

Ministry of Tourism & Aviation



# Bahamian Residents General Public Survey November 1 - 22, 2008



Grand Bahama

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# I. Introduction

## 1.1 Research Objectives

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

- Attitudes
- General Media
- Demographics

### **The Special Objectives of This Research Study are as follows:**

- 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.
- To examine the attitudes of Bahamians on tourism
- To 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 with regards to 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 came 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 that 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, 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. The constituencies surveyed were: Lucaya, Eight Mile Rock, High Rock, West End, Marco City and Pineridge. 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.

## III. RESULTS AND ANALYSIS

### 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 and older.
- Most respondents completed at least high school (96%). Twenty-three percent (23%) completed college/university, 14%, technical/vocational school, and 4% had primary education.
- Looking at income levels, 31% had an annual salary of \$15,000 to under \$30,000. Twenty-four percent (24%) made \$5,000 to under \$15,000 and 17%, \$30,000 to under \$50,000.
- A little more than half (52%) of the respondents work in the tourism industry.
- Six percent (6%) of the individuals interviewed were either unemployed or retired. The top three occupations of the respondents were: “sales/store clerk” (6%), “straw vendor” (5%) and “bus/ taxi driver” (5%).

### 3.2 Attitudes toward Employment in the Tourist Industry

The proportion of residents that said they would choose to work in the tourism industry increased to 72% in 2008 from 68% in 2006. Eighty-five percent (85%) of the persons employed in tourism declared that given a choice they would work in tourism. Amongst those that worked in non-tourism industries, there was a significant increase in the proportion – 47% in 2006 versus 57% in 2008. Almost all (93%) of the straw vendors, 82% of the sales/ store clerks and 79% of the bus/ taxi drivers said that they would choose to work in the tourism industry.

For those who would choose to work in the tourism industry, the most popular reason by far (81%) was that they “enjoyed meeting people” (*Table 1*). At a distant second, 40% said that they “liked their job”. Twenty-seven percent (27%) liked being an ambassador and promoting their country.

*Table 1*

**Percent (%) of Respondents – Top Five Reasons Why Respondents Would Choose to Work in the Tourism Industry (n=215)**

<b>REASONS</b>	<b>2008</b>	<b>2006</b>	<b>2005</b>	<b>2003</b>
Enjoy Meeting People /Interesting / Serving/ Meet Interesting People/Nice People	81	53	51	50
I Like My Job/Fun/Good Job	40	9	2	7
Becoming An Ambassador For Your Country/ Promoting The Bahamas	27	7	10	9
Pay Is Good/Can Make Money/Good Living/Higher Salaries/Secure Jobs	26	11	9	7
People's Person/Friendly Person	16	-	2	3

Among those who would choose *not* to work in the tourism industry (28%), the leading reason was the volatility of the industry and the perceived lack of job security (49%). This proportion was nearly three times that recorded in 2006

(18%). The second top reason given was the “low pay/no money” in the tourism industry (33%).

*Table 2*  
**Percent (%) of Respondents – Top Five Reasons Why Respondents Would Choose Not to Work in the Tourism Industry (n=85)**

REASONS	2008	2006	2005	2003
Unstable/Volatile/Too Many Variables/ Seasonal/ No Job Security	49	18	26	29
Low Pay/No Money	33	12	13	16
I Do Not Like Meeting/Dealing With People/ I Am Not A People's Person	21	17	8	5
I Like My Job/Good Job/Prefer Another Industry	19	20	12	10
Not Interested/Not My Field/I Do Not Like Tourism Industry	18	12	10	9

In 2008, two-thirds (69%) of the persons questioned stated that they felt that tourism was *not* the first choice of high school and college graduates. When these individuals were asked why they felt that way, 48% responded that the tourism industry paid “low salaries/ not enough money”. Thirty-six percent (36%) felt that the graduates were “interested in another industry”. In 2006, the proportions for these answers were 29% (low salary) and 12% (interested in another industry (*Table 3*).

*Table 3*

**Percent (%) of Respondents – Top Five Reasons Why Tourism Jobs Are Not the First Choice for High School Graduates (n=206)**

<b>REASONS</b>	<b>2008</b>	<b>2006</b>	<b>2005</b>	<b>2003</b>
Low Salaries/Not Enough Money	48	29	38	35
Interested In Another Industry/Many Other Jobs To Choose From	36	12	7	11
Lack Of Knowledge/Exposure	27	16	16	10
Not Considered Prestigious/Bottom Jobs/Not Important Enough	25	23	14	16
Little Job Security/Unstable	24	4	6	9

The persons surveyed were asked to suggest what could be done to attract the best and brightest to tourism. About half (48%) suggested “train/ educate in schools/ workshops/ seminars”.

*Table 4*

**Percent (%) of Respondents – Top Five Suggestions to Attract Best and Brightest to the Tourism Industry (n=274)**

<b>SUGGESTIONS</b>	<b>2008</b>	<b>2006</b>	<b>2005</b>	<b>2003</b>
Train/ Educate In Schools/ Workshops/ Seminars/ School Fairs/ Career Day/ Tourism Related Courses	48	34	47	31
Pay High Salaries/ More Money/ Upgrade Salary	16	23	16	26
More Interesting Benefits/ Incentives/ Make Jobs/Industry More Attractive/ Make Job More Exciting	10	7	13	6
Advertise Market Properly/ Advertise More/ More Public Relations	6	-	8	-
More Promotions/ More Information/ Educate Bahamians	5	11	8	11

### 3.3 Effects of Tourism

Forty-four percent (44%) of the respondents stated that “nothing” positive was happening in tourism. This is much higher than in 2006 when 30% of Grand Bahamians felt the same way. Eleven percent (11%) felt that “more jobs (had been) created” as a result of tourism. In 2006, 19% of the interviewees had declared that tourism had facilitated job creation.

Table 5

**Percent (%) of Respondents – Top Five Positive Effects of Tourism In The Bahamas (n=299)**

ITEMS MENTIONED	2008	2006	2005	2003
None	44	30	15	22
More Jobs Created	11	19	29	27
Higher Standard Of Living/ Pleasant/ More Money/ Better Life/ Good Homes/ Better Schools	8	5	12	5
More Hotels/ Hotels Are Open	8	-	3	6
Bringing More Tourists To Country/ Returning Tourists	5	-	16	5

One-quarter of the respondents (27%) felt that there were *no* negative effects of tourism. In 2006, this proportion was 48% or almost twice the 2008 statistic. The top negative effects of tourism cited by the respondents were: the economic decline (20%) and crime (19%) [Table 6].

*Table 6*  
**Percent (%) of Respondents – Top Five Negative Effects of Tourism In The Bahamas (n=296)**

<b>ITEMS MENTIONED</b>	<b>2008</b>	<b>2006</b>	<b>2005</b>	<b>2003</b>
None	27	48	45	47
Economy Is Declining/ Recession/ High Unemployment	20	16	5	-
Crime	19	7	8	10
Bad Attitude/ Attitude Change/ Bad Service	10	-	3	3
No Tourist Coming Here	8	-	-	-

### 3.4 Reasons to Visit The Bahamas

The residents were requested to reveal what they would say to convince someone to visit the Islands of The Bahamas, other than telling them about beaches and climate. About two-thirds (64%) said that they would tell the potential tourist about the friendliness and hospitality of the Bahamian people. Six out of ten (59%) persons stated that they would brag about the Bahamian culture.

*Table 7*

**Percent (%) of Respondents – Top Five Reasons (Other than “Sun, Sand and Sea”) for Visitors to Come to The Bahamas (n=300)**

ITEMS MENTIONED	2008	2006	2005	2003
People/Friendly People/Warm People/ Hospitality /Beautiful People	64	44	46	54
Culture/Native Food And Drinks/ Junkanoo/ Festivals/Music	59	46	48	36
Family Islands/Diverse/Tropical Island/700 Islands/Island Hopping	25	-	8	9
Historical Sites/Attractions/Points Of Interest	21	-	4	2
Beautiful Place/Best Place/Taste Of Paradise/Better In The Bahamas	19	-	2	5



### **3.5 Selected Other Measures of Attitude toward Tourism**

- The majority (71 percent) of the individuals interviewed did NOT feel that Bahamians are developing a negative attitude to the large number of visitors to our shores.
- Three quarters (74%) of the Grand Bahama residents questioned felt that the Government was NOT doing sufficient to ensure that Bahamians are trained to take positions held by foreigners or expatriates in the tourism industry.
- More than half (55%) of the interviewees felt that the tourism industry does NOT use enough Bahamian food, music and other products or services.
- The respondents were further asked to state two languages all Bahamians should speak in order to assist the tourism industry. Seventy percent (70%) said “English and Spanish” and/or 29% stated “English and French”.

### 3.6 Domestic Travel

Less than half (42%) respondents had travelled to another Family Island in the past year; the average (mean) was 2 (1.6) trips (range 0 to 15), with an average of 2 (1.5) persons per trip (range 1 to 7 persons).

The average total expenditure spent per trip is \$768 (range \$140 to \$4,500), which is slightly higher than in 2006. Below is a breakdown of the average spent per trip for the following:

- Transportation – \$418 (range \$120 to \$1,780)
- Lodging - \$108 (range \$0 to \$1,500)
- Food - \$110 (range \$0 to \$2,400)
- Recreation and entertainment - \$63 (range \$0 to \$1,500)
- Shopping - \$69 (range \$0 to \$2,000)

*Table 8*

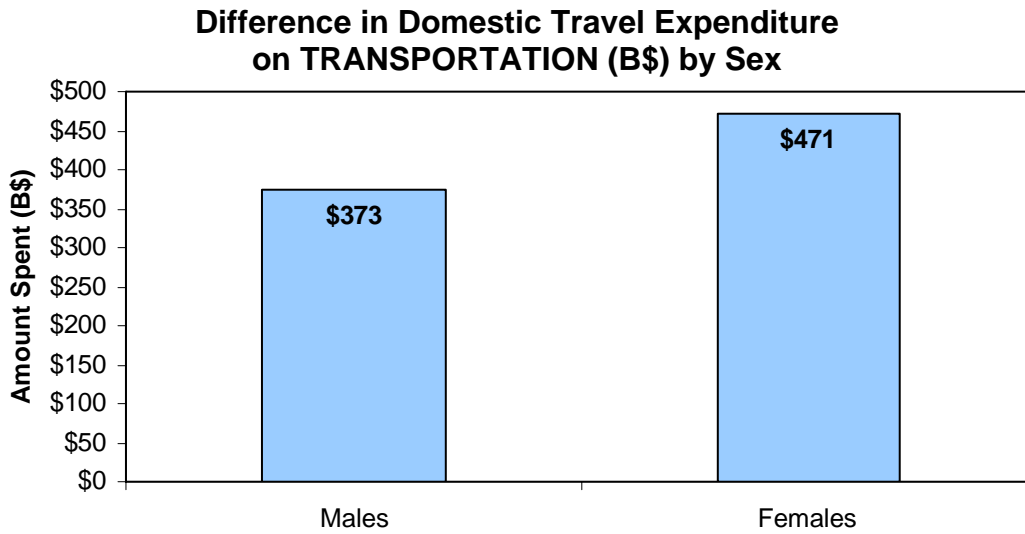
**Average (Mean) Expenditure (B\$) by Type of Expenditure: 2008, 2006**

	2008	2006
Transportation (\$)	418	196
Lodging (\$)	108	176
Food (\$)	110	124
Recreation and Entertainment (\$)	63	87
Shopping (\$)	69	105
Total Expenditure (\$)	768	692

Demographics, such as age, sex, and tourism industry job, education and income were tested with expenditure categories to see for differences in average expenditure by these groups. There were no significant differences by job or education. Presented below are expenditure categories for which there were significant differences by sex, age and income (*T-Test and ANOVA,  $p \leq .05$* ).

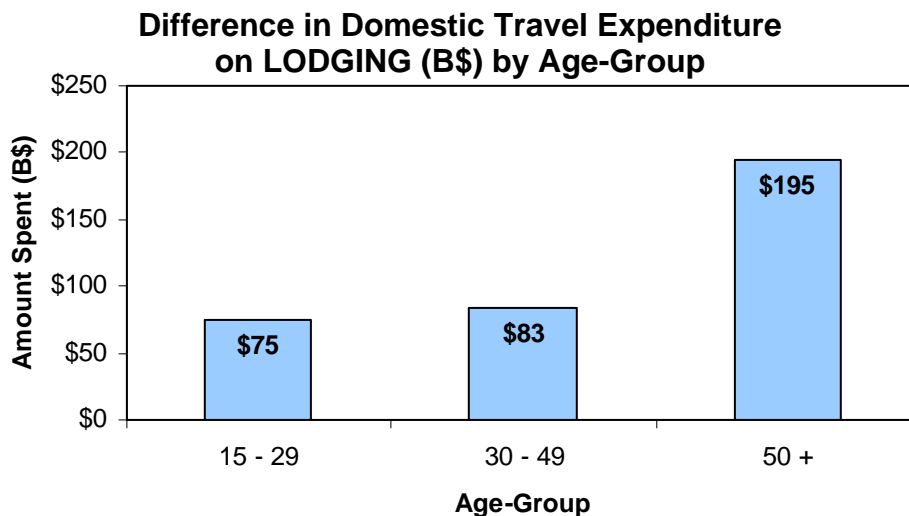
Females tended to spend more on transportation (*T-Test,  $p \leq .05$ ; Figure 1*)

Figure 1



Older respondents tended to spend more on lodging. (*ANOVA,  $p \leq .05$ ; Figure 2*)

Figure 2



For the most part, as income increased, so did expenditure (*Analysis of Variance,  $p \leq 0.05$ ; Table 9*).

Table 9

**Average (Mean) Difference in Expenditure (B\$) by Income levels (n=174)**

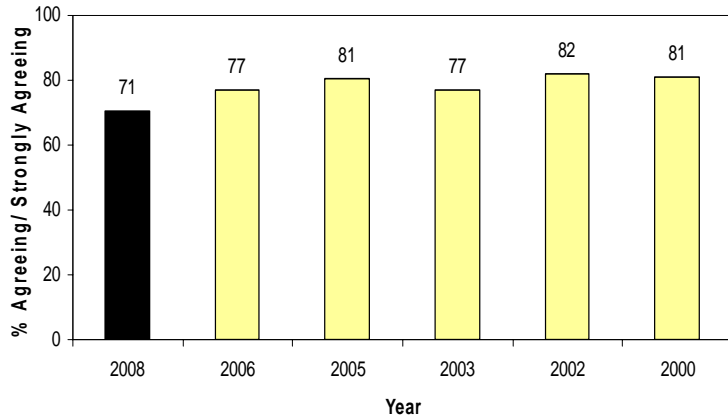
	<b>Under \$5,000</b>	<b>5,000 - \$14,999</b>	<b>\$15,000 - \$29,999</b>	<b>\$30,000 - \$49,999</b>	<b>\$50,000 or over</b>
Transportation (\$)	605	370	422	386	368
Lodging (\$)	33	44	101	142	297
Food (\$)	262	47	77	106	185
Total Expenditure (\$)	1,024	551	739	765	1,069

### 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 10 shows all response opinions for 2008.

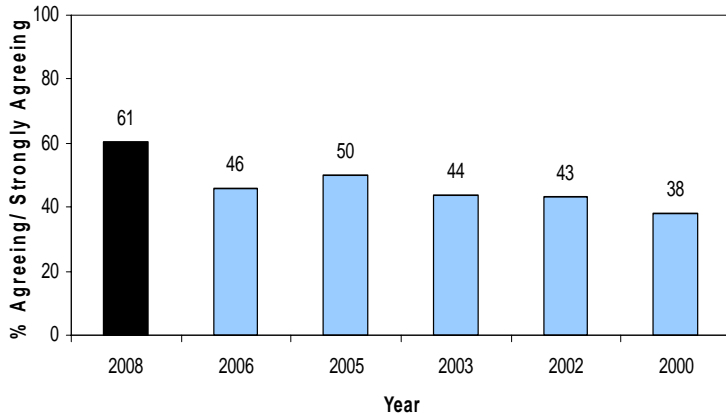
Figure 3-25

**Survey Year Comparison  
Percent (%) of Respondents  
"Agreeing/Strongly  
Agreeing" – Most Tourists are satisfied with  
Bahamian experience**



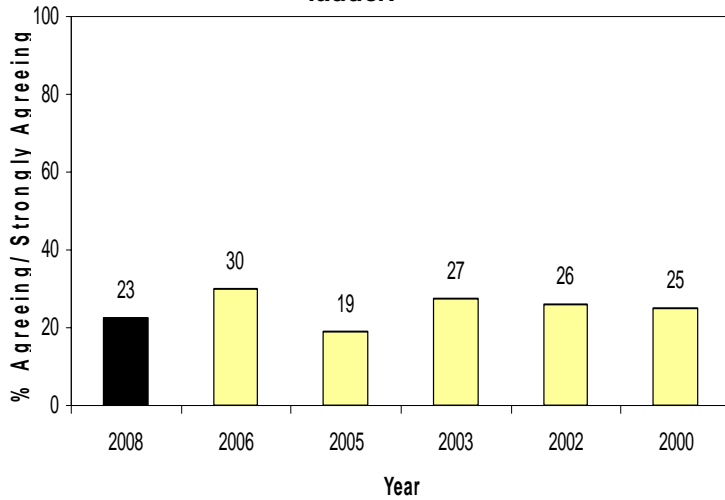
Seven out of ten respondents in 2008 (71%) thought tourists are satisfied with the Bahamian experience. Results were comparable for previous years.

**Survey Year Comparison Percent (%) of  
Respondents "Agreeing/Strongly Agreeing" –  
Most Bahamians make the tourist feel like they  
are doing the tourist a big favour when serving  
or helping the tourist.**



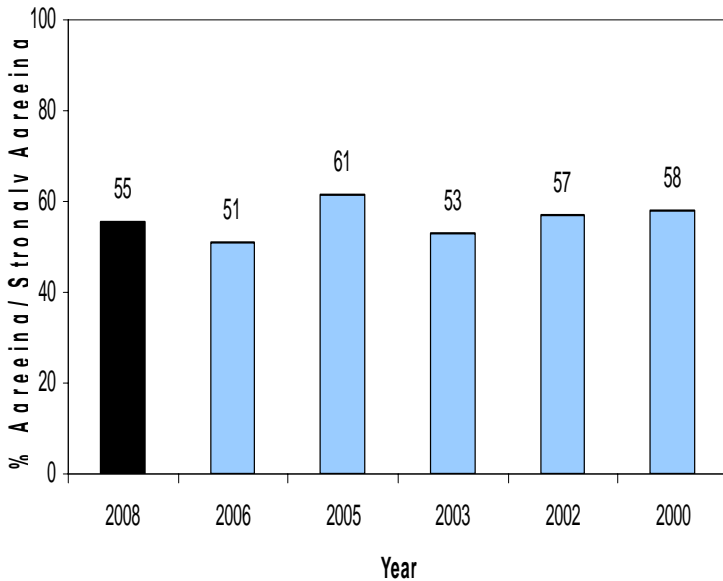
Sixty-one percent (61%) of Grand Bahamian residents thought in 2008 that Bahamians serve tourists as if they are doing them a big favour, a noticeable change from 2006, at (46%).

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.**



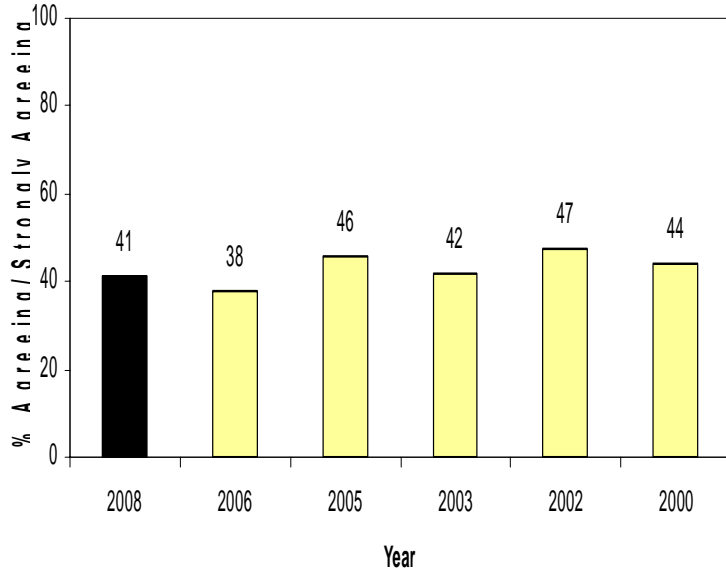
A minority (23%) felt that tourism jobs are at the bottom of the ladder—a smaller proportion than in 2006 (30%)—an increase in favourability.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
My job is related to tourism.**



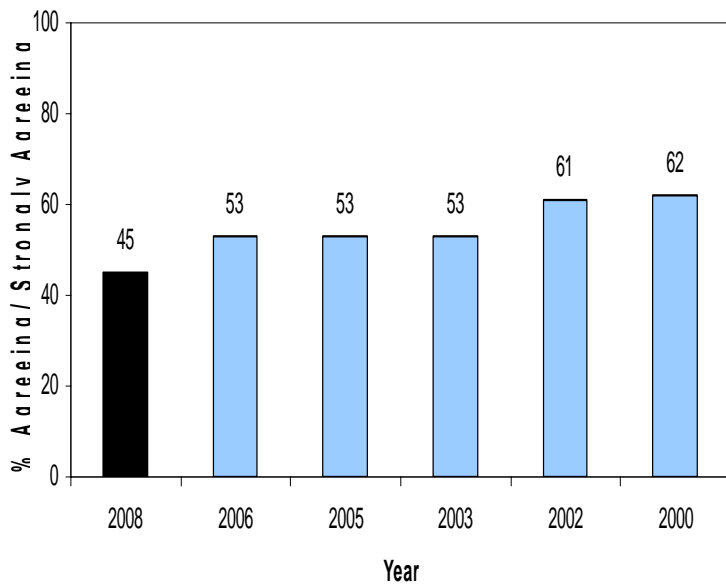
More than half (55%) of the respondents perceived their jobs as related to tourism—slightly more than in 2006.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" – *I would like my child, if I have one, to work in the tourism industry.***



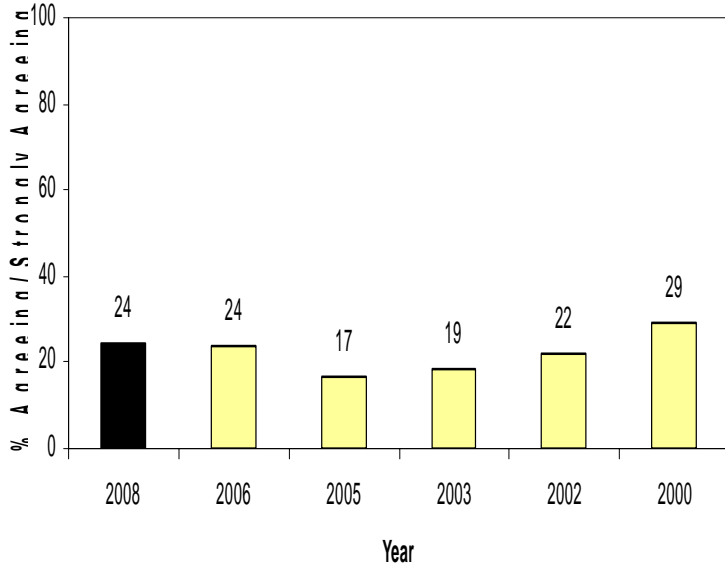
Forty-one percent (41%) would like their child to work in the tourism industry—slightly more than in 2006 (38%).

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" – *Tourists are given their money's worth while visiting the Islands of The Bahamas.***



Forty-five percent (45%) in 2008 responded that tourists get their money's worth when visiting the Bahamas. This was 8 percentage points less than in 2006.

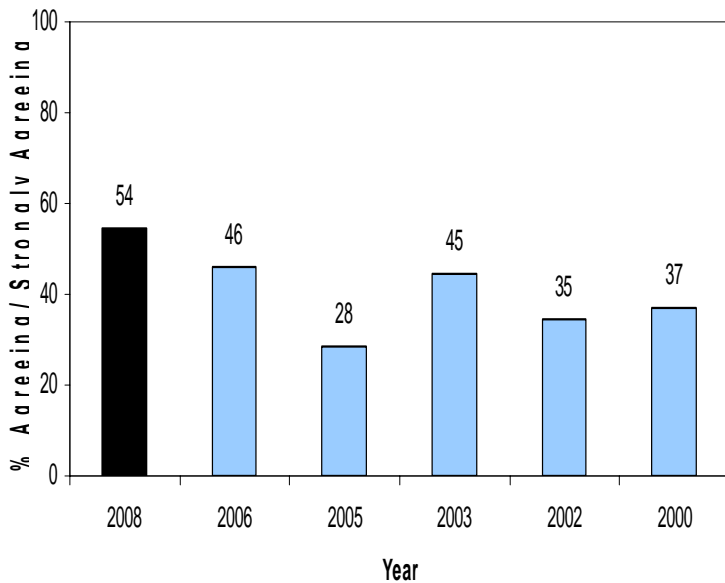
**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
Tourism does not affect me personally.**



A quarter (24%) of respondents agreed that tourism does not affect them personally, a proportion that remained unchanged since 2006.

Eighteen percent (18%) of sales/ store clerks and 14% of bus/ taxi drivers felt that tourism does not affect them personally.

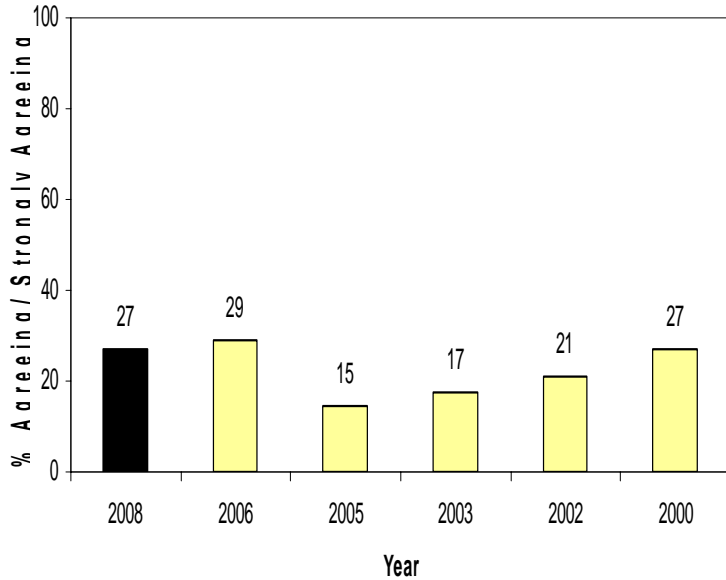
**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.**



More than half (54%) agreed that only Bahamian arts and craft should be sold to tourists. The lowest percent was observed in 2005, at 28%.

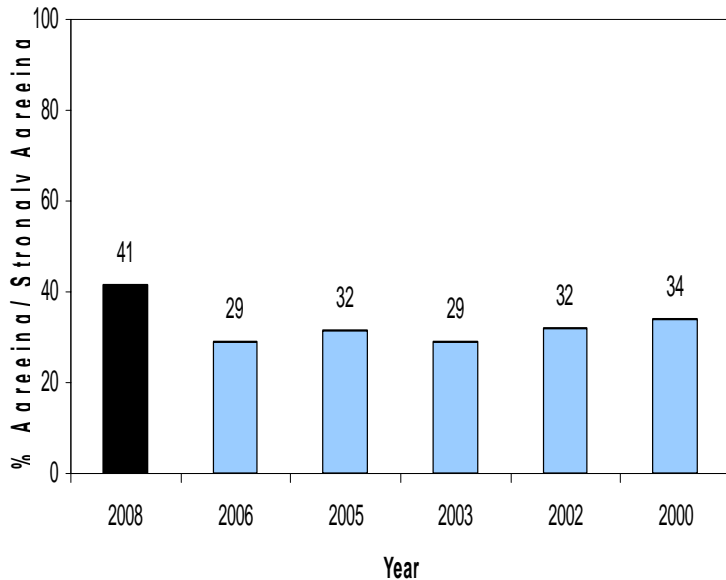


**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
*Just because tourism is the main industry, does not mean that Bahamians are willing to go the extra mile to please tourists.***



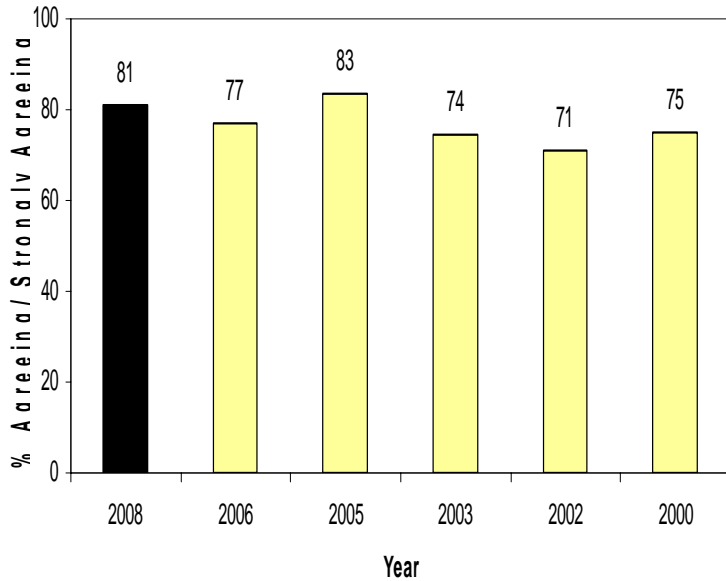
While the 27% indicated that Bahamians do not have to go the extra mile is a minority, there were more favourable responses in 2005 and 2003 at 15% and 17%. The 2008 opinion is similar to that of 2006 (29%) and 2000 (27%).

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
*The 15% gratuity should be eliminated.***



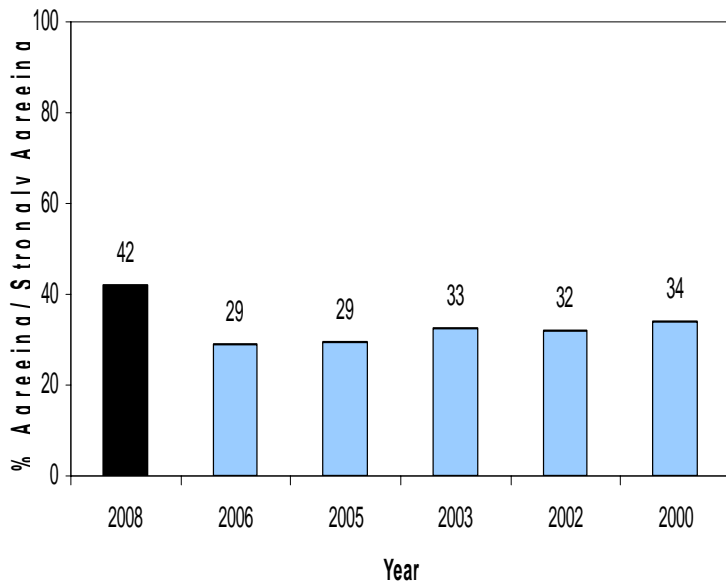
Forty-one percent (41%) of Grand Bahama residents felt that the 15% gratuity should be eliminated. This is a record high for this attitude in Grand Bahama.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" – The Islands of the Bahamas' advertisements make me feel good about my country.**



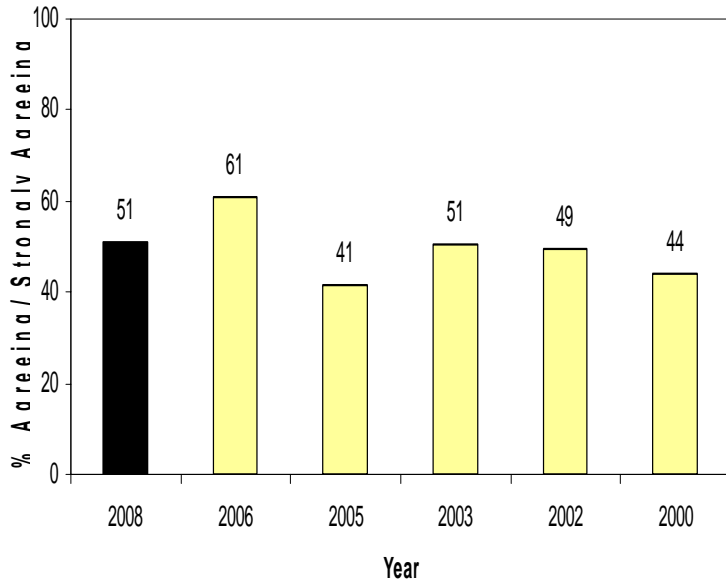
Most respondents seemed to like the Islands of The Bahamas ad campaigns, with “agree” proportions ranging from 71% in 2002, to 83% in 2005. In 2008, 81% agreed with this statement, an increase from 2006.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" – When tourists come to the Islands of The Bahamas they generally do not find what they were led to expect by our advertising and promotions.**



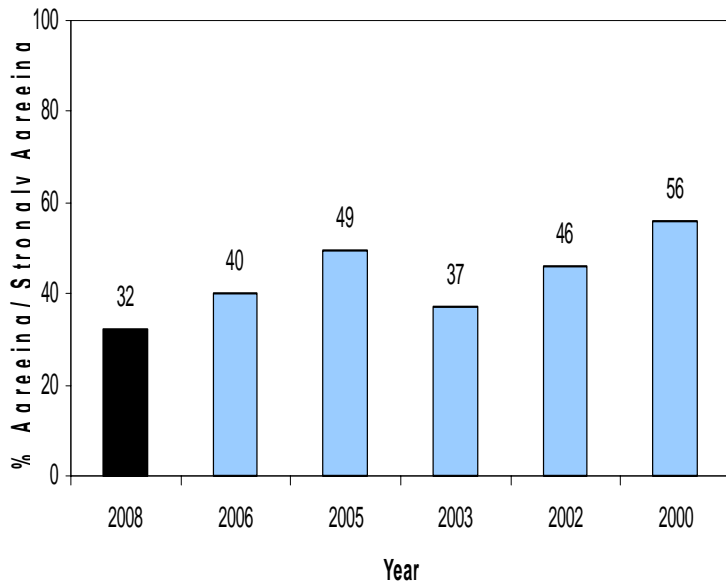
Forty-two percent (42%) of Grand Bahama residents agreed that tourists are usually disappointed when visiting The Bahamas. This is a record high for the Grand Bahamians.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
There are not enough jobs in the tourism sector.**



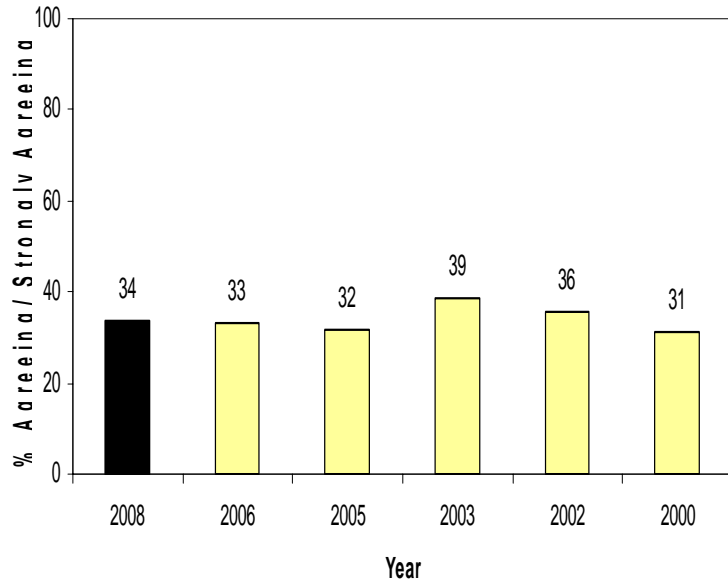
Half (51%) in 2008 felt that there are not enough jobs in the tourism sector. This is 10 percentage points lower than in 2006 (61%) and an increase in favourability.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
Jobs in tourism are not considered very prestigious.**



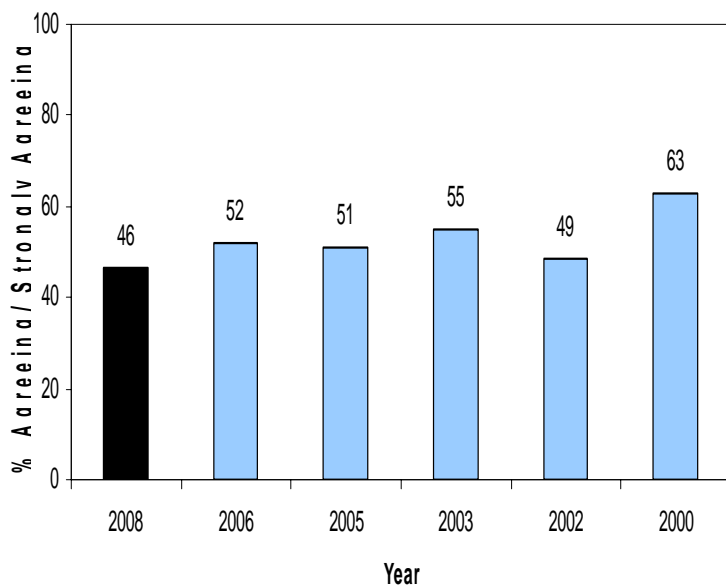
Thirty two percent (32%) in 2008 felt that tourism jobs are not prestigious, 8 percentage points less than 2006 at 40%, indicating a more favourable response in 2008.

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



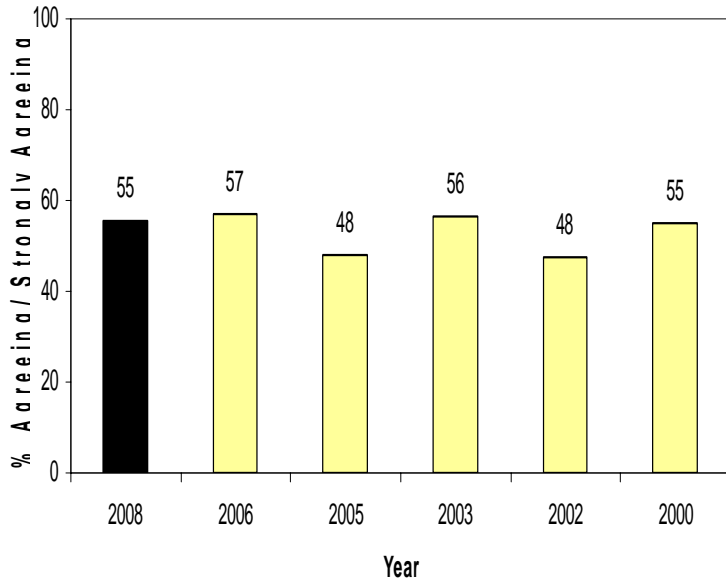
A third (34%) agreed that many parents do not think it is a good idea for their children to have a career in tourism. There was no major change since 2000.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" – The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.**



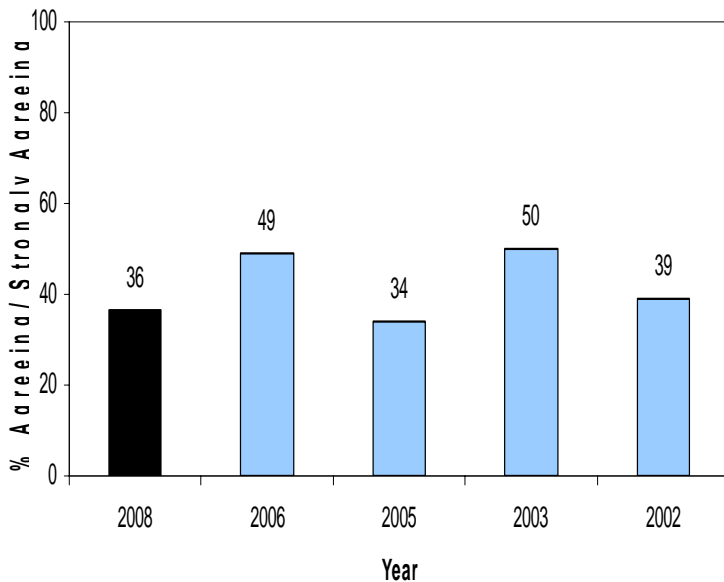
Since 2002, Grand Bahama residents appeared more or less evenly divided when it comes to tourism salaries being on par with similar positions in the private sector (46% in 2008). In 2000, however, 63% agreed with this statement, indicating an increase in favourability.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
There is little job security in the tourism sector.**



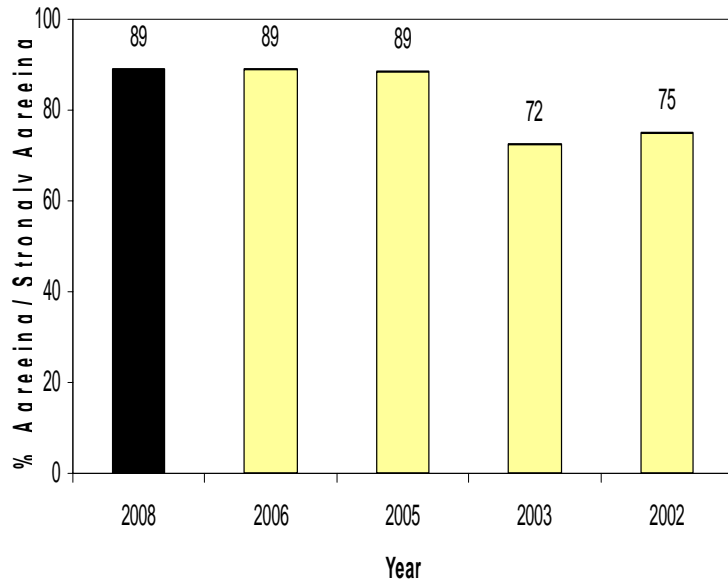
A slight majority (55%) in 2008 agreed that there is little job security in the tourism sector, an opinion that was fluctuated somewhat since 2000.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
Tourism has taken all our best beaches and land.**



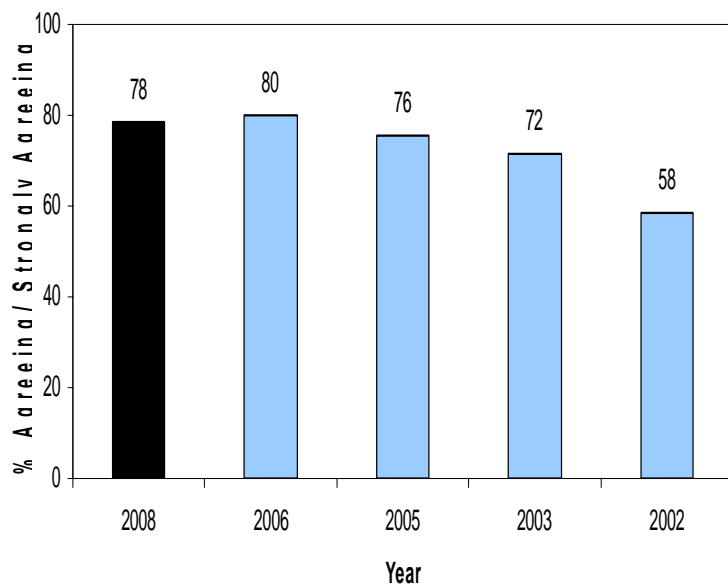
About one-third (36%) thought that tourism had taken the best beaches and land, a proportion that was 13 percentage points lower than in 2006, indicating an increase in favourability.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" –  
The quality of the tourism product needs great improvement.**



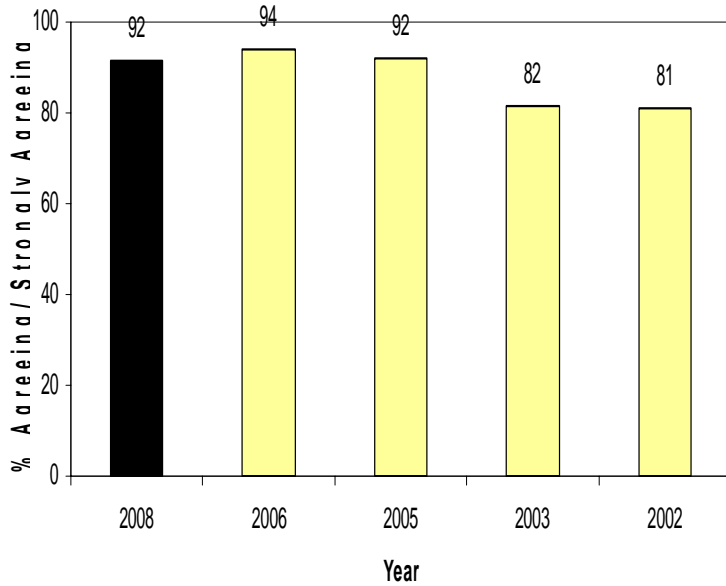
The vast majority in 2008, 2006 and 2005 (89%) felt that the quality of the tourism product needs great improvement, less positive responses than past surveys, at 75% to 72%.

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



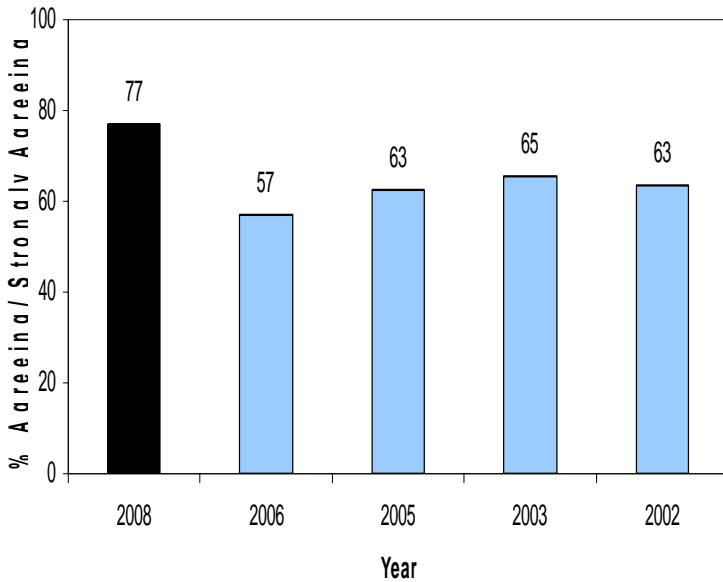
Four out of five respondents (78%) thought Bahamians are not serviceable to other Bahamians, an opinion that has gradually decreased in favourability since 2002 (58%).

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" – Standard of service in the Islands of The Bahamas needs improvement.**



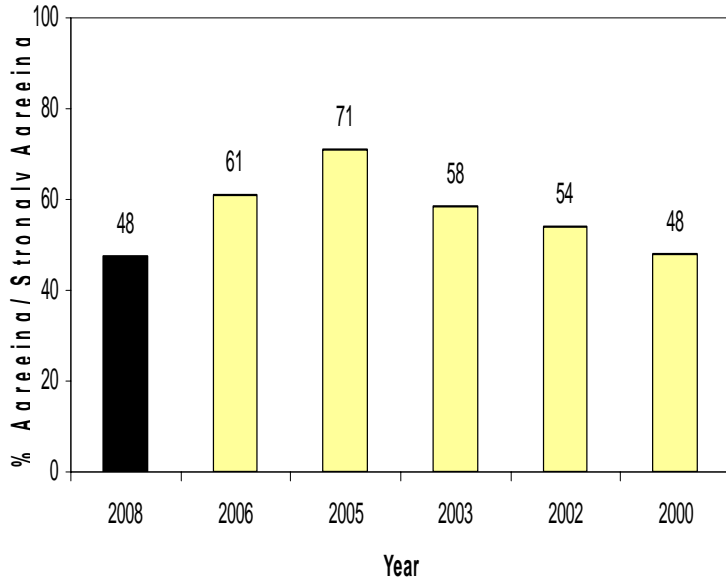
Almost all (92%) Grand Bahama residents in 2008 agreed that service standards need improvement, another opinion that has steadily diminished in favourability since 2002, at 81%.

**Survey Year Comparison Percent (%) of Respondents "Agreeing/Strongly Agreeing" – Costs such as wages, electricity, telephone and so on are higher in The Bahamas than in most parts of the region including the U.S.A. and Canada.**



More than three quarters (77%) of Grand Bahamians felt that wage and utility costs are higher in The Bahamas when compared to other countries in the region, including USA and Canada. This is a record high in Grand Bahama.

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



Forty-eight percent (48%) of respondents agreed that tourism will have to be the main industry for the next thirty years. In Grand Bahama, this proportion has been decreasing since 2005.



Table 10

**Percent (%) of Respondents: All Responses to General Attitude Statements, 2008**

Statement	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
Most tourists are satisfied with their Bahamas experience.	9	62	10	16	2	2
Most Bahamians make the tourist feel like they are doing the tourist a big favour when serving or helping the tourist.	19	42	10	25	4	1
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	6	17	10	55	10	3
My job is related to tourism.	19	36	4	29	10	1
I would like my child, if I have one, to work in the tourism industry.	3	39	25	19	8	7
Tourists are given their money's worth while visiting the Islands of The Bahamas.	5	40	16	29	4	6
Tourism does not affect me personally.	6	18	4	46	24	1
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.	25	29	5	33	7	1
Just because tourism is the main industry, does not mean that Bahamians are willing to go the extra mile to please tourists.	11	16	3	42	26	2
The 15% gratuity should be eliminated.	16	25	9	35	12	3
The Islands of the Bahamas' advertisements make me feel good about my country.	20	61	6	8	0	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 promotions.	6	36	17	29	4	8
There are not enough jobs in the tourism sector.	8	43	6	33	3	7

Statement	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
Jobs in tourism are not considered very prestigious.	2	30	12	46	7	3
Many parents do not think it is a good idea for their children to have a career in tourism.	5	29	17	34	3	13
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.	9	38	13	18	1	21
There is little job security in the tourism sector.	10	45	11	21	1	11
Tourism has taken all our best beaches and land.	7	29	9	44	3	8
The quality of the tourism product needs great improvement,	25	64	4	6	0	1
Bahamians do not give other Bahamians good service or value for money.	38	40	9	11	1	1
Standard of service in the Islands of The Bahamas needs improvement.	35	57	5	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 U.S.A... and Canada.	34	43	7	4	1	11
Tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years.	9	38	13	28	7	5

### 3.8 Media Usage

A little less than two thirds (63%) of Grand Bahamians had watch ZNS (News), with CNN (45%) and Fox (27%), a distant second and third (*Table 11*). Twenty percent (20%) watched TBN, with CBS rounding out the top five at 19%. CNN and TBN appeared to have gained some viewers.

*Table 11*

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

Television Stations	2008	2006	2005	2003
ZNS (NEWS)	63	76	54	75
CNN	45	20	20	19
FOX	27	24	13	19
TBN	20	12	17	10
CBS	19	-	25	16
LIFETIME	18	12	18	11
ZNS (OTHER PROGRAMMES)	18	-	18	-
ZNS 13	18	-	17	-
USA	18	11	5	10
NBC	16	15	25	18

In Grand Bahama, 100 JAMZ (45%) was the most popular radio station. The second most popular was 810 AM (38%). Both stations seemed to have gained listeners since 2006.

Table 12

**Percent (%) of Respondents – Top Ten Local and International Radio Stations Listened to (n=299)**

Radio Stations	2008	2006	2005	2003
100 JAMZ	45	23	39	37
810 AM	38	28	32	39
COOL 96	22	28	32	37
LOVE 97	21	11	13	5
102.1 FM	19	37	37	34

Although the Freeport News (78%) appeared to have lost some readers and the Tribune and the Nassau Guardian have gained some, the Freeport News still remained the most popular newspaper in Grand Bahama.

Table 13

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

Newspapers	2008	2006	2005	2003
Freeport News	78	84	88	87
The Tribune	48	27	38	28
The Punch	44	21	37	29
The Guardian	39	19	27	22
Miami Herald	14	24	25	30

A little more than half (52%) of the Grand Bahamians did not read magazines. However, amongst the magazine readers Oprah (11%), Ebony (10%) and Jet (10%) were the favourites.

Table 14

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

<b>Magazines</b>	<b>2008</b>	<b>2006</b>	<b>2005</b>	<b>2003</b>
None	52	59	51	50
Oprah	11	3	7	3
Ebony	10	5	12	7
Jet	10	5	10	9
Sports Illustrated	5	-	2	3

### 3.9 Associations

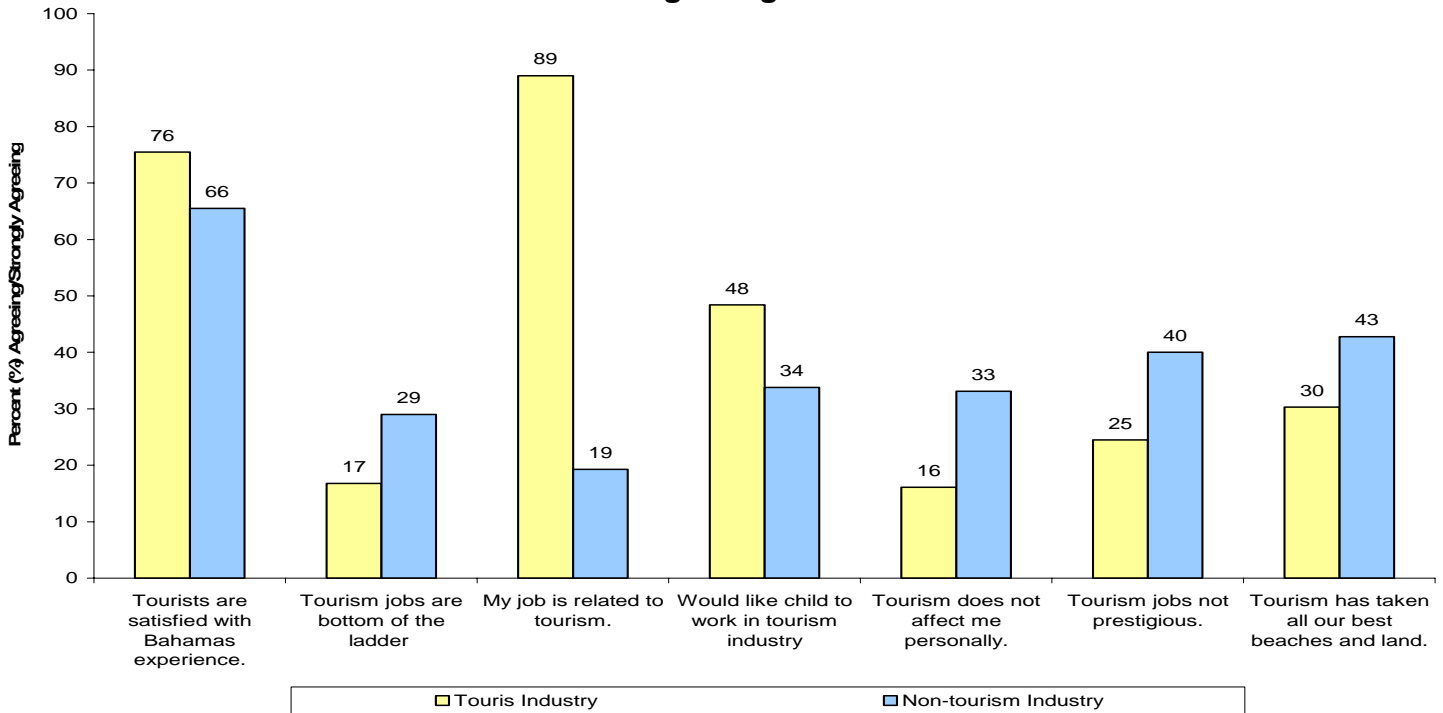
Demographics, such as age, sex, and tourism industry job, education, and income were tested with attitude items to test for differences in opinion by these groups. Presented below are the statements for which there were significant differences ( $p \leq 0.05$ ) within the demographic group.

#### 3.9.1 Associations by whether Job is in Tourism Industry

Respondents who work in tourism seemed less likely to agree that the only jobs tourism has created for Bahamians are jobs at the bottom of the ladder; that tourism does not affect them personally; that jobs in tourism are not considered very prestigious and that tourism has taken all our best beaches and land. They appeared more likely to agree that most tourists are satisfied with their Bahamas experience; that they would like their child to work in the tourism industry; and that their job is related to tourism. . (Pearson chi-square,  $p \leq 0.05$ ; Figure 26).

Figure 26

**Differences in Selected Attitude Statements by Whether Job is in the Tourism Industry Percent (%) of Respondents "Agreeing/Strongly Agreeing"**

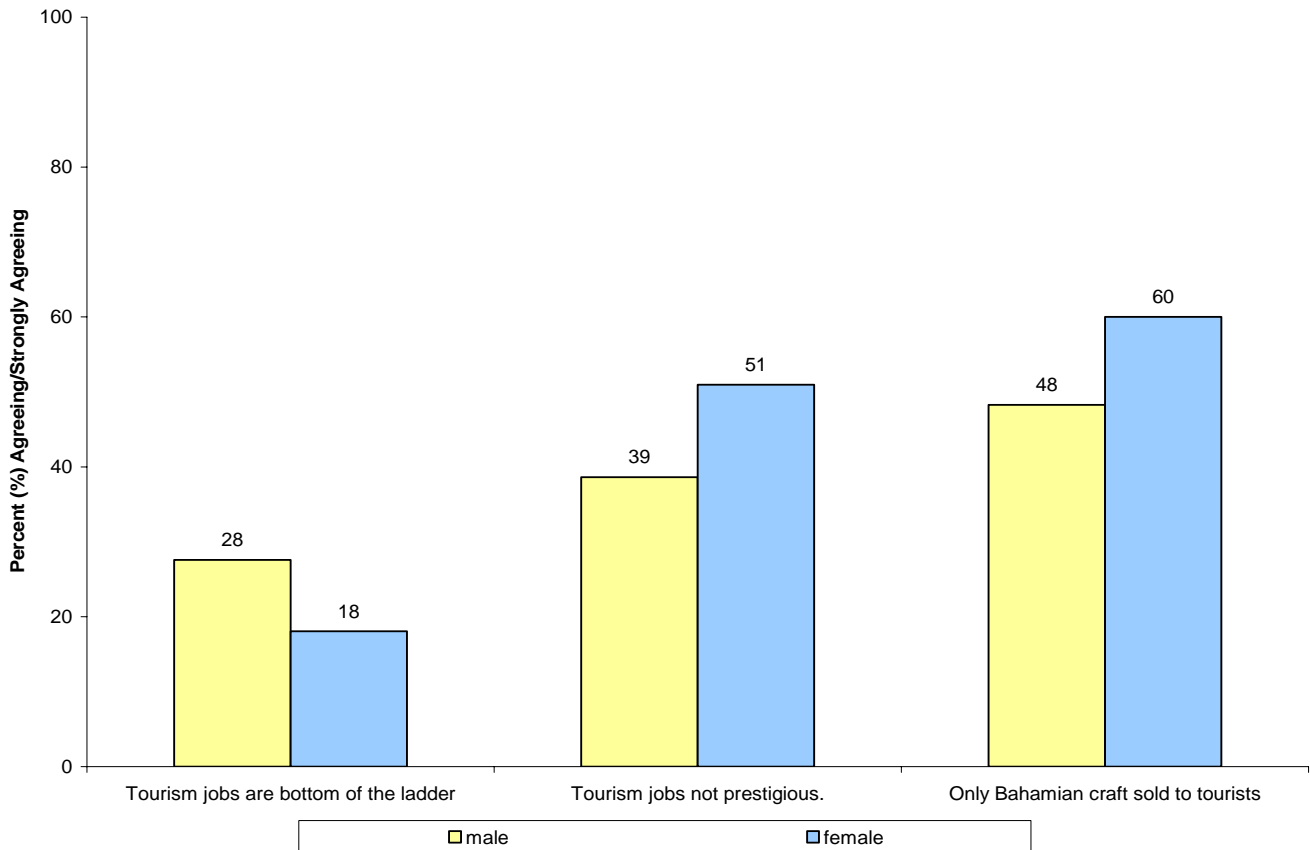


### 3.9.2 Associations by Sex

Female respondents tended to agree with certain statements: jobs in tourism are not considered very prestigious; and that only Bahamian art, straw and craft goods should be allowed to be sold to tourists. More male respondents seemed to agree that the only jobs tourism has created for Bahamians are jobs at the bottom of the ladder. (*Pearson chi-square*<0.05); *Figure 27*)

Figure 27

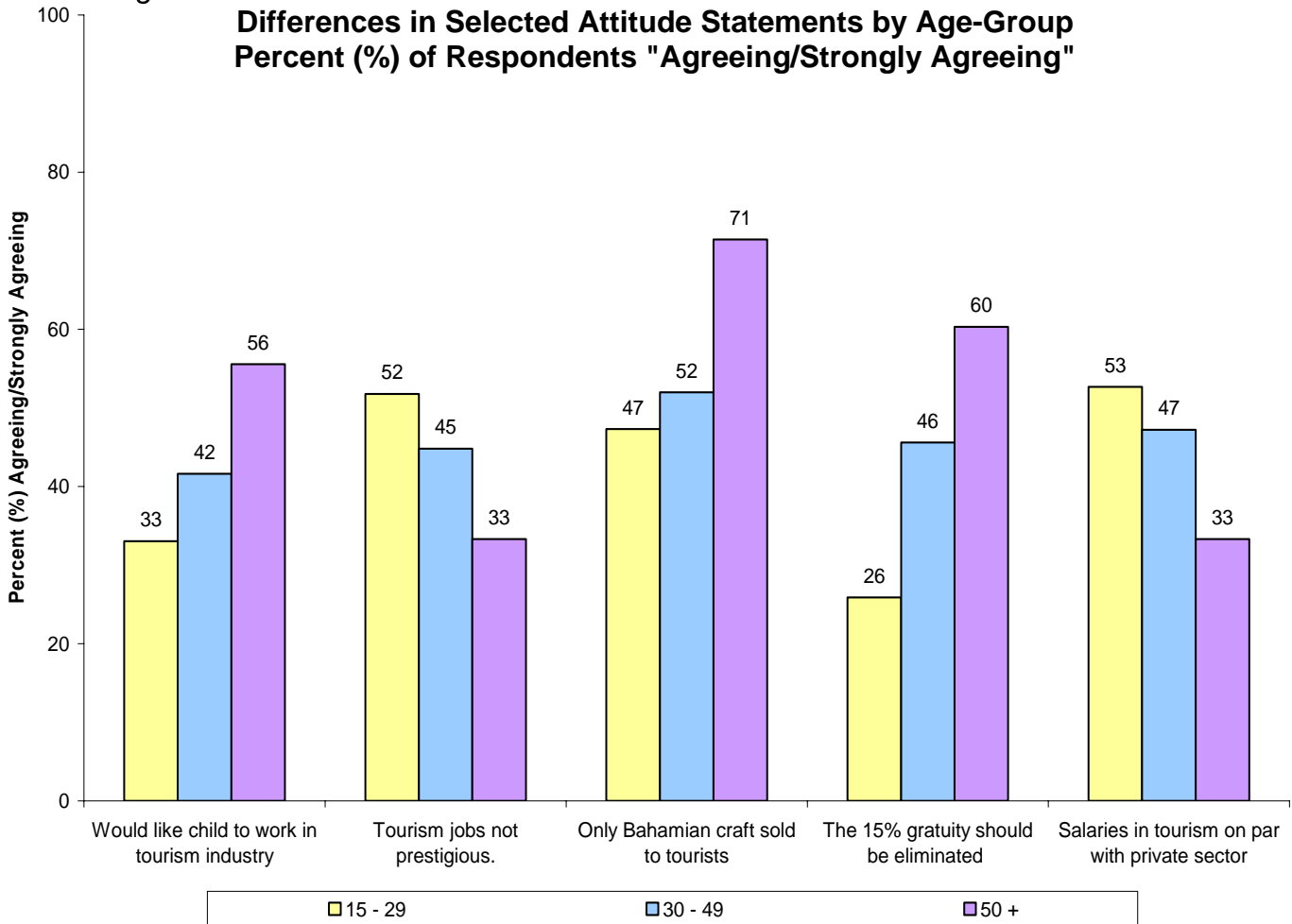
**Differences in Selected Attitude Statements by Sex**  
**Percent (%) of Respondents "Agreeing/Strongly Agreeing"**



### 3.9.3 Associations by Age-Group

As the age of the respondent increased, they were more likely to respond positively to a number of statements, namely, that they would like their child to work in the tourism industry; that only Bahamian art, straw and craft goods should be allowed to be sold to tourists; that the 15% gratuity should be eliminated; and that the salaries and benefits in the tourism sector are not on par with similar positions in the private sector (*positive low to moderate Kendall's tau-c, Figure 28*). Additionally, there was an inverse relationship between the age and the statements: "jobs in tourism are not considered very prestigious" and "the salaries and benefits in the tourism sector are not on par with similar positions in the private sector".

Figure 28

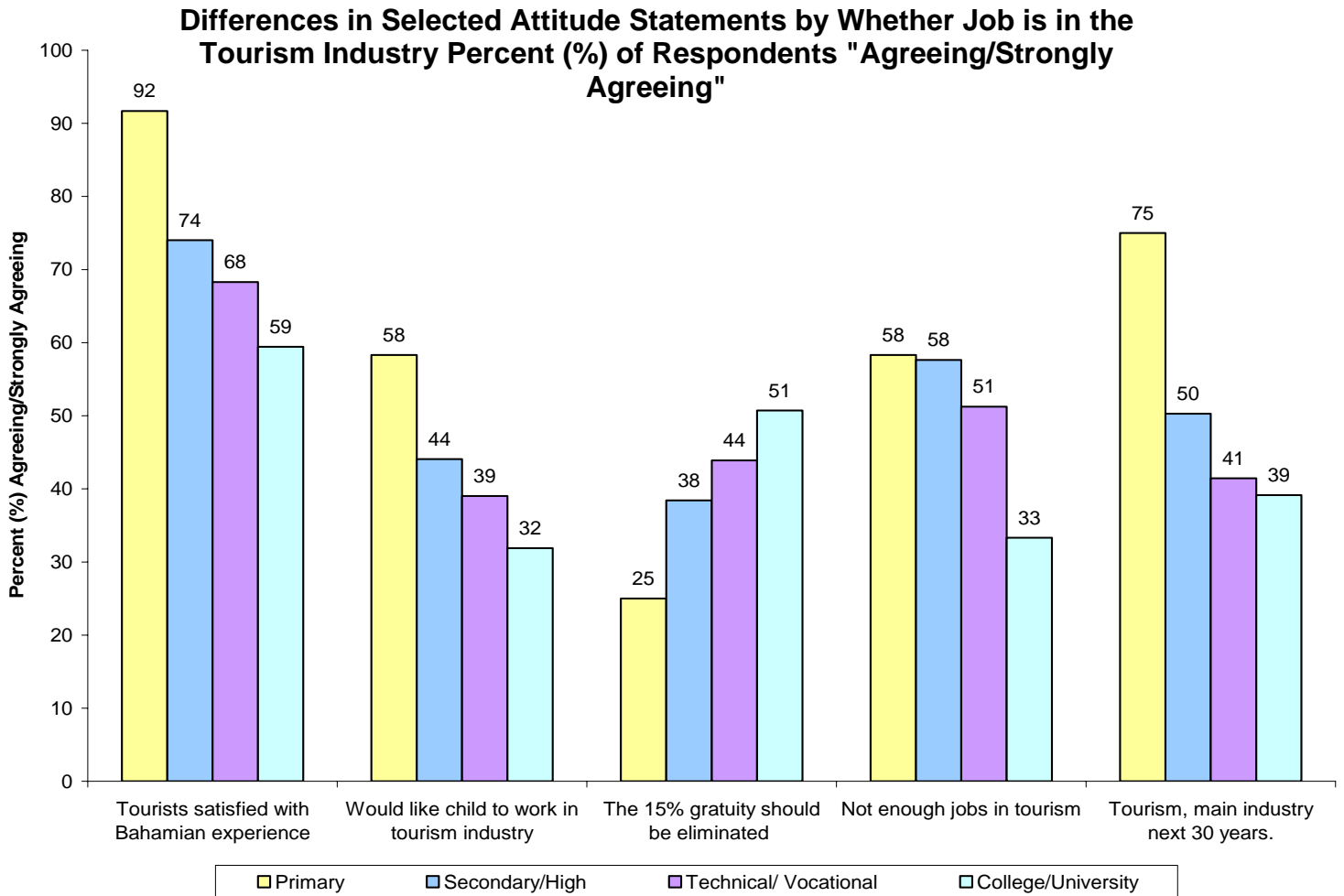




### 3.9.4 Associations by Education

It appears that the higher the educational level of respondents, the less likely they were to respond positively to some statements, namely that most tourists are satisfied with their Bahamas experience; that they would like their child to work in the tourism industry; that there are not enough jobs in the tourism sector.; and that tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years (*negative low to moderate Kendall's tau-c; Figure 29*). There was a direct relationship between education and the statement, "the 15% gratuity should be eliminated".

Figure 29

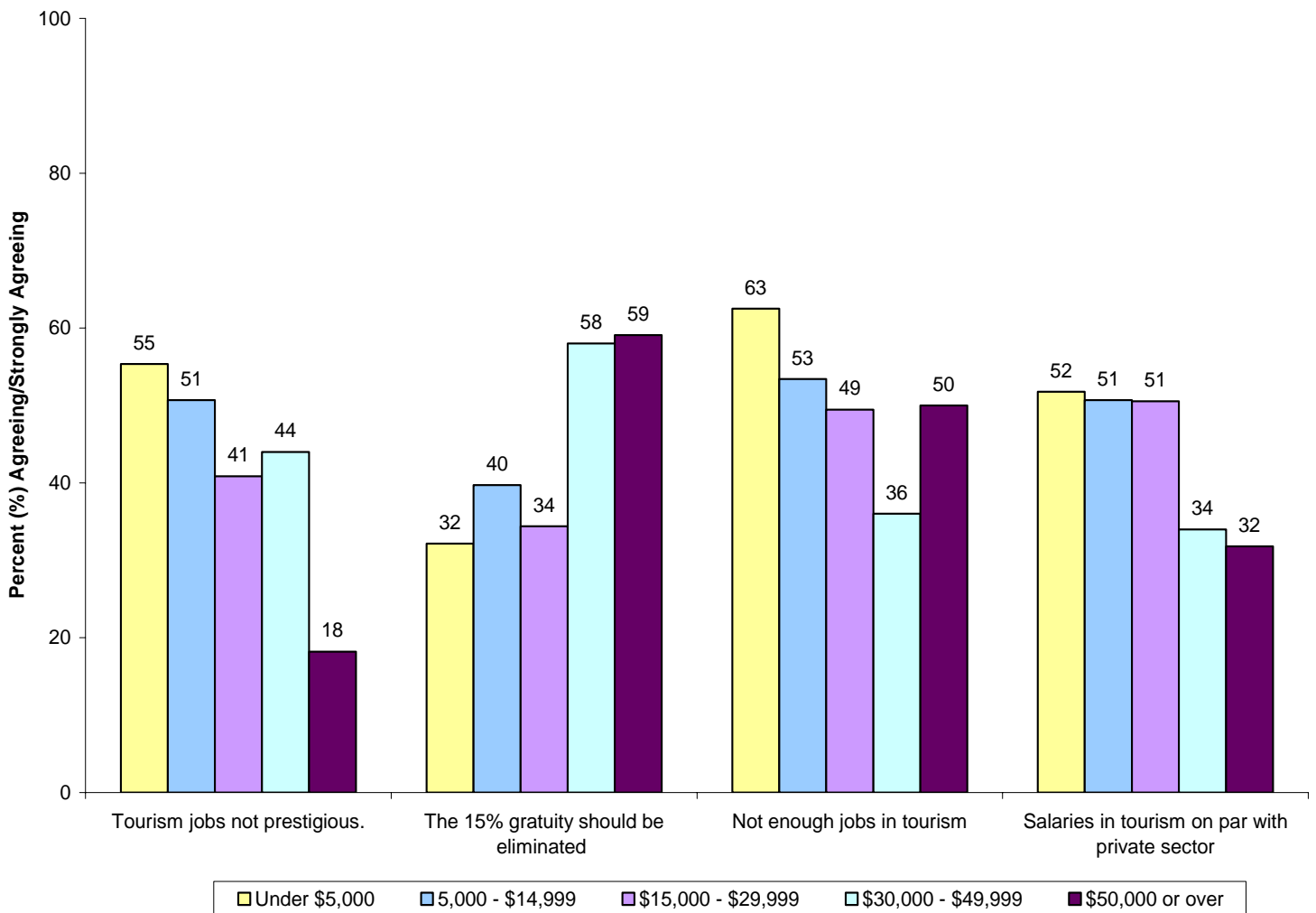


### 3.9.5 Associations by Income

For the most part, as income increased, the less likely respondents appeared to agree that tourism jobs are not considered prestigious; and that the salaries and benefits in the tourism sector are not on par with similar positions in the private sector. Persons with incomes \$5,000 and under were more likely to agree that there were not enough jobs in tourism sector (*low to moderate negative Kendalls' tau-c; Figure 30*). Persons with incomes \$30,000 and over were more likely to agree that the 15% gratuity should be eliminated.

Figure 30

**Difference in Selected Attitude Statements by Income  
Percent (%) of Respondents "Agreeing/Strongly Agreeing"**



## IV. Conclusions

- Since 2006, in a number of areas there has been an increase in the Grand Bahamians' favourability towards the tourism industry:
  - More respondents stated that they would choose to work in the tourism industry.
  - More respondents gave the reasons for choosing to work in the tourism industry: they enjoy meeting people and they like their job.
  - More respondents said that in order to convince some to visit The Bahamas they would tell them about the friendliness and hospitality of the Bahamian people and brag about the Bahamian culture.
  - Fewer respondents felt that the only jobs created for Bahamians are jobs at the bottom of the ladder.
  - More respondents felt that only Bahamian art, straw and craft goods should be allowed to be sold to tourists.
  - Fewer respondents felt that there are not enough jobs in the tourism sector.
  - Fewer respondents felt that jobs in tourism are not considered very prestigious.
  - Fewer respondents agreed with the statement, "The salaries and benefits in the tourism sector are not on par with similar positions in the private sector. "
  - Fewer respondents thought that tourism has taken all our best beaches and land.

- Additionally, there are also a number of areas where the Grand Bahamians' responses have become less favourable:
  - More respondents gave the reasons for not choosing to work in the tourism industry: the volatility and low remuneration of the industry.
  - More respondents gave the reasons why they thought tourism jobs are not the first choice of high school and college graduates: the low salaries paid and the graduates were interested in another industry.
  - More respondents felt that nothing positive was happening in the tourism industry.
  - Fewer respondents felt that tourism facilitated job creation.
  - Fewer respondents felt that nothing negative was happening in the tourism industry.
  - More respondents agreed with the statement: "most Bahamians make the tourist feel like they are doing the tourist a big favour when serving or helping the tourist".
  - Fewer respondents thought that tourists are given their money's worth while visiting the Islands of The Bahamas.
  - More respondents felt that the 15% gratuity should be eliminated
  - More respondents agreed that when tourists come to the Islands of The Bahamas they generally do not find what they were led to expect by our advertising and promotions.
  - More respondents felt that costs such as wages, electricity, telephone and so on are higher in The Bahamas than in most parts of the region including the U.S.A. and Canada.
  - Fewer respondents agreed that tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years.

- There were many associations with attitude statements by several demographics:
  - Respondents with **jobs in the tourism industry** were more likely to agree that:
    - Most tourists are satisfied with their Bahamas experience.
    - I would like my child, if I have one, to work in the tourism industry.
    - My job is related to tourism.

And less likely to agree that:

- The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.
  - Tourism does not affect me personally.
  - Jobs in tourism are not considered very prestigious.
  - Tourism has taken all our best beaches and land.
- **Female** respondents tended to agree with certain statements:
    - Jobs in tourism are not considered very prestigious.
    - Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.
  - **Male** respondents seemed to agree with the statement:
    - The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.

- As the **age of respondents** increased, the more likely they seem to respond positively to:
  - I would like my child, if I have one, to work in the tourism industry.
  - Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.
  - The 15% gratuity should be eliminated.

And less likely to agree that:

- Jobs in tourism are not considered very prestigious.
- The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.

- The higher the **educational level of respondents**, the more likely they seem to respond positively to:
  - The 15% gratuity should be eliminated.

And less likely to agree that:

- Most tourists are satisfied with their Bahamas experience.
- I would like my child, if I have one, to work in the tourism industry.
- There are not enough jobs in the tourism sector.
- Tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years.

- As **income** of the respondent increases, they were less likely to agree that:
  - Jobs in tourism are not considered very prestigious.
  - The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.
- Persons with incomes \$5,000 and under were more likely to agree that there were not enough jobs in tourism sector.
- Persons with incomes \$30,000 and over were more likely to agree that the 15% gratuity should be eliminated.
  
- With regards to media usage:
  - In 2008, the most popular television stations in Grand Bahama were ZNS (News), CNN, Fox, TBN and CBS. CNN and TBN appeared to have gained some viewers.
  - In Grand Bahama, 100 JAMZ and 810 AM were the most popular radio stations. Both stations seemed to have gained listeners since 2006.
  - Although, since 2006, the Freeport News appeared to have lost some readers and the Tribune and the Nassau Guardian have gained some, the Freeport News still remained the most popular newspaper in Grand Bahama.
  - Most Grand Bahamians did not read magazines. However, amongst the magazine readers Oprah, Ebony and Jet were the favourites.

## **V. Appendix**



Table A-1

**5.1 Percent (%) of Respondents – Responses to General Attitude Statements by Survey Year 2000-2008**

STATEMENT	SURVEY YEAR					
	2008	2006	2005	2003	2002	2000
<b>Most Tourists Are Satisfied With Their Bahamas Experience.</b>						
Strongly Agree	9	2	12	16	23	18
Agree	62	8	68	61	59	63
Neither Agree Nor Disagree	10	9	4	9	9	4
Disagree	16	64	8	11	6	3
Strongly Disagree	2	13	0	1	3	3
Don't Know	2	4	5	2	0	2
<b>Most Bahamians Make The Tourist Feel Like They Are Doing The Tourist A Big Favour When Serving Or Helping The Tourist.</b>						
Strongly Agree	19	6	10	9	15	8
Agree	42	35	40	35	28	30
Neither Agree Nor Disagree	10	12	11	12	17	13
Disagree	25	33	34	36	35	36
Strongly Disagree	4	12	3	6	3	6
Don't Know	1	2	1	2	2	2
<b>The Only Jobs Tourism Has Created For Bahamians Are Jobs At The Bottom Of The Ladder.</b>						
Strongly Agree	6	14	3	4	9	6
Agree	17	44	16	23	16	19
Neither Agree Nor Disagree	10	9	11	12	14	12
Disagree	55	18	53	41	42	45
Strongly Disagree	10	12	13	16	15	9
Don't Know	3	3	3	3	3	3
<b>My Job Is Related To Tourism.</b>						
Strongly Agree	19	13	23	31	32	21
Agree	36	27	39	22	26	37
Neither Agree Nor Disagree	4	7	6	9	13	7
Disagree	29	25	25	25	17	21
Strongly Disagree	10	26	5	9	10	8
Don't Know	1	2	2	2	3	1

Table A-1 cont'd

STATEMENT	SURVEY YEAR					
	2008	2006	2005	2003	2002	2000
<b>I Would Like My Child, If I Have One, To Work In The Tourism Industry.</b>						
Strongly Agree	3	8	7	7	13	8
Agree	39	30	39	34	34	36
Neither Agree Nor Disagree	25	27	24	23	25	19
Disagree	19	20	15	19	17	18
Strongly Disagree	8	8	3	7	4	8
Don't Know	7	7	11	8	6	8
<b>Tourists Are Given Their Money's Worth While Visiting The Islands Of The Bahamas.</b>						
Strongly Agree	5	11	5	9	12	7
Agree	40	41	48	44	49	55
Neither Agree Nor Disagree	16	22	13	18	18	14
Disagree	29	19	25	22	11	13
Strongly Disagree	4	2	4	2	2	3
Don't Know	6	4	3	3	7	3
<b>Tourism Does Not Affect Me Personally.</b>						
Strongly Agree	6	8	4	6	8	7
Agree	18	16	13	12	13	22
Neither Agree Nor Disagree	4	8	4	11	12	6
Disagree	46	39	43	36	37	35
Strongly Disagree	24	28	35	31	27	25
Don't Know	1	1	0	2	2	1
<b>Only Bahamian Art, Straw And Craft Goods Should Be Sold To Tourists.</b>						
Strongly Agree	25	19	10	18	13	20
Agree	29	27	19	27	22	17
Neither Agree Nor Disagree	5	9	4	6	13	5
Disagree	33	29	47	35	34	31
Strongly Disagree	7	15	18	12	13	19
Don't Know	1	1	2	1	5	2

Table A-1 cont'd

STATEMENT	SURVEY YEAR					
	2008	2006	2005	2003	2002	2000
<b>Just Because Tourism Is The Main Industry, Does Not Mean That Bahamians Should Be Willing To Go The Extra Mile To Please Tourists.</b>						
Strongly Agree	11	15	1	6	9	8
Agree	16	15	13	11	12	19
Neither Agree Nor Disagree	3	3	4	8	12	9
Disagree	42	36	50	40	36	37
Strongly Disagree	26	32	30	31	28	23
Don't Know	2	0	1	2	3	7
<b>The 15% Gratuity Should Be Eliminated.</b>						
Strongly Agree	16	16	15	13	17	16
Agree	25	13	16	16	15	18
Neither Agree Nor Disagree	9	13	5	13	11	7
Disagree	35	26	36	27	34	27
Strongly Disagree	12	28	24	24	17	26
Don't Know	3	4	2	5	5	1
<b>The Islands Of The Bahamas' Advertisements Make Me Feel Good About My Country.</b>						
Strongly Agree	20	26	26	29	28	30
Agree	61	51	57	45	43	45
Neither Agree Nor Disagree	6	8	4	10	13	9
Disagree	8	6	5	9	6	4
Strongly Disagree	0	4	4	3	1	3
Don't Know	4	5	1	1	9	4
<b>When Tourists Come To The Islands Of The Bahamas They Generally Do Not Find What They Were Led To Expect By Our Advertising And Promotions.</b>						
Strongly Agree	6	5	3	9	8	7
Agree	36	24	27	23	24	27
Neither Agree Nor Disagree	17	20	10	16	17	21
Disagree	29	37	45	36	32	29
Strongly Disagree	4	7	9	10	10	7
Don't Know	8	7	5	5	9	4

Table A-1 cont'd

STATEMENT	SURVEY YEAR					
	2008	2006	2005	2003	2002	2000
<b>There Are Not Enough Jobs In The Tourism Sector.</b>						
Strongly Agree	8	17	4	11	14	9
Agree	43	45	38	40	35	35
Neither Agree Nor Disagree	6	7	7	12	16	11
Disagree	33	20	36	25	24	28
Strongly Disagree	3	6	5	6	4	8
Don't Know	7	6	9	6	7	3
<b>Jobs In Tourism Are Not Considered Very Prestigious.</b>						
Strongly Agree	2	10	7	8	12	13
Agree	30	30	43	29	34	43
Neither Agree Nor Disagree	12	16	6	14	14	8
Disagree	46	29	34	34	29	20
Strongly Disagree	7	11	7	9	6	6
Don't Know	3	4	1	4	5	1
<b>Many Parents Do Not Think It Is A Good Idea For Their Children To Have A Career In Tourism.</b>						
Strongly Agree	5	5	1	8	6	1
Agree	29	28	30	31	30	30
Neither Agree Nor Disagree	17	15	16	17	16	15
Disagree	34	30	30	27	28	23
Strongly Disagree	3	10	7	6	7	9
Don't Know	13	12	13	9	13	7
<b>The Salaries And Benefits In The Tourism Sector Are Not On Par With Similar Positions In The Private Sector.</b>						
Strongly Agree	9	16	7	15	16	18
Agree	38	37	44	40	33	45
Neither Agree Nor Disagree	13	8	8	13	14	8
Disagree	18	18	18	15	21	9
Strongly Disagree	1	5	3	6	4	5
Don't Know	21	17	19	10	12	8

Table A-1 cont'd

STATEMENT	SURVEY YEAR					
	2008	2006	2005	2003	2002	2000
<b>There Is Little Job Security In The Tourism Sector.</b>						
Strongly Agree	10	18	7	16	13	12
Agree	45	39	41	40	34	43
Neither Agree Nor Disagree	11	8	11	12	18	8
Disagree	21	23	26	19	24	19
Strongly Disagree	1	5	6	7	6	7
Don't Know	11	6	8	6	4	4
<b>Tourism Has Taken All Our Best Beaches And Land.</b>						
Strongly Agree	7	21	12	17	13	
Agree	29	28	22	33	26	
Neither Agree Nor Disagree	9	7	10	11	19	
Disagree	44	33	46	32	34	
Strongly Disagree	3	8	6	4	7	
Don't Know	8	3	3	3	1	
<b>The Quality Of The Tourism Product Needs Great Improvement.</b>						
Strongly Agree	25	33	20	21	20	
Agree	64	56	69	51	55	
Neither Agree Nor Disagree	4	5	3	12	12	
Disagree	6	5	5	15	9	
Strongly Disagree	0	1	0	0	1	
Don't Know	1	1	1	1	2	
<b>Bahamians Do Not Give Other Bahamians Good Service Or Value For Money.</b>						
Strongly Agree	38	39	29	28	23	
Agree	40	41	47	44	35	
Neither Agree Nor Disagree	9	6	12	10	16	
Disagree	11	12	9	12	20	
Strongly Disagree	1	1	1	4	2	
Don't Know	1	1	1	1	3	
<b>Standard Of Service In The Islands Of The Bahamas Needs Improvement.</b>						
Strongly Agree	35	39	22	26	26	
Agree	57	55	70	55	55	
Neither Agree Nor Disagree	5	3	4	8	12	
Disagree	1	2	1	7	3	
Strongly Disagree	0	0	1	1	1	
Don't Know	2	2	1	1	3	

Table A-1 cont'd

STATEMENT	SURVEY YEAR					
	2008	2006	2005	2003	2002	2000
<b>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.</b>						
Strongly Agree	34	29	21	33	30	
Agree	43	28	41	33	33	
Neither Agree Nor Disagree	7	13	11	12	15	
Disagree	4	8	8	7	6	
Strongly Disagree	1	3	2	2	2	
Don't Know	11	19	15	12	14	
<b>Tourism Will Have To Be The Main Industry In The Islands Of The Bahamas For At Least The Next Thirty Years.</b>						
Strongly Agree	9	21	15	20	19	11
Agree	38	40	56	39	35	37
Neither Agree Nor Disagree	13	12	10	14	18	10
Disagree	28	15	12	13	13	19
Strongly Disagree	7	7	3	7	5	8
Don't Know	5	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. Therefore, the higher the mean, the higher the extent of agreement. Presented below are the statements with significant results (*T-Tests, ANOVA, p < .05*) for the demographics: whether the respondent's job is in the tourism industry or not, sex, age, education, and income.

Table A-2

### 5.2.1 Average (Mean) Differences in Attitude Statements: Tourism Industry vs. Non-Tourism Industry Job

STATEMENT	Tourism Industry	Non-Tourism Industry
Most tourists are satisfied with their Bahamas experience.	3.69	3.52
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	2.35	2.70
My job is related to tourism.	4.14	2.30
I would like my child, if I have one, to work in the tourism industry.	3.25	2.96
Tourism does not affect me personally.	2.10	2.63
Jobs in tourism are not considered very prestigious.	2.58	2.90
Tourism has taken all our best beaches and land.	2.79	3.07

Table A-4

**5.2.2 Average (Mean) Differences in Attitude Statements: Sex**

STATEMENT	Male	Female
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	2.61	2.44
Tourists are given their money's worth while visiting the Islands of The Bahamas.	2.99	3.29
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.	3.16	3.50

Table A-5

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

STATEMENT	15 - 29	30 - 49	50 +
I would like my child, if I have one, to work in the tourism industry.	2.97	3.07	3.42
Tourists are given their money's worth while visiting the Islands of The Bahamas.	3.32	3.08	2.97
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.	3.15	3.30	3.73
The 15% gratuity should be eliminated.	2.62	3.04	3.54
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.	3.53	3.49	3.16



Table A-5

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

STATEMENT	Primary	Secondary/ High	Technical/ Vocational	College/ University
Most tourists are satisfied with their Bahamas experience.	4.17	3.64	3.53	3.48
I would like my child, if I have one, to work in the tourism industry.	3.45	3.18	2.95	2.94
The 15% gratuity should be eliminated.	2.60	2.87	3.15	3.27
There are not enough jobs in the tourism sector.	3.50	3.34	3.30	2.77
Tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years.	3.83	3.23	3.08	2.90

Table A-6

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

STATEMENT	Under \$5,000	5,000 - \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 or over
Tourists are given their money's worth while visiting the Islands of The Bahamas.	3.42	3.26	3.10	3.04	2.48
The 15% gratuity should be eliminated.	2.74	2.96	2.81	3.38	3.50
There are not enough jobs in the tourism sector.	3.35	3.31	3.16	3.00	3.20
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.	3.57	3.44	3.55	3.16	3.20

### 5.3 Domestic Travel Average (Median Expenditure)

Less than half (42%) respondents had travelled to another Family Island in the past year; the median was 1 trip (range 0 to 15), with a median of 1 person per trip (range 1 to 7 persons).

The median total expenditure spent per trip is \$600 (range \$140 to \$4,500).

Below is a breakdown of the average spent per trip for the following:

- Transportation – \$350 (range \$120 to \$1,780)
- Lodging - \$0 (range \$0 to \$1,500)
- Food - \$50 (range \$0 to \$2,400)
- Recreation and entertainment - \$0 (range \$0 to \$1,500)
- Shopping - \$0 (range \$0 to \$2,000)

Table A-7

#### 5.3.1 Expenditure on Domestic Travel by Expenditure Category

	Minimum	Maximum	Mean	Median
Transportation (\$)	120	1,780	418	350
Lodging (\$)	0	1,500	108	0
Food (\$)	0	2,400	110	50
Recreation and Entertainment (\$)	0	1,500	63	0
Shopping (\$)	0	2,000	69	0
Total Expenditure (\$)	140	4,500	768	600

## 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, namely, tourism critics, tourism advocates, tourism job supporters, tourism employment & service opponents and satisfied with national situation. In Grand Bahama, it appears that underlying positive attitude ratings in 2008 have eliminated the “anti-tourist/ anti-tourism” group in 2006<sup>1</sup>.

Table A-8

### Factor Analysis - Attitude Statements

STATEMENT	Group 1 Tourism Critics	Group 2 Tourism Advocates	Group 3 Tourism Job Supporters	Group 4 Tourism Employment & Service Opponents	Group 5 Satisfied with National Situation
Most tourists are satisfied with their Bahamas experience.		Group 2 Tourism Advocates 0.609			
Most Bahamians make the tourist feel like they are doing the tourist a big favour when serving or helping the tourist.	Group 1 Tourism Critics 0.494				
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.	Group 1 Tourism Critics 0.477				
My job is related to tourism.			Group 3 Tourism Job Supporters 0.490		
I would like my child, if I have one, to work in the tourism industry.			Group 3 Tourism Job Supporters 0.468		

<sup>1</sup> Bahamian Residents Survey Report, Grand Bahama, 2006  
Ministry of Tourism & Aviation

Table A-8 cont'd

Factor Analysis - Attitude Statements

STATEMENT	Group 1 Tourism Critics	Group 2 Tourism Advocates	Group 3 Tourism Job Supporters	Group 4 Tourism Employment & Service Opponents	Group 5 Satisfied with National Situation
Tourists are given their money's worth while visiting the Islands of The Bahamas.		Group 2 Tourism Advocates 0.570			
Tourism does not affect me personally.			Group 3 Tourism Job Supporters -0.453		
Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.			Group 3 Tourism Job Supporters 0.427		
Just because tourism is the main industry, does not mean that Bahamians are willing to go the extra mile to please tourists.				Group 4 Tourism Employment & Service Opponents 0.418	
The 15% gratuity should be eliminated.		Group 2 Tourism Advocates -0.441	Group 3 Tourism Job Supporters 0.458		
The Islands of the Bahamas' advertisements make me feel good about my country.					Group 5 Satisfied with National Situation 0.374
When tourists come to the Islands of The Bahamas they generally do not find what they were led to expect by our advertising and promotions.	Group 1 Tourism Critics 0.542				
There are not enough jobs in the tourism sector.		Group 2 Tourism Advocates 0.345			

Table A-8 cont'd

Factor Analysis - Attitude Statements

STATEMENT	Group 1 Tourism Critics	Group 2 Tourism Advocates	Group 3 Tourism Job Supporters	Group 4 Tourism Employment & Service Opponents	Group 5 Satisfied with National Situation
Jobs in tourism are not considered very prestigious.	Group 1 Tourism Critics 0.419				
Many parents do not think it is a good idea for their children to have a career in tourism.		Group 2 Tourism Advocates 0.392			
The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.		Group 2 Tourism Advocates 0.459			
There is little job security in the tourism sector.				Group 4 Tourism Employment & Service Opponents -0.553	
Tourism has taken all our best beaches and land.	Group 1 Tourism Critics 0.524				
The quality of the tourism product needs great improvement,	Group 1 Tourism Critics 0.433				
Bahamians do not give other Bahamians good service or value for money.	Group 1 Tourism Critics 0.431				
Standard of service in the Islands of The Bahamas needs improvement.	Group 1 Tourism Critics 0.377				
Costs such as wages, electricity, telephone and so on are higher in The Bahamas than in most parts of the region including the U.S.A. and Canada.					Group 5 Satisfied with National Situation -0.477

Table A-8 cont'd

**Factor Analysis - Attitude Statements**

STATEMENT	Group 1 Tourism Critics	Group 2 Tourism Advocates	Group 3 Tourism Job Supporters	Group 4 Tourism Employment & Service Opponents	Group 5 Satisfied with National Situation
Tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years.		Group 2 Tourism Advocates 0.403			

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Coordinating and Training	Pamela Lowe – MOTA Leanda Anderson – MOTA Margo Rose – MOTA Princess Simms – MOTA
Survey Design, Questionnaire Design and Training	Pamela Lowe – MOTA
Coding, Data Entry and Analysis	Leona Wilson Nerissa Gibson Pamela Lowe – MOTA
Written Analysis and Report	Leona Wilson Pamela Lowe – MOTA Gary Young - MOTA
Printing of Surveys and Reports	Ambrose Fernander – MOTA
Monitors of Interviewers	Leanda Anderson – MOTA Debbie Huyler – MOTA Wynsome Ferguson – MOTA Donna Stubbs – MOTA Antoinette Stuart – MOTA Glenda J. Johnson – MOTA Petherina Hanna – MOTA
Interviewers – New Providence	Leanda Anderson – MOTA Brendalee Adderley – DOS Samantha Adderley – MOTA Francina Davis – MOTA Cleo Ellis – MOTA Maria Johnson – MOTA Christina Lewis – MOTA Francina Oliver – MOTA Yasmine Rolle – MOTA

Margo Rose – MOTA  
Princess Simms – MOTA  
Ruth Williams - MOTA

Interviewers – Grand Bahama

Ayanna Archer  
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Shandra Cambridge  
Doria Forbes  
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Interviewers – Abaco

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Interviewers – Andros

Shanrise Curry  
Peter Douglas  
Reverend Newton Hamilton  
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Interviewers – Bimini

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Renee Smith-Robins  
Pertrisa Saunders  
Phillipa Thompson

Interviewers – Eleuthera

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Interviewers – Exuma

Marina Rolle-Honore  
Princess McKenzie  
Jackie Taylor-Smith  
Alexandria Taylor-Turtle



## 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 (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)
- **Kendall's tau-c** This tests the strength of association of the cross tabulations when both variables are measured at the ordinal level. It makes adjustments for ties and is most suitable for rectangular tables. Values range from -1 (100% negative association, or perfect inversion) to +1 (100% positive association, or perfect agreement). A value of zero indicates the absence of association.
- **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)
- **Perception** This is a process through which individuals select, organize and interpret stimuli so that it is meaningful and coherent to them. (1)
- **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>