Host Perceptions of Sociocultural Impacts of Tourism. The Case of London, UK.

Bachelor Thesis for Obtaining the Degree

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

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Abstract

Urban tourism has increased significantly, and it seems as if this trend is going to continue in the future. Despite evident and important economic benefits, however, the growth of the tourism industry comes with numerous social and environmental costs which need to be considered by tourism planners and policy makers. Therefore, this paper investigates community perceptions of the sociocultural impacts of tourism in the capital of the UK, London, and examines the extent to which they prove or disprove previous research in this field of study by other academic writers. A literature review reveals an overview of a range of closely related issues such as overtourism, sustainable development, the role of Destination Management Organisations (DMOs), urban tourism planning approaches and resident attitudes towards tourism and visitor management strategies. The researcher further investigates the strong tourism performance of the city, its main DMO (London and Partners) and its tourism strategy.

In this study, a resident survey was undertaken which shows that perceived impacts (positive and negative) reported by respondents coincide with the majority of those identified in the literature. Previous researchers concluded that communities are generally in favour of further tourism development, which is also supported by this case study. However, this study also shows that there is a desire for well managed and limited tourism growth in London, as parts of the city are already showing negative impacts of overtourism. Another conclusion which can be drawn from the results of this study is that tourism has changed the structure of London's community which has effects on the attitudes of the residents. Overall, London's residents are aware of the positive impacts of tourism, especially considering the economic aspect and the (employment) opportunities this sector brings. On the other hand, many residents think that there exists resentment or stress between locals and

tourists. Concerning visitor management strategies, this research demonstrates that residents tend to prefer extended infrastructural improvements rather than repressive management strategies.

Finally, the survey has shown that respondents strongly believe that there is often a gap between policy endorsement and policy implementation regarding sustainable development. London and Partners have identified some of the most important issues arising from overtourism which need to be addressed immediately. However, this research suggests London's DMOs and policy makers take the issue of sustainable tourism development more seriously and start taking meaningful action by implementing strategies to deal with the concerns of the residents through increased community involvement. This can be achieved e.g. by regularly uncovering residents' attitudes towards tourism and its development, by undertaking surveys and including the local community in the planning processes.

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List of Abbreviations

DMO – Destination Management Organisation

MICE – Meetings, Incentives, Conferences and Exhibitions

UK – United Kingdom

UNWTO – United Nations World Tourism Organization

USA – United States of America

1 Introduction

1.1 Problem Statement and Purpose of the Study

The United Kingdom is among the Top 10 destinations worldwide in terms of international tourist arrivals and receipts (UNWTO, 2018b) and world tourism is forecast to reach 1.8 billion international arrivals by 2030 (UNWTO, 2018a) compared to 1.2 billion in 2017 (Kantrowitz, 2017). Urban tourism has increased significantly due to growth of global tourism and urbanisation (UNWTO and UNDP, 2017 and UNWTO and WTCF, 2018). In the future, it seems as if this trend is going to continue implying that the tourism sector is addicted to continuous growth (Higgins-Desbiolles, 2018, and Butler, 1980). Despite evident and important economic benefits, however, the growth of the tourism industry comes with a number of social and environmental costs which need to be considered in order to develop tourism sustainably.

Sustainability is a concept which has repeatedly been subject of research in the recent past. However, this thesis focusses particularly on the sociocultural pillar of sustainability dealing with the perceptions and attitudes of the local community towards tourism and tourism development in the case study London. In order to develop strategies for achieving long term sustainable tourism, it is crucial to explore and fully understand the local residents' perceptions, attitudes and expectations towards this industry. Any measures and changes which are introduced by the government or a DMO to support sustainable tourism development are likely to encounter resistance from involved stakeholders. As a result, it is necessary for the decision makers to balance requirements and build consensus among stakeholders and be sensitive to the interests and concerns of locals when making long-term political decisions on tourism development.

1.2   Research Questions

The central question of this study seeks to uncover London's local residents' attitudes and perceptions towards tourism and its development. The exploration of the central question is followed by several sub questions. Those include the following: What is 'Overtourism' and how does it affect a destination? What is 'Sustainable Tourism Development', why is it essential to balance economic, sociocultural and environmental aspects and how can this be achieved? What is the role of DMOs and local governments in tourism planning? And finally, which management strategies should be implemented or further developed in order to sustain urban tourism in London in the long-term? Possible answers to the research question will be provided in the 'Findings' chapter based on analysis and interpretation of primary data gathered through survey research and secondary data gathered in the literature review.

1.3   Pertinence of the Study

A thorough literature review makes apparent that various researchers in this field of study have already highlighted the importance of further and deeper investigation of the host community perceptions. UNWTO (2018a) proposes that policy makers and practitioners need to further engage with local residents in order to address the negative impacts of tourism. The findings of such research are not only relevant for stakeholders of the tourism industry such as tourism marketers and policy makers but can be applied to other fields (e.g. infrastructure or real-estate sector) as well. Additionally, Gündüz and Erdem (2013) propose that regularly measuring and evaluating the perceptions and attitudes of the residents will help achieve the ultimate goal of sustainable tourism which is also a method used by Vienna's Tourism Board which serves as leading example (WienTourismus, 2019). Jani's (2017) research concludes that policy makers and destination managers should ensure that residents are involved in tourism in all aspects, including

politically, economically, and socially, which is another reason why it is essential to investigate the locals' perceptions and attitudes into further detail. Lastly, as Ko and Stewart (2002) suggest there is a necessity to conduct research into the residents' perception of tourism impacts and attitudes towards further tourism development because resident support is crucial for successful implementation of strategies. The final result of this thesis may be especially valuable to London's DMOs and policy makers as it will give them the opportunity to introduce and develop (new) initiatives, rules and regulations which guide the city's tourism towards a sustainable future.

1.4   Outline of the Thesis

The thesis is outlined as follows:

- Chapter 1: The first chapter of the thesis includes an introduction to the topic as well as the research questions.
- Chapter 2: This chapter covers a review of the existing literature on overtourism, the concept of sustainable tourism development, the role of DMOs, the importance of urban tourism planning, and resident attitudes towards tourism and visitor management strategies.
- Chapter 3: The third chapter highlights some important background information about tourism in the study area of London, United Kingdom.
- Chapter 4: This chapter includes the primary research design as well as the chosen methods for sampling and data collection.
- Chapter 5: The fifth chapter presents and analyses the findings of the research.
- Chapter 6: This chapter of the thesis concludes all discussed topics and provides possible answers to the research questions.
- Chapter 7: The final chapter mentions limitations of this paper and recommendations for future research in this field of study.

2 Literature Review

2.1 Overtourism

'Tourismphobia' is a term which describes the outcry among residents in response to dramatic growth of tourism (Koens, Postma and Papp, 2018) and is closely related to a rather recent phenomenon known as overtourism as defined by UNWTO (2018a, p.6):

> *The impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors' experiences in a negative way.*

In all destinations, UNWTO (2018a, p.14) defines tourism's carrying capacity as

> *The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic and sociocultural environment and an unacceptable decrease in the quality of visitors' satisfaction.*

Recently, cities have been hosting increasing numbers of domestic and international leisure tourists, business tourists and people visiting friends and relatives (Koens et al., 2018). However, cities suffer from growing tourist numbers as services such as public transportation, infrastructure, roads, museums, attractions were primarily built for local use (Koens et al., 2018). As a result, there have been increasing complaints from residents and local stakeholders demanding better management of tourism growth.

Overtourism can negatively impact the physical environment (e.g. ancient ruins in danger of being damaged), cause changes to the social and economic environment of the destination (Kantrowitz, 2017) and an imbalance between the number of tourists and the number of inhabitants can lead to a

decrease in overall hospitality quality (UNWTO and ETC, 2005). Therefore, it is regarded a very complex and multidimensional concept (Koens et al., 2018). The impact of tourists on the physical environment is rather obvious, whereas this is more complicated with the social environment, as it is determined by the tolerance of the host community towards tourism (Koens et al., 2018). The tolerance level is a subjective concept and not easy to measure due to differences between individuals and interests. The Doxey's Index of Irritation is a measure which attempts to illustrate the community's attitudes towards tourists and tourism development based on the stage of the destination's life cycle (Figure 1) (Higgins-Desbiolles, 2018).

Lastly, overtourism should not only be regarded as a tourism problem, but rather a social problem within an urban context as it is not caused by tourism alone. As a result, successful management strategies for tourism growth require collaboration between multiple city departments and stakeholders inside and outside of tourism, including residents (Koens et al., 2018). Policies need to consider the wider city structure and measures need to be implemented such as regulation of traffic, regulation of tourist behaviour, management of disturbance caused by tourist groups and taxation of cruise ships and day-visitors (Koens et al., 2018). The city of London was chosen for this research on the basis that it is a prime tourist city in England, which in parts already suffers from overtourism and is likely to suffer in the near future.

2.2 Sustainable Tourism Development

In order to avoid negative consequences resulting from overtourism and to be able to sustain tourism in the long-term, there has been a growing concern for sustainable tourism development, especially in mature European destinations (Klimek, 2013).

> *Sustainable tourism is defined as tourism that takes full account of*
> *its current and future economic, social and environmental*

impacts, addressing the needs of visitors, the industry, the environment and host communities. (UNEP and WTO, 2005, p. 12).

In 2015, the leaders at the United Nations have agreed on 17 Sustainable Development Goals, divided into 169 Sustainable Development targets. They emphasise the importance of tourism's role and great potential in achieving sustainable solutions (UNWTO and UNDP, 2017).

Sustainability is a qualitatively different policy goal – it is not specific, it is not easily understandable, it is not easily quantifiable, and it deals in time horizons that are not usually adopted in public or private planning and decision making. However, despite these characteristics it is still probably the most important planning and policy issue of our time. (Hall, 2008, p. 27).

In order to develop tourism more socially and environmentally responsible, Mihalic (2016) proposes the so-called Triple-A Model, which suggests that destinations need to gain awareness of both positive and negative tourism impacts, include the agenda of sustainable tourism in their policy documents and finally implement responsible action. As concluded by Maxim (2016) and Ko and Stewart (2002), in today's world the primary goal of governments and local authorities is usually economic growth and development. Often, social (such as increasing the well-being of local populations and public and private stakeholders) and environmental issues (such as preservation of natural and cultural resources) are left behind (Klimek, 2013 and Ko and Stewart, 2002). As a result, destinations have troubles finding a good balance between the three pillars of sustainability, namely the economic, socio-cultural and environmental dimensions. A successful tourism development plan, therefore, considers the interests and opinions of current stakeholders (i.e. residents, entrepreneurs, local authorities), the future community and present and future visitors (Klimek, 2013). Public and private partners

involved in sustainable tourism development may comprise public authorities, hospitality industry, restaurants, travel agencies, public transportation, parks, attractions, local entrepreneurs and local NGOs. Despite vast literature proposing the benefits of sustainable development strategies, however, according to Klimek's (2013) study only one-third of DMO managers from the countries analysed believe that implementation of such could benefit a destination's competitiveness.

Finally, it has been thoroughly discussed that tourism development must be managed in order to sustain in the long term and businesses, non-profit organisations and public agencies must collaborate so that the costs of tourism can be mitigated or avoided. As sustainable development is a concept which is not solely restricted to the tourism sector, but rather a global and cross-industrial concern, it requires collective efforts not only from tourism stakeholders but from other industries as well, in order to make a difference.

2.3   Destination Management Organisations

A Destination Management Organisation is a public organisation with rather limited funding compared to leading consumer good brands (Bornhorst, Brent Ritchie and Sheehan, 2010) which is crucial for a destination's competitiveness and sustainable operations (Pearce and Schänzel, 2013). A DMO can be established on national, state, province, municipal, regional, county or city level. With so many stakeholders involved in the tourism industry, it is essential to balance the requirements of all key players and reach the best possible consensus among them, which is one of the key tasks of a DMO besides promotional activities. In order to capture attitudes of residents towards tourists and tourism development, DMOs frequently conduct surveys (e.g. WienTourismus, 2019) which help the DMO in the planning process of the destination's tourism development and management. In many cases the local community is unaware of the success of a tourist

destination and its contribution to the national economy. Therefore, it is crucial that DMOs initiate clear communication of their activities (Bornhorst et al., 2010) and demonstrate their networking capability (Volgger and Pechlaner, 2014). Other important tasks of a DMO include providing information and visitor management (Pearce and Schänzel, 2013). Furthermore, nowadays technological advancements require DMOs to go beyond their in-house websites and channels and utilize social media platforms (Li, Robinson and Oriade, 2017). A DMO has the possibility to reveal its organisational strategy using a tourism slogan. The purpose of a slogan is to incorporate the characteristics of a destination which represent it best (Galí, Camprubi and Donaire, 2016). London's brand equity is amongst the strongest in the world, with best valuation and high measurements in attitudes toward the brand, brand image, brand awareness, and perceived brand quality (Gomez, Fernandez, Molina and Aranda, 2018).

2.4   Urban Tourism Planning

Urban tourism is one of the most underestimated and least researched of all tourism types (Evans, 2000). According to Hall (2008), there exist five main approaches to tourism planning. Those include so-called 'boosterism', an economic approach, a physical/spatial approach, a community-oriented approach and a sustainable tourism approach. Boosterism is an approach with growth targets which defines development in business terms and seeks to attract and accommodate as many tourists as possible (Hall, 2008). The economic approach defines development in economic terms and aims to maximise income and employment multipliers (Hall, 2008). The physical/spatial approach regards tourism as a resource user seeking environmental conservation and focusses on issues such as visitor management and physical carrying capacity (Hall, 2008). The community-oriented approach defines development in sociocultural terms and focuses on community development and understanding community attitudes towards tourism (Hall, 2008). Lastly, the sustainable approach is concerned

with integration of economic, environmental and sociocultural values and seeks to plan for tourism which meets local needs and operates successfully in a competitive marketplace (Hall, 2008). Academic literature gives significant attention to community-based and sustainable approaches in tourism planning, especially focusing on issues such as public participation, collaboration, land-use planning and sustainability (Hall, 2008). However, there is still a gap between policy endorsement and policy implementation, and a sustainable tourism industry requires a commitment by all parties involved in the planning process (Hall, 2008). A good example of plan-led urban tourism development in London is the Bankside area of the Thames, where an extended underground line (Jubilee Line Extension) connects a range of new and upgraded visitor attractions from the new Tate Gallery of Modern Art and South Bank cultural quarter (Evans, 2000).

On a geographical level there exist four basic elements in a tourism system: the generating region (i.e. source region of tourist), transit region (i.e. the region a tourist must travel through to reach the final destination), the destination region (i.e. the chosen destination of the visitor) and the environment (i.e. within which the travel flows occur) (Hall, 2008). Concerning the transit region, a transit map may be an effective tool to solve planning and operation problems (Guo, 2011). The case study on the London Underground has shown that a schematic transit map affects passengers' path choices (i.e. they often take a path that looks shorter on the system map but is longer in reality compared with alternative paths) (Guo, 2011). Furthermore, codification of transfer connections is very important, as passengers try to avoid transfer stations when the coded connection on a map looks less convenient than it actually is (Guo, 2011).

Gündüz and Erdem (2013) urge that local people (i.e. supply side) and tourists (i.e. demand side) should be regarded equally as important, and both their satisfaction levels need to be carefully studied in order to successfully plan

for urban tourism. Therefore, perceptions and attitudes of residents need to be regularly measured and analysed in order to achieve sustainable tourism development (Perez and Nadal, 2005, Harrill, 2004, and Ko and Stewart, 2002). Furthermore, the involvement of the local community supports positive and alleviates negative impacts, also leading to residents understanding tourism, participating in its decision making and receiving benefits from this sector (Brunt and Courtney, 1999).

2.5 Resident Attitudes towards Tourism and Visitor Management Strategies

Previous studies, such as Brunt and Courtney's (1999), Jani's (2017) and Harrill's (2004), suggest that host communities develop both positive and negative attitudes towards the impacts of urban tourism unrelated to their socioeconomic characteristics. There exists a so-called resident heterogeneity which implies that the communities' opinions are divided on the issue of support for tourism development considering both the perceived benefits and costs of tourism (Schofield, 2011). The main perceived negative impacts mentioned in literature include alienation of the local community, overcrowding, inappropriate behaviour from visitors, noise pollution, loss of authenticity and identity, threat to the intangible and tangible cultural heritage, price increase in real estate and pressure on physical infrastructure and services (UNWTO, 2018a). On the other hand, the UNWTO's study in 2018 suggests that tourism contributes to the residents personally in a positive way, which has also been concluded by Nawijn and Mitas (2012), as tourism has an impact on the life domains of health, interpersonal relationships, friends, and services and infrastructure and could be used to boost individuals' happiness. The literature review shows that generally residents believe that there is still room for growing tourism development in their city. Nonetheless, a significant number of respondents felt that there

should be certain limitations to this trend, e.g. they only support growth outside peak seasons or in some parts of the city (UNWTO, 2018a).

According to Brunt and Courtney (1999) there exist two types of sociocultural tourism impacts on locals. Firstly, social impacts are those which have an immediate impact on both the tourists' and host communities' quality of life. Those attitudes may be directly influenced by the stage of development in the destination's life cycle, the duration of exposure of the host community to tourist development (Ko and Stewart, 2002), the number and type of tourists and the pace of development (Brunt and Courtney, 1999). Another important factor impacting the residents' perceptions and attitudes is the degree of the residents' involvement in the tourism industry (Jani, 2017). Figure 1 (Babu and Munjal, 2015) illustrates the feelings of the local community (positive vs. negative) based on the number of tourists, also known as Doxey's Index of Irritation. It is an exponential relationship by which feelings turn increasingly negative the more the number of tourists increases.
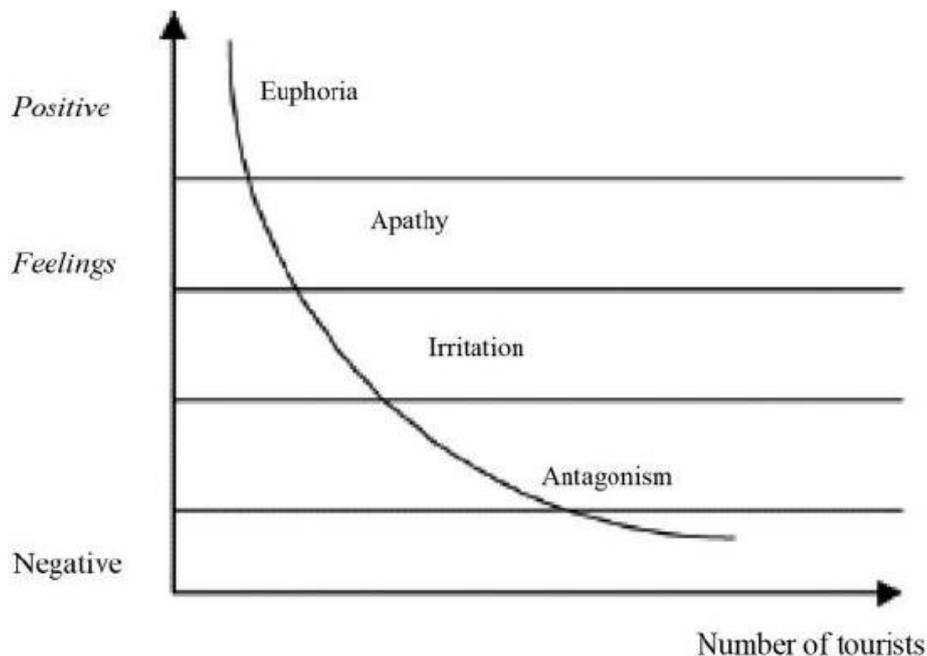

Figure 1: Doxey's Irridex "irritation" Index

Cultural impacts, on the other hand, "are those which lead to a longer-term, gradual change in a society's values, beliefs and cultural practices" (Brunt and Courtney, 1999, p. 496). Especially in this matter, there exists a great ambivalence of local communities towards tourism development (Perez and Nadal, 2005). For this reason, it is crucial for destination managers to be informed about the different resident segments and apply different strategies onto the different segments (Jani, 2017). Additionally, policy makers and destination managers, should ensure that residents are involved politically, economically and socially in tourism (Perez and Nadal, 2005).

Regarding visitor management, Pearce and Schänzel (2013) highlight the importance of good signage, provision of public toilets, traffic regulation, proper roads and good public transportation for successful management of large numbers of tourists. Furthermore, Guo (2011) suggests that transit maps can positively contribute to overcrowding mitigation. UNWTO (2018a) proposes eleven strategies to manage visitor flows in urban destinations. Those include: promoting the dispersal of visitors within the city and beyond; promoting time-based dispersal of visitors (e.g. during the day or seasonal dispersal); stimulating new itineraries and attractions; reviewing and adapting new regulations (e.g. opening times, access and traffic regulations, defining the capacity of the city etc.); encouraging visitor segmentation by support of destination branding in order to impact intentions of target visitor segments, as identified by Kladou, Kavaratzis, Rigopoulou, and Salonika (2017); ensuring local communities benefit from tourism; creating experiences for and engaging both residents and visitors; improving city infrastructure and facilities; communicating with and engaging local stakeholders and visitors; and finally setting monitoring and response measures. Additionally, UNWTO (2018a) suggests that residents tend to prefer extended infrastructural improvements rather than repressive management strategies, good communication, and great involvement of residents in city tourism experiences.

3 Case Study: London, UK

3.1 Tourism Performance

The United Kingdom is amongst the world's top international tourism destinations, both in terms of international tourist arrivals and international tourism receipts. The country has ranked 6th (after France, Spain, USA, China, Italy and Mexico) in international tourist arrivals in 2017, with a total of 37.7 million arrivals (UNWTO, 2018b). Regarding international tourism receipts, the UK has ranked 5th (after the USA, Spain, France and Thailand) with a total tourism income of US$ 51.2 billion in 2017 (UNWTO, 2018b). According to the World Economic Forum's Travel and Tourism Competitiveness Index (2017), the UK has ranked 5th out of 136 countries for its tourism performance with an overall score of 5.2 and 7 being the best. This index is based on 13 categories, namely policy rules and regulations, environmental regulation, safety and security, health and hygiene, prioritisation of travel and tourism, air transport infrastructure, ground transport infrastructure, tourism infrastructure, information and communications technology infrastructure, price competitiveness in the travel and tourism industry, human resources, national tourism perception and natural and cultural resources (Hall, 2008). The UK's tourism industry reported growth despite terrorist attacks in London and Manchester and was boosted due to the depreciation of the British pound, making the country more affordable (London and Partners, n.d. *a*). London, the country's capital, was ranked the world's top destination city in 2014 (Maxim, 2016). Since 2013, after hosting the Olympic Games in 2012, the city has been increasing its market share (London and Partners, n.d. *a*). Tourism is the second most important economic sector in London after financial services, and also critical to the UK's tourism sector as the capital accounts for 51% of total visit (London and Partners, n.d. *a*). According to London and Partners (2017), around one in seven (i.e. around 700 000 people) of London's workforce are directly or indirectly employed by the

tourism sector and the industry contributes £36 billion a year to the economy which amounts to 11.6% of the capital's GDP. The city is popular for its offer of attractions such as historic buildings, world-renowned museums, art galleries and parks. The City of London, one of the nine central London boroughs (i.e. Westminster, Camden, Kensington and Chelsea, Islington, Tower Hamlets, Lambeth, Southwark, Hackney and City of London) which includes some of the main tourist attractions such as St. Paul's cathedral, the Tower of London and the Guildhall Art Gallery, has attracted 18.8 million visitors in 2017 and generated £1.763 billion of direct expenditure (City of London, 2019). However, the large number of visitors has caused some negative tourism impacts in inner London which implies the need to take measures to better spread tourism activities across the capital (London and Partners, 2017). This is also supported by the fact that of the nine central London boroughs,

the City enjoys 5.3% of total visitor spend and 6.5% of day-visitor spend - with a total area of 65 sq. miles shared between the nine boroughs, the City's proportion of visitor spend would only be 1.7% if all other factors were equal. (City of London, n.d., p.24).

Despite tourist congestion in central London boroughs, research has shown that there exists a desire for visitors to explore areas outside of London and outer London districts (London and Partners, 2017) which is mainly related to the length of visitors' stay rather than if the visitor is a first-time or repeat visitor. Furthermore, 84% of visitors who stayed eight nights or more went outside central London during their visit in contrast to only 50% of those staying only one night (London and Partners, 2017). The main market segments in the City are day visitors, such as day visitors from home (typically London, 37%), day meetings and conference visitors (34%) and holiday visitors staying elsewhere in London and visiting the City for the day (23%). Leisure visitors account for the majority of visits (62%) and half of

expenditure (47%) (City of London, 2019). In terms of tourist expenditure, the USA is London's most valuable market which brings in twice the amount as the next most valuable market, France (London and Partners, n.d. *a*).

London's visitor demand peaks in the summer months and performs more poorly in the first quarter compared to the other quarters. Therefore, there is more capacity to accommodate growing numbers in the off-peak months of January, February, March and October (London and Partners, 2017). There is a 79% overall satisfaction among London visitors with the main contributors to satisfaction being culture, historic landmarks and architecture, attractions, parks and museums and galleries, and events. It is also apparent that visitors who have already experienced London's offer are highly likely to return multiple times, potentially to study, work, set up a business or live (London and Partners, 2017).

3.2 London and Partners

London and Partners is the Mayor of London's official destination marketing organisation which is a not-for-profit public private partnership (London and Partners, n.d. c). The main task of the agency is to promote London around the world and attract businesses, events, congresses, students and visitors to the capital with the purpose to build London's international reputation and to attract investment and visitor spending, which create jobs and growth partnership (London and Partners, n.d. c). London and Partners collaborates with the Greater London Authority (GLA), Department of Trade and Investment (DIT), VisitBritain and other destination marketing organisations, the London boroughs and many other key stakeholders (including more than 1000 private sector partners) (London and Partners, n.d. d).

London and Partners has defined the following new vision for London's tourism industry together with more than 100 of the capital's tourism leaders, including the GLA and Gatwick Airport:

Our vision is that visitors will be able to unlock the best version of London for them by tailoring their experience to meet their needs. They will be provided with better online and offline information to help them navigate the city more effectively and make more informed choices. They will be encouraged to do more and see more of London, which will step up their overall satisfaction and increase their likelihood of returning as visitors or to work, invest, trade or study. The tourism industry will work together to manage the expected significant growth in visitor numbers in a sustainable way. And we will achieve our vision by balancing the needs of Londoners and visitors, with more Londoners recognising the importance of the visitor economy and benefiting from its social and economic impact. (London and Partners, 2017, p.9).

In order to achieve their vision, the DMO emphasises four core strategies which guide their actions (London and Partners, 2017). The first strategy is pre-visit promotion which aims to attract more first-time visitors during off-peak seasons and direct them to boroughs where London has capacity. The second strategy is concerned with the visitor experience and information. Hereby it is crucial to provide visitors with information to help them experience London and to encourage them to visit areas outside central London and interact with local Londoners, as visitors who also explore areas outside central London are generally more satisfied with their stay. Thirdly, London and Partners aim to ensure London can sustain and accommodate growing numbers of visitors by enhancements of infrastructure and amenities, such as extending and linking modes of transport and improving signage in public spaces. The fourth major strategy involves development of the infrastructure for business visits and events to gain market share in the MICE sector.

In the future, London and Partners see the opportunity to focus promotional activities on markets with significant growth (i.e. the US, France and China) and expect continued strong growth from major visitor markets in Europe (i.e. Spain, Italy and Germany) (London and Partners, 2017). Furthermore, it is regarded as desirable to increase the visitor 'repeat rate' by attracting more first-time visitors who are likely to come back. The DMO additionally recommends stakeholders to boost off-peak travel as their research has shown that most visitors would consider visiting London during the UK's off-peak months and to emphasise and invest in the range and depth of London's cultural offer, bearing in mind that culture is the most significant driver of visits to the capital. Regarding Brexit, London and Partners aim to address the potential risks by retaining jobs and talent as they believe to have the possibility to influence specific businesses and issues where they can make a difference (London and Partners, n.d. b). In order to measure their strategic objectives, London and Partners have identified several key performance indicators. It is obvious, however, that greater involvement of the local community is not amongst their main objectives. The hosts' perceptions of sociocultural impacts of tourism in London could easily be measured by conducting a yearly survey which uncovers the attitudes of the population towards tourism. WienTourismus (2019) serves as a leading example in this matter as their yearly publication about the perception of the Viennese local community is particularly useful for all stakeholders in the tourism industry and leads to greater involvement of the residents in the sector. It is strongly suggested London and Partners adapt this approach to their strategy.

3.3 Tourism Strategy

The tourism strategy for the capital is embedded in a number of strategic documents on different levels which share more or less the same objectives, including promoting the capital as an international visitor destination and highlighting the need to spread the benefits of tourism across the capital in order to reduce visitor congestion in certain parts (Maxim, 2016). In a

national context, there exist government strategies, national strategies (e.g. VisitEngland, 2011), London strategies (e.g. London and Partners, 2017 and Greater London Authority, 2016), policy documents produced by the 33 local authorities (e.g. City of London, n.d.), and local business and marketing plans. Figure 2 (City of London, n.d., p. 16) below provides a good overview of the different levels of strategies.

Figure 2: The Strategy's National Context

When looking into the tourism policy documents produced by the 33 local authorities in London, it is obvious that most of them include tourism into other policy documents. Only 12 boroughs have a dedicated tourism or visitor document (Maxim, 2016). Furthermore, it is apparent that the three inner London boroughs which attract the majority of visitors (i.e. Westminster, Kensington and Chelsea and Camden) should be more concerned with the negative consequences of tourism activities and put more emphasis on promoting the concept of sustainable tourism in their planning documents. Westminster, a borough which receives the most visitors, and the Borough of Camden, a borough which faces social and environmental issues due to tourism, both do not have a dedicated tourism or visitor strategy to manage this activity (Maxim, 2016). All in all, the main objectives of both

governments and local authorities include economic growth and development while social and environmental issues are often neglected (Maxim, 2016). This claim can also be supported when looking at the stakeholders which are identified by the City of London in Figure 3 (City of London, n.d., p.20). One of the key stakeholders in the tourism industry, namely the local community, is not included in the stakeholder mapping which is why it does not come by surprise that some boroughs are facing social issues.

Figure 3:The Importance of Partnership

3.3.1   Example: City Visitor Trail

The City Visitor Trail is an initiative which was launched in 2014 by the City of London Corporation to promote sustainable methods of transport and meet a number of objectives defined in the City's Local Plan (VisitEngland, 2014). Due to the fact that the City of London is relatively small compared to other London Boroughs and has a high density of tourist attractions, there has increasingly been the need to reduce visitor congestion by diluting visitors to other parts of the city. Many visitors who want to visit all must-see

attractions within the city, do not realise the proximity of the attractions to one another and therefore take the tube to reach the destinations, unknowingly that walking may be quicker. Therefore, the main aim of the City Visitor Trail is to promote walking as an alternative to public and private transport and enhance the visitor experience. The trail provides a paper map which describes the most convenient walking routes between the top attractions, six themed routes from which tourists can choose, an audio app and a children's map. Furthermore, it offers convenient extras such as the nearest toilet finder. It was promoted overseas by London and Partners and has proven to increase footfall and revenues for the tourism industry (VisitEngland, 2014).

4   Methodology

According to Creswell and Creswell (2018), the chosen approach in a research project is directly influenced by philosophical worldviews, research methods and designs. Philosophical worldviews are a basic set of beliefs that guide action which have an influence on the conduct of the research and need to be identified and shared by the researcher (Creswell and Creswell, 2018). This information helps explain the chosen research approach (i.e. qualitative, quantitative or mixed methods approach). The researcher conducting this study shares the postpositivist worldview which implies that "[…] the problem studied reflects the need to identify and assess the causes that influence outcomes." (Creswell and Creswell, 2018, p. 6). The research design requires the researcher not only to select between qualitative, quantitative, or mixed method research approaches but also to decide on a type of study within these three choices which are types of inquiry that provide specific direction for procedures in a research study (Creswell and Creswell, 2018). The third major element in the framework are the specific research methods that involve the forms of data collection, analysis and interpretation that the researcher proposes for the study. Researchers may collect data on an instrument or test (e.g. a set of questions about attitudes toward a phenomenon) or gather information on a behavioural checklist (e.g. observation) (Creswell and Creswell, 2018). The type of data analysed may be numeric information gathered on scales of instruments or text information by recording and reporting participants.

4.1   Research Design

The research design of a study has the purpose of providing a framework for the collection and analysis of data (Bryman, 2016). The researcher chose a quantitative research design which provides a quantitative description of attitudes and opinions of the local population by studying a sample of that population (Creswell and Creswell, 2018). To explore the perceptions and

attitudes of the local community towards tourism and its development in an urban setting, this research uses London as an exploratory case study. "This method is commonly used when investigating tourism destinations as it helps understand complex phenomena by looking at individual examples" (Maxim, 2016, p.13).

The instrument used to gather information from the local community was a 'Google Forms' online survey. Residents were asked to complete a collection of questions about their perception of tourism in London, their hometown. The collection of questions provides information about personal characteristics of the respondent, the type of attachment to the city, attitudes towards future tourism development in the city and in the respondents' neighbourhood and support for strategies to deal with visitor management (UNWTO, 2018a). Furthermore, the results of the questionnaire provide deeper insight into the impact tourism has on different domains of life, such as interpersonal relationships, economic situation, job, neighbourhood and infrastructure (Nawijn and Mitas, 2011).

4.2   Research Method

A research method is usually considered a technique for collecting data (Bryman, 2016). A self-administered questionnaire with questions adapted from previous studies was used as a data collection tool. For socio-demographic characteristics and involvement in tourism, dichotomous and multiple-choice questions were used whereby the respondents were requested to select the appropriate category which reflects their characteristics. Questions capturing the perceived impacts of tourism were framed in a 5-point Likert scale with the categories strongly disagree, disagree, neither agree nor disagree, agree and strongly agree (Jani, 2017). The Likert scale is a common technique for capturing attitudes, which is a multiple-indicator or multiple-item measure of a set of attitudes relating to a particular phenomenon (Bryman, 2016). The goal of the Likert scale is to

measure intensity of feelings about the area in question. Most commonly, it comprises a series of statements that focus on a certain issue or theme (Bryman, 2016). Each respondent is then asked to indicate his or her level of agreement with the statement. The key issues noted from the literature review were formed into questions to examine the extent to which they coincided with resident's own views (Brunt and Courtney, 1999).

The advantages of using a self-administered questionnaire included cheaper and quicker conduct compared to structured interviews, absence of interviewer effects (i.e. characteristics of interviewer might affect the answers of participants and presence of interviewer might cause social desirability bias), no interviewer variability (not possible for interviewer to ask questions in a different order or way) and finally, convenience for respondents (i.e. being able to answer the questionnaire when respondents want and at the speed that they want to go) (Bryman, 2016). Furthermore, according to Creswell and Creswell (2018) quantitative research questions are frequently used in social science research and especially in survey studies.

4.2.1 Sampling and Data Collection Process

Data for this study were collected from residents in London, especially those who live in boroughs frequently visited by tourists. As the study aimed at capturing residents' perceptions of tourism impacts, only those residents who were geographically close to the tourism industry were considered an appropriate population for this study. The respondents were not required to have resided in the area for a minimum time period and there was no age restriction (Jani, 2017). The chosen sampling method in this study was snowball sampling which is part of non-probability sampling techniques. With this approach to sampling, the researcher makes initial contact with a small group of people who are relevant to the research topic and then uses these to establish contacts with others. Bryman (2016) suggests snowball sampling may be a better approach than a probability sampling method if the

researcher focusses upon or reflects relationships between people. Findings can only be generalised to the population from which the sample was taken, even when a sample has been selected using probability sampling (Bryman, 2016).

4.2.2 Data Analysis

In this research project, a total of 42 fully completed questionnaires were used for univariate data analysis. This means, that each variable was analysed one at a time, in order to create deeper understanding. Diagrams were used as a method for displaying the quantitative data as they enable easy interpretation and understanding of results. Furthermore, as the data is of ordinal nature, according to Bryman (2016) the bar chart and pie chart are two of the easiest methods to use for illustrative purposes. The answers of participants regarding the same topic included in the questionnaire were divided into attitudes towards tourism in general, towards the impacts of tourism in London, towards further growth of tourism, towards visitor management strategies and towards sustainable tourism initiatives. Finally, a descriptive data analysis was carried out in order to be able to draw conclusions and provide answers to the research questions.

4.3 Ethical Issues

An ethical design and conduct are crucial in any research method. Prior to conducting the study, the necessary permission of participants for the use of their internet responses was obtained and it was made clear that participation is voluntary (i.e. participants were not pressured into signing consent forms). At the beginning of the study, a research problem was identified which will benefit the participants, the purpose of the study was disclosed, and it was discussed how the data will be used (Creswell and Creswell, 2018). During data collection, the researcher paid attention to avoiding asking leading questions. While analysing data, it was furthermore

important to avoid siding with participant and to report multiple perspectives and contrary findings. Finally, when reporting, sharing and storing data, it was also paid attention to disclosing both positive and negative results, providing evidence, reporting conclusions honestly and communicating in a clear, straightforward language. The privacy and anonymity of participants was respected. Finally, all participants were offered access to the final research paper in order to be informed about the outcome of the study they participated in.

5 Findings

5.1 Demographics of Respondents

In total, 42 participants responded to the Google Forms survey of which exactly 50% were male and 50% female, hence perfectly representative of the entire population. Another important demographic is the age distribution of respondents which ranged from 18-66 with a rather equal participation of every age group. Respondents in the age between 18-30 amounted to 45% of all participants, while 55% were aged between 30-66. Nevertheless, the ages 26 (three times), 31 (three times) and 56 (four times) occurred more frequently than all the other ages. The histogram below (Figure 4) serves as good overview of the age distribution of the participants.
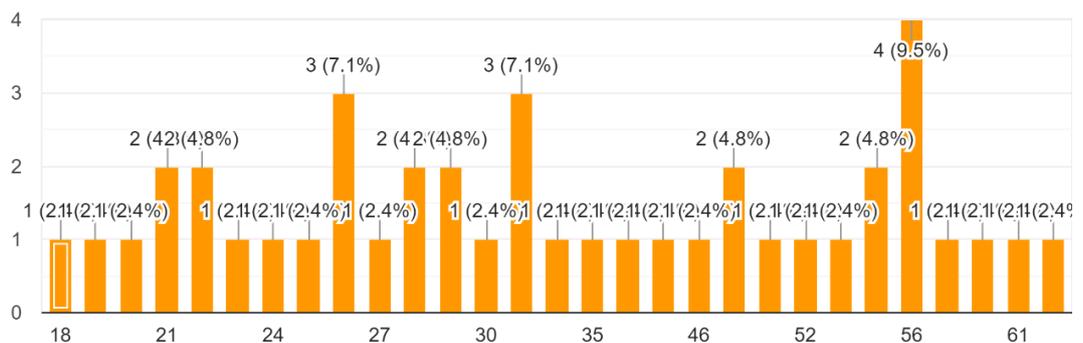
Figure 4: Age Distribution

Regarding the amount of years, the participants have lived in London (Figure 5), 35,7% claimed they are residents of the city since more than 21 years. However, around 9,5% of respondents have moved to London recently as they are residents since less than 12 months. Around 54,8% of the remaining participants have lived in the researched city between 1 and 20 years. More than half of the people who were not born in London (63,6%), moved there

for work related reasons. Another 30,3% relocated there due to their studies. Three remaining respondents mentioned relationships, war and adventure as reasoning for moving to London.

For how many years have you lived in London?
42 responses

Legend:
- Less than 12 months
- 1-5 years
- 6-10 years
- 11-20 years
- More than 21 years

Slices: 35.7%, 9.5%, 31%, 11.9%, 11.9%
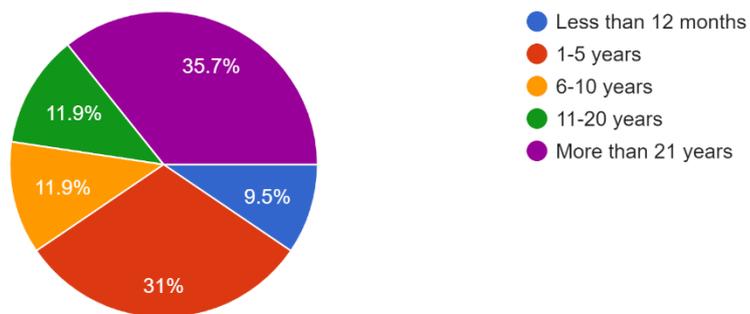
Figure 5: Years of Residence

When looking at the highest level of education of respondents (Figure 6), it is evident that the majority has completed higher education (78,6%). Only two respondents claimed their highest level of education is secondary school and seven participants finished further education.

What is your highest level of education?
42 responses

Legend:
- Secondary education
- Further education
- Higher education

Slices: 78.6%, 16.7%
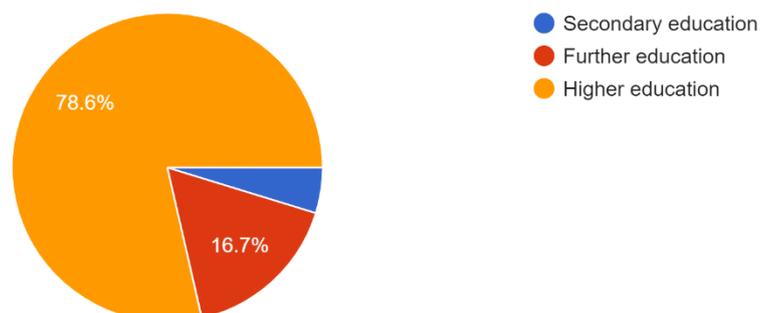
Figure 6: Level of Education

Concerning the status of employment (Figure 7), more than half of the respondents (57,1%) were employees, 14,3% were students and 11,9% were self-employed. None of the participants claimed to be unemployed. Among the respondents were furthermore three directors, one intern, one apprentice and two workers. Regarding the nature of the respondents' jobs, 95,2% of them held a job which is not directly related to the tourism industry. Only two respondents were tourism employees in e.g. front offices in hotels, restaurants, travel agencies, tourism information offices, aircrafts, cruise lines, resorts or shopping outlets. Another 90,5% hold a job which is not even indirectly related to the tourism sector.

What is your employment status?
42 responses
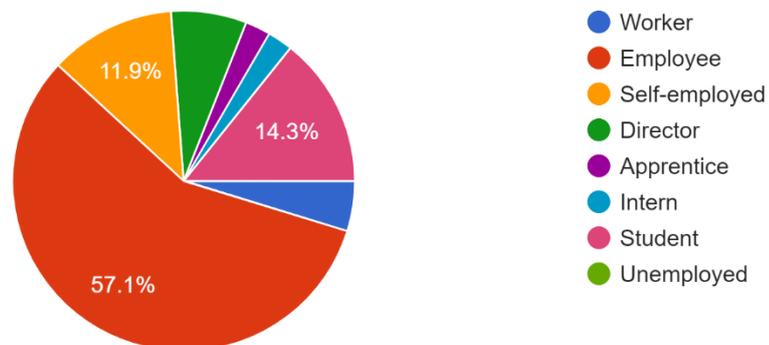
Figure 7: Employment Status

The pie-chart (Figure 8) illustrates that around 35,7% of respondents were earners of the top decile in the country and 16,7% right below in the ninth decile. Another 16,7% of participants stated they were in the seventh decile. Nevertheless, three respondents (7,1%) were second decile and two respondents (4,8%) were bottom decile earners.

Now, please mark your gross yearly income in decile.

42 responses
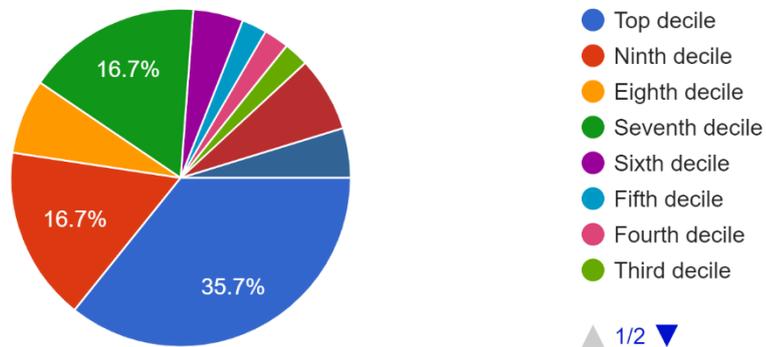
Figure 8: Gross Yearly Income

Concerning the locations in which respondents spend most of their time i.e. by living or working there, it is apparent that the boroughs Kensington and Chelsea (21,4%), Westminster (16,7%), Camden (14,3%) and City of London (11,9%) were mentioned most frequently (Figure 9). Hence, the results of this survey were mostly based on experiences of people in these London boroughs. Furthermore, the majority of respondents (61,9%) were property owners, whereas 38,1% were tenants.

Please indicate in which of the following boroughs of London you live and/or work.

42 responses
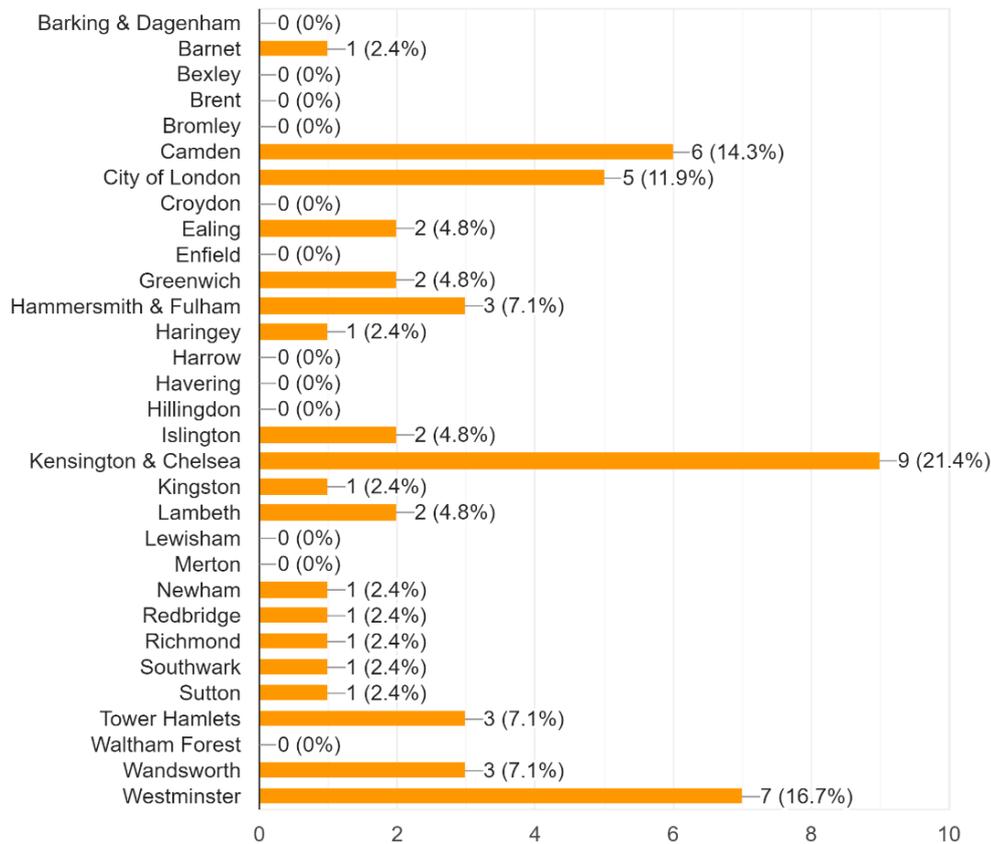
Figure 9: Affected Boroughs

Lastly, it is interesting to have a look at the frequency of relationships between respondents of the survey and tourists. The chart (Figure 10) shows that most commonly (40,5%) relationships between the two were rare (i.e. at least once per month). Around 26,2% indicated that they were sometimes (i.e. at least once per week) in contact with tourists. In total, 11,9% of respondents were nearly daily dealing with tourists whereas 21,4% stated they do not have any relations with tourists at all.

How frequent are your relations with tourists?
42 responses

Legend:
- None (blue)
- Rare (at least once per month) (red)
- Sometimes (at least once per week) (orange)
- Regular (nearly every day) (green)

Pie chart values: 26.2%, 11.9%, 21.4%, 40.5%
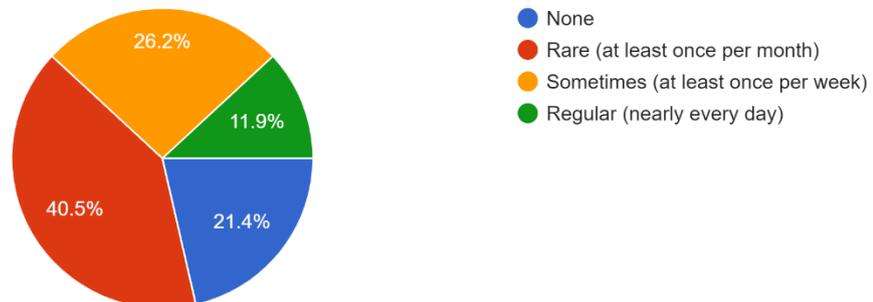
Figure 10: Frequency of Relations with Tourists

5.2 Attitudes of Respondents…

5.2.1 …towards Tourism in General

The attitudes of respondents towards tourism in general were tested using ten different statements by rating their level of agreement. All respondents were positively inclined towards the statement that tourism brings opportunities for local people, as 40 respondents agreed or strongly agreed with it. The statement 'Tourism positively influences community life' was more controversial, as on the one hand some agreed, and others disagreed with the statement. Most frequently, however, respondents neither agreed nor disagreed. 'Overall, London has improved thanks to the tourism industry' is a statement that most (i.e. 25) respondents (strongly) agreed to. Nevertheless, five respondents were of opposite opinion by disagreeing with the statement. Furthermore, nearly all respondents (36) either agreed or strongly agreed that there are more jobs for locals due to the tourism industry. Regarding the question of pride in their traditional culture, respondents most frequently agreed. However, two of them disagreed or even strongly disagreed with this statement. Another controversial topic is whether locals see the relation between locals and tourists as something positive. Most respondents (17) (strongly) disagreed with this statement

whereas 14 neither agree nor disagree. On the other hand, 11 respondents agreed with this statement. One of the statements on which most respondents (29) seemed to (strongly) agree on is that there exists resentment or stress between locals and tourists. On the one hand, 22 respondents (strongly) felt that their way of life is temporarily altered in any way during peak tourist seasons. On the other hand, 12 respondents disagreed with this statement. Finally, the participants' feelings of safety and security is not negatively affected during peak seasons as 34 respondents did not claim this to be the case.

5.2.2   …towards the Impacts of Tourism in London

Regarding the impacts of tourism in London, nearly all respondents (strongly) agreed to the following statements: that it brings more traffic, increases the price level of taxis, contributes to overcrowding on public transport, contributes to better conservation of heritage, leads to greater investment, provides better footpaths and walks, causes overcrowding on streets and pavements, contributes to environmental damage (e.g. increased waste, water use and air pollution), provides better facilities, offers better job opportunities, brings nuisance visitors (e.g. noise and disturbance), improves signposting, offers more places to eat and drink, increases the price level of restaurants and cafés and leisure facilities, contributes to the loss of amenities for residents due to mono-culture of tourist shops and facilities, increases the price level of rental houses, offers more opportunities for young people, contributes to a greater international touch, brings more events, protects historical parts of the city, improves cultural supply (e.g. museums, cultural activities and events), increases the numbers of tourist accommodations and increases liveliness in the city. Hereby it is obvious, that there are a number of positive as well as negative impacts of tourism on London on which most locals can agree.

Most respondents, however, disagreed with the statements that tourism increases the price level of public transportation, causes a provision of more parking facilities and causes loss of local identity. A rather controversial topic was whether or not tourism causes an increase in crime, as there was a similar amount of people agreeing and disagreeing to this statement. Most of the respondents, however, neither agreed nor disagreed to the statement. Another controversial topic was whether or not respondents believed that residents are being pushed out of residential areas due to AirBnB and similar platforms. Finally, half of the respondents either (strongly) disagreed with the statement that tourism brings no benefits or neither agreed nor disagreed with this statement.

5.2.3 …towards Further Growth of Tourism

The majority of participants felt that there should be limitations to the growth of visitor numbers. Nevertheless, most of them did not believe all tourism development should be stopped. Furthermore, in general, respondents did not feel all tourism promotion and marketing should be stopped. 'I feel the growth rate of visitor numbers should be slowed down' is a statement nearly an equal number of respondents either (strongly) disagreed or (strongly) agreed, hence a rather controversial question. Finally, most respondents agreed that there is still room for visitor numbers to grow further.

5.2.4 …towards Visitor Management Strategies

On the one hand, the following visitor management strategies were very much favoured by participants of the survey: improvement of infrastructure and facilities (e.g. building more roads and parking spaces) in the city, communication with and involvement of local residents and local businesses in tourism planning, better communication with visitors on how to behave in the city, better distribution of visitor over the year, creation of city experiences where residents and visitors can meet and integrate, making

residents benefit financially from visitors, better distribution of visitor during the day, spreading visitors to 'new' destinations within and outside of the city, stimulating visitors to spend more time inside tourism attractions (e.g. museums).

On the other hand, most respondents were against forbidding the offering of private housing (e.g. AirBnB) in certain parts of the city and against creation of stricter rules and controls regarding the opening hours of gastronomy. Furthermore, most participants did not agree with attracting only visitors from other target groups/with other lifestyles, preventing visitors from going to certain areas (zoning), by means of transport regulations or activities and demotivating visitors to go to certain areas, by means of higher tariffs or tourist taxes.

5.2.5 …towards Sustainable Tourism Initiatives in London

In general, locals (strongly) agreed with the statement that sustainable tourism is accepted as being desirable, but there is often a gap between policy endorsement and policy implementation, as the histogram below illustrates (Figure 11).

As an introduction into the explored research topic, please indicate to what extent you agree with the following statement by Testoni (2001, p. 198).
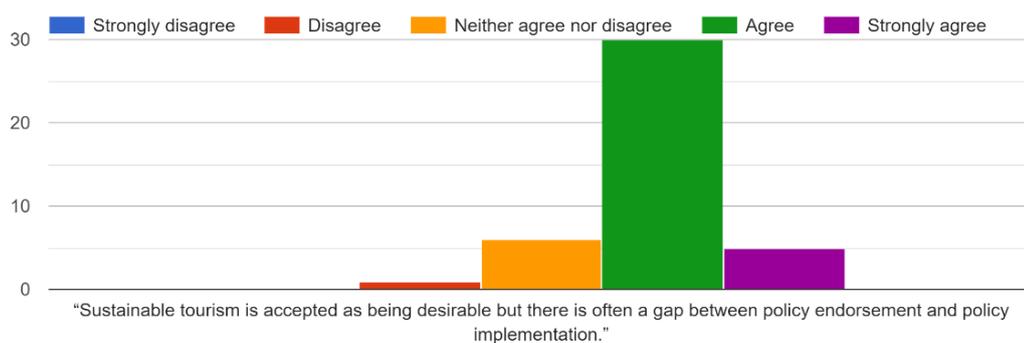
Figure 11: Level of Agreement with Testoni's Statement

Out of 21 sustainable tourism initiatives which were included in the questionnaire, each initiative was familiar to at least one participant. The 'Art in Empty Spaces Programme', was regarded as not being promoted sufficiently, as well as free business advice to tourism businesses. Furthermore, respondents believed that there should be more campaigns for residents aimed at the visiting friends and relatives market. Other initiatives which need to be promoted more actively, according to respondents, include reinvigorating the high streets, providing low cost space for start-up businesses in creative industries, introducing bylaws to fine coaches which keep their engines running while standing to wait for tourists, 'Legible London' which is a pedestrian system located in busy areas helping visitors to find their way around the city, installing drinking fountains so visitors can refill their water bottles, running accommodation schemes to make sure that the B&B units are fit for purpose and trying to spread the visitor across other parts of London (i.e. 'Go South Go' project), guidance and education on sustainable tourism (e.g. seminars, workshops and sharing best practices).

Moreover, there are several initiatives which respondents believe are promoted sufficiently. Those include maintaining a visitor web page, encouraging sustainable forms of transport (e.g. public transport and cycling), info-bike service (mobile tourism information units) and the 'What's on' app – pointing the phone at an attraction and finding out what events are on that day.

6 Conclusion and Recommendations

The results of this study confirm the heterogeneity of residents having different perceived impacts of tourism and it can be concluded that there is a great ambivalence of opinions regarding tourism impacts in London, more or less unrelated to the characteristics and demographics of the participants as already mentioned in previous studies such as Brunt and Courtney's (1999), Jani's (2017) and Harrill's (2004). Another conclusion which can be drawn from the results of this study is that tourism has changed the structure of London's community which has effects on the attitudes of the residents (Brunt and Courtney, 1999). The results further demonstrate that the range of negative impacts of tourism frequently cited within the literature are clearly evident in this study, too (Brunt and Courtney, 1999). Overall, on the one hand, London's residents are aware of the positive impacts of tourism, especially considering the economic aspect. Their feelings of safety and security are not negatively affected during peak tourism seasons. Furthermore, they largely acknowledge the (employment) opportunities this sector brings and believe that London has improved thanks to the tourism industry. On the other hand, many residents think that there exists resentment or stress between locals and tourists. Additionally, many feel that their way of life is temporarily altered during peak tourist seasons. The negative impacts of tourism on London, on which most of the respondents in this study agree or strongly agree are that it brings more traffic, increases the price level of taxis, contributes to overcrowding on public transport, causes overcrowding on streets and pavements, contributes to environmental damage, brings nuisance visitors, increases the price level of restaurants and cafés and leisure facilities, contributes to the loss of amenities for residents due to mono-culture of tourist shops and facilities and increases the price level of rental houses. Therefore, most perceived negative impacts of tourism by Londoners coincide with those mentioned in the literature review.

Regarding further tourism growth, most respondents feel that there should be limitations to the growth of visitor numbers in London. Nevertheless, the community does not seem to believe that all tourism development should be stopped as there is still room for visitor numbers to grow further. This is also in line with what literature suggests. Concerning visitor management strategies, this research has shown that residents tend to prefer extended infrastructural improvements rather than repressive management strategies, which is also in line with what UNWTO (2018a) proposes. One of the main aspects which is crucial for successful visitor management in London is good public transportation. Since transit maps are able to affect passengers' path choices, it is essential to pay careful attention to how the map is illustrated and codification of transfer stations as passengers often take a path that looks shorter on the system map but is longer in reality compared with alternative paths (e.g. walking). Further strategies which need to be included in the city's agenda are promotion of (time-based) dispersal of visitors and communicating with and engaging local stakeholders and visitors.

Lastly, the survey has shown that respondents believe that there is often a gap between policy endorsement and policy implementation regarding sustainable development. This study has also revealed that parts of London are already showing negative impacts of overtourism. London's main DMO, London and Partners, has identified some of the most important issues arising from overtourism which need to be addressed immediately, such as the need for dispersal of visitors, the importance of infrastructural improvements and growth of visitor numbers in a sustainable manner. The organisation has already tailored its strategies towards these goals which was evident when analysing their strategy documents. However, there is still the need for the DMO and policy makers to take the issue of sustainable development more seriously and start taking meaningful action by implementing initiatives, and introducing rules and policies (such as the City Visitor Trail or those, which are proposed by the UNWTO) to deal with the

impacts of tourism that the locals perceive negatively. Furthermore, this research suggests that the attitudes and beliefs of residents should be uncovered on a regular basis as they are meaningful for achieving sustainable tourism planning and management. Therefore, the local DMOs should put more emphasis on measuring perceptions and including the local community in the planning for development processes, hence focusing on the community-oriented and sustainable development approaches. This may facilitate the city's path towards a sustainable future.

Even though the results of this research project are based on the findings of a single case study, the issues raised may be meaningful for other urban destinations, especially for other large cities. (Maxim, 2016). Future research might be extended to other destinations and other types of tourism to explore whether location and forms of tourism influence the residents' perspectives on the impacts of tourism and its development. Additionally, besides researching this phenomenon in different locations, future research should deal with comparing resident attitudes in other destinations (Brunt and Courtney, 1999). This kind of research may be included into an agenda for sustainable urban tourism, arguing that tourism development and planning must take the local communities' concerns more seriously.

7 Limitations

In the future, other researchers building on this study are recommended to further investigate the residents' attitudes and perceptions at a qualitative level, as the structured quantitative method applied in this research may contain categories which are based on the researcher's opinions or those already available in the literature. The limitation which arises hereby is that it is unclear whether these categories are not only in theory, but also in practice, most relevant to the group being studied (Jenkins, 1999). Furthermore, according to Brunt and Courtney (1999), an exploratory investigation into the host perceptions of the sociocultural impacts of tourism would also require a qualitative research design, such as structured interviews, in addition to a quantitative one as it enables gathering data from a larger number of people. The univariate analysis of data offered in this research may be extended to a statistical analysis in order to create a deeper understanding of the issue being studied.

Another limitation of this study is the high level of non-response which implies that a large number of individuals invited to participate in the survey did not respond (approximately one out of four participated). As a result, there may have been significant differences between those who agreed to take part in the survey and those who did not take part (Bryman, 2016). It is therefore suggested that future surveys provide an additional motivation to participate (e.g. theatre tickets, museum entrance tickets, vouchers etc.) and to invite a significantly larger number of individuals to participate. Additionally, Diamantopoulos and Schlegelmilch (2004) emphasise that the problem with attitudes and opinions data - which indicate the views or feelings of people towards a phenomenon - is that the level of measurement implied is not always clear. As a result, this raises the question of whether the Likert-scales used to measure attitudes in this study yield only ordinal data or whether they can be treated as if they were interval.

Finally, it may be argued that values reflecting the personal beliefs or feelings of the researcher may have influenced e.g. the choice of research area, formulation of research questions or analysis and interpretation of data. Lastly, practical considerations in decisions could also influence how social research is carried out, including choice of research strategy, design or method, the nature of the topic and/or of the people being investigated (Bryman, 2016).

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9 Appendix: Survey

Tourism and Development in London - A Personal Evaluation

Dear Participant!

You are invited to take part in a web-based online survey on local residents' attitudes and perceptions towards tourism and development in London.

This is a research project being conducted by Nina Jankovic, a BBA Tourism Management student at Modul University Vienna. It should take approximately 10 minutes to complete the survey.

Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time.

You will receive no direct benefits from participating in this research study. However, your responses will contribute to new findings of the investigated research topic.

Your survey answers will be sent to me directly where data will be stored in a password protected electronic format. I will not be able to collect identifying information such as your name, email address, or IP address. Therefore, your responses will remain anonymous. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study.

If you have questions at any time about the study, procedures or outcomes, you may contact me via email at 1611076@modul.ac.at or my research supervisor, Professor Dr. Irem Önder at irem.onder@modul.ac.at .

Please have a detailed look at the following questions. There are no right or wrong answers, I am interested in your personal opinion.

Thank you very much for your participation!

As an introduction into the explored research topic, please indicate to what extent you agree with the following statement by Testoni (2001, p. 198). *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
"Sustainable tourism is accepted as being desirable but there is often a gap between policy endorsement and policy implementation."	◯	◯	◯	◯	◯

What is your gender? *

◯ Male

◯ Female

What is your age? *

Your answer

What is your highest level of education? *

◯ Secondary education

◯ Further education

◯ Higher education

What is your employment status? *

○ Worker

○ Employee

○ Self-employed

○ Director

○ Apprentice

○ Intern

○ Student

○ Unemployed

Please have a look at the following income table and mark your household composition. *

Table 3.B: Median gross income for each decile (£ per year, 2014-15) for different household compositions

Median gross income of households in decile	One adult (£)	One adult and one child (£)	Two adults (£)	Two adults and one child (£)	Two adults and two children (£)
Top decile	60,500	77,700	88,500	113,400	151,400
Ninth decile	39,800	49,300	58,300	74,700	91,100
Eighth decile	31,100	36,700	46,400	59,800	70,200
Seventh decile	24,800	30,900	37,900	49,200	59,900
Sixth decile	21,100	26,300	32,200	42,100	50,900
Fifth decile	17,600	24,700	27,200	35,600	44,200
Fourth decile	15,300	20,900	23,000	30,400	37,100
Third decile	13,200	17,000	19,900	26,400	32,000
Second decile	11,300	14,500	17,100	21,800	26,800
Bottom decile	8,600	10,700	13,300	15,300	19,700

Source: HM Treasury tax and benefit microsimulation model

○ One adult

○ One adult and one child

○ Two adults

○ Two adults and one child

○ Two adults and two children

Now, please mark your gross yearly income in decile. *

○ Top decile

○ Ninth decile

○ Eighth decile

○ Seventh decile

○ Sixth decile

○ Fifth decile

○ Fourth decile

○ Third decile

○ Second decile

○ Bottom decile

For how many years have you lived in London? *

○ Less than 12 months

○ 1-5 years

○ 6-10 years

○ 11-20 years

○ More than 21 years

If you were not born in London, why did you move there?

- [ ] Family
- [ ] Work
- [ ] Studies
- [ ] Relationship
- [ ] Other:

Are you a tenant or property owner? *

- ( ) Tenant
- ( ) Property owner

Please indicate in which of the following boroughs of London you live and/or work. *

- [ ] Barking & Dagenham
- [ ] Barnet
- [ ] Bexley
- [ ] Brent
- [ ] Bromley
- [ ] Camden
- [ ] City of London
- [ ] Croydon
- [ ] Ealing
- [ ] Enfield
- [ ] Greenwich
- [ ] Hammersmith & Fulham
- [ ] Haringey
- [ ] Harrow
- [ ] Havering
- [ ] Hillingdon
- [ ] Islington
- [ ] Kensington & Chelsea
- [ ] Kingston
- [ ] Lambeth
- [ ] Lewisham
- [ ]

☐ Merton

☐ Newham

☐ Redbridge

☐ Richmond

☐ Southwark

☐ Sutton

☐ Tower Hamlets

☐ Waltham Forest

☐ Wandsworth

☐ Westminster

Do you hold a job directly related to the tourism industry? (e.g. front offices in hotels, restaurants, travel agencies, tourism information offices, aircrafts, cruise lines, resorts or shopping outlets,...) *

○ Yes

○ No

Do you hold a job indirectly related to the tourism industry? (e.g. employment in activities like restaurant suppliers, construction companies that build and maintain tourist facilities, as well as necessary infrastructure, aircraft manufacturers, various handicrafts producers, marketing agencies, accounting services,...) *

○ Yes

○ No

Is your employment completely unrelated to the tourism industry? *

○ Yes

○ No

How frequent are your relations with tourists? *

○ None

○ Rare (at least once per month)

○ Sometimes (at least once per week)

○ Regular (nearly every day)

To what extent do you agree with the following 10 statements? *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Tourism brings opportunities for local people.	○	○	○	○	○
Tourism positively influences community life.	○	○	○	○	○
Overall, London has improved thanks to the tourism industry.	○	○	○	○	○
There are more jobs for locals due to the tourism industry.	○	○	○	○	○
I have pride in our traditional culture.	○	○	○	○	○
Locals see the relation between locals and tourists as something positive.	○	○	○	○	○
There exists resentment or stress between locals and tourist.	○	○	○	○	○
My way of life is temporarily altered in any way during peak tourist seasons.	○	○	○	○	○
Development, as a result of tourism, is more in the interest of visitors as opposed to locals.	○	○	○	○	○
My feelings of safety and security are negatively affected during peak tourist seasons.	○	○	○	○	○

Please rate your level of agreement with the following statements relating to tourism impacts. Tourism brings... *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
More traffic	○	○	○	○	○
Increase of price level of taxis	○	○	○	○	○
Overcrowding on public transport	○	○	○	○	○
Increase of price level of public transportation	○	○	○	○	○
Better conservation of heritage	○	○	○	○	○
Greater investment	○	○	○	○	○
Better footpaths and walks	○	○	○	○	○
Overcrowding on streets and pavements	○	○	○	○	○
Environmental damage (increased waste, water use, air pollution,...)	○	○	○	○	○
Better facilities	○	○	○	○	○
Increase of price level of leisure facilities	○	○	○	○	○
Better job opportunities	○	○	○	○	○
Nuisance visitors (noise, disturbance,...)	○	○	○	○	○
Improved signposting	○	○	○	○	○
More places to eat and drink	○	○	○	○	○
Increase of price level of restaurants and cafés	○	○	○	○	○
Loss of amenities for residents due to mono-culture of tourist shops and facilities	○	○	○	○	○
Increase of price level of shops	○	○	○	○	○
More parking facilities	○	○	○	○	○

Improved public toilet availability	○	○	○	○	○
Increased crime	○	○	○	○	○
Loss of local identity	○	○	○	○	○
Increase of price level of rental houses	○	○	○	○	○
Increase of price level of private houses	○	○	○	○	○
Residents are being pushed out of residential areas due to AirBnB and similar platforms	○	○	○	○	○
More opportunities for young people	○	○	○	○	○
More play areas	○	○	○	○	○
More community development	○	○	○	○	○
Greater international touch (internationalisation, different cultures in the city,...)	○	○	○	○	○
More events	○	○	○	○	○
Protection of historical parts of the city	○	○	○	○	○
More cultural supply (museums, cultural activities, cultural events, ...)	○	○	○	○	○
Greater numbers of tourist accommodations (hotels/pensions/hostels/apartments/...)	○	○	○	○	○
Increased liveliness	○	○	○	○	○
No benefits	○	○	○	○	○

Please mark whether you believe the following Sustainable Tourism Initiatives are being sufficiently promoted (yes/no). Please only answer those with which you are familiar.

	Yes	No
Art in Empty Spaces Programme - art projects in empty shop units to bring them back to life	☐	☐
Free Business advice to tourism businesses	☐	☐
Maintaining a visitor web page	☐	☐
A campaign for local residents aimed at the Visiting Friends and Relatives market	☐	☐
Encouraging sustainable forms of transport, e.g. public transport and cycling	☐	☐
Use of environmentally friendly products	☐	☐
Awards, winning campaigns (e.g. Mayor's Business Awards)	☐	☐
Promoting the Green Tourism Business Scheme (the national sustainable tourism certificate)	☐	☐
Reducing energy, water and waste / Recycling	☐	☐
Guidance and education on sustainable tourism (e.g. seminars, workshops, sharing best practices)	☐	☐
Standards (e.g. Travel Life)	☐	☐
Info-bike service (mobile tourism information units)	☐	☐
'What's on' app – pointing the phone at an attraction, you find out what events are on that day	☐	☐
Reinvigorating the high streets, providing low cost space for start-up businesses in creative industries	☐	☐
Introducing bylaws to fine coaches which keep their engines running while standing to wait for tourists	☐	☐

'Legible London' - a pedestrian system located in busy areas which helps visitors finding their way around the city	☐	☐
Installing drinking fountains so visitors can refill their water bottles	☐	☐
Running accommodation schemes to make sure that the B&B units are fit for purpose	☐	☐
Encouraging local residents into the tourism industry by recommending to the new tourism developments coming into the area to employ local people	☐	☐
Promoting venues that have sustainable policies in place	☐	☐
Trying to spread the visitor across other parts of London (i.e. 'Go South Go' project)	☐	☐

What are your attitudes towards further growth of tourism? *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I feel that there should be no limitations to the growth of visitor numbers	○	○	○	○	○
I feel all tourism development should be stopped	○	○	○	○	○
I feel all tourism promotion and marketing should be stopped	○	○	○	○	○
I feel the growth rate of visitor numbers should be slowed down	○	○	○	○	○
I feel that there is still room for visitor numbers to grow further	○	○	○	○	○

What are your attitudes towards the following visitor management strategies? *

	Very much against	Against	Neutral	In favour	Very much in favour
Improve the infrastructure and facilities (e.g., build more roads, parking) in the city	○	○	○	○	○
Communicate with and involve local residents and local businesses in tourism planning	○	○	○	○	○
Communicate better with visitors on how to behave in the city	○	○	○	○	○
Distribute visitors better over the year	○	○	○	○	○
Create city experiences where residents and visitors can meet and integrate	○	○	○	○	○
Make residents benefit financially from visitors	○	○	○	○	○
Distribute visitors better during the day	○	○	○	○	○
Stimulate visitors to spend more time inside tourism attractions (e.g., museums)	○	○	○	○	○
Spread visitors to 'new' destinations within the city	○	○	○	○	○
Spread visitors to 'new' destinations outside of the city	○	○	○	○	○
Create itineraries to concentrate	○	○	○	○	○

tourists along specific routes

Forbid the offering of private hoursing (e.g. AirBnB) in certain parts of the city

○　　　○　　　○　　　○　　　○

Create stricter rules and controls regarding the opening hours of gastronomy

○　　　○　　　○　　　○　　　○

Attract only visitors from other target groups / with other lifestyles

○　　　○　　　○　　　○　　　○

Prevent visitors from going to certain areas (zoning), by means of transport regulations or activities

○　　　○　　　○　　　○　　　○

Demotivate visitors to go to certain areas (zoning), by means of higher tariffs or tourist taxes

○　　　○　　　○　　　○　　　○