

Capricorn Social Indicators 2013

This study examines the social impacts of tourism on the local communities, as perceived by its residents. The research is intended to inform the decision making of state and local authorities, as well as tourism bodies.

90% of residents agree that festivals and events attract tourists and raise awareness of the region

Diverse in natural assets, the Capricorn region is a vibrant hub linked to the global economy through its beef, agricultural, resource, and tourism industries.

As the region's commercial centre, Rockhampton supports a resident population of 112,383. Just below one quarter of its people are native to the area, while half have lived in the region for less than 11 years. The majority of residents affirm that they enjoy the lifestyle, and compared with 2010, residents are happier too. There was an eight percentage point drop in the number of people who said they lived in the area only because circumstances demanded it.

A robust and varied economy contributes to a better than average employment rate with health services, retail, construction and manufacturing industries the largest employers, respectively. By relative standards, the tourism industry is still emerging. General consensus among those surveyed was there is room for growth.

		Queensland %		Capricorn %	
		2013	2010	2013	2010
Feelings about local area and tourists					
Feelings about local area	I like it, I can't think of anywhere else I would rather live	39	37	29	22
	I enjoy living here but can think of other places I would enjoy equally	50	50	55	54
	I only live here because circumstances demand it and would prefer to live somewhere else	12	13	16↓	24
Feelings about the number of tourists	Want more tourists	45	43	61	67
	About the same number	50	50	36	32
	Want fewer tourists	6	8	3	2

Shaded box highlights a significantly greater response when comparing the region and Queensland

↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010



The majority of Capricorn residents like tourists (62%) and hold a stronger view than average (61% compared with QLD 45%) that more could be done to attract them. These findings are consistent with how residents feel about the impacts of tourism on both personal and community levels. Almost three in five believe tourism has a positive impact in their community (rating the effect +2 or +3). Against their stated top positive impacts of tourism, comparisons with 2010 show attitudes remain strong:

- Greater cultural diversity (94% compared with 87% in 2010)
- Important economic benefits (90% compared with 88% in 2010), and
- Increased regional profile (88% compared with 78% in 2010).

Furthermore, 90 per cent of residents see festivals and events as great ways to attract tourists and raise awareness of the region. Respondents also agree that tourism increases community pride and leads to investment in public facilities and activities.

Indeed, more than all other Queenslanders, Capricorn residents are prone to feel the positive effects on their community of local pride (48% of residents rating the effect +2 or +3 compared with 39% of all Queenslanders) and substantially more, the benefits of new infrastructure (65% of residents rating the effect +2 or +3 compared with 49% of all Queenslanders) that flow from tourism.

“It improves the look of the place, encourages better facilities, eating and entertainment facilities which benefit us all”

CAPRICORN RESIDENT 2013

While to a lesser extent than Queenslanders overall, on the down side, more than one third of residents view the impost on prices as the most negative outcome of tourism. This is felt in two key areas with a hardening view particularly around property values:

- increased prices (44% compared with 39% in 2010), and
- increased property values (39% compared with 28% in 2010).

More than all other Queenslanders, Capricorn residents note that the increase in property values as a consequence of tourism has a negative affect on the community as a whole. In 2013, 21% of locals rated increase in property values -2 or -3. This compares with 16% of all Queenslanders who rated increase in property values -2 or -3.

Contact with Tourists, Feelings and Development

		Queensland %		Capricorn %	
		2013	2010	2013	2010
Feelings about tourists	I like tourists	57↑	49	62	67
	I tolerate tourists	31↓	35	32	27
	I adjust my lifestyle to avoid tourists	10	10	3	5
	I stay away from places tourists go	3↓	5	3	1
Contact with tourists	I never come into contact with tourists	22↑	18	15	14
	I see tourists around but don't usually talk to them	51	52	51	45
	I often interact with tourists as part of my job	10↓	13	16	11
	I often meet tourists around town and talk to them	15	14	14↓	25
	I have made friends with tourists during their stay, but have not kept in contact	7	7	8	10
	I have made friends with tourists and kept in contact after they have left	4	5	5	5
Preferred development growth	Happy with continued growth	59	59	64	57
	Happy but no more growth	25	25	16	20
	Want less tourism	3↓	6	3	2
	More growth different direction	13↑	10	17	21

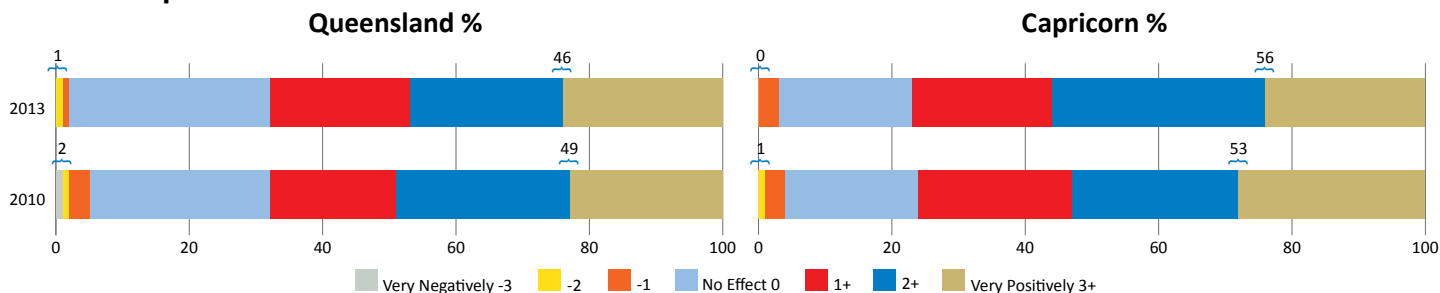
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Respondents were asked to rate the overall impact tourism has on their community as a whole, using a seven point scale ranging from very negatively (-3) to very positively (+3). In 2013, 56% of residents rated the impact of tourism on their community as positive, scoring a +2 or +3, similar to the ratings from the 2010 survey.

Overall Impacts of Tourism



Respondents were then asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

Positive Impacts of Tourism

	Queensland % Agree		Capricorn % Agree	
	2013	2010	2013	2010
More interesting things to do	62↑	54	60	53
Important economic benefits	91↑	87	90	88
Improved facility maintenance	69↑	60	67	67
Increased local pride	72↑	65	70	73
Increased regional profile	86↑	76	88↑	78
New infrastructure	68↑	60	59	58
Greater cultural diversity	92↑	89	94↑	87
* Benefits of tourism shared evenly	38	-	40	-
** Festivals and events attract tourists and raise awareness	87	-	90	-

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* Question wording changed from 2010

** New statement included in 2013

- Data not available

Those that agree with the positive statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating of +2 or +3.

	Queensland % Positive affect on the community as a whole. Those that rated the affect +2 or +3.		Capricorn % Positive affect on the community as a whole. Those that rated the affect +2 or +3.	
	2013	2010	2013	2010
More interesting things to do	53↓	65	51↓	64
Important economic benefits	45↓	58	51↓	67
Improved facility maintenance	43↓	53	42↓	57
Increased local pride	39↓	50	48↓	62
Increased regional profile	40↓	52	43↓	60
New infrastructure	49↓	65	65	73
Greater cultural diversity	29↓	32	32	40
* Benefits of tourism shared evenly	41	-	43	-
** Festivals and events attract tourists and raise awareness	49	-	50	-

% positive affect is based on the proportion of respondents who cited the top two ratings on a seven point scale ranging from very negative (-3) to very positive (+3).

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** New statement included in 2013

- Data not available

Base: Those that agree with each statement

Negative Impacts of Tourism

Respondents were asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

	Queensland % Agree		Capricorn % Agree	
	2013	2010	2013	2010
Increased opportunity costs	27	25	24↑	13
More disruption	32	31	20	18
Rise in delinquent behaviour	35	36	21	23
Negative impact on the environment	29	29	21	17
Increased prices	56↑	53	44	39
Lack of access for locals	17	16	10	7
Negative impact on local character	29	29	24	18
Increased property values	41↓	45	39↑	39↑

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Those that agree with the negative statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating or -2 or -3.

	Queensland % Negative affect on the community as a whole. Those that rated the affect -3 or -2.		Capricorn % Negative affect on the community as a whole. Those that rated the affect -3 or -2.	
	2013	2010	2013	2010
Increased opportunity costs	15↓	24	11	24
More disruption	14↓	24	13	19
Rise in delinquent behaviour	22↓	31	19	18
Negative impact on the environment	18↓	31	18	28
Increased prices	13↓	18	16	14
Lack of access for locals	18↓	28	-	-
Negative impact on local character	8	11	7	12
Increased property values	16↓	25	21	17

% negative affect is based on the proportion of respondents who cited the top two ratings on a seven point scale ranging from very negative (-3) to very positive (+3).

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Base: Those that agree with each statement



Demographics

		Queensland % 2013	Capricorn % 2013
Life stage	Under 45 years, no children	26	18
	Under 45 years, with children	23	31
	45 years or more, no children	40	40
	45 years or more, with children	11	11
Years of residence	Less than 2 years	18	21
	2-5 years	20	26
	6-10 years	21	11
	11-20 years	23	21
	More than 20 years	17	21
Place of birth	Within 50km of where you currently live	21	24
	Elsewhere in Queensland	22	29
	Elsewhere in Australia	32	27
	In another country	24	19
Directly benefit from tourism (e.g. work in or own a business that profits from tourists or rent a property to tourists)	Personal benefit	10	8
	Family benefit	10	8
	No benefit	84	87
Income	Less than \$60,000	39	37
	\$60,000 - \$99,000	24	26
	\$100,000 or more	21	23
	Prefer not to say	17	14

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Base 2013 Queensland n=3855, Capricorn 200
Base 2010 Queensland n=3834, Capricorn 201

ⁱ Source - Queensland Regional Profile for Rockhampton Regional Local Government Area, Government Statistician, Queensland Treasury and Trade



Positive impact

Description

More interesting things to do	Because of tourism, there are more interesting things to do in my local area (e.g. attractions to visit, events to attend)
Important economic benefits	Tourism is good for the economy because the money that visitors spend when they come to the region helps to stimulate the economy, stimulates employment opportunities, and is good for local business
Improved facility maintenance	Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport
Increased local pride	Tourism increases local residents pride in their town and makes them feel good about themselves and their community
Increased regional profile	Tourism showcases my region in a positive light. This helps to promote a better opinion of my region and encourages future tourism and /or business investment
New infrastructure	Because of tourism there are better shopping, dining and/or recreational opportunities in the region
Greater cultural diversity	Tourism brings people from different backgrounds and cultures into the community
Benefits of tourism shared evenly	The benefits of tourism are shared evenly across the local community
Festivals and events attract tourists and raise awareness	Festivals and events attract tourists and raise awareness of the region

Negative impact

Description

Increased opportunity costs	Too much public money is spent on developing facilities for tourists that would be better spent on other public facilities/activities
More disruption	Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around
Rise in delinquent behaviour	Tourism is associated with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour
Negative impact on the environment	Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas
Increased prices	Tourism leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs
Lack of access for locals	Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/ or other facilities are less available to local residents because of overcrowding
Negative impact on local character	Because of tourism the character of the region has changed for the worse
Increased property values	The increase in property values associated with tourism, makes it more difficult for some people to live in the area

