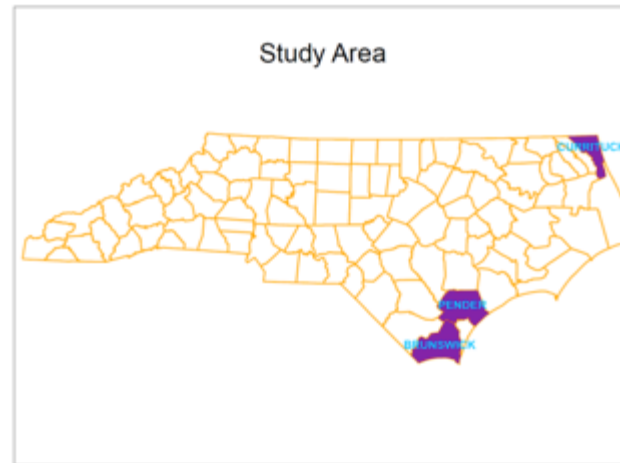


Tourism Impacts and Second Home Development in Coastal Counties: A Sustainable Approach



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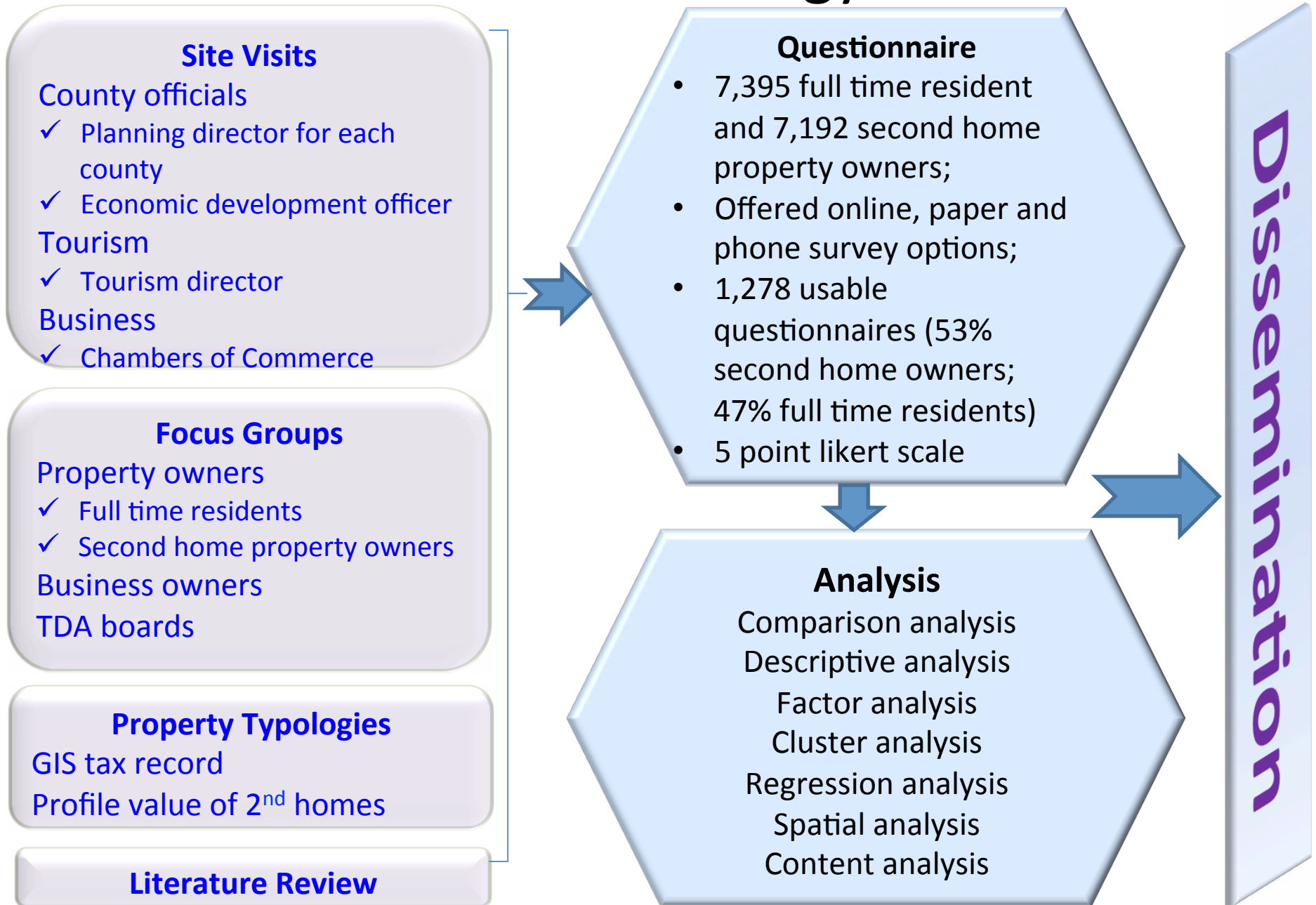
Relevancy of Problem

- ❖ Fragile natural environment;
- ❖ Increasing demand for natural resources, land use change management, workforce housing and service provision;
- ❖ Additional pressure for coastal resource management due to population migration;
- ❖ Limited research on second home property owners.

Objectives

- 1) Assess stakeholder perceptions of the impact of tourism development on various dimensions of community life;
- 2) Profile the economic and social effects of the construction of, and services for, second homes and their owners;
- 3) Identify local residents' and second homeowners' perceptions of a range of potential sustainable actions;
- 4) Determine the manner and extent that climate data is used by property owners;
- 5) Compare differences between second home owners and resident property owners;
- 6) Disseminate results from research.

Methodology



Addressing Sustainable Development

- ❖ We assessed property owners' perceptions of, and support for, sustainable practices in tourism across 15 accepted categories and compared the differences in attitudes toward sustainable practices between full time and second home property owners.
- ❖ We determined and described property owner groups based on their attitudes toward sustainable tourism development.
- ❖ We examined whether there are any differences between property owner clusters due to demographics and their satisfaction levels with community life as well as sense of place.
- ❖ We investigated factors influencing property owners' attitudes toward different scale of sustainability in our three study counties.

Outreach Efforts and Impacts of the Project

Connecting Back to the Community ----

- ❖ Provided reports to the stakeholder groups who advised the study;
- ❖ Gave face-to-face presentations to each county's planners, Tourism Development Authority Director, and Convention and Visitor Bureau Director;
- ❖ Findings of this research are available on the Center for Sustainability Website (www.sustainabletourism.org);
- ❖ Conducted a follow-up study that assessed municipal and county planning staff opinions about how their respective planning board might use the study findings.

Affecting Student Education and Scholarship ---

- ❖ Advised three master's theses;
- ❖ Affected scholarship in the topic area of sustainable development in coastal destinations through
 - ✓ 12 conference presentations
 - ✓ 3 peer-reviewed journal articles
 - ✓ 2 manuscripts under review
 - ✓ 3 manuscripts in progress



Tourism and Second Home Development in North Carolina Coastal Counties



The tourism industry is important to the economy in North Carolina, especially in the coastal region. Successful tourism development depends on understanding both the needs of the visitors and those of area residents. Second home owners are an increasingly important part of the tourism economy and share many common interests with full time resident home owners, but also differ in important ways that have the potential to significantly affect host communities. Community decisions about land use, real estate prices, cost of living, transportation, business diversification, workforce, housing, water, the environment, and other tourism-related economic issues can best be made with an understanding of the attitudes and perceptions of resident and second home owners.

About the Study

Resident and second home owners were selected from tax records in Currituck, Pender and Brunswick Counties to participate in the study. Of those contacted, 1,481 completed a questionnaire, 53% were second home owners and 47% full-time resident home owners. Study participants were asked to indicate their satisfaction with the relationship of six dimensions of community life and tourism development. They responded in a range from Highly Satisfied to Highly Dissatisfied. This fact sheet includes selected findings. The full report is available at www.ecu.edu/cs-acad/sustainabletourism/Community-Sense-of-Place-Initiative.cfm



KEY FINDINGS FOR COMMUNITY PLANNING

Land Use and Tourism Development

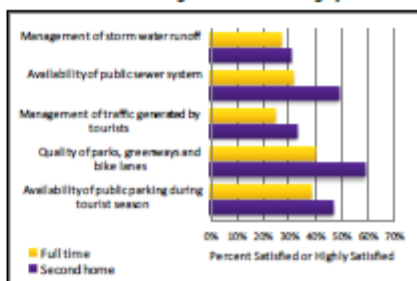
Participants were asked to indicate their satisfaction with land use development for their community. More than 50% of second home owners were satisfied with the amount of both non-tourism and tourism commercial development, but satisfaction among full time residents was lower. In both groups about 56% were satisfied with the amount of residential development. Second home owners were more satisfied with the number of tourism businesses (56%) than full time owners (41%).



For more information about the Center for Sustainable Tourism visit www.sustainabletourism.org

Community Infrastructure and Tourism

Respondents were asked about their satisfaction with the tourism-related community infrastructure. Second home owners expressed greater satisfaction on most measures with only the quality of parks, greenways and bike lanes exceeding 50% satisfied or highly satisfied.



Government Services and Tourism

Participants were asked to rate their satisfaction with the government services that relate to tourism development in their community. Fire and emergency services were rated highly by both groups. Crime prevention and cleanliness and upkeep of the county received greater than 50% satisfied, with second home owners rating each higher than fulltime owners. Full time homeowners were more satisfied with educational opportunities for adults (40%) and the quality of local public education (52%) than second home owners (22%).

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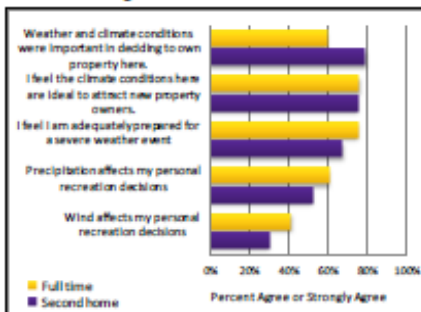
Tourism and Quality of Life

Respondents were asked to indicate their satisfaction with the community's quality of life. Greater than 50% were satisfied with air and water quality, and the range of housing styles, with second home owners expressing a higher rate of satisfaction than full time owners.



Climate, Weather, Tourism and Recreation

Weather and climate conditions can significantly affect both tourism, recreational activities and property ownership in a region. Participants were asked their level of agreement with the following statements:



The Importance of Sustainable Actions

Participants were asked their opinion of the importance of fifteen sustainable actions to the future economic success of their county's tourism industry. Both groups of property owners expressed strong support (75% important or very important) for:

- Protecting air quality
- Protecting water quality
- Preserving culture and heritage
- Providing economic benefits from tourism to locals
- Protecting the natural environment for the future
- Conserving the natural environment
- Being energy efficient
- Managing wastewater
- Managing, reducing and recycling solid waste
- Full access for everyone to participate in tourism
- Training and educating employees on sustainable practices

Support for Further Tourism Development

Both full time and second home property owners expressed agreement (over 75% agree or strongly agree) with the positive impacts of tourism to the local economy and that tourism increased traffic problems. Second home owners had higher agreement with each of the statements.

Second home owners perceived greater negative impacts of tourism, such as "tourism in the county is growing too fast"(26%), however there was low agreement with statements such as "My quality of life has deteriorated because of tourism" (less than 16% agreement) among both groups.

Full time property owners expressed greater support for further tourism by agreeing with:

- I support new tourism facilities that will attract more tourists to the county;
- Local government should provide tax incentives to encourage private development in tourism.

Second home owners expressed greater support with:

- Tourism should be developed in harmony with the natural environment;
- We need to take a long-term view when planning for tourism development;
- County should plan and manage tourism's growth;
- I support tourism having a vital role in the County.

Second home owners expressed a greater level of environmental, economic and overall benefits received from tourism than did full time residents.



This study was conducted by faculty and students of The Center for Sustainable Tourism, East Carolina University, RW Rivers 208, Greenville, NC 27858-4354. Phone: 252-328-4969. This research was funded by North Carolina Sea Grant.

