviewed by Director General and Gary Young)
Coding, Data Entry and Analysis	Joan Albury – The Counsellors Ltd.
Written Analysis and Report	Pamela Lowe – MOT Joan Albury – The Counsellors Ltd.
Printing of Surveys	Book World and Stationers
Monitors of Interviewers	Leanda Anderson Kimberley Greenslade Petherina Hanna Glenda Johnson Donna McQueen Nadia Rolle Wynsome Ferguson Kesia Armbrister Ruth Williams Chakanta Munroe Shanell Williams Nerissa Gibson Leanda Anderson Lytoya Thompson Margo Rose Nathalie Bowe Sylvia Gibson Yasmine Rolle Francina Oliver Francina Davis
Interviewers -- New Providence	

Interviewers -- Grand Bahama

Michelle Britton
Kenleya Green
Barbara Rolle
Alicia Mallory
Doria Forbes
Anne Sturup
Mavis Bowe
Judith Major
Kimberley Greenslade
Sheila Francis
Francita Pratt
Elaine Smith

Central Andros

Reverend Newton Hamilton
Peter Douglas
Donna McQueen Stubbs
Samantha Porter

Eleuthera

Brenda Petty
Glenda Johnson
Rhonda Rolle
Eloise Knowles

Abaco

Nicola Ferguson
Chamair Laroda
Joan Nixon
Dellane Kelly

Exuma

Marina Rolle
Alexandria Turtle
Princess McKenzie
Jacqueline Taylor

Bimini

Nadia Rolle
Pertrisa Saunders
Marshalaise Levarity
Renee Robins

5.6 Definition of Terms

In order to better understand all of the terms to be used in this Study, a list of important definitions is provided below.

- **Analysis of Variance (ANOVA)** ANOVA (one-way) is used to test for differences in means among three or more independent groups. (2)
- **Attitude** An attitude can be defined as a predisposition or state of mind that causes an individual to behave, react or respond to certain ideas, objects, people and situations in a manner that is favourable or unfavourable. (1)
- **Attitude Scale** This is the working set of definitions that have been developed in order to measure the construct "attitude". (1)
- **Chi-Square** A chi-square test for independence evaluates statistically significant differences between proportions for two or more groups in a data set. (2)
- **Factor Analysis** Factor analysis is a statistical technique used to explain variability among observed random variables in terms of fewer unobserved random variables called factors. The observed variables are modeled as linear combinations of the factors, plus "error" terms. Factor analysis originated in psychometrics, and is used in behavioral sciences, social sciences, marketing, product management, operations research, and other applied sciences that deal with large quantities of data. (2)
- **Likert Scale** This is a scale in which the respondents are asked to indicate the degree of agreement or disagreement with each of a series of statements and the response of each interviewee is scored and summarized. (1)
- **Mean** The arithmetic mean is the "standard" average, often simply called the "mean". The mean may often be confused with the median or mode. The mean is the arithmetic average of a set of values, or distribution. (2)
- **Median** A median is a number dividing the higher half of a sample, a population, or a probability distribution from the lower half. The median of a finite list of numbers can be found by arranging all the observations from lowest value to highest value and picking the middle one. (2)

- **Questionnaire** This is the measuring tool used to collect relevant data and provides a frame of reference on which to build the analysis. (1)
- **Stratified Convenience Sample** This is a conveniently selected sample that allows for some stratification of the respondents based on demographic criteria such as age, sex. (1)
- **T-Test** A test of the null hypothesis that the means of two normally distributed populations are equal. Given two data sets, each characterized by its mean, standard deviation and number of data points, we can use some kind of *t* test to determine whether the means are distinct, provided that the underlying distributions can be assumed to be normal. (2)
- **Workers Directly employed in the Tourism Industry** This categorization refers to all those persons who are directly involved in the Tourism industry. For example, taxi drivers, tour operators, straw vendors, hair braiders, surrey drivers, hotel employees, jitney drivers, restaurateurs, jet ski operators, etc. Persons in this category may or may not have direct “contact” with the tourists but receive their weekly or monthly salaries as a direct result of tourist activity. For example, some persons within the Ministry of Tourism, Promotion Boards, or Hotel Corporation do not have contact with tourists on a daily basis but receive their salaries as a direct result of tourist activities in our country. (1)
- **Workers not directly employed in the Tourism Industry** This refers to those workers who are not directly working in the Tourism industry but may have contact with tourists. For example, bank employees, medical centers/ hospitals, students – 15+ years, government (except staff at MOT & Hotel Corporation), food stores, construction workers, etc. (1)

1 Source: “Attitudes of Bahamians toward Tourist & Tourism” by Pamela Stubbs, July 1988

2 Source: Wikipedia, the free encyclopedia: <http://en.wikipedia.org>