

Residents' Perceptions and Attitudes Towards Native American Gaming (NAG) in Kansas: Proximity and Number of Trips to NAG Activity

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Abstract

This study assessed the perceptions and attitudes toward Native American Gaming (NAG) development in the State of Kansas. By using the resident support for tourism model developed by Perdue, Long, and Allen (1990), this study assessed perceptions and attitudes of residents in relation to their proximity to NAG activity and their number of visits to Native American casinos in the last 12 months. A survey was administered to 1038 households on a population proportionate basis in Brown County (35.65%), Doniphan County (25.30%), and Jackson County (39.05%) in the State of Kansas. Significant differences were found between distance from NAG activity and the perception of overcrowding in the county. Additionally, significant differences were noted between number of visits and the perception of income benefits, employment opportunities, condition of the local economy, quality of life in the county, entertainment opportunities, illegal drug activities, standard of living, meeting interesting people, social opportunities and overall quality of life.

Keywords: Native American Gaming, resident perceptions, perceived impacts, gaming development, gaming trips.

Introduction

Concerns over the impacts of Native American Gaming (NAG) development on the rural environment (economic, social and cultural, and environmental) have created a significant demand for comprehensive planning including the assessment of local resident support for tourism development (Loukissas, 1983; Marsh & Henshall, 1987; Murphy, 1985). Many community leaders have realized the growing importance of tourism as a rural economic development tool. The main purpose of rural economic development is to achieve a balance between economic diversification and the preservation of the life-style qualities sought by rural residents, while enhancing the range of economic choices available to them (Field, 1986). McCool and Martin (1994) suggested that the overall purpose of tourism development should be to enhance the quality of residents' lives while addressing the economic, social, cultural, environmental, recreational, and other benefits of tourism.

Geographical spatial factors are important to community planners, government officials, and local residents as they weigh the benefits and costs of tourism development. It is hypothesized that the closer the resident lives to the gaming

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development, the more likely they are to perceive its impacts. Previous research suggested that tourism impacts were felt more in the core zone of development (Figure 1) than in either the support zone (Smith, 1980) or the periphery (Murphy & Anderson, 1988).

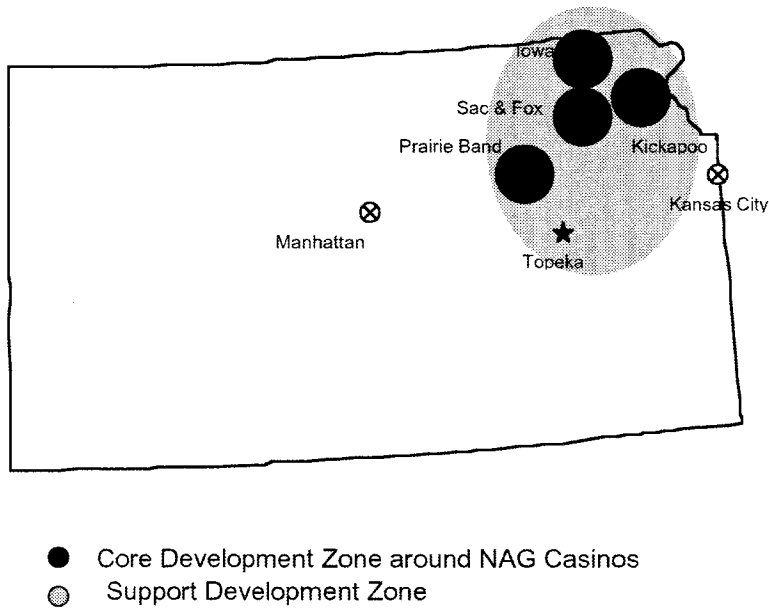


Figure 1. Core and Support Development Zones

The core development zone was described as the location that was immediately adjacent to the tourism development. The core development zone included residential and commercial locations adjacent to the tourism development (Smith, 1980). It should be noted that the geographical radius of the core development zone varies by geographic location. The core development zone in Las Vegas, Nevada will be completely different from that of Holton, Kansas given the rural nature of the community. The support development zone can differ as well. Again, the geographical radius of the support zone varies by geographic location. The support zone is located away from the tourism development and will generally include residential and commercial locations that supply support services to the primary tourism development (Murphy & Anderson, 1988). The services that exist in the support zone may include restaurants, hotels, shopping, recreational activities, convenience stores, and gas stations.

In addition to understanding the geographical spatial factors associated with tourism development, it is also important for community planners, government officials, and individual tribes to understand the differences in perceptions of NAG development that exist among their visitors. Specifically, how do residents perceive the impacts of NAG development in their community based upon their trips to Native American casinos? This identification assists in establishing who is the NAG consumer, how consumers perceive the associated impacts of NAG development, and at what level of visits are there differences between the perceived impacts of NAG development.

In the State of Kansas, four tribes have successfully negotiated a Class III gaming compact with the State. These tribes include the Iowa Tribe of Kansas and Nebraska whose compact was approved on June 23, 1995 (casino opened May 20, 1998); the Kickapoo Tribe of Indians in Kansas whose compact was approved on August 14, 1995 (casino opened May 18, 1996); the Prairie Band of Potawatomi Indians in Kansas whose

compact was approved on June 26, 1995 (casino opened January 13, 1998); and the Sac & Fox Nation of Missouri in Kansas & Nebraska whose compact was approved on October 17, 1995 (casino opened on February 26, 1997) (Bureau of Indian Affairs [BIA], 1998). All four tribes with Class III compacts follow the same basic compact agreement. These compacts authorize the tribes to operate gaming activities on reservation lands. These gaming activities include blackjack, poker, and all other banking and non-banking card games; craps and all other banking and non-banking dice games; roulette; baccarat-chemin de fer; wheel of fortune; keno and games of chance utilizing electronic gaming equipment comparable to that authorized for the Kansas Lottery (BIA, 1998).

Impact Studies

In a study conducted by Carmichael, et al., (1996), the perceptions and attitudes of residents in several communities surrounding the Foxwoods Resort and Casino in Ledyard, Connecticut were measured to assess local residents' attitudes toward NAG. The results of this research indicated that resident attitudes changed with the economic conditions of the host communities. Also, residents' attitudes toward NAG are conditioned by some of the effects of tribal development, in particular, the changing nature of the local communities, which include the concern for the environmental effects associated with development and the impact on the local tax base. An interesting finding of this study was a significant concern expressed by the residents over the environmental effects of tourism on the community. This may not be surprising, given the broader public concern over environmental issues, the rapidity of casino development, and the lack of influence of community regulations on reservation land. Another interesting finding was that the distance from the casino tended to affect the attitudes of local residents toward the tribe. In fact, this study showed that the closer the respondent was to the casino/reservation, the more likely the opinion would worsen towards NAG.

In studies conducted by Beisle and Hoy (1980) and Sheldon & Var (1984), which investigated the impacts of tourism development in rural communities, it was discovered that the spatial factor was important to individuals as they weighed the benefits and costs of tourism development. Specifically, they concluded that the closer residents lived to the development, the more likely they were to perceive its impacts and to have strong opinions towards the tourism development. However, in a study conducted by Lin (1999), the findings indicated that personal perceived impacts of gaming development were not related to the respondent's distance from the gaming development.

Lin's (1999) study investigated residents' perceived impacts of riverboat gaming development in a metropolitan area (Kansas City, Kansas-Missouri). Lin's (1999) findings suggested that the perceived impacts of gaming development might differ according to the size of the community (metropolitan vs. rural). In addition, Lin (1999) found that residents who lived less than 21 miles from the gaming activity had made more gaming trips during the preceding 12 months, than those who lived more than 21 miles away from the development. Further, limited information was available on the impact of gaming on more recent gaming destinations in economically diverse metropolitan areas (Dilanche & Speyrer, 1996). Lin's research findings illustrated how the size of the community may affect how residents' perceive gaming.

The current literature yielded relatively few studies regarding the attitudes and perceptions of rural residents as they relate to NAG development. However, previous research indicated a consistent use of the economic, social, and environmental impact dimensions. Hsu (1998) conducted a study to examine the impacts of riverboat gaming on overall community quality from the local residents' perspective. The identification of 25 community quality attributes, as perceived by community residents were examined in relation to two southeastern Iowa riverboat communities, Burlington and Fort Madison. The research identified six underlying factors that measured the impacts of riverboat

gaming on community quality. These factors included being free of crime, attractiveness, economy, community activities, public services, and hospitality. The results of this research indicated tax revenue generation was the only attribute that was perceived to have improved as a result of riverboat gaming. Additionally, respondents who had a high school diploma, had been to the riverboat casino, visited the casino often, and supported the legalization of casino gaming perceived more positive impacts from the riverboat casino. Hsu (1998) also identified that the more often the respondents visited the casino, the more positive their perceptions were concerning the impacts of casino development. In addition, those respondents who visited the casino rated its impact on the community quality more positively on all factors.

Previous research (Ap & Crompton, 1998; Liu & Var, 1986; Perdue, et al., 1990) has identified three main domains or segments upon which host residents' attitudes and perceptions can be categorized. They include the economic, social and cultural, and environmental impacts of a tourism development. Over the last two decades several studies have been conducted to measure the effects of tourism development on host populations. These studies have generally been consistent in their use of economic, social and cultural, and environmental impact dimensions. Very few studies have been conducted that assess the attitudes and perceptions of local residents in relation to NAG development, specifically, how residents' attitudes and perceptions change in relation to their location and their number of trips to Native American casinos.

This study examined residents' perceptions and attitudes of NAG development and its relationship to the residents' physical proximity and number of trips to Native American casinos in Kansas, by adapting the model originally developed by Perdue, et al., (1990). Specifically, two research hypotheses were proposed for this study: 1) there is no significant difference between residents' perceived impacts of NAG development and the residents' location from the gaming activity, and 2) there is no significant difference between residents' gaming trips during the preceding 12 months and their personal perceived impacts of NAG development.

Methodology

Research Instrument

The questionnaire for this study was developed on the basis of previous impact research in tourism and gaming (Lin, 1999; Perdue, et al., 1990; Liu, Sheldon, and Var, 1987; Liu & Var, 1986; Pizam, 1978). Furthermore, secondary data sources, including NAG industry data, government (county, state, and federal) reports, and databases were reviewed to assist in the development of the questionnaire.

The questionnaire consisted of an introduction and the purpose of the study, a participant's consent form, and two sets of questions. The first set of 15 questions focused on the resident's attitudes toward NAG development, including social and cultural, economic, and environmental impacts. A 5-point Likert scale, with 5 = significantly increased, 4 = increased, 3 = neutral, 2 = decreased, and 1 = significantly decreased was used. The second set of questions assessed socio-demographic information, such as age, gender, educational level, length of residence, employment status, marital status, racial background, and size of household. In addition, the questionnaire assessed residents' economic dependence on NAG businesses, their number of NAG trips made during the last 12 months, and their support for further development of NAG in their county.

Sampling & Data Collection

The population of this study was comprised of individuals 18 years of age or older who were members of a household in three counties: Brown, Doniphan, and Jackson, in the State of Kansas. A telephone survey was administered to 757 households that were proportional to the population of each county (35.7%, 25.3%, and 39.1%, respectively). According to population estimates from the U.S. Bureau of the Census (1999), the

resident population of Brown County was 11,070, Doniphan County was 7,856, and Jackson County was 12,130, for a total population for the three counties of 31,056.

Business and non-working telephone numbers were excluded from the sample. Additionally, if there was an answering machine or no answer, the number was called again in at least five different time periods during the data collection period. Telephone numbers were selected randomly using the Random Digit Dialing (RDD) technique. This technique overcomes the inaccuracies of using published telephone directories. The RDD technique facilitated the identification of all possible telephone numbers listed or unlisted. However, RDD does have limitations, including the difficulty in determining the status of unanswered calls, which makes the calculation of response rates more difficult (Dillman, 1978).

The pilot-test was administered via telephone in the fall of 1999 to 50 households on a population proportionate basis in three counties (Brown 35.65%, Doniphan 25.30%, and Jackson 39.05%) in Kansas that had some form of Class III Native American gaming. The sample was obtained by generating a list of 2,000 possible telephone numbers from the representative counties. Each number was called in order to determine if the number was a residential number, business, fax, or not in service number. Of the 2,000 telephone numbers called 1,038 were found to be valid residential phone numbers. Of the 1,038 valid numbers called, 406 completed the questionnaire, 336 refused to participate, 15 discontinued the interview, and 281 did not answer their telephone. According to the American Association for Public Opinion Research (1998), there are several methods employed to determine the response rate for the RDD technique. The response rate was calculated conservatively by dividing the completed number into all numbers, excluding the non-working and business/fax numbers, thus yielding a 39.1% response rate. However, if the response rate was based on "human contact," which excluded the "no answers (281)," a 53.6% response rate was obtained.

Data Analysis

Information collected during the study period was coded, verified, and keyed into a computer data file directly from the survey administrator's computer. All data were analyzed using the Statistical Package for Social Sciences 8.0 (SPSS, 1998) for Windows application. Frequencies, means, and standard deviations were computed for 27 perceived impact variables (Table 1). In order to investigate whether any significant differences existed among the residents' location from the gaming activity and gaming trips during the last 12 months the 27 perceived impact items were tested using a one-way-analysis of variance (ANOVA). A Bonferoni adjustment for the number of tests (27) for each of the two hypotheses using an overall alpha level of .10 was made. The Bonferoni adjustment yielded a .004 alpha level, which established the cut-off value for each of the 27 separate ANOVA's in both hypotheses. Additionally, a Cross Tab analysis was conducted to illustrate the relationship between the respondent's number of visits and their distance from the NAG activity (Table 5).

Table 1
Resident Perceptions of Native American Gaming in Kansas

Perceived Impacts of NAG Development	Frequency and Percentage Distribution of Responses										N	Mean	SD
	1		2		3		4		5				
	n	%	n	%	n	%	n	%	n	%			
Overall local Economy	11	2.5	46	11.0	97	24.0	222	55.0	31	7.5	407	3.53	0.89
Property Tax	0	0.0	11	3.0	200	53.0	146	39.0	22	5.0	379	3.47	0.65
Employment opportunities	2	0.5	17	4.2	246	60.0	122	30.0	22	5.5	40	3.35	0.67

Prices of goods and services	0	0.0	11	2.7	287	71.0	104	26.0	5	1.2	407	3.25	0.52
Standard of living	4	1.0	58	14.6	205	52.0	122	31.0	9	2.4	398	3.19	0.74
Sales Taxes	2	0.6	8	2.0	289	79.0	58	16.0	10	2.5	367	3.18	0.53
Income	2	0.5	14	3.3	348	83.0	43	10.0	12	3.0	419	3.12	0.51
Social & Cultural													
Variety of entertainment opportunities	1	0.3	10	2.5	132	32.0	247	61.0	18	4.3	408	3.66	0.61
Crime rates	0	0.0	8	2.0	181	45.3	172	43.0	39	9.8	4003.6	10.61	
Illegal drug activity	1	0.3	10	2.8	164	46.0	137	38.0	45	12.6	357	3.60	0.75
Variety of restaurants	7	1.6	45	11.0	168	41.0	171	42.0	18	4.4	409	3.36	0.80
Variety of recreational opportunities	1	0.3	9	2.3	249	63.0	127	32.0	10	2.5	396	3.34	0.58
Meeting interesting people	0	0.0	9	2.2	262	64.1	130	31.8	8	1.9	409	3.33	0.55
Quality of police services	2	0.5	36	9.0	209	52.3	145	36.3	8	2.0	400	3.30	0.68
Social opportunities	0	0.0	7	1.7	277	67.7	123	30.0	2	0.5	409	3.29	0.50
Quality of fire protection	1	0.3	9	2.3	301	76.4	82	20.8	1	0.3	394	3.19	0.47
Variety of shopping opportunities	1	0.3	12	3.0	305	75.0	86	21.3	2	0.5	406	3.19	0.49
Image/appearance of community	7	1.7	70	17.3	185	46.0	137	34.0	4	1.0	403	3.18	0.88
Quality of public utilities	2	0.5	6	1.5	324	83.1	54	13.9	4	1.0	390	3.13	0.45
Overall quality of life	4	1.0	46	11.1	279	67.7	71	17.2	12	2.9	412	3.10	0.66
Quality of life	20	5.0	101	25.0	201	50.0	70	17.3	11	2.7	403	2.89	0.90
Environmental													
Traffic conditions	10	2.4	23	5.6	71	17.2	182	44.0	128	31.0	414	3.95	0.96
Litter	0	0.0	8	2.0	253	62.8	128	31.8	14	3.5	403	3.37	0.58
Overcrowding	0	0.0	4	1.0	279	69.2	116	28.8	4	1.0	403	3.30	0.49
Noise pollution	1	0.2	3	0.7	285	69.7	111	27.1	9	2.2	409	3.30	0.53
Air pollution	0	0.0	11	2.9	200	52.8	146	38.5	22	5.8	379	3.21	0.44
Water pollution	1	0.3	6	1.5	329	84.6	52	13.4	1	0.3	389	3.12	0.39

Note: Measured on Likert scale ranging from 1 = significantly decreased to 5 = significantly increased.

Results and Discussion

Residents' Profile

The majority of respondents were female (58.8%), married (65.8%) with a mean length of residence of 16 years (see Table 2). These findings are consistent with the 1999 U.S. Census Bureau data for gender (female = 51.4%). Ages of the respondents varied widely from 19 to 89 years of age or more with the majority (44.0%) falling into the 29 to 48 categories. These findings are consistent with the U.S. Census Bureau (1999) data for average age with 46.8% falling into the 29 to 48 age category when excluding the under 18 age group in each of the respective counties. The distance from the respondent's residence to the NAG activity was distributed from less than 5 miles to 61 miles or more; 94.1% of the respondents' resided 30 miles or less from the casino. In terms of racial background, 90.3% of the respondents were Caucasian and 7.3% were Native American. These findings are also consistent with the 1999 U.S. Census Bureau data for ethnicity with 94.5% Caucasian and 4.4% Native American.

The majority (97.3%) of respondents had less than a college degree. These findings are not consistent with the 1999 U.S. Census Bureau data for all three counties for educational attainment with 77.0% having less than a college degree. Respondent's annual household income was distributed widely from less than \$10,000 to \$55,000 or more with most (30.5%) earning \$25,000 to \$39,000. These findings are consistent with the 1995 U.S. Census Bureau data for household income that reported an average income of \$29,586 for all three counties. In terms of employment status, the majority

(65.7%) of the respondents were employed (employed or self employed) and 22.3% were retired. These findings were consistent with the Institute for Public Policy and Business Research (2000) after factoring in high school employees. Most of the respondents or other household members (86.8%) were not employed in a NAG related job. In terms of visiting a casino, more than half of the respondents (61.8%) visited a NAG facility within the last 12 months with an average of 3.17 visits. These findings are consistent with Hsu's (1998) study that found residents visited a casino an average of 3.6 times.

Less than 30% of the respondents recommended that other tribes should pursue gaming compacts with the State and 27.1% indicated that tribes should not pursue gaming compacts. Over half of the respondents (57.4%) favored restrictive NAG development policies for new gaming development. This finding indicated that respondents would favor local and/or State restrictive policies regarding additional NAG development in their communities such as facility expansion and/or additional development of existing gaming and supporting facilities. Additionally, nearly 60% of the respondents did not support additional NAG development on and off reservation lands under current compact agreements.

These findings may be indicative of the fact that the majority of the respondents (67.4%) did not feel they have benefited from NAG development.

These findings may be indicative of the fact that the majority of the respondents (67.4%) did not feel they have benefited from NAG development. A review of the current literature yielded no research based upon these variables and residents' perceptions of NAG development.

Table 2
Demographic Characteristics of Respondents

Characteristics	N	n	%	Overall Mean	Overall Std. Dev.
Gender	410				
Male		169	41.2		
Female		241	58.8		
Marital status	405				
Single		65	15.9		
Married		269	65.8		
Divorced		24	5.9		
Separated		2	0.5		
Widowed		45	11.0		
Age	418				
<19		6	1.4		
19-28		39	9.3		
29-38		99	23.7		
39-48		85	20.3		
49-58		66	15.8		
59-68		36	8.6		
69-78		55	13.2		
79-88		18	4.3		
>89		14	3.3		
Length of residency (year)	411			16.19	15.98
Household size (person)	409			3.26	5.63
Racial background	408				
Asian		0	0		

African American		2	0.5
American Indian		30	7.3
Caucasian		368	90.3
Hispanic		5	1.2
Other		3	0.7
Education	402		
Grade school		2	0.5
Some high school		18	4.5
High school graduate		167	41.5
Some college or technical college		139	34.6
College graduate		54	13.4
Some post-graduate study		10	2.5
Graduate degree		12	3.0
Employment status	408		
Employed		235	57.6
Self-employed		33	8.1
Unemployed		17	4.2
Retired		91	22.3
Full-time homemaker		19	4.7
Student		7	1.7
Other		6	1.5
Income	315		
Under \$10,000		34	10.8
\$10,000 - \$24,999		58	18.4
\$25,000 - \$39,999		96	30.5
\$40,000 - \$54,999		68	21.6
More than \$55,000		59	18.7
Employed in casino related job	406		
Yes		51	12.5
No		355	86.8
Gambling trip(s) during last year	406		
0-1		155	38.2
2-3		72	17.7
4-5		36	8.9
6-7		29	7.1
8-9		11	2.7
10-11		10	2.5
12 or more		93	22.9

Perceived NAG Impacts and Residents Location to NAG Activity

The ANOVA tests indicated a significant difference exists between the respondent's proximity to NAG activity and overcrowding (p-value = .0016, Table 3). Differences existed among respondents who lived 0 to 15 miles and those who lived 16 to 45 miles from the NAG development. These findings indicate that respondents who live closer to NAG development perceived overcrowding as having increased when compared to those who live 16 to 45 miles from the NAG development.

Therefore, residents perceived overcrowding as a negative environmental effect when they lived closer to NAG development. Previous research has not examined overcrowding as an environmental impact variable in related studies.

Therefore, residents perceived overcrowding as a negative environmental effect when they lived closer to NAG development.

Table 3
Personal Perceived Impacts of NAG Development
Based on Residents' Proximity

Significant Impact Factor	Proximity to NAG Activity					F	P
	0-15 Miles	16-30 Miles	31-45 Miles	46-60 Miles	Over 61 Miles		
Overcrowding	3.36 ^{ab}	3.19 ^a	2.93 ^b	3.00	3.40	4.45	.0016

Note: Means followed by the same letter are significantly different at $p < .05$.
 Likert scale ranging from 1 = significantly decreased to 5 = significantly increased.

Perceived NAG Impacts and Residents Number or Trips to NAG

Several (10) significant differences existed between the respondent's number of trips to Native American casinos during the preceding 12 months and their perceived impacts of NAG development (Table 4). The ANOVA tests indicated significant differences between respondents' trips and variables in the social/cultural and economic dimensions. These variables include income benefits, employment opportunities, condition of the local economy, quality of life in the county, entertainment opportunities, illegal drug activities, standard of living, meeting interesting people, social opportunities and overall quality of life.

Table 4
Personal Perceived Impacts of NAG Development
Based Upon Number of Visits

Significant Impact Factors	Number of Visits							F	P
	0-1	2-3	4-5	6-7	8-9	10-11	12 or More		
Income Benefits	2.92 ^a	2.92 ^b	2.87 ^c	2.89 ^d	3.08	2.80	3.32 ^{a,b,c,d}	8.77	.0001
Employment Opportunities	3.10 ^a	3.28 ^b	3.31	3.37	3.45	3.11	3.70 ^{ab}	6.63	.0001
Economy	3.30 ^a	3.51	3.72	3.66	3.64	3.89	3.78 ^a	3.56	.0019
Quality of Life in Your County	2.74 ^a	2.75 ^b	2.87	3.18	2.82	3.00	3.26 ^{ab}	4.15	.0005
Entertainment Opportunities	3.47 ^{a,b,c}	3.74 ^a	3.69	3.86 ^b	3.73	3.8	3.82 ^c	4.29	.0003
Illegal Drug Activity	3.65	3.85 ^{ab}	3.61	3.25 ^a	3.45	3.67	3.39 ^b	3.45	.0025
Standard of Living	3.00 ^a	3.07 ^b	3.29	3.38	3.55	3.4	3.44 ^{ab}	4.85	.0001
Meeting Interesting People	3.19 ^a	3.29 ^b	3.31	3.38	3.09 ^c	3.4	3.62 ^{a,b,c}	6.83	.0001
Social Opportunities	3.15 ^{a,c}	3.15 ^b	3.31	3.45 ^c	3.36	3.50	3.53 ^{ab}	8.02	.0001
Overall Quality of Life	2.90 ^{a,d}	2.99 ^b	3.08 ^c	3.31 ^d	3.00	3.00	3.49 ^{a,b,c}	10.31	.0001

Note: Means followed by the same letter are significantly different at $p < .05$.
 Likert scale ranging from 1 = significantly decreased to 5 = significantly increased.

Perceived Social and Cultural Impacts

Significant differences existed in the social and cultural dimension including quality of life (p-value = .0005). Results indicated that respondents who visited 12 or more times were different than those who visited 0 to 3 times. These findings indicate that respondents who made more visits to Native American casinos perceived the quality of life in their county as having increased compared to those who visited less than 3 times.

The number of trips and entertainment opportunities were found to be significantly different (p-value = .0003) between respondents who visited 12 or more times when compared to those who visited less than 1 time. These results show that respondents who make more visits to Native American casinos perceived entertainment opportunities as having increased compared to those who visited 0 to 1 times. This finding is consistent with Hsu (1998) who found that the more often the resident visited the casino, the more positive their perceptions were concerning entertainment opportunities.

The number of trips and illegal drug activity were found to be significantly different (p-value = .0025) between respondents who visited 12 or more times and those who visited 2 to 3 times. These findings indicate that those who made more visits to Native American casinos perceived illegal drug activity as having increased when compared to those who visited 2 to 3 times. The results are consistent with Caneday & Zeiger (1991) who suggested that illegal drug activity is strongly influenced by the presence of tourism development in the community.

The number of trips that respondents made to a casino and meeting interesting people were found to be significantly different (p-value = .0001). The results indicated that residents who visited 12 or more times significantly differed from those who visited 0 to 9 times. These findings indicate that respondents who made more visits to Native American casinos tended to perceive meeting interesting people as having increased when compared to respondents who visited fewer times.

The number of trips and social opportunities were found to be significantly different (p-value = .0001) between respondents who visited 12 or more times and those who visited 0 to 3 times. These findings indicate that respondents who made more visits to Native American casinos tended to perceive social opportunities as having increased when compared to those who visited 0 to 3 times.

The number of trips and overall quality of life (p-value = .0001) were found to be significantly different among respondents who visited Native American casinos 12 or more times and those who visited 0 to 5 times. These findings indicate that respondents who made more visits to Native American casinos tended to perceive their overall quality of life as having increased compared to those who visited 0 to 5 times. No previous research was found to support overall quality of life when compared to visits in related studies.

Perceived Economic Impacts

The number of trips and income benefits were found to be significantly different (p-value = .0001) between respondents who visited 12 or more times and those who visited 0 to 7 times. These findings indicate that respondents who made more visits to Native American casinos tended to perceive income benefits as having increased when compared to those who visited 0 to 7 times.

The number of trips and employment opportunities were found to be significantly different (p-value = .0001) between respondents who visited 12 or more times and those who visited 0 to 3 times. These findings indicate that respondents who made more visits to Native American casinos tended to perceive employment opportunities as having increased compared to those who visited 0 to 3 times.

These findings indicate that respondents who made more visits to Native American casinos tended to perceive the condition of the local economy as having increased when compared to those who visited 0 to 1 times.

The number of trips and condition of the local economy (p-value = .0001) were found to be significantly different among respondents who visited 12 or more times and those who visited 0 to 1 times. These findings indicate that respondents who made more visits to Native American casinos tended to perceive the condition of the local economy as having increased when compared to those who visited 0 to 1 times. No previous research was found to support condition of the local economy when compared to visits in related studies.

The number of trips and standard of living were found to be significantly different (p-value = .0001) between respondents who visited 12 or more times and those who visited 0 to 3 times. These findings indicate that respondents who made more visits to Native American casinos tended to perceive the standard of living as having increased when compared to those who visited 0 to 3 times. Hsu's (1998) research supported this finding; her research found that the more often the resident visited the casino, the more positive their perceptions were concerning their standard of living.

Cross Tab Analysis

A Cross Tab analysis was conducted to illustrate the relationships between the number of visits in the preceding 12 months and the respondents' distance from the NAG activity (Table 5). The majority (94.0%) of the respondents lived within 30 miles of a Native American casino. Taking into account all distance levels, the majority (71.9%) of the respondents visited a Native American casino 7 or fewer times during the preceding year. The majority of these respondents (37.1%) indicated they either have not or visited a Native American casino only once. Approximately 28% of the respondents indicated that they visited a Native American casino 8 or more times. Of these respondents, 22.8% indicated that they visited a Native American casino 12 or more times during this same period.

Table 5
How Close by Visits
Distance from NAG Activity

Number of Visits	0-15 Miles		16-30 Miles		≥ 31		Row n	Row %
	n	%	N	%	n	%		
0-1	99	24.81	37	9.27	16	4.00	152	38.10
2-3	51	12.78	19	4.76	1	0.25	71	17.79
4-5	29	7.27	5	1.25	2	0.50	36	9.02
6-7	17	4.26	9	2.26	2	0.50	28	7.02
8-9	7	1.75	3	0.75	1	0.25	11	2.76
10-11	6	1.50	4	1.00	0	0.00	10	2.51
12 or More	76	19.05	13	3.26	2	0.50	91	22.81
Column n	285		90		24		N = 399	
Column %	71.43		22.56		6.00		100.00	

Somewhat of a dichotomy exists between respondents who visited Native American casinos less than 3 times (55.9%) and those who visited 12 or more times (22.8%). Figure 2 further postulates this dichotomy by illustrating that the number of visitors by location is relatively equally distributed. However, when based on the number of visits respondents either visited Native American casinos several times (12 or more) or relatively few times (3 or less). Additionally, a limited number (21.3%) of the respondents indicated they visited a Native American casino between 4 and 11 times during the same period.

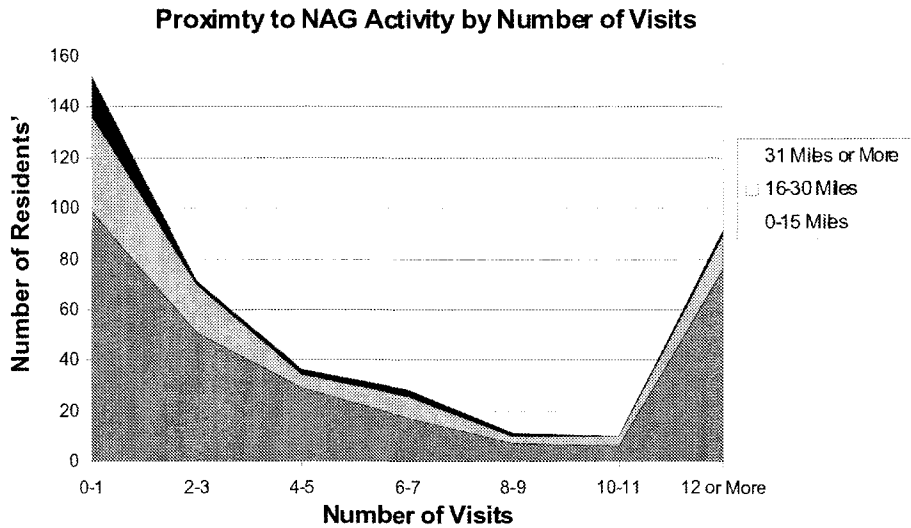


Figure 2. Proximity to NAG Activity by Number of Visits in Preceding 12 Months

These findings illustrate that those respondents who lived within the geographical area of NAG development visited casinos either several or relatively few times during the preceding 12 months. In addition, these findings suggest that NAG consumers must be coming from further distances since only 22.8% of the respondents visited the casino 12 or more times. This is further supported by the fact that Topeka, Kansas (a metropolitan area) is 45 minutes from the nearest NAG facility and represents the majority of the consumer market for Native American casinos in Kansas.

Conclusions

Of the 27 perceived impact variables tested for the residents' proximity to NAG development only one environmental variable (overcrowding) was found to be significantly different among the perceived impacts of NAG. This finding is consistent with previous research (Belise & Hoy, 1980; Carmichael, et al., 1996) but not conclusive. Of the 27 perceived impact variables tested for the residents' number of visits, six social and cultural variables (quality of life in county, entertainment opportunities, illegal drug activity, meeting interesting people, social opportunities, and overall quality of life) and four economic variables (income benefits, employment opportunities, economy, and standard of living) were found to be significantly different among the perceived impacts of NAG in relation to the number of visits by respondents. Several findings (entertainment opportunities, drug activity, and standard of living) are consistent with previous research. Hsu (1998) found that the more often the residents visited the casino the more positive their perceptions were concerning the impact of the casino. However, several of the variables (quality of life in your county, meeting interesting people, social opportunities, residents' overall quality of life, income benefits, employment opportunities and condition of the local economy) tested in this study have not been examined in related research.

Hsu (1998) suggested that "casino customers, frequent customers in particular, could see the impact of the casino more favorably for a number of reasons." Frequent casino visitors enjoy the availability of gaming opportunities in their communities and this may affect how they perceive the associated impacts. Frequent customers who had positive experiences may be more receptive to messages in the media regarding gaming as an entertainment alternative. Furthermore, it is possible that the frequency at which

the respondents visit the Native American casinos affects how they perceive NAG as a non-disruptive business in their community. Frequent visitors are also exposed to fellow residents employed by the casinos that could affect how they view the impacts of NAG in their community.

The growth and development of rural tourism has been associated with many notions concerning its contribution to society, but experience has shown that tourism, like many other human activities, can have both positive and negative impacts (Murphy, 1985). Murphy (1983) also suggested that preferences and trade-offs be identified in the early stages of the planning processes to ensure that the development process is successful. This identification facilitates the basis for dialog among the opposing groups and provides an avenue for resolving conflicts.

Limitations

Rural residents of three counties (Brown, Doniphan, and Jackson) were surveyed which limits the generalizations of the study to these rural counties. This study only focused on the resident's perceptions and attitudes as it related to their physical proximity and number of visits to Native American casinos in Kansas. Additionally, the data collected for this study represented only an inquiry of residents' perceptions and attitudes in the community. Additionally, this research did not examine the type of trips to NAG based upon gaming and non-gaming activity. This study did not delineate between these variables, for limited services (two small restaurants and one 100-room hotel) for all three Native American casinos were available at the time of this study.

Implications for future research

It is desirable to understand the relationships between personal perceived impacts (positive and negative) of NAG development in relation to the respondent's distance from the gaming activity and number of trips. This is because conflict between residents and NAG development often occurs when economic, environmental, and social costs are perceived to exceed the economic benefits (Lin, 1999). Previous studies have focused on tourism impacts, with little emphasis on NAG in rural communities. This study should enhance the current literature related to NAG development in rural communities. In addition, this study provides the groundwork for the research community, community development/planning officials, state and local government, business owners, residents, gaming proponents and opponents, and individual Native American tribes that are considering NAG or related gaming businesses in their long-range community planning.

It would be desirable to conduct a longitudinal analysis of county and state economic variables to track changes in actual economic data, for at the time of this study no State and local information was available. It would also be desirable to conduct an assessment of business owners, government officials, elected and appointed officials, and residents, and then compare and contrast the perceived impacts of each sub-group. Further, an analysis of historical casino data should be conducted to identify the impacts of NAG development on individual Native American tribes who conduct Class III gaming in Kansas.

Additional implications for future research include examining the relationship between Native American tribes and host populations. Specifically, what are those Native American tribes that are considering NAG doing to access community support for NAG development? How can Native American tribes change the perceptions of host communities to favor development, before the actual development occurs? Specifics that could be addressed in this process are the individual tribe's influence with local and State officials, their planning and development strategies, and consensus-building techniques employed in order to develop support for NAG development in host communities. For example, Native American tribes could consider the addition of needed or desired community services and programs, special events, dining options,

hotels, convention and meeting centers, and other ancillary services and facilities that would support the initial development of NAG.

In today's rural economy, it has become essential that community development decisions be based on resident's attitudes and perceptions towards tourism development. In order to truly assess resident's attitudes and perceptions toward NAG development, more information needs to be identified and made available to those parties involved in the decision making process, specifically the host community and its leaders, local and State officials, and potential markets earlier in the development process. Furthermore, it is recommended that continuous monitoring of the community and its related environments (economic, social, and environmental) be employed to identify changes in perceptions and attitudes, composition of the community, and community development policies, thus improving the chances that NAG would be more readily acceptable by local community leaders and ultimately more acceptable to host communities.

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