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Scenic Byways and Quality of Life
An Annotated Bibliography

Prepared for:
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Lake Country Scenic Byway

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Background

The University of Minnesota Tourism Center is a collaboration of the College of Food, Agricultural & Natural Resource Sciences and University of Minnesota Extension

The University of Minnesota Tourism Center was contracted to complete an annotated bibliography of quality of life dimensions of scenic byways and then make recommendations for further research to guide a larger impact study. The bibliography is part of a larger economic impact study of 2 Minnesota Scenic Byways being conducted by University of Minnesota Extension, Community Economics. The goal of the bibliography phase of the project is to determine whether there are existing references that document and can direct research to assess if and how byways contribute to the quality of life. As defined by the legislation (U.S. Code, Title 23, Section 162), a “scenic byway” recognizes “roadways having outstanding scenic, historic, cultural, natural, recreational, and archeological qualities”. There are many resources available nationally and in Minnesota that describe the scenic byways program, individual byways, and the characteristics and programs available along each byway.

“Quality of life” (QOL) is another matter, however. Clear criteria for QOL appear to be absent. For many, quality of life is a subjective standard. As such, a variety of different topics can be reviewed when looking for appropriate references. These will be identified as part of the bibliography.

Process

A total of 2500 article titles were scanned for this report of which 38 are included in this annotated bibliography. Of these, only 4 actually mention “quality of life” in their title but no reference reviewed specifically relates to the quality of life contributions of scenic byways.

In light of no accepted definition of “quality of life” and finding no specific references to the quality of life on scenic byways, the search was expanded to review aspects of quality of life indicators for tourism, as a whole. By doing so, the annotated bibliography is divided into seven major categories: (1) economic development and planning (2) environment (3) psychological/health motivations of travel (4) resident perceptions and attitudes (5) standards for determining quality of life (6) travel experiences and (7) transportation

The major resources used in this review include:

- The Journal of Travel Research (scan of 463 article titles (2000-2009) and selected review of articles prior to 2000)
- Annals of Tourism Research (scan of 536 article titles (2000-2009) and selected review of selected articles prior to 20000)
- Review of articles appearing in other academic journals
 1. Journal of Sustainable Tourism
 2. Social Indicators Research
 3. American Journal of Agricultural Economics
 4. Journal of Environmental Science
 5. Leisure Science
 6. Journal of Planning Literature
 7. Journal of the Academy of Marketing Science
- Vistas (scan of all newsletter articles of the National Scenic Byways Center, 1997-2009)

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- Scan of all cited titles of all references used in reviewed journal articles (1192)
- Google search (“scenic byways and quality of life”): total of 33,200 references listed with 250+ reviewed

Economic Development and Planning

Deller, Steven, Tsung-Hsiu, Marcouiller, David, (2001), The Role of Amenities and Quality of Life in Rural Economic Growth, American Journal of Agricultural Economics, (83) 352-365

A structural model of regional economic growth is estimated using data for 2243 rural U.S. counties. The National Outdoor Recreation Supply Information System was used to determine specific indicators. Five indices (climate, land, water, winter recreation, and developed recreational infrastructure) designed to capture specific amenity and quality of life characteristics are constructed using 54 separate indicators. The indicators were used to measure amenity attributes and the model for regional economic growth was used to test the indicators. Results suggest that many amenity characteristics can be organized into consistent and meaningful empirical measures that move beyond ad hoc descriptions of amenities. In addition to insights into the influence of local characteristics ranging from tax burdens to income distribution on regional economic growth, results suggest that predictable relationships between amenities, quality of life, and local economic performance exist. The demand for natural resources amenities increase the capacity for rural areas to capitalize on them. The amenity attributes (land/water/winter/recreational infrastructure/climate) were associated with regional growth Rural communities that have natural resource amenities and high quality of life experienced growth

Hampton, Mark (2004), Heritage, Local Communities, and Economic Development, Annals of Tourism Research, (32) 735-739

This paper examines some of the dynamics of the complex relationships among host communities, their local heritage sites, and tourism management structures. It is a conceptual paper that considers tourism planning and its relationships to local communities and their economic development. In essence, it argues that there are two main aspects affecting present approaches to planning and local communities: the issue of power relations and the economic case for local community involvement. It further offers some reflections on how tourism planning and management might encourage small-scale local tourism enterprises for the benefit of both the host and guest population. The author recommends that tourism departments and local authorities engage and listen to the local communities who live within or near the attraction. Also, planners need to recognize the legitimate existence of small-scale businesses and inform them of plans for upgrading, or redevelopment of the attraction. Microloans to small businesses would help to increase local participation as well as increased educational opportunities. The author concludes that “empowerment” requires the participation of local communities in partnership with the state, agencies, and the attractions rather than them acting as a “host” community only.

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Kashyap, Rajiv and Bojanic, David, (2000), A Structural Analysis of Value, Quality, and Price Perceptions of Business and Leisure Travelers, Journal of Travel Research, (39) 45-51

Customer value has become the focus of firm strategies in recent years. This study investigates the relationships between travelers' perceptions of value, quality, and price and their influence on traveler's ratings of similar hotels and revisit intentions in two segments: business and leisure travelers. It employed a structural equation modeling approach to investigate relationships between price, quality and value and their confluence on travelers' comparative ratings and intentions to revisit the property. A survey was mailed to guests of an upscale business hotel in the Northeastern part of the United States. That was split into 2 segments: a business segment (265 responses) and a leisure segment (179 responses). Different measures were established for quality of the room, public areas, staff and services, and perceived price. The study suggests that value plays a pivotal role in travelers' decisions schema, emphasizing the need to shift efforts from managing quality alone to managing customer value. Differences in value perceptions of business and leisure travelers emphasize the need to develop segment-based strategies for managing price and quality. The study used a structural equation modeling approach.

Petrick, James, First Timer's and Repeater's Perceived Value, (2004), Journal of Travel Research, (43) 29-38

The purpose of the study was to test the relationships between reputation, emotional response, monetary price, behavioral price, quality, perceived value, and repurchase intentions. Results from a survey of cruise line passengers revealed distinct differences between the antecedents of first-time visitors and repeat visitors perceived values. It was also found that quality was the best predictor of repurchase intentions for first timers, while perceived value was the best predictor for repeaters. Data were collected from cruise passengers on 2 separate 7 day Caribbean voyages aboard the same ship. Response rates of 67% and 66% were achieved resulting in a usable number of 792.

Zamora, Jorge, Valenzuela, Fredy, and Parraga-Arturo, (2004) The Influence of Household Origin and Social Class on Choice of Rural Vacation Destinations, Journal of Travel Research, (42) 421-425

This research examines the effect of social origin (rural and urban) and social class (upper and middle class) of heads of households on their choice of rural vacation destinations. A quota survey was conducted with equal samples of households residing in rural areas and households residing in urban areas of Chile. The results show that households of rural origin favor rural destinations over urban destinations even though some currently reside in urban areas.

Environment

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Daugstad, Karoline, (2007), Negotiating Landscape in Rural Tourism, Annals of Tourism Research, (35) 402-426

Landscape is a vitally important asset for Norwegian rural tourism. Different views and perceptions about landscape are negotiated among key actors such as operators, tourists, and farmers. This article investigates these negotiations in relation to three dimensions of landscape (values and requirements/how it is experienced/future development prospects). The study is based upon an analysis of documents representing the key organizations within rural tourism in Norway: the Norwegian Tourist Association and the Norwegian Rural Tourism and Traditional Food Organization (tourism) and the Norwegian Farmers Union and the Ministry of Agriculture and Food (agriculture). All documents were analyzed in order to reveal views on landscape, landscape development, and how landscape-related issues are approached in positive or negative terms. The study shows that while organizations hold different positions and attitudes, all of them unite in their concerns about landscape change and in their desire to preserve food traditions and local produce.

Groothuis, Peter, Groothuis, Jana, and Whitehead, John, (2007) The Willingness to Pay to Remove Billboards and Improve Scenic Amenities, Journal of Environmental Science, (85) 1094-1100

The contingent valuation method was used to measure the amount of money citizens are willing to pay to improve scenic mountain-view amenities through the removal of billboards. The research addressed both the perceived property rights as well as the perceptions of the status quo in the southern Appalachian Mountains. To help understand the value of mountain views and land use, the study authors developed a contingent valuation method survey to elicit willingness to pay for changes in a North Carolina county's view shed amenities for the removal of billboards. The survey was mailed to a random sample of 1200 county residents, using a primary mailing, a postcard reminder, and a secondary mailing. A response rate of 43% was achieved. Although citizens who have retired to the mountains have stronger preferences to curtail billboards and have a more positive view of zoning restrictions than those who have ancestors in the county, the study found that, overall, citizens are willing to pay almost one half million dollars or \$2810 per billboard, to have them removed from the county. A majority of individuals value mountain views and desire some regulation to protect the aesthetic value of mountain views.

Kruger, Linda, (2006) Quality of Life Attributes Spur Growth in High Amenity Communities, Western Land Use, (1) 1-5

“Amenity migration”—the relocation of people to areas rich in environmental and cultural resources and recreation opportunities—is the term used to describe the population growth of communities located near high amenity public lands. The article suggests 7 factors contributing to the amenity migration:

- Rising levels of disposable income among middle and skilled working classes
- Baby Boomers begin to turn 60 in 2006 and 65 in 2011
- The population spike is coupled with the largest intergenerational transfer of wealth in history (10 trillion dollars)

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- Shift of manufacturing to retail and service economies for many rural communities
- Outdoor and travel adventure are the fastest growing segments of the U.S. travel industry. Tourists and retirees are attracted to recreation-based communities by their natural amenities and opportunities for tranquility and adventure
- Shift in attitudes with a higher valuing of the natural environment, cultural differentiation, leisure, learning, and spirituality
- Increased access provided by improved communication and transportation systems helping to fuel this trend, particularly as it supports the relocation of entrepreneurs

Li, Yiping, (2000), Geographical Consciousness and Tourism Experience, Annals of Tourism Research, (27) 863-883

Scholars have recognized the experiential features of geography, such as the consciousness arising from the spatial and temporal bonds between people and places. Phenomenological inquiry focuses on human experience, describing the experience from the worldview of those that have that experience. The method aims at a deeper understanding of a subject by describing rather than explaining the experience. The major data for the study were based upon 39 Canadian tourists' experiences on 2 separate package tours to and within China. Questionnaire surveys and unstructured long interviews were used to collect the data. Participant observation was also used to describe tourists' experiences as they unfolded. Three different questionnaires were developed and used before, between and after the trips. By describing the lived experiences of Canadian tourists traveling to and within China on two separate package tours, the article discusses if and how geographical consciousness influences tourists' experiences. The study demonstrates that the tourism experience is intimately joined with a tourist's cognition of geography. The cognition establishes a bond between the self (tourist) and the "other (hosts). It is a spatial and temporal bond of person-place between tourists and the destination. The study has also shown that tourists can learn through novelty and strangeness of the destination. The educational dimension of tourism may lead the tourist to move along a continuum toward the awareness of the bond with the destination. There are implications for the entire travel experience: anticipating, planning, travel, on-site experience, travel back, recollection and evaluation

McCabe, Scott, and Stokoe, Elizabeth, (2004) Place and Identity in Tourist Accounts, Journal of Travel Research (31) 601-622

This paper analyzes membership categorization analysis, formulations of place and identity in tourists accounts of their activities in a UK national park. Analysis focuses on the way interviewees construct a "spatio-moral" order of places and types of tourists, through formulations of activities in tourism sites, descriptions of scenes and terrain and stories of other uses of space. A total of 14 long, conversational interviews were completed with a random sample of day visitors to a national park in England. The analysis of the interviews focused on the practical reasoning of the interviewee drew upon to understand the place they were visiting and to develop a context for what "being a visitor" meant. The analysis asked how place is made relevant to tourist activities and how people make meaningful places. Overall, identity claims a reciprocal achievement

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that is embedded in talk about places. The analysis emphasizes that HOW people talk about a place, people, and activities is as important as what they say. The centrality of place is also emphasized in that “who we are is intimately related to where we are, where we have been, and where we are going”

Marcouiller, David, Kim, Kwang-Koo, Deller, (2004) Steven, Natural Amenities, Tourism, and Income Distribution, Annals of Tourism Research, (31) 1031-1050

This applied study develops an empirical county-level model for the US lake states that incorporates five alternative natural amenity types and other growth variables to explain the distribution of income as measured by Gini coefficients. Results suggest that certain types of natural amenities, particularly lake and river-based amenities, are clearly related to the distribution of income. This extends earlier work which suggested that amenity-based development creates a “hollowing out” of the income classes. Analysis of tourism impacts from the sole standpoint of employment and income growth neglect to account for key components of rural development structure. Results suggest that natural features, particularly water-based resources, provide key explanatory factors related to income distribution.

Williams, Daniel, (2006) Leisure Environment and the Quality of Life In: Jackson, Edgar, ed. Leisure and the Quality of Life: Impacts on Social, Economic, Cultural Development, Zhejiang University Press, 146-163

Environment contributes directly to the capacity for leisure but over use of leisure, recreation and tourism services can place severe strains on the environment. Quality of life (defined as leisure opportunities) is a necessary element for maintaining the flow of environmental services. Questions are raised as to whether leisure, recreation, and tourism services are sustainable from an environmental point of view.

Psychological/Health Motivations of Travel

Gobster, Paul H. (2005) Recreation and Leisure Research from an Active Living Perspective: Taking a Second Look at Urban Trail Use Data, Leisure Science (27), 367-383

This paper examines recreational and leisure research within the context of active living. A reanalysis of previous studies that focused on the recreational use of urban trails suggests that use patterns help distinguish between health-motivated trail users and individuals using trails for other purposes

Hobson, Perry, Dietrich, Uta, (1994), Tourism, Health and Quality of life, Journal of Tourism and Travel Marketing, (4) 21-39

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This paper explores concepts of quality of life and tourism and compares them to what Lowry, (Proceedings of Research and Academic Papers, Vol 5. University of Las Vegas, 1993) describes as a major promotional tenant of tourism promotional literature: “sun, sand, sex, and sea”. The article reviews other tourism research and suggests 4 alternative “S’s” to organize tourism around:

Salubrious (health) -- returning to the promotion of tourism as contributing to a healthy lifestyle

Social responsibility—being sensitive to the needs of society

Sensitive to environment—concern for a sustainable environment

Sedulous (being diligent, consistent) –recognizing the changes in the tourism industry and constantly updating industry information

Resident perceptions and attitudes

Allen, L.R., Hafer, H.R. and Perdue, R.R. (1993) Rural Resident’s Attitudes Toward Recreation and Tourism Development, Journal of Travel Research (31) 27-33

This study investigates resident’s attitudes toward recreation and tourism development in 10 Colorado towns. Ratios based upon tourism retail sales and total retail sales were developed. Communities were grouped into high and low tourism and high and low economic categories. Resident’s attitudes toward tourism development in communities with both high economic and tourism development and low economic and tourism development were more positive than those with residents with low/high or high/low economic/tourism development ratios. Recreation attitudes were affected by the level of economic activity but not the level of tourism development. The length of residence has no significant effect on resident’s attitudes toward tourism development

Allen, L.R., Long, Patrick, Perdue, Richard, (1988) The Impact of Tourism Development on Residents Perception of Community Life, Journal of Travel Research, (27) 16-21.

The purpose of this research was to determine whether resident’s perception of community life satisfaction varies with levels of tourism development in the community. The research was conducted in 20 rural Colorado communities, using an analysis of retail sales of lodging, eating, and drinking establishments as a percentage of the gross retail sales of the community to define the degree of tourism development. A questionnaire with 33 elements of public life was used to investigate resident’s perceptions. The analysis resulted in 7 dimensions of community life data (public services/economy/environment/medical services/citizen involvement/formal education/recreation) being identified. There were 721 total responses with a response rate of 65%. Analysis revealed that satisfaction with medical services, recreational opportunities, and the importance placed on environmental issues was more a function of population size than the degree of tourism development. Also, as tourism development increases, resident satisfaction with opportunities for citizen involvement decreases as well as the importance attached to citizen involvement. Lower to moderate levels of tourism development, however, are deemed beneficial by the community. As tourism development continues, residents’ perceptions decrease. It appears that community size

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is an important factor in analyzing the impact of tourism development on residents' perceptions of tourism development and the availability of services.

Andereck, Kathleen, Valentine, Karin, Vogt, Christine, and Knopf, Richard, (2007) A Cross-Cultural Analysis of Tourism and Quality of Life Perceptions, Journal of Sustainable Tourism, (15), 483-502

The purpose of this study was to determine if there were significant differences between the perceived tourism QOL domains of Hispanics and Anglos with respect to the perceived levels of importance, satisfaction, and effects of tourism. State population was stratified on the basis of census data. Sample quotas for each county in Arizona and for Hispanic respondents were determined. An English language telephone survey and a self-administered mail survey were used to collect the data. A total of 35% of successful telephone contacts agreed to participate in the mail survey. Two sections of the survey dealt directly with QOL: the first asked respondents to rate how important each of the 38 tourism-related QOL items were to them personally and then to rate how satisfied they were with each QOL item in their community. The second section used the same 38 items to measure respondents' opinions about how much tourism affects each item in their community. The study affirms, through high importance ratings, that QOL is of high importance to residents. QOL continues to play an essential role in resident's satisfaction with their community, personal lives, activities and environment. The study shows that residents continue to attribute the impacts on QOL to tourism development and activities in their communities; tourism is perceived as having both positive and negative effect on residents QOL.

Ap, John, Resident's Perceptions on Tourism Impacts, (1992), Annals of Tourism Research, (19) 665-690

This paper presents a social exchange process model as a theoretical basis for understanding why residents perceive tourism impacts positively or negatively. The model is based upon the concept of exchange relation. Propositions are derived from the model to test the relationships between the model's components. The model suggests that when an exchange of resources (expressed in terms of power) between residents and tourism is high and balanced, or high for a host actor in an unbalanced relation, tourism impacts are viewed positively by residents. When exchange of resources is low in either the balanced or unbalanced exchange relation, the impacts are viewed negatively. The model provides a basis for explaining the process involved in social exchange and the propositions outlined in this paper provide a basis for testing the model.

Besculides, Martha Lee and McCormick, Peter (2002) Residents Perceptions of Cultural benefits of Tourism, Annals of Tourism Research, (29) 303-319

The purpose of this study was to use a benefits-based approach to explore community perceptions of the benefits and disbenefits of cultural tourism opportunities along the Los Caminos Antiguos Scenic Byway in Southern Colorado whose purpose is to commemorate the culture it passes through. Two groups of residents were compared: Hispanics and non Hispanics, as to their perceptions of the benefits realized from living along the byway and how it should be managed to preserve the Hispanic cultural heritage it was designated to celebrate. "Benefits" were defined to include physical, socio-

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cultural, economic, or environmental. “Disbenefits” could include acculturation and assimilation of Hispanic culture into non-Hispanic culture. Residents identified positive benefits such as tourism helping them to learn, share, and preserve their culture. Results showed that while both groups recognized the value of living along the byway, Hispanic residents felt more strongly that it could provide important cultural benefits to residents and showed greater concern for its management to preserve distinct cultural atmosphere.

Harrill, Rich, (2004), Resident’s Attitudes toward tourism Development: A Literature Review with Implications For tourism, Journal of Planning Literature, (18) 251-266
By exploring the literature on resident attitudes toward tourism development, this article examines (1) resident attitudes toward tourism in relation to socioeconomic factors. (2) space factors (3) economic factors (4) resident and community typologies (5) measuring resident attitudes towards tourism development and (6) theoretical perspectives such as community attachment, social exchange theory, and growth machine theory. The literature review provides planners with the basis for initiating citizen participation processes related to tourism issues and identifying groups of people concerned about or opposed to tourism planning and development in their communities. A summary of research results indicate:

- residents living in a community the longest have more negative perceptions of tourism development
- results are mixed for age and spatial factors
- the more a community depends upon tourism, the more positive the attitudes
- Residents are concerned that tourism will make them strangers in their own communities and they will be left out of tourism’s direct benefits and will pay disproportionately for tourism. They fear tourism growth will severely affect environmental quality
- Residents often support additional tourism development but are concerned about unmanaged growth and deterioration of the destination itself.

McCool S.F. and Martin, S.R. (1994) Community Attachment and Attitudes Towards Tourism Development, Journal of Travel Research (32) 29-34.

This research examined relationships between tourism attitudes, length of residency, level of tourism development and feelings of attachment in the state of Montana. A significant relationship was found between length of residency and attachment .People living in the community with higher levels of tourism development have the shortest tenure in the community. The methodology used in the study included a mail survey to 1734 adult households with a 65% response rate

McGehee, N.G. and Andereck, K.L. (2004) Factors predicting Rural Resident’s Support of Tourism, Journal of Travel Research (43) 131-140

This study examined the factors predicting attitudes toward tourism of residents in 12 Arizona communities. Using Social Exchange Theory as a model, attitude scales were developed and used in the research. Personal characteristics do not predict attitudes toward tourism but community dependence upon tourism was a predictor. The study also found personal benefits from tourism and support for added tourism among residents.

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Positive effects did not predict tourism planning. The methodology used a self-administered questionnaire with response rates of 67% to 86%

Wang, Alex, Pfister, Robert, (2002) Resident's Attitudes Toward Tourism and Perceived Personal Benefits in a Rural Community, Journal of Travel Research, (47) 84-93

This research focuses on residents perceptions of personal benefits from tourism, identifying not only the relationships between personal benefits and resident attitudes but also the nature of the benefits. The methodology for the study included the adoption of 20 statements from the Tourism Impact Attitude Scale arranged in a 5 point Likert format. Factor analysis was used to reduce the number of variables with a range of benefits being developed. A total of 436 persons were surveyed with a response rate of 32% . The study was conducted in a small rural community (Washington, North Carolina) where tourism is still in an emerging stage. Residents' perceptions from tourism were closely associated with their attitudes toward tourism in a positive direction. The significant contribution of this study falls on the recognition of noneconomic perspective of tourism benefits for residents in a community where tourism has not yet explicitly emerged. In particular, the data lend support for social exchange theory and improves its understanding in tourism investigations. . The study verifies the significant role played by personal benefits, particularly the indirect social values. The findings can support community leaders as they design and implement tourism development strategies aimed at building residents support for tourism development. The results indicate the degree to which a range of values are deemed important by residents and comprise part of the personal benefits that contribute to residents favorable attitudes toward tourism. Those attitudes include the belief that tourism contributes to downtown revitalization; includes special events; encourages shopping and dining, includes arts and culture, increases recreational opportunities, and increases community services.

Standards for determining quality of life

Cummins, Robert, (1995), On the Trail of the Gold Standard for Subjective Well Being, Social Indicators Research, (35) 179-200

The absence of a "gold standard" (or some agreed upon statistic which could form the basis of comparison of empirical values) for subjective well being has severely hampered the analysis of data from empirical studies. This paper demonstrates a remarkable consistency among results of 16 studies that have investigated "life satisfaction" among large samples drawn from the general population. It is concluded that a population standard for "life satisfaction" can be expressed as 75.0+- 2.5 percent of the measurement scale maximum score. Researchers should consider using the wording (1976) "How do you feel about your life as a whole" when seeking to measure life satisfaction.

Diener, Ed, (1995), A Value Based Index For Measuring National Quality of Life, Social Indicators Research, (36) 107-127

A new index of quality of life of nations was created. The measure variables are selected based on a universal set of human values. The basic QOL Index, designed primarily to discriminate between developing countries includes seven variables: purchasing power, homicide rate, fulfillment of basic physical needs, suicide rate, literacy rate, gross human rights violations, and deforestation. The advanced QOL Index, designed primarily to assess QOL in highly industrialized nations, includes seven variables: physicians per capita, savings rate, per capita income, subjective well being, percent attending college, income quality, and environmental treaties signed. Combining the 2 indices produced a reliable measure of QOL that systematically covers diverse human values. The nations scoring the highest on the combined QOL Index were Canada, Switzerland, Netherlands, USA, and Norway. Those scoring the lowest were Ethiopia and Rwanda. The major claim of the paper is that QOL variables must be selected in a way that reflects diverse dimensions of well being and that values are a defensible basis for selecting QOL indices.

Travel Experience

Caton, Kellee, Santos, Carla, (2007) Heritage Tourism on Route 66: Deconstructing Nostalgia, Journal of Travel Research, (45) 371-386

Many scholars have criticized the phenomenon of heritage tourism, arguing that it is driven by nostalgia. There may be a desire on the part of heritage tourists to relive a glorified, misremembered version of the past. However few studies have examined the actual experiences of heritage tourists. This study explores the experiences of 9 tourists; traveling along the Route 66 National Historic Corridor. Using in-depth, active interviewing, personal reflection, narrative inquiry, and photo elicitation they evaluated the nostalgia theory in this context. Study participants identified various meaningful elements of their travel experiences, including: historical education, interaction with diverse landscapes, interaction with hosts, and personal growth. Their experiences do not appear to be characterized by nostalgia, as it is conceptualized in the tourism literature. This study thus emphasizes the importance of considering tourists' interpretations of their experiences when generating theory about tourism. Visitor experiences in the corridor are complex and multifaceted. It is comprised of many elements including historical insight, visiting unique attractions, a particular driving experience, interacting with fellow travelers and with local individuals encountered on the road, and experiencing the "odyssey" of adventure, reflection, and personal growth. Tourist own readings of heritage sites do not necessarily match scholar's interpretations of them.

Gilbert, David, and Abdullah, Junaida, (2004) Holiday Taking and the Sense of Wellbeing, Annals of Tourism Research, (31) 103-121

This study was planned to ascertain whether the activity of holiday taking has any impact on the life satisfaction or subjective well being of those participating in it. The results indicated that such activity changed the sense of well being of those participating in it. A comparison between the holiday taking group and a non-holiday taking group provided

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evidence that the former group experienced a higher sense of well being prior and post their travels when compared to the latter. Although the effect sizes are mostly small, the evidence suggest that holiday taking has the potential to enhance the level of happiness of those enjoying it not causing individuals to feel any worse off than before traveling.

Kneafsey, Moya, (2001), Rural Cultural Economy: Tourism and Social Relations, Annals of Tourism Research, (28) 762-783

Considerable work has been conducted into the ways in which the countryside and related products are commodified, yet relatively few accounts have attempted to examine the factors affecting local resident population in the so called “commodification dynamic” This paper explored some of the factors contributing to commodification through a case study of tourism development in rural Brittany. It defined “commodification” as a 2 stage process whereby the nostalgia for a more simple life leads entrepreneurs to develop programs, packages, and attractions to meet the demand—even if the ideal can’t be realized. The case study identified the interconnections within the community and between the community and other places and organizations.. The study demonstrates the need for a holistic and qualitative approach to examining local level processes of commodification.

Mannell, Roger and Iso-Ahola, Seppo, (1987), Annals of Tourism Research, (14) 314-331

This paper examines the leisure and tourism experience from 3 perspectives. While leisure researchers have identified major ingredients of the subjective definition of “leisure”, little research has been done on tourism from the “definitional” perspective. From the “post ad hoc” satisfaction standpoint, theory and research suggest that psychological benefits of leisure and tourist experience emanate from the interplay of 2 motivational forces: to escape from routine and stressful environments and to seek recreational opportunities. The “immediate conscious experience” approach is committed to the value of monitoring the actual, on-site, real time nature of the experience itself. Although scholars have analyzed the anatomy of the leisure experience, immediate conscious tourist experiences have not been subjected to scientific analysis. Thus, it is not possible to conclude when and under what conditions tourist experience becomes leisure experience. This new theoretical framework has been developed to explain both leisure and tourist motivation. The interplay of two motivational forces (escaping the routine and seeking of recreational opportunities) is joined by the motivation to “escape” both over and under stimulating situations. In the “immediate conscious experience” approach, the “flow”, or becoming totally involved in the experience, is viewed as most important.

Neal, Janet and Gursoy, Dogan, (2008), A Multifaceted Analysis of Tourism Satisfaction, Journal of Travel Research, (47) 53-62

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The objective of this research was to provide empirical evidence that satisfaction with travel and tourism services is the result of satisfaction during various stages of the tourism experience. The Leiper model of the tourism system was used as the theoretical underpinning from which a structural model was generated and analyzed. Data were collected via a self-reported measure from Virginians who had recently traveled. LISREL-8 was used with the Maximum Likelihood Method of Estimation. The findings indicate that tourists 'level of satisfaction or dissatisfaction during various stages of travel affect their overall satisfaction with travel and tourism services'.

Neal, Janet, Uysal, Muzaffer, and Sirgy, M. Joseph, (2007) The Effect of Tourism Services on Travelers Quality of Life, Journal of Travel Research, 46, 154-163
 The objective of this study was to develop a model explaining the effect of tourism services on the quality of life of travelers. A self administered survey was mailed to 2000 adult consumers of tourism/travel experiences residing in Southwest Virginia. The random sample was obtained via a mailing list provider. The overall response rate was 48%. Four broad constructs (satisfaction with the service aspects of travel/tourism; satisfaction with tourism/travel services in general; satisfaction with leisure life; and satisfaction with life in general) were each measured by a series of questions. The model posits that overall life satisfaction is determined by satisfaction within the major life domains, including leisure life. Satisfaction experienced with life events within the leisure domain "spills over" upward vertically to the most dominant domain (life in general) thus influencing life satisfaction. Satisfaction with aspects of services plays a significant role in determining overall satisfaction with travel/tourism services, which in turn plays an important role in satisfaction in the leisure domain. Furthermore, the model suggests that these relationships are moderated by length of stay. The survey built on previous research that demonstrated the link between satisfaction with tourism services and life in general. From a managerial perspective, the study provides further support for how managers of tourist services can influence quality of life

Petrick, James, (2002), Development of a Multi-Dimensional Scale for Measuring the Perceived Value of Service, Journal of Leisure Research, (34) 119-134

The purpose of this study was to develop a multi-dimensional scale for measuring the perceived value of service. A 25 item instrument scale was developed to measure and construct its dimensions. Five dimensions were identified (quality, emotional response, monetary price, behavioral price, reputation) and found to have content validity.

Transportation

Dickenson, Janet, Robbins, Derek, Fletcher, John, (2008), Representation of Transport: A Rural Destination Analysis, Annals of Tourism Research, (36) 103-123

This paper takes the view that our attitudes toward travel within a destination are messy, complex, and far from easy to predict from individual variables. The study also assumes that peoples' views of transport modes and travel are, to a large extent, socially derived, since many have little experience of transport modes other than the car.

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Social representations perspective is applied to a study of transport in a rural destination. The theory acknowledges that people draw upon a body of shared knowledge to interpret social situations and to plan and account for their subsequent actions. The principles are demonstrated using empirical data from a questionnaire survey, developed following in-depth, qualitative research. The data analysis strategy was founded on inductive reasoning, by employing cluster analysis and correspondence analysis. A social representations analysis demonstrated how individuals draw upon socially accepted explanations of transport where they have little or no direct knowledge or experience of the actual transport modes (the alternatives to cars). By so doing, ideas are further perpetuated.

Lew, Alan and McKercher, Bob (2005), Modeling Tourist Movements: A Local Destination Analysis, Annals of Tourism Research (33) 405-423

This is a conceptual paper that analyzes ways of depicting the spatial movement patterns of tourists within a destination. The analysis is based on urban transportation modeling to identify factors that could influence movements. Typical transportation modeling factors include: trip origin and destination; transportation network and transport mode. This study also looked at intervening factors such as: tourist time budgets, personal factors such as time and personality differences and knowledge of the destination. The study identifies a set of destination characteristics and a set of tourist characteristics that influence decision making and behavior. Understanding the movement of tourists within a destination has practical application for transportation planning (knowledge of tourists' preferred and actual daily itineraries and the factors that influence them can help transportation providers meet their needs more efficiently) ; product and image development (knowing which tourists prefer which paths and destinations can be used to better define existing attractions); and impact management (time and space knowledge of the routes they most frequent can be used to identify time periods and locations that exceed their capacity and have the potential to cause negative impacts).

Suggestions for further study

A paucity of research exists on quality of life as it relates to tourism and is virtually nonexistent related to scenic byways. As such, using the initial work by Andereck (2007) and considering the implications of Herrill's (2004) review would be recommended as a first step for understanding the contribution of scenic byways to residential quality of life. As a reminder, Andereck et al (2007) measured quality of life by 38 different items such as conflict over land use, city services, and preservation of cultural/historical sites. Herrill's review of over 50 articles concluded that (a) residents living in a community the longest have more negative perceptions of tourism development, (b) the more a community depends upon tourism, the more positive the attitudes toward it (c) residents are concerned that tourism will make them strangers in their own communities (d) they will be left out of tourism's direct benefits and will pay disproportionately for tourism and (e) residents often support additional tourism development but are concerned about unmanaged growth and deterioration of the destination itself.

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Once these measures are considered and any unique additional influencing factors identified, the affected byway can focus on what markets are of most interest; residents, tourists, or both. Then, the primary audience can be surveyed to understand the impact of byways on the quality of life.

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