



FAMILY ISLANDS

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

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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.

2.1.4 Phase 2: Quantitative Research, Family Islands Report

Personal interviews at 500 household dwellings were conducted in five Family Islands. Bahamian residents between the ages of 15 and over were interviewed. The survey took place in the constituencies of: North and South Abaco, Bimini, Eleuthera, Exuma and Central Andros. The sample size had a $\pm 4.4\%$ 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).

2.1.5 Analysis

Data was entered using Microsoft Excel and SPSS 15.0. Analyses were done 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 – Family Islands

3.1 Demographics

- The sex distribution is virtually evenly split, with 51% of the respondents being male.
- Most respondents were 30 to 49 years of age (41%); 31% were 15 to 29 years, and the remaining 28% were 50 years and older.
- The highest educational achievement by the majority (60%) of Family Island respondents is at the high school level. Twelve percent (12%) had only a primary school education, 17% completed college or university, and 11% had technical /vocational training.
- Looking at income distributions, the majority (42%) made \$15,000 to less than \$30,000 a year. Ten percent (10%) made under \$5,000, and 29% reported making \$5,000 to less than \$15,000. Fifteen percent (15%) made \$30,000 to under \$50,000, and the remaining 5% made \$50,000 or more.
- A little more than half (53%) have jobs in the tourism industry.
- The five Family Islands surveyed namely Abaco, Eleuthera, Exuma, Andros, and Bimini were equally represented.

3.2 Attitudes toward Employment in the Tourist Industry

When Family Island respondents were asked if they had a choice, would they choose to work in the tourism industry, three out of four (77%) answered affirmatively. Further, 89% of tourism industry workers, if they had the choice today, would work in the tourism industry, compared to 63% of non-tourism workers.

Among those who would choose to work in the tourism industry, when asked for reasons why, more than half said meeting people/ being a “people person”, making it by far the leading motive (*Table 1*). Simply liking the tourism job, and making a good salary, were the second and third most popular choices respectively. Meeting people appears to be in no danger of losing its top position, while liking the job and making a good salary gained an increase share of respondents since 2005, to basically match 2003 proportions. Being an ambassador for The Bahamas seemed to have lost some attractiveness; more opportunities appeared to be a new citation for Family Islanders.

Table 1

Percent (%) of Respondents – Top Five Reasons Why Respondents would Choose to Work in the Tourism Industry (n=377)

Reasons	2006	2005	2003
Meeting people/ “People person”	54	60	58
Like job/ Good job	14	6	10
Good salary	10	6	12
More opportunities	6	0	NK
Being an ambassador for The Bahamas	5	12	11
Main/Important industry	5	1	NK

Among those who had chosen not to work in the tourism industry (23%), the leading reason again centered on people, that is, not being a “people person” (*Table 2*). Close in the second and third ranking positions are liking their already held non-tourism job, and the belief that tourism positions are not lucrative enough. With the exception of the stress of tourism jobs, which apparently has gained in infamy, there was little change since 2003.

Table 2

Percent (%) of Respondents – Top Five Reasons Why Respondents would Choose *Not* to Work in the Tourism Industry (n=111)

Reasons	2006	2005	2003
Not a “people person”	22	19	10
Like my non-tourism job	17	11	20
Low salary	14	11	12
Tourism jobs too stressful/Long hours	12	3	7
Not interested	10	11	10

Approximately 40% of respondents think tourism jobs are not the first choice for graduates. Among this group, around a quarter cited not being prestigious enough and low salary as possible reasons why (Table 3); these reasons have gained in popularity since 2003.

Table 3

Percent (%) of Respondents – Top Five Reasons Why Tourism Jobs are *Not* the First Choice for High School/ College Graduates (n=202)

Reasons	2006	2005	2003
Not prestigious	25	15	18
Low salary	23	12	21
Lack of knowledge of tourism industry	18	26	25
Interest in another industry	11	9	18
Little job security	4	3	3

When this question was tested by education, it was revealed that the higher the educational attainment, the more likely the opinion that tourism jobs are *not* the first choice for graduates.

Looking at respondents' suggestions to attract the best and brightest, almost half stated that education and training should be offered, especially at the school level (*Table 4*). This suggestion has gained in popularity by more than 10%. The offering of higher salaries was a distant second.

Table 4

Percent (%) of Respondents – Top Five Suggestions to Attract Best and Brightest to the Tourism Industry (n=483)

Reasons	2006	2005	2003
Training /Educate in schools	48	35	33
Offer higher salaries	14	16	22
More promotions/ Information	8	13	16
Offer more benefits/Incentives/Make industry more attractive	8	13	12
Create higher positions/ Better job opportunities	6	1	2

3.3 Effects of Tourism

Job creation and the related effect of economic development were named the top two positive effects of tourism (*Table 5*). These have respectively lost and gained some respondents, however, when compared to past surveys.

Table 5
**Percent (%) of Respondents – Top Five Positive Effects of Tourism
 In The Bahamas (n=500)**

Reasons	2006	2005	2003
Creation of jobs	35	48	41
Economic development	22	13	14
Higher living standards	11	19	14
Increased foreign investment	9	5	1
Increase in tourists to Bahamas/Returning tourists	7	2	3
None – 6%			

Half of the Family Islanders surveyed thought there were no negative effects of tourism (*Table 6*). Nonetheless, 13% mentioned crime, and 6%, losing culture/identity.

Table 6
**Percent (%) of Respondents – Top Five Negative Effects of
 Tourism
 In The Bahamas (n=500)**

Reasons	2006	2005	2003
Crime	13	14	11
Losing culture/Identity	6	3	1
Exploitation by foreign investors	5	3	NK
Destroying environment/ Over fishing/Restricted beach access	5	6	4
Bad attitudes of tourists	5	3	-
None – 50%			

3.4 Reasons to Visit The Bahamas

The warm, friendly people of The Bahamas were named by almost half of those polled as a reason to visit the country in addition to the climate and beaches (*Table 7*). Other draws include the Bahamian cuisine, and general culture. The peacefulness of The Family Islands seemed to have declined in attractiveness, while marine activities has increased.

Table 7

Percent (%) of Respondents – Top Five Reasons (Other than “Sun, Sand and Sea”) for Visitors to Come to The Bahamas (n=494) *

Reasons	2006	2005	2003
Warm/ Friendly People/ Hospitality	48	45	46
Bahamian cuisine	21	24	16
General Bahamian culture	15	9	8
Relaxing/Peaceful/Safe	14	21	22
Good Diving/ Marine activities	12	5	3

None/Don't Visit – 2%

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

3.5 Selected Other Measures of Attitude toward Tourism

- Eighty-four (84%) feel that Bahamians are *not* developing a negative attitude toward the large number of visitors.
- Most (77%) felt that the Bahamas government is *not* doing sufficient to train Bahamians for positions in the tourism industry now predominantly held by expatriates. Proportionally less tourism industry workers were inclined to respond as such (73%), however, than non-tourism workers (82%).
- Sixty-seven (67%) 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 (84%) or English and French (73%).

3.6 Domestic Travel

Three quarters (76%) of Family Islanders had travelled to another Bahamian island in the past year; the average (median *) was 3 trips (range 1 to 50), with 1 person per trip (range 1 to 17 persons).

The median* total expenditure spent per trip is \$800 (range \$0 to \$22,300). Below is a breakdown of the median average spent per trip for the following:

- Transportation – \$200 (range \$0 to \$15,000)
- Lodging - \$120 (range \$0 to \$6,976)
- Food - \$100 (range \$0 to \$3,200)
- Recreation and Entertainment - \$33 (range \$0 to 3,500)
- Shopping - \$200 (range \$0 to \$7,000)

* 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, $p \leq 0.05$; [ANOVA employs means when comparing groups, as presented here, rather than medians])*.

Table 8

Average (Mean) Difference in Number of Trips and Expenditure (B\$) by Income levels

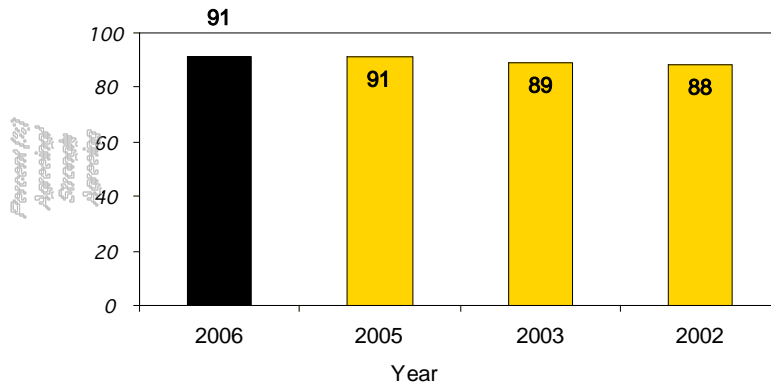
	Income Level				
	Under \$5,000	\$5,000 - <\$15,000	\$15,000 - <\$30,000	\$30,000 - <\$50,000	\$50,000 or over
Number of Trips	2	3	4	5	8
Lodging (\$)	136	152	240	299	749
Food (\$)	83	154	141	239	355
Total Expenditure (\$)	717	1,013	1,223	1,721	2,471

There were significant differences by education as well (ANOVA $p \leq 0.05$): persons who had a primary level education seemed to have spent more on transportation (\$768), shopping (\$585) and total expenditure (\$2,227) than those with high school education (\$347; \$372; \$1,151 respectively) and college level education (\$385; \$202; \$1,327 respectively). Those with technical/ vocational training spent the lowest on transportation (\$169) and total expenditure (\$998); \$362 was spent on shopping by this group.

3.7 General Attitude Statements

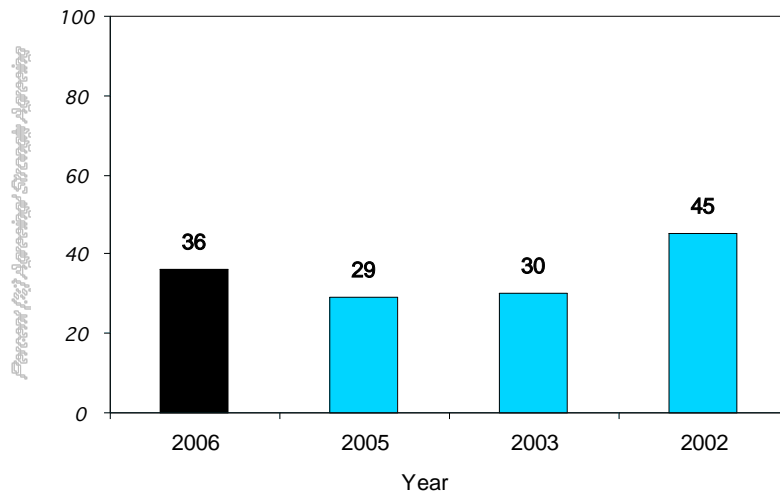
Following are the general attitude statements presented individually and compared with past surveys (*Figures 1 - 23*). Discussed is the percent (%) that “Agreed/Strongly Agreed with each statement. *Table 9* shows all response opinions for 2006.

**Figure 1 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" -
Tourists satisfied with Bahamian experience**



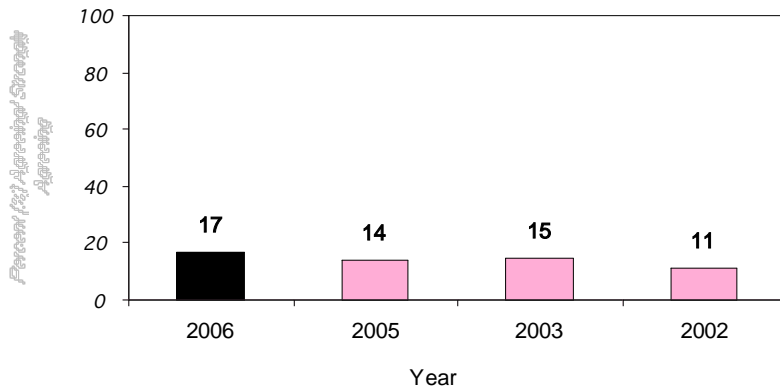
Nine out of ten (91%) Family Islanders think tourists are satisfied with their experience, an unchanging sentiment since 2002.

**Figure 2- Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Bahamians serve as if they are doing tourists a big favour**



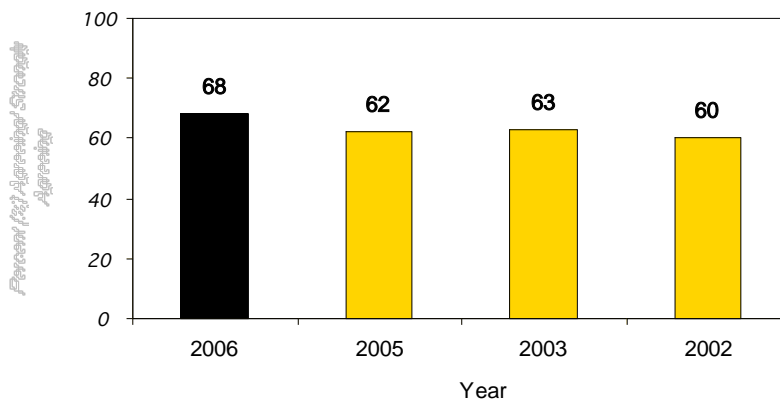
A little over a third (36%) of respondents think Bahamians serve tourists as if they are doing them a big favour. Almost half in 2002 answered as such, indicating improved favourability in relation to that year.

Figure 3 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism jobs for Bahamians are at the bottom of the ladder



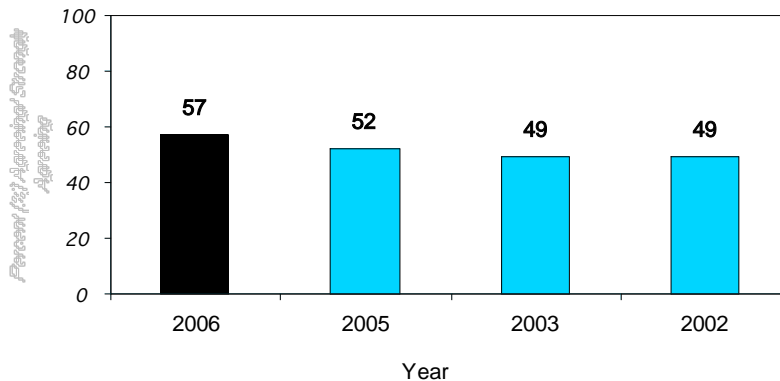
Not many Family Islanders think tourism jobs are at the bottom of the ladder (17%). Since 2002, however, the percentage of respondents agreeing to this statement has seen an incremental increase.

Figure 4 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - My job is related to Tourism



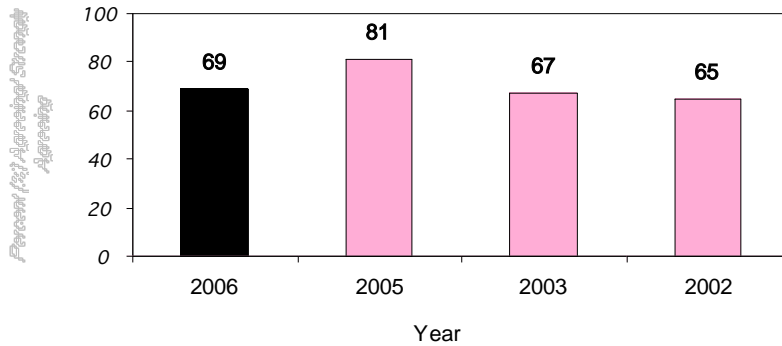
Sixty-eight percent (68%) of respondents' jobs are related to tourism, a proportion that has steadily grown since 2002.

Figure 5 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - I would like my child to work in the Tourism industry



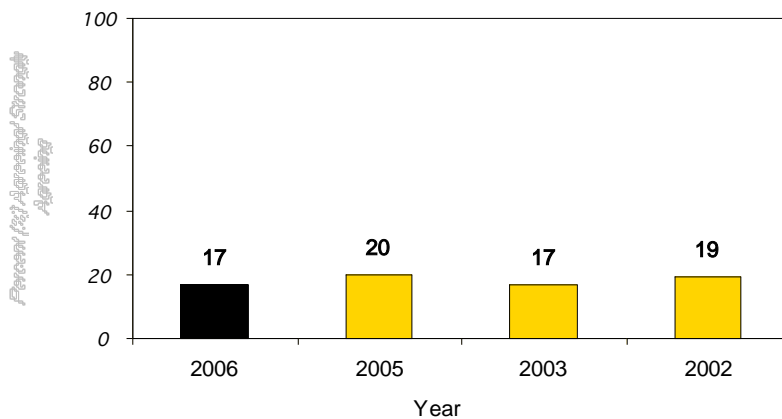
More than half (57%) of Family Islanders would like their child to work in the tourism industry, a moderate increase from 49% in 2002.

Figure 6 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourists get money's worth when visiting The Bahamas



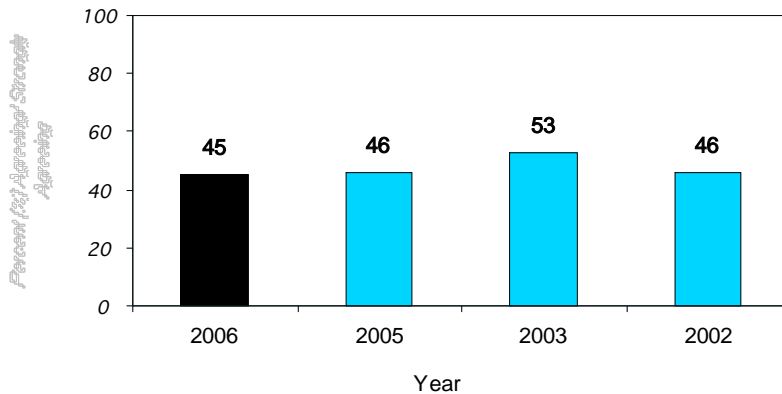
Seven out of ten (69%) respondents feel tourists get their money's worth when visiting The Bahamas. With the exception in 2005, which peaked at 81%, percentages have remained comparable to previous surveys.

Figure 7 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism does not affect me personally



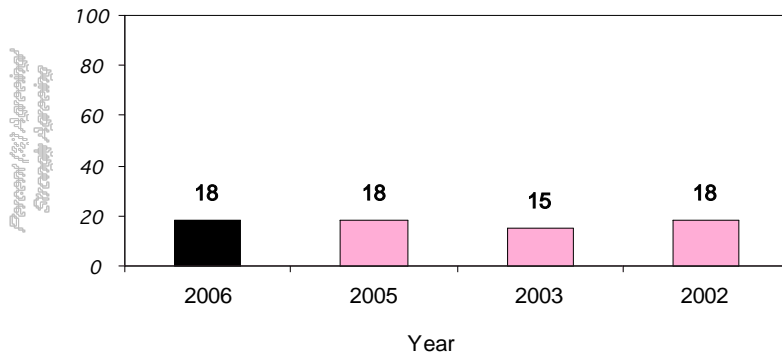
A minority (17%) feel that tourism does not affect them personally, virtually no change from 2002.

Figure 8 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Only Bahamian art, straw and craft goods should be allowed to be sold to tourists



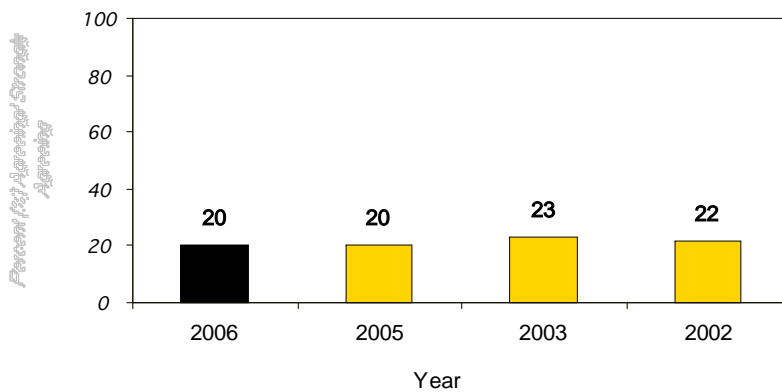
A little under half, 45%, opined that only Bahamian art and crafts should be sold to tourists. Family Islanders were more or less split with this attitude since 2002.

Figure 9 - 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



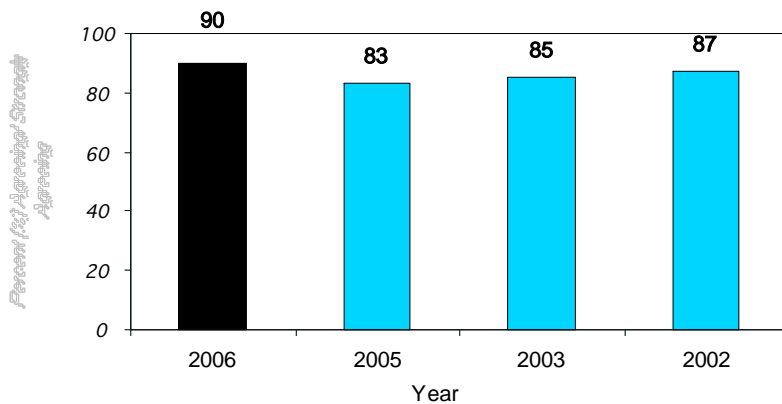
Since 2002, around one out of six (15% to 18%) agreed that there is no need for Bahamians to go the extra mile to please tourists.

Figure 10 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - The 15% gratuity should be eliminated



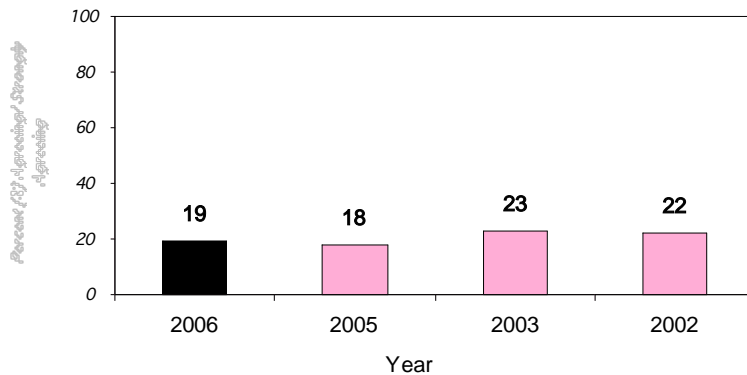
One out of five (20%) respondents in 2006 thought that the 15% gratuity should be eliminated, an unchanging attitude since 2002.

Figure 11 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - The Islands of The Bahamas' advertisements make me feel good about my country



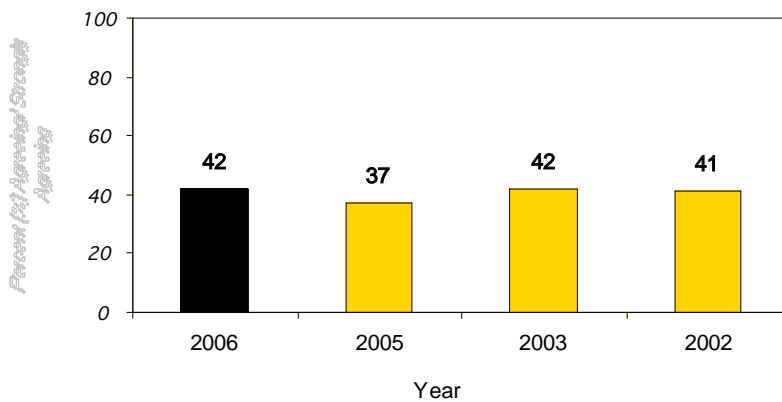
Most Family Islanders (90%) feel proud about the Islands of The Bahamas ad campaign; favourability had peaked in 2006, a noticeable increase from 2005 at 83%.

Figure 12 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourists generally do not find what they were led to expect from ads and promotions



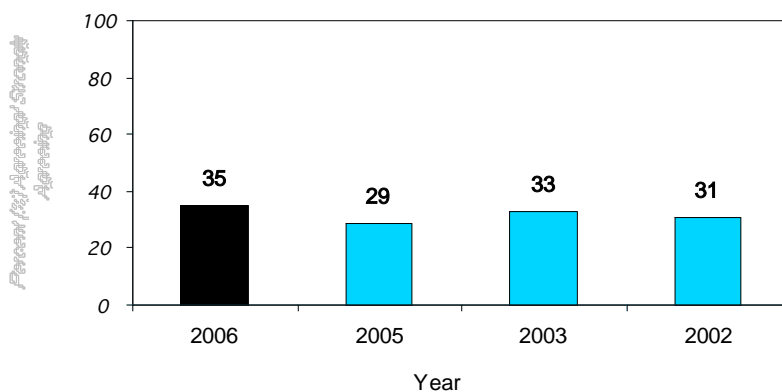
A minority, 19%, thinks that when tourists visit The Bahamas, they are disappointed from what they have been led to expect from advertising and promotions. Little has changed since 2002.

Figure 13 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - There are not enough jobs in the tourism sector



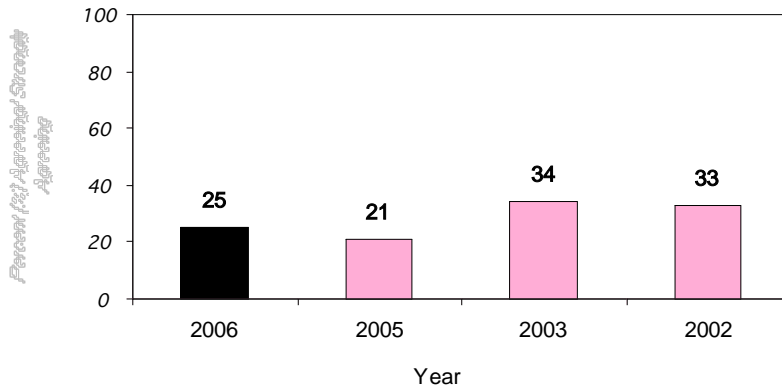
Forty two percent (42%) of Family Islanders think that there are not enough jobs in the tourism sector, a proportion similar to previous surveys.

Figure 14 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Jobs in tourism are not considered very prestigious



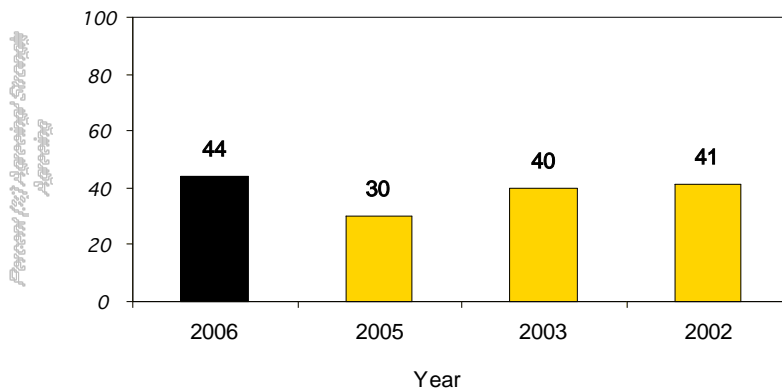
Approximately a third of respondents (35%) in 2006 felt that tourism jobs are not prestigious. 2006 saw the highest proportion, representing a noticeable decrease in favourability.

Figure 15 - 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



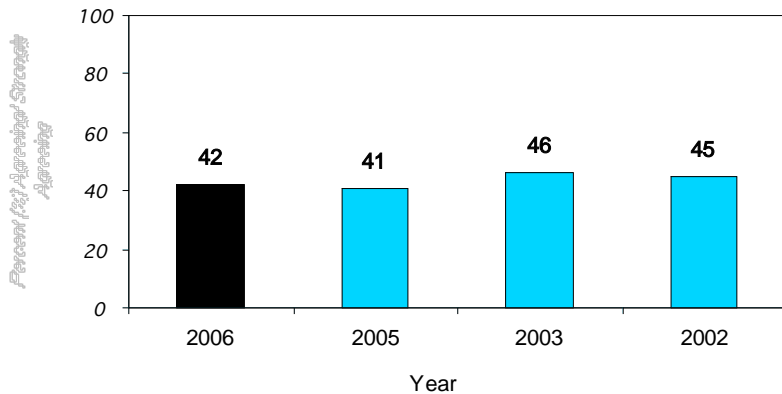
A quarter (25%) in 2006 thought that many parents are against the idea of their children pursuing a career in tourism. This is an increase in favourability since 2002 and 2003, but comparable to 2005.

Figure 16 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism salaries not on par with similar positions in private sector



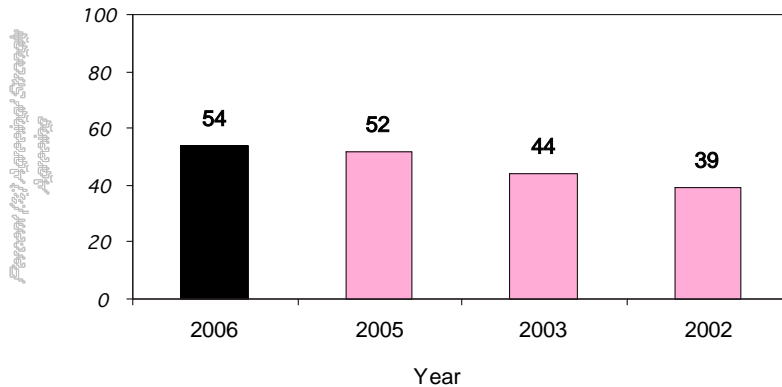
Forty four percent (44%) are of the opinion that tourism salaries are not on par with similar positions in the private sector. Not much has changed since 2002, except for a drop in 2005 to 30%.

Figure 17 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - There is little job security in the tourism sector



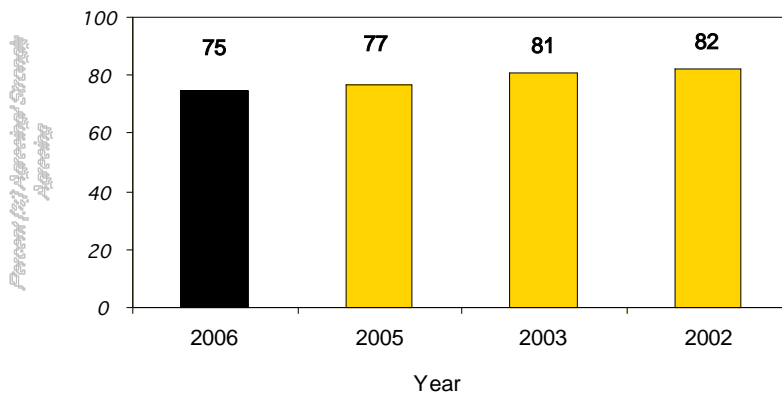
Forty two percent (42%) of those surveyed think there is little job security in the tourism sector, similar to 2002, 2003, and 2005.

Figure 18 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Tourism has taken all our best beaches and land



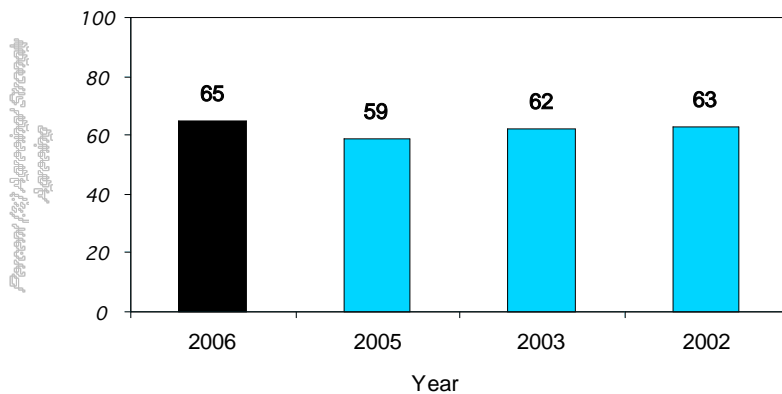
More than half of Family Islanders (54%) surveyed agree that tourism has taken all the best beaches and land, an increasingly common sentiment since 2002.

Figure 19 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - The quality of the tourism product needs great improvement



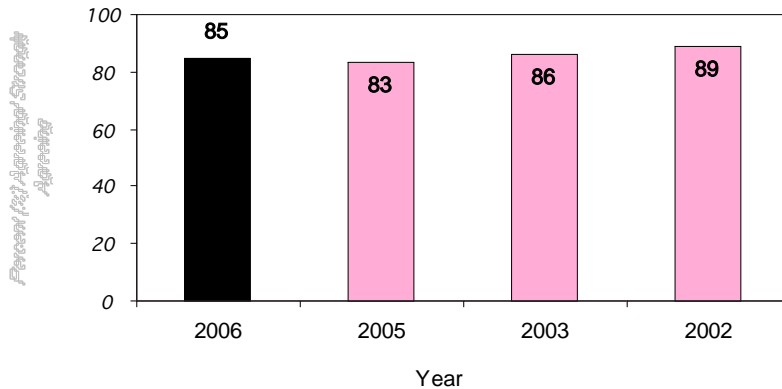
Three out of four respondents think that the quality of the tourism product needs great improvement. While still an overwhelming majority, this shows a steady increase in favourability since 2002, when 82% agreed with this statement.

Figure 20 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Bahamians do not give other Bahamians good service or value for money



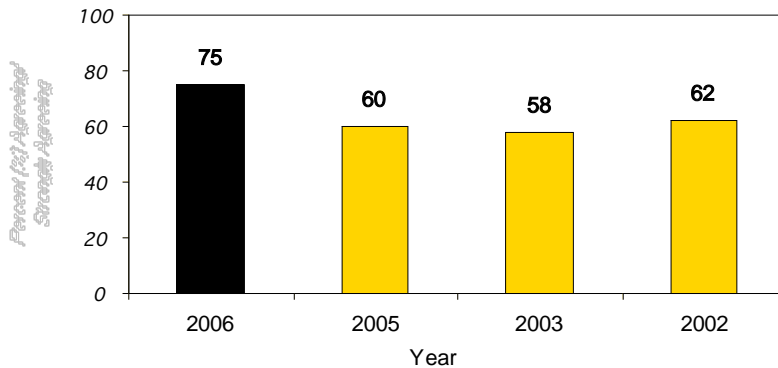
The majority of respondents have always thought that Bahamians are not very hospitable to other Bahamians.

Figure 21 - Survey Year Comparison
Percent (%) of Respondents "Agreeing/Strongly Agreeing" - Standard of service in The Bahamas needs improvement



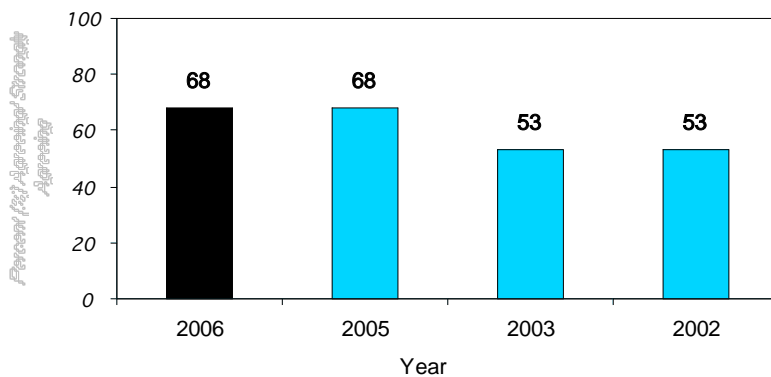
Most surveyed think that the standards of service in The Bahamas needs improvement, with percentages hovering between 80 and 90%.

Figure 22 - 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



The statement that wage and utility costs are higher than other countries in the region have increased sharply in agreement in 2006, at 75%, three out of four surveyed.

Figure 23 - 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



There was an increase of 15% percentage points since 2003 (53%) with the opinion that tourism will have to be the main industry for the next thirty years.

**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.	30	61	3	5	1	1
Most Bahamians make the tourists feel like they are doing the tourist a big favour when serving or helping the tourist.	10	26	11	39	13	1
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	5	12	8	55	17	4
My job is related to tourism.	34	34	9	16	6	1
I would like my child, if I have one, to work in the tourism industry.	13	44	17	12	4	9
Tourists are given their money's worth while visiting the Islands of The Bahamas.	14	55	14	10	2	5
Tourism does not affect me personally.	5	11	7	42	33	1
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.	19	27	13	26	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.	4	14	6	44	30	2
The 15% gratuity should be eliminated.	6	14	11	38	29	3
The Islands of the Bahamas' advertisements make me feel good about my country.	43	47	3	3	1	3

Table 9 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.	3	16	16	41	20	3
There are not enough jobs in the tourism sector.	9	32	9	26	13	11
Jobs in tourism are not considered very prestigious.	7	28	8	32	16	9
Many parents do not think it is a good idea for their children to have a career in tourism.	5	20	15	30	16	14
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.	11	33	11	15	9	22
There is little job security in the tourism sector.	16	26	11	23	11	12
Tourism has taken all our best beaches and land.	27	27	8	32	4	3
The quality of the tourism product needs great improvement.	24	51	8	10	5	2
Bahamians do not give other Bahamians good service or value for money.	32	33	9	19	6	1
Standard of service in The Islands of The Bahamas needs improvement.	31	54	4	5	6	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.	41	34	4	5	3	12
Tourism will have to be the main industry in The Islands of The Bahamas for at least the next thirty years.	34	34	13	10	4	6

* Proportions may not add to 100% due to rounding.

3.8 Media Usage

While ZNS remains the most watched television station in the Family Islands, it seems to have lost some viewers (*Table 10*). CNN and ABC continue to be popular stations.

Table 10

Percent (%) of Respondents – Top Ten Local and International Television Stations Watched (n=500)

TV Stations	2006	2005	2003
ZNS	73	93	66
CNN	39	35	42
ABC	18	18	24
TBN	17	13	19
NBC	13	15	22
Fox	11	12	12
CBS	11	9	20
Lifetime	8	14	14
ESPN	6	5	NK
Cable 12	6	1	NK

None – 5%

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

The ZNS AM stations and Radio Abaco are the top three radio stations (*Table 11*). Radio Abaco appears to have lost some of its listeners in 2006.

Table 11

Percent (%) of Respondents – Top Five Local and International Radio Stations Listened to (n=500)

Radio Stations	2006	2005	2003
ZNS 1540 AM	38	41	36
ZNS 1240 AM	14	13	15
Radio Abaco (93.5)	12	20	23
810	11	18	10
FOXY 1040	10	1	NK

None – 10%

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

The Punch is the most popular newspaper in the Family Islands, with almost half of respondents, edging out The Tribune and The Guardian (*Table 12*), which may have lost some of its readers.

Table 12

Percent (%) of Respondents – Top Five Local and International Newspapers Read (n=500)

Newspapers	2006	2005	2003
The Punch	47	49	45
The Tribune	36	42	38
The Guardian	31	40	38
The Miami Herald	17	20	22
Abaconian	14	17	20

None – 16%

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

Most (59%) Family Islanders apparently do not read magazines (*Table 13*).
 Nevertheless, among those who do, Ebony and Jet remain the most popular.

Table 13

Percent (%) of Respondents – Top Five Local and International Magazines Read (n=500)

Magazines	2006	2005	2003
Ebony	7	6	9
Jet	7	4	7
Wave	4	0	0
People	3	2	2
Time	3	3	6
Oprah	3	3	4

None – 59%

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

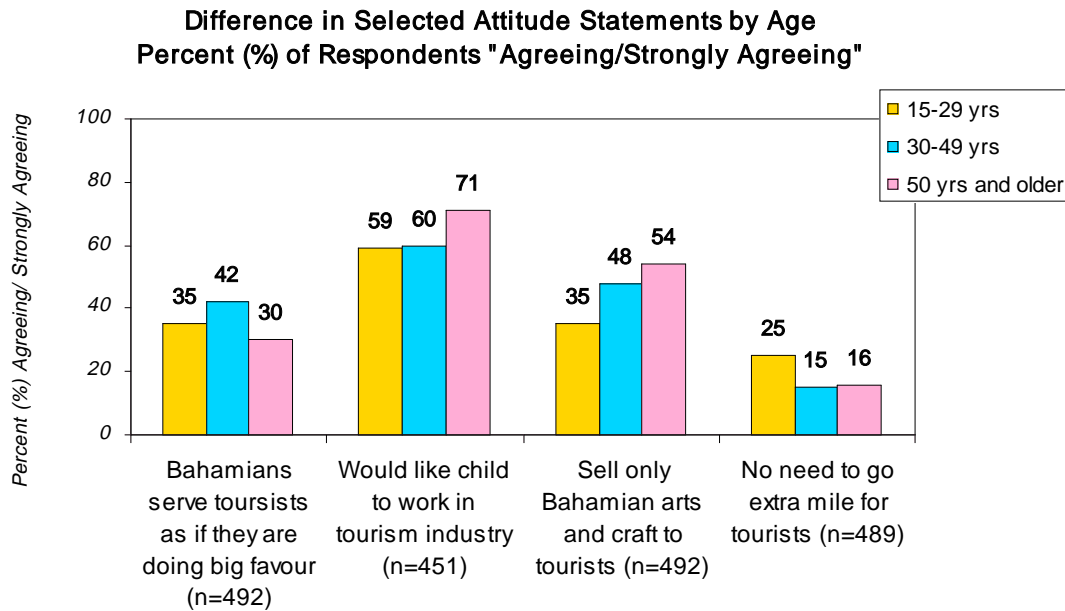
3.9 Associations

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

3.9.1 Associations by Age

- When it came to age differences (low to moderate positive and negative tau-c $p \leq .05$; *Figure 24*), the older the respondent, the more positively the opinion to some attitudinal items. Those 30 and older were more likely to agree that they would like their child to work in the tourism industry, and that only Bahamian art and craft should be sold to tourists. They were also less likely to agree that there is no need to go the extra mile for tourists.

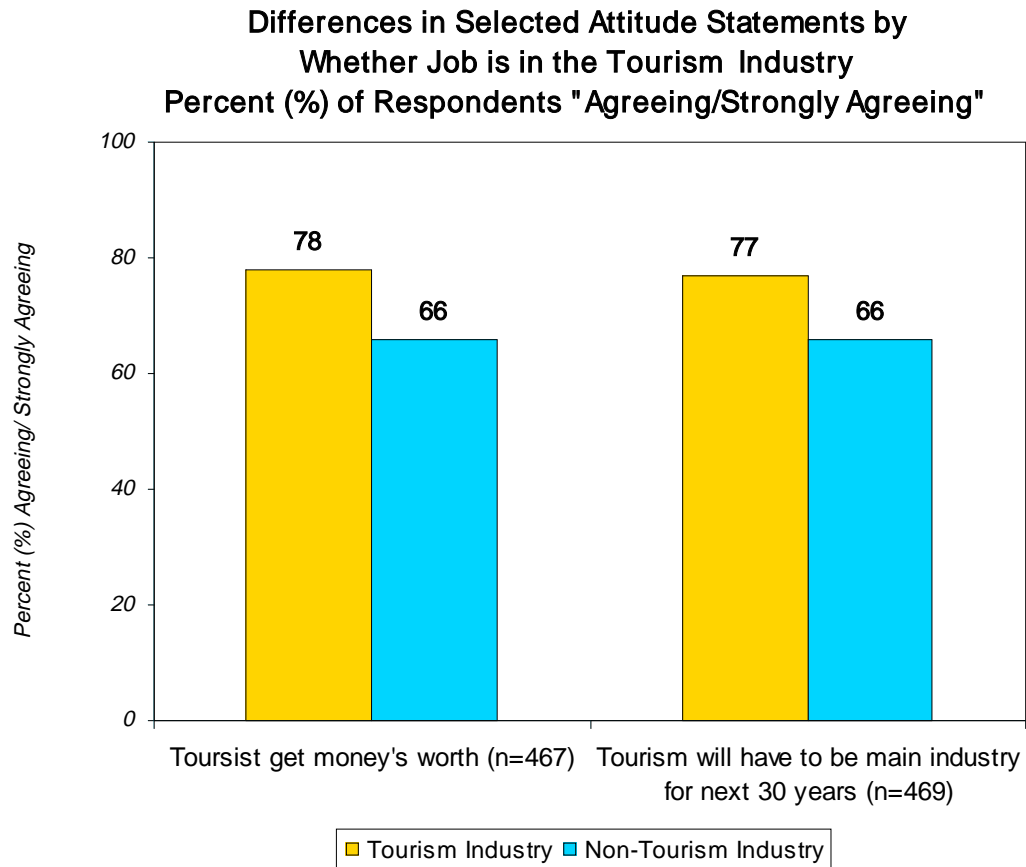
Figure 24



3.9.2 Associations by whether Job is in Tourism Industry

Persons working in the tourism industry were more likely to agree that tourists get their money's worth when visiting The Bahamas, and that tourism will have to be the main industry for the next thirty years (chi-square, $p \leq .05$; *Figure 25 [there were other associations, but no notable differences with specifically "agree/strongly agree" responses]*).

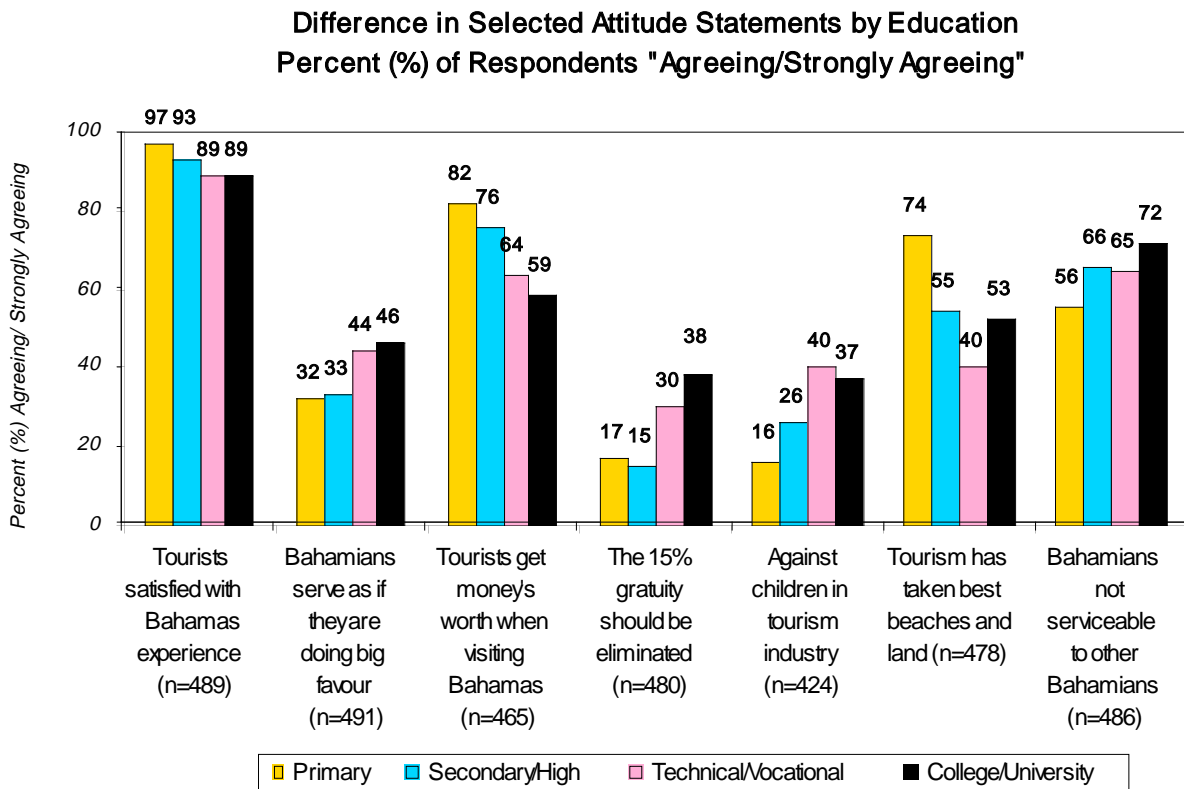
Figure 25



3.9.3 Associations by Education

Educational level revealed to be the demographic showing many associations with attitudes toward tourism (low to moderate positive and negative tau-c, $p \leq .05$; *Figure 26*). With the exception of tourism taking the best beaches and land, virtually all show that as educational level increases, favourability decreased. Many associations are with attitudes toward service and tourist satisfaction.

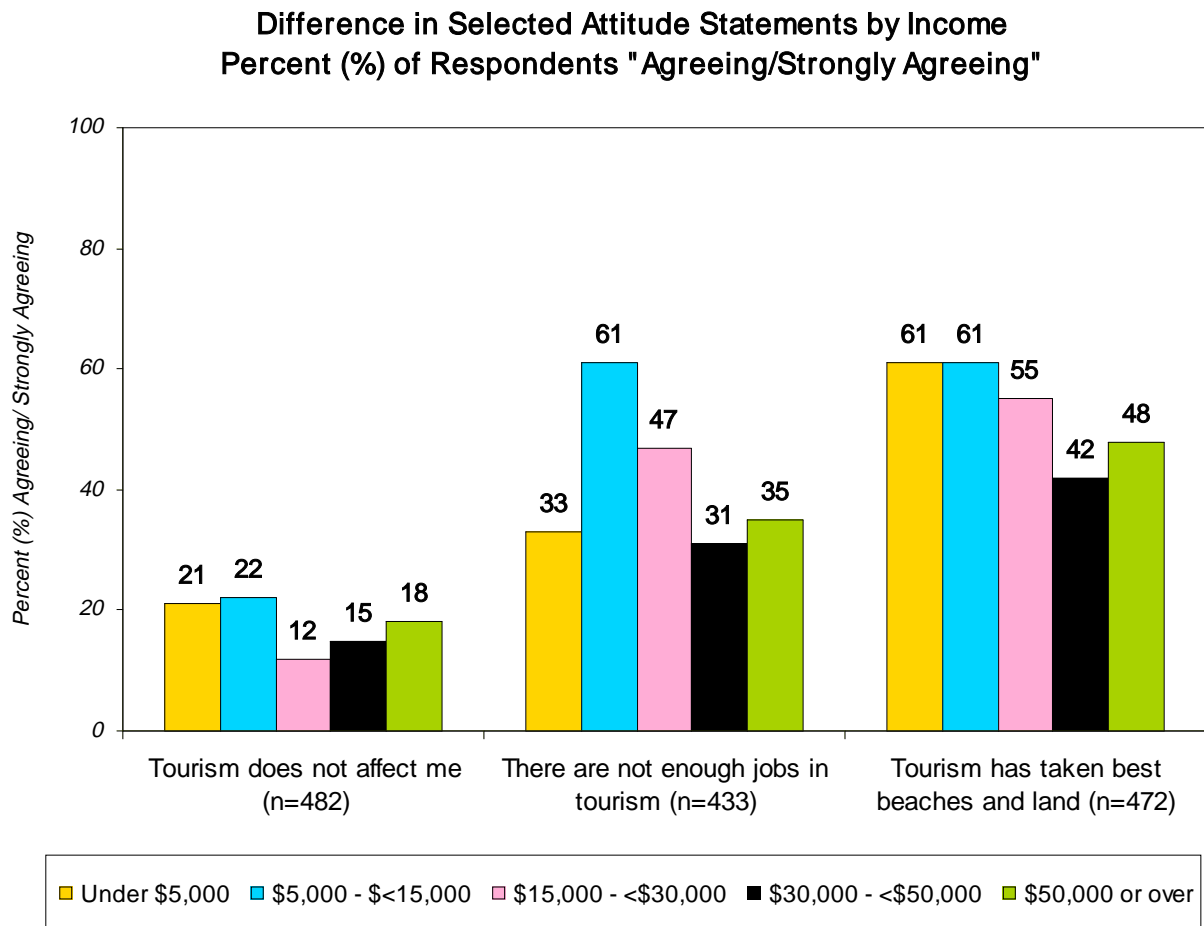
Figure 26



3.9.4 Associations by Income

Income associations did not show as clear a pattern as education (low negative tau-c; *Figure 27*). Generally, though, as income increased, so did favourability for some items: persons in the higher income brackets were less likely to agree that tourism does not affect them personally, that there are not enough jobs in tourism, and that tourism has taken the best beaches and land. Persons making \$5,000 to less \$30,000 appeared more likely to agree that there were not enough jobs in tourism.

Figure 27



IV. Conclusions

- Most surveyed would choose a career in tourism.
- Respondents working in the tourism industry appear happy with their decision.
- Regarding employment in tourism, the perception remains that tourism is a people centred career, as being/ not being people persons remains the leading reason for pursuing /not pursuing a career in tourism.
- Not being prestigious and low salary were the leading perceived disincentives why tourism jobs are not the first choice for high school and college graduates.
- Training and education, especially starting at the school level, is the leading suggestion by Family Islanders to attract the “best and brightest” to tourism.
- Job creation and economic development are seen as the most positive effects of tourism.
- While half thought that there were no negative effects of tourism, crime was the top named negative effect.
- “The warm and friendly people of The Bahamas” was named the leading reason to visit.
- The majority of those surveyed felt that:
 - Bahamians are not developing a negative attitude toward the large number of visitors.
 - The Bahamas government is not doing sufficient to train Bahamians in top tourism positions predominantly held by expatriates.
 - The tourism industry does not use sufficient Bahamian food, music, and other measures of culture in its product.

- o Bahamians should add another language to English, be it Spanish, or French.
- The majority of Family Islanders have travelled to another island, spending a median of \$800 per trip.
- Looking at the general attitude toward tourism, there were mainly favourable responses, specifically:
 - o Most agree that tourists are satisfied with their experience.
 - o The minority feels that Bahamians serve tourists as if they are doing them a big favour.
 - o A minority perceives that tourism jobs are at the bottom of the ladder.
 - o The majority sees their jobs as related to tourism.
 - o Most would like their child to work in the tourism industry.
 - o The majority feels tourists get their money's worth when visiting The Bahamas.
 - o A small minority agrees that tourism does not affect them.
 - o A minority agrees that there is no need for Bahamians to go the extra mile for tourists.
 - o One out of five is of the view that the 15% gratuity should be eliminated.
 - o The Islands of The Bahamas advertisements make the overwhelming majority feel proud of their country.
 - o A minority agrees that tourists are disappointed when visiting The Bahamas.
 - o Only a quarter thought many parents are against their children pursuing a career in tourism.

- Areas of concern include:
- Almost half thinks that there are not enough jobs in the tourism sector.
 - A substantial minority (35%) perceives tourism jobs as not very prestigious.
 - Almost half thinks tourism salaries are not on par with similar positions in the private sector.
 - Almost half believes that there is little job security in the tourism sector.
 - More than half agreed that tourism has taken all the best beaches and land.
 - The majority thinks that the quality of the tourism product needs improvement.
 - Most are of the opinion that Bahamians are not very serviceable to other Bahamians.
 - A considerable majority feels that the standards of service need improvement.
 - Most think that wage and utility costs are higher in The Bahamas than in other countries in North America and the Caribbean.
- Looking at media behaviour:
 - ZNS remains the most watched television station.
 - ZNS 1540 AM is the top radio station.
 - The Punch is the most read newspaper.
 - Most Family Islanders do not read magazines but among those who read magazines, Ebony and Jet are the most popular.
 - There were many associations with attitude statements by several demographics:

- With age, respondents 30 and older were more likely to want:
 - Their child to work in the tourism industry.
 - Only Bahamian arts and craft to be sold to tourists.

And less likely to:

- Agree that there is no need to go the extra mile for tourists.
- Respondents with jobs in the tourism industry were more likely to agree that :
 - Tourists get their money's worth.
 - Tourism will have to be the main industry for the next thirty years.
- There were many differences in attitude by education. For the most part, as education increased, favourability decreased with the following issues:
 - Tourists are satisfied with their Bahamas experience.
 - Bahamians serve as if they are doing a favour.
 - The 15% gratuity should be eliminated.
 - Against children in the tourism industry.
 - Bahamians are not hospitable to other Bahamians.
- As income increased, so did favourability toward some items. Persons with higher incomes were less likely to agree that:
 - Tourism does not affect them personally.
 - Tourism has taken all the best beaches and land.

V. Appendix

Table A-1

5.1 Percent (%) of Respondents – Responses to General Attitude Statements by Survey Year, 2002-2006*

Comment	Survey Year			
	2006	2005	2003	2002
Most tourists are satisfied with their Bahamas experience.				
<i>Strongly Agree</i>	30	35	31	29
<i>Agree</i>	61	56	58	59
<i>Neither Agree nor Disagree</i>	3	2	2	5
<i>Disagree</i>	5	2	6	4
<i>Strongly Disagree</i>	1	2	1	0
<i>Don't Know</i>	1	3	3	3
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>	10	4	7	10
<i>Agree</i>	26	25	23	35
<i>Neither Agree nor Disagree</i>	11	11	10	9
<i>Disagree</i>	39	48	42	36
<i>Strongly Disagree</i>	13	12	17	10
<i>Don't Know</i>	1	2	1	2
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.				
<i>Strongly Agree</i>	5	2	3	3
<i>Agree</i>	12	12	12	8
<i>Neither Agree nor Disagree</i>	8	11	12	10
<i>Disagree</i>	55	47	48	57
<i>Strongly Disagree</i>	17	23	21	17
<i>Don't Know</i>	4	5	4	6
My job is related to tourism.				
<i>Strongly Agree</i>	34	27	26	28
<i>Agree</i>	34	35	37	32
<i>Neither Agree nor Disagree</i>	9	12	8	7
<i>Disagree</i>	16	16	21	25
<i>Strongly Disagree</i>	6	7	7	4
<i>Don't Know</i>	1	2	1	4

Table A-1 cont'd.

Comment	Survey Year			
	2006	2005	2003	2002
I would like my child, if I have one, to work in the tourism industry.				
<i>Strongly Agree</i>	13	12	9	8
<i>Agree</i>	44	40	40	41
<i>Neither Agree nor Disagree</i>	17	23	25	24
<i>Disagree</i>	12	10	12	16
<i>Strongly Disagree</i>	4	3	6	3
<i>Don't Know</i>	9	12	9	8
Tourists are given their money's worth while visiting the Islands of The Bahamas.				
<i>Strongly Agree</i>	14	20	15	17
<i>Agree</i>	55	61	52	48
<i>Neither Agree nor Disagree</i>	14	7	16	19
<i>Disagree</i>	10	7	9	11
<i>Strongly Disagree</i>	2	1	2	1
<i>Don't Know</i>	5	3	6	4
Tourism does not affect me personally.				
<i>Strongly Agree</i>	5	6	4	4
<i>Agree</i>	11	14	13	15
<i>Neither Agree nor Disagree</i>	7	8	6	4
<i>Disagree</i>	42	42	44	44
<i>Strongly Disagree</i>	33	29	30	29
<i>Don't Know</i>	1	1	1	5
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.				
<i>Strongly Agree</i>	19	25	25	19
<i>Agree</i>	27	21	28	27
<i>Neither Agree nor Disagree</i>	13	11	9	5
<i>Disagree</i>	26	28	22	34
<i>Strongly Disagree</i>	15	14	16	14
<i>Don't Know</i>	1	1	1	2

Table A-1 cont'd.

Comment	Survey Year			
	2006	2005	2003	2002
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>	4	5	6	4
<i>Agree</i>	14	13	9	14
<i>Neither Agree nor Disagree</i>	6	9	7	5
<i>Disagree</i>	44	43	44	48
<i>Strongly Disagree</i>	30	30	33	29
<i>Don't Know</i>	2	1	1	2
The 15% gratuity should be eliminated.				
<i>Strongly Agree</i>	6	7	8	7
<i>Agree</i>	14	13	15	15
<i>Neither Agree nor Disagree</i>	11	8	6	10
<i>Disagree</i>	38	42	43	40
<i>Strongly Disagree</i>	29	27	25	21
<i>Don't Know</i>	3	3	4	7
The Islands of the Bahamas' advertisements make me feel good about my country.				
<i>Strongly Agree</i>	43	43	37	38
<i>Agree</i>	47	40	48	49
<i>Neither Agree nor Disagree</i>	3	8	8	7
<i>Disagree</i>	3	4	4	4
<i>Strongly Disagree</i>	1	1	2	1
<i>Don't Know</i>	3	3	2	3
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>	3	3	8	5
<i>Agree</i>	16	15	15	17
<i>Neither Agree nor Disagree</i>	16	17	14	12
<i>Disagree</i>	41	44	45	40
<i>Strongly Disagree</i>	20	17	15	21
<i>Don't Know</i>	3	4	4	6

Table A-1 cont'd.

Comment	Survey Year			
	2006	2005	2003	2002
There are not enough jobs in the tourism sector.				
<i>Strongly Agree</i>	9	6	8	8
<i>Agree</i>	32	31	34	33
<i>Neither Agree nor Disagree</i>	9	13	13	13
<i>Disagree</i>	26	26	24	25
<i>Strongly Disagree</i>	13	14	13	9
<i>Don't Know</i>	11	11	8	13
Jobs in tourism are not considered very prestigious.				
<i>Strongly Agree</i>	7	3	3	6
<i>Agree</i>	28	26	30	25
<i>Neither Agree nor Disagree</i>	8	11	11	11
<i>Disagree</i>	32	33	32	38
<i>Strongly Disagree</i>	16	20	19	13
<i>Don't Know</i>	9	7	3	7
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	3	4
<i>Agree</i>	20	20	31	29
<i>Neither Agree nor Disagree</i>	15	15	13	16
<i>Disagree</i>	30	30	29	27
<i>Strongly Disagree</i>	16	11	10	10
<i>Don't Know</i>	14	21	15	14
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.				
<i>Strongly Agree</i>	11	6	8	11
<i>Agree</i>	33	24	32	30
<i>Neither Agree nor Disagree</i>	11	11	9	9
<i>Disagree</i>	15	17	18	17
<i>Strongly Disagree</i>	9	13	10	8
<i>Don't Know</i>	22	29	24	25

Table A-1 cont'd.

Comment	Survey Year			
	2006	2005	2003	2002
There is little job security in the tourism sector.				
<i>Strongly Agree</i>	16	7	7	12
<i>Agree</i>	26	34	39	33
<i>Neither Agree nor Disagree</i>	11	12	12	13
<i>Disagree</i>	23	22	19	19
<i>Strongly Disagree</i>	11	12	11	7
<i>Don't Know</i>	12	15	12	17
Tourism has taken all our best beaches and land.				
<i>Strongly Agree</i>	27	25	14	10
<i>Agree</i>	27	27	30	29
<i>Neither Agree nor Disagree</i>	8	8	8	10
<i>Disagree</i>	32	32	34	33
<i>Strongly Disagree</i>	4	7	11	11
<i>Don't Know</i>	3	2	3	8
The quality of the tourism product needs great improvement.				
<i>Strongly Agree</i>	24	22	26	21
<i>Agree</i>	51	55	55	61
<i>Neither Agree nor Disagree</i>	8	8	5	4
<i>Disagree</i>	10	10	6	7
<i>Strongly Disagree</i>	5	3	7	4
<i>Don't Know</i>	2	2	1	3
Bahamians do not give other Bahamians good service or value for money.				
<i>Strongly Agree</i>	32	20	23	28
<i>Agree</i>	33	39	39	35
<i>Neither Agree nor Disagree</i>	9	18	8	13
<i>Disagree</i>	19	17	19	16
<i>Strongly Disagree</i>	6	4	10	6
<i>Don't Know</i>	1	1	1	2

Table A-1 cont'd.

Comment	Survey Year			
	2006	2005	2003	2002
Standard of service in The Islands of The Bahamas needs improvement.				
<i>Strongly Agree</i>	31	27	33	29
<i>Agree</i>	54	56	53	60
<i>Neither Agree nor Disagree</i>	4	7	3	2
<i>Disagree</i>	5	6	4	4
<i>Strongly Disagree</i>	6	3	7	4
<i>Don't Know</i>	2	1	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.				
<i>Strongly Agree</i>	41	25	28	30
<i>Agree</i>	34	35	30	32
<i>Neither Agree nor Disagree</i>	4	10	9	6
<i>Disagree</i>	5	4	6	6
<i>Strongly Disagree</i>	3	3	7	6
<i>Don't Know</i>	12	24	20	21
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>	34	34	25	21
<i>Agree</i>	34	34	28	32
<i>Neither Agree nor Disagree</i>	13	13	14	16
<i>Disagree</i>	10	10	21	20
<i>Strongly Disagree</i>	4	4	9	5
<i>Don't Know</i>	6	4	4	7

* Some attitude items for the survey years 2002 to 2005 included, but not presented here, "Not Stated"/Missing as part of the proportion; this was usually no more than 1%.

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 several demographics, namely: age, whether the respondent’s job is in the tourism industry or not, income, and education.

Table A-2

5.2.1 Average (Mean) Differences in Attitude Statements:

Age

Comment	15-29 yrs	40-49 yrs	50 yrs and older
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.	2.79	3.15	3.31
Just because tourism is the main industry does not mean that Bahamians should be willing to go the extra mile to please tourists.	2.39	2.12	2.03
The Islands of the Bahamas’ advertisements make me feel good about my country.	4.30	4.45	4.17
The quality of the tourism product needs great improvement.	3.66	3.94	3.78

Table A-3

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

Comment	Tourism Industry	Non-Tourism Industry
Most tourists are satisfied with their Bahamas experience.	4.23	4.10
Most Bahamians make the tourists feel like they are doing the tourist a big favour when serving or helping the tourist.	2.68	2.93
My job is related to tourism.	4.47	2.93
Tourists are given their money's worth while visiting the Islands of The Bahamas.	3.83	3.60
Tourism does not affect me personally.	2.00	2.27
The 15% gratuity should be eliminated.	2.17	2.44
Tourism has taken all our best beaches and land.	3.31	3.55
Tourism will have to be the main industry in The Islands of The Bahamas for at least the next thirty years.	3.98	3.77

Table A-4

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

Comment	Under \$5,000	\$5,000 - <\$15,000	\$15,000 - \$<30,000	\$30,000 - <\$50,000	\$50,000 or over
Most tourists are satisfied with their Bahamas experience.	4.13	4.13	4.27	3.92	4.24
My job is related to tourism.	2.98	3.86	3.94	3.60	3.77
There are not enough jobs in the tourism sector.	2.73	3.28	3.04	2.56	2.70
Many parents do not think it is a good idea for their children to have a career in tourism.	2.64	2.52	2.48	2.93	3.10

Table A-5

**5.2.4 Average (Mean) Differences in Attitude Statements:
Education**

Comment	Primary	Secondary/High	Technical/Vocational	College/University
	Most tourists are satisfied with their Bahamas experience.	4.35	4.18	4.16
My job is related to tourism.	3.78	3.83	3.91	3.33
Tourists are given their money's worth while visiting the Islands of The Bahamas.	3.87	3.76	3.68	3.47
The 15% gratuity should be eliminated.	2.22	2.12	2.60	2.79
Tourism has taken all our best beaches and land.	3.81	3.43	3.02	3.41
Bahamians do not give other Bahamians good service or value for money.	3.35	3.62	3.83	3.93

5.3 Domestic Travel (Mean Expenditure)

Three quarters of (76%) of Family Islanders had travelled to another Bahamian island in the past year; the average (mean) was 4 trips (range 1 to 50), with an average of 2 persons per trip (range 1 to 17 persons).

The mean total expenditure spent per trip is \$1,267 (range \$0 to \$22,300). Below is a breakdown of the average spent per trip for the following:

- o Transportation – \$378 (range \$0 to \$15,000)
- o Lodging - \$239 (range \$0 to \$6,976)
- o Food - \$167 (range \$0 to \$3,200)
- o Entertainment - \$98 (range \$0 to 3,500)
- o Shopping - \$361 (range \$0 to \$7,000)

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 four groups that emerged:

Table A-6

Factor Analysis - Attitude Statements

Comment	Group 1 – Tourism Employment Opponents	Group 2 - Tourism Economics Observers	Group 3 - Tourism Service Critics	Group 4 – General Tourism Opponents
Most tourists are satisfied with their Bahamas experience.				Group 4 – General Tourism Opponents (-.407)
Most Bahamians make the tourists feel like they are doing the tourist a big favour when serving or helping the tourist.			Group 3 - Tourism Service Critics (.455)	Group 4 – General Tourism Opponents (.499)
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	Group 1 – Tourism Employment Opponents (.666)			
My job is related to tourism.				Group 4 – General Tourism Opponents (-.575)
I would like my child, if I have one, to work in the tourism industry.				
Tourists are given their money's worth while visiting the Islands of The Bahamas.				Group 4 – General Tourism Opponents (-.571)
Tourism does not affect me personally.				Group 4 – General Tourism Opponents (.534)
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.				
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 – General Tourism Opponents (.568)
The 15% gratuity should be eliminated.		Group 2 - Tourism Economics Observers (-.431)		Group 4 – General Tourism Opponents (.443)

Table A-6, cont'd.

Factor Analysis - Attitude Statements

Comment	Group 1 – Tourism Employment Opponents	Group 2 - Tourism Economics Observers	Group 3 - Tourism Service Critics	Group 4 – General Tourism Opponents
The Islands of the Bahamas' advertisements make me feel good about my country.		Group 2 - Tourism Economics Observers (.665)		
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.	Group 1 – Tourism Employment Opponents (.517)			
There are not enough jobs in the tourism sector.	Group 1 – Tourism Employment Opponents (.542)			Group 4 – General Tourism Opponents (.443)
Jobs in tourism are not considered very prestigious.	Group 1 – Tourism Employment Opponents (.718)			
Many parents do not think it is a good idea for their children to have a career in tourism.	Group 1 – Tourism Employment Opponents (.692)			
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.	Group 1 – Tourism Employment Opponents (.479)			
There is little job security in the tourism sector.	Group 1 – Tourism Employment Opponents (.724)			
Tourism has taken all our best beaches and land.			Group 3 - Tourism Service Critics (-.510)	
The quality of the tourism product needs great improvement.			Group 3 - Tourism Service Critics (.790)	
Bahamians do not give other Bahamians good service or value for money.	Group 1 – Tourism Employment Opponents (.485)		Group 3 - Tourism Service Critics (.530)	
Standard of service in The Islands of The Bahamas needs improvement.			Group 3 - Tourism Service Critics (.818)	

Table A-6, cont'd.

Factor Analysis - Attitude Statements

Comment	Group 1 – Tourism Employment Opponents	Group 2 - Tourism Economics Observers	Group 3 - Tourism Service Critics	Group 4 – General Tourism Opponents
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 2 - Tourism Economics Observers (.626)		
Tourism will have to be the main industry in The Islands of The Bahamas for at least the next thirty years.		Group 2 - Tourism Economics Observers (.554)		

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Michelle Britton
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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>