

Residents Attitudes toward Tourism Development in Tucker County

Dry Fork, WV

Survey distributed to all residents of Tucker County with a valid mailing address through three mailings in the summer and fall of 2016 using the US Post Office Every Door Direct Mail program which yielded a total of 3,621 addresses. 637 surveys were completed and returned for a 17.6% return rate.

Please identify the community you currently reside in or live closest to either full-time or part-time in Tucker County.			
		Frequency	Valid Percent
Valid	Thomas	87	13.9
	Davis	85	13.6
	Canaan Valley	121	19.3
	St. George/Parsons	239	38.2
	Hambleton/Hendricks	69	11.0
	Red Creek	15	2.4
	Dry Fork	10	1.6
	Total	626	100.0
Missing	Incomplete data	11	
Total		637	

Thoughts and Feelings about Tourism in Tucker County						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tucker County is rich in outdoor recreation resources				30.0% (3)	70.0% (7)	4.70
2. Tucker County is rich in historical resources			30.0% (3)	40.0% (4)	30.0% (3)	4.00
3. Tucker County is rich in cultural resources		10.0% (1)	40.0% (4)	30.0% (3)	20.0% (2)	3.60
4. There are strong social networks between communities in Tucker County	10.0% (1)	10.0% (1)	40.0% (4)	30.0% (3)	10.0% (1)	3.20
5. Residents get along between communities in Tucker County	10.0% (1)	10.0% (1)	60.0% (6)	10.0% (1)	10.0% (1)	3.00
6. There is a collective identity in Tucker County	10.0% (1)	40.0% (4)	10.0% (1)	40.0% (4)		2.80
7. New residents are welcomed in Tucker County	12.5% (1)		37.5% (3)	25.0% (2)	25.0% (2)	3.50
8. There is a common vision among communities for tourism in Tucker County	20.0% (2)	20.0% (2)	20.0% (2)	30.0% (3)	10.0% (1)	2.90
9. Tucker County should pursue large-scale entertainment style tourism development that will attract large numbers of visitors	20.0% (2)	10.0% (1)	30.0% (3)	20.0% (2)	20.0% (2)	3.10
10. Tucker County effectively utilizes its outdoor recreation resources for tourism			50.0% (5)	40.0% (4)	10.0% (1)	3.60
11. Tucker County effectively utilizes its historical resources for tourism	10.0% (1)	10.0% (1)	60.0% (6)	10.0% (1)	10.0% (1)	3.00
12. Tucker County effectively utilizes its cultural resources for tourism		11.1% (1)	44.4% (4)	33.3% (3)	11.1% (1)	3.44

Thoughts and Feelings about Tourism in Dry Fork						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tourism is well developed in my community	10.0% (1)	10.0% (1)	40.0% (4)	30.0% (3)	10.0% (1)	3.20
2. My community has great potential to develop tourism			20.0% (2)	50.0% (5)	30.0% (3)	4.10
3. My community should discourage more intensive development of facilities, services, and attractions for tourists	30.0% (3)	40.0% (4)	20.0% (2)		10.0% (1)	2.20
4. There is a high quality of life in my community		50.0% (5)	10.0% (1)	20.0% (2)	20.0% (2)	3.10
5. An increase in tourism will increase the cost of living in my community	20.0% (2)	20.0% (2)	30.0% (3)	20.0% (2)	10.0% (1)	2.80
6. I support tourism development as having a vital role in my community				40.0% (4)	60.0% (6)	4.60
7. Tourism development will provide more economic opportunities for local people				20.0% (2)	80.0% (8)	4.80
8. An increase in tourism will lead to unacceptable amounts of traffic, crime, and pollution	20.0% (2)	50.0% (5)	30.0% (3)			2.10
9. Tourism development will only produce low-paying service jobs		30.0% (3)	40.0% (4)	30.0% (3)		3.00
10. I support taxes for tourism development		11.1% (1)	55.6% (5)	22.2% (2)	11.1% (1)	3.33
11. Tourism development will help to protect local resources			55.6% (5)	22.2% (2)	22.2% (2)	3.67
12. Tourism will improve the wellbeing of my community			30.0% (3)	50.0% (5)	20.0% (2)	3.90
13. The quality of public services will improve due to tourism		10.0% (1)		60.0% (6)	30.0% (3)	4.10
14. My community should invest in tourism development			11.1% (1)	44.4% (4)	44.4% (4)	4.33
15. It is important that community values are protected when tourism is developed			10.0% (1)	40.0% (4)	50.0% (5)	4.40
16. An increase in tourism will lead to crowding of outdoor recreation, historic, and cultural sites/attractions		10.0% (1)	70.0% (7)	20.0% (2)		3.10
17. Long-term planning and managed growth is important to control any negative impacts of tourism				50.0% (5)	50.0% (5)	4.50
18. My community should do more to promote its tourism assets to visitors			30.0% (3)	40.0% (4)	30.0% (3)	4.00

Social Networks and Connections in Dry Fork					
	2	3	4	Strongly Agree	Mean
1. I am happy to help my community		20.0% (2)	30.0% (3)	50.0% (5)	4.30
2. Residents in my community get along well together		30.0% (3)	40.0% (4)	30.0% (3)	4.00
3. I feel accepted as a valued resident of my community		30.0% (3)	70.0% (7)		3.70
4. Residents in my community assist one another in times of need		11.1% (1)	11.1% (1)	77.8% (7)	4.67
5. Different opinions are valued in my community	10.0% (1)	30.0% (3)	60.0% (6)		3.50
6. Residents in my community volunteer to support community events	10.0% (1)	20.0% (2)	50.0% (5)	20.0% (2)	3.80
7. Residents in my community trust each other	10.0% (1)	30.0% (3)	50.0% (5)	10.0% (1)	3.60
8. If I have a problem there is someone who will help	10.0% (1)		60.0% (6)	30.0% (3)	4.10
9. I feel safe in my community		10.0% (1)	30.0% (3)	60.0% (6)	4.50
10. I often do things for other residents of my community expecting nothing in return		20.0% (2)	30.0% (3)	50.0% (5)	4.30
11. There are strong social networks in my community	10.0% (1)	50.0% (5)	20.0% (2)	20.0% (2)	3.50
12. Residents in my community are involved in local organizations and informal social groups	10.0% (1)	30.0% (3)	20.0% (2)	40.0% (4)	3.90
13. Individuals and organizations in my community cooperate to achieve collective goals	30.0% (3)	10.0% (1)	40.0% (4)	20.0% (2)	3.50
14. I regularly communicate with people in my community		40.0% (4)	40.0% (4)	20.0% (2)	3.80
15. People in my community solve conflicts together	20.0% (2)	30.0% (3)	30.0% (3)	20.0% (2)	3.50
16. Residents in my community collectively participate in community events/holidays/activities	20.0% (2)	20.0% (2)	30.0% (3)	30.0% (3)	3.70
17. There is a common vision in my community	30.0% (3)	40.0% (4)	10.0% (1)	20.0% (2)	3.20

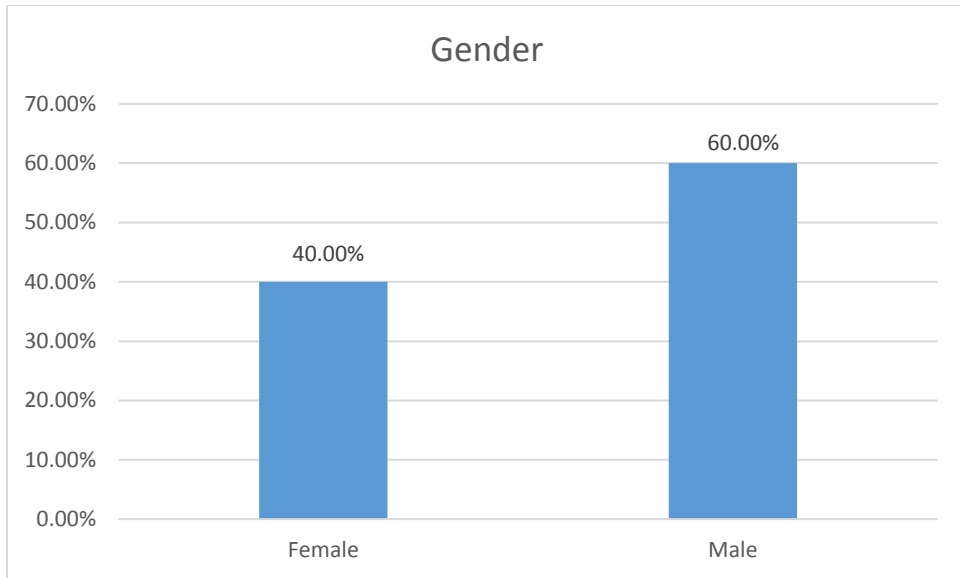
Importance and Performance of Tourism Attributes in Dryfork

1=Not Important at all	2=Somewhat Important	3=Important	4=Very Important	5=Extremely Important	
1=Very Poor Performance	2=Poor Performance	3=OK	4=Good Performance	5=Great Performance	
			Mean Importance	Mean Performance	Mean Difference
Maintenance and management of facilities for tourists			4.9	3.38	1.52
Facilities/services for tourists			4.8	3.1	1.7
Public participation in decision making			4.7	3.1	1.6
Collaboration and partnerships between communities			4.67	3.25	1.42
Support for entrepreneurs/small businesses			4.63	3.14	1.49
Skilled workforce			4.6	2.9	1.7
Community beautification			4.6	3.1	1.5
Financial investment			4.6	3	1.6
Community leadership			4.56	2.89	1.67
Local and county government support			4.5	3.1	1.4
Public support for tourism			4.5	3.3	1.2
Adequate public services (EMS, police, fire)			4.5	3.1	1.4
Attractions for tourists			4.44	3.5	0.94
State government support			4.4	3.4	1
Collaboration and partnerships with organizations outside of my community			4.38	2.88	1.5

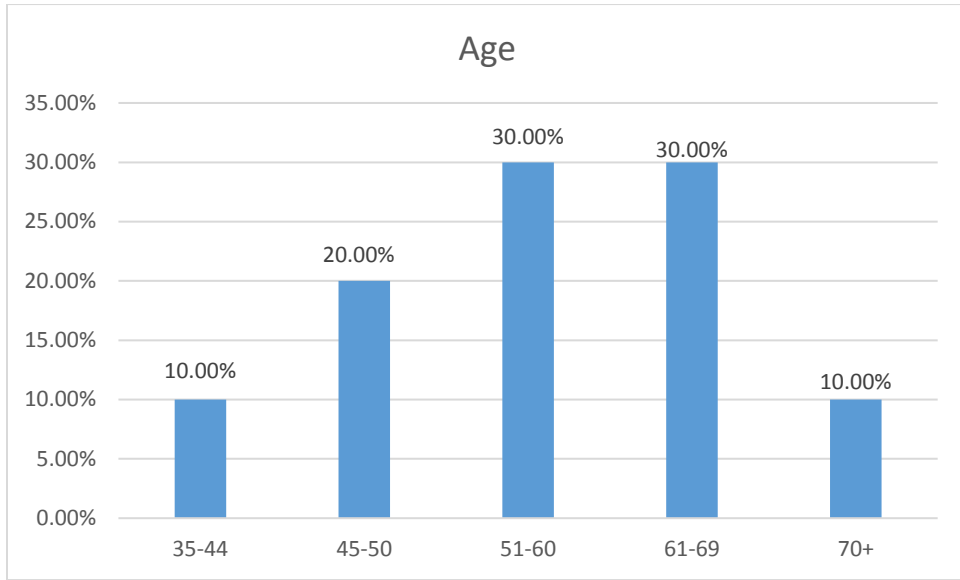
Importance and Performance of Tourism Attributes in Dryfork

Importance	1=Not Important at all		2=Somewhat Important		3=Important		4=Very Important		5=Extremely Important	
Performance	1=Very Poor Performance		2=Poor Performance		3=OK		4=Good Performance		5=Great Performance	
1. Facilities/services for tourists: <u>Importance</u>					1	10.0%			9	90.0%
1. Facilities/services for tourists: <u>Performance</u>			1	10.0%	7	70.0%	2	20.0%		
2. Maintenance and management of facilities for tourists: <u>Importance</u>							1	10.0%	9	90.0%
2. Maintenance and management of facilities for tourists: <u>Performance</u>			1	12.5%	3	37.5%		50.0%	4	
3. Attractions for tourists: <u>Importance</u>					2	22.2%	1	11.1%	6	66.7%
3. Attractions for tourists: <u>Performance</u>					5	62.5%	2	25.0%	1	12.5%
4. Community leadership: <u>Importance</u>					1	11.1%	2	22.2%	6	66.7%
4. Community leadership: <u>Performance</u>			4	44.4%	2	22.2%	3	33.3%		
5. Collaboration and partnerships between communities: <u>Importance</u>							3	33.3%	6	66.7%
5. Collaboration and partnerships between communities: <u>Performance</u>	1	12.5%	2	25.0%	1	12.5%	2	25.0%	2	25.0%
6. Collaboration and partnerships with organizations outside of my community: <u>Importance</u>					1	12.5%	3	37.5%	4	50.0%
6. Collaboration and partnerships outside my community: <u>Performance</u>			3	37.5%	3	37.5%	2	25.0%		
7. Local and county government support: <u>Importance</u>					2	20.0%	1	10.0%	7	70.0%
7. Local and county government support: <u>Performance</u>			2	20.0%	5	50.0%	3	30.0%		
8. State government support: <u>Importance</u>					3	30.0%			7	70.0%
8. State government support: <u>Performance</u>			1	10.0%	5	50.0%	3	30.0%	1	10.0%
9. Support for entrepreneurs/small businesses: <u>Importance</u>							3	37.5%	5	62.5%
9. Support for entrepreneurs/small businesses: <u>Performance</u>			2	28.6%	3	42.9%	1	14.3%	1	14.3%
10. Public support for tourism: <u>Importance</u>							5	50.0%	5	50.0%
10. Public support for tourism: <u>Performance</u>			2	20.0%	4	40.0%	3	30.0%	1	10.0%
11. Public participation in decision making: <u>Importance</u>							3	30.0%	7	70.0%
11. Public participation in decision making: <u>Performance</u>			2	20.0%	5	50.0%	3	30.0%		
12. Skilled workforce: <u>Importance</u>					1	10.0%	2	20.0%	7	70.0%
12. Skilled workforce: <u>Performance</u>			3	30.0%	6	60.0%			1	10.0%
13. Community beautification: <u>Importance</u> : <u>Performance</u>					1	10.0%	2	20.0%	7	70.0%
13. Community beautification			3	30.0%	3	30.0%	4	40.0%		
14. Financial investment: <u>Importance</u>					2	20.0%			8	80.0%
14. Financial investment: <u>Performance</u>			2	20.0%	6	60.0%	2	20.0%		
15. Adequate public services (EMS, police, fire): <u>Importance</u>			1	10.0%			2	20.0%	7	70.0%
15. Adequate public services (EMS, police, fire): <u>Performance</u>			3	30.0%	3	30.0%	4	40.0%		

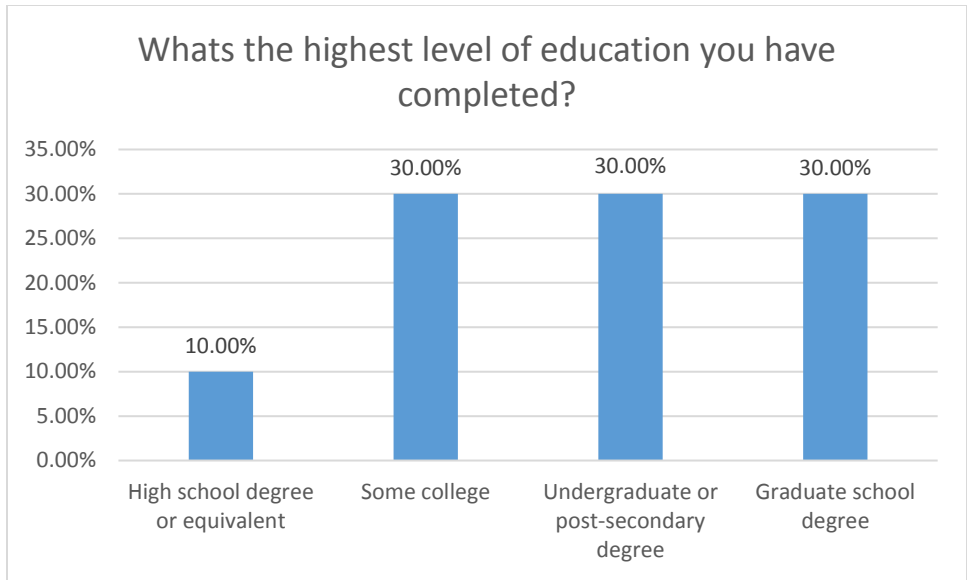
Tourism Development Options in Dry Fork						
	Not Needed At All	Somewhat Needed	Needed	Very Needed	High Priority	Mean
	1	2	3	4	5	
Nature Tourism			20.0% (2)	40.0% (4)	40.0% (4)	4.20
Festivals/Events			30.0% (3)	30.0% (3)	40.0% (4)	4.10
Adventure Tourism			20.0% (2)	70.0% (7)	10.0% (1)	3.90
Heritage tourism			30.0% (3)	60.0% (6)	10.0% (1)	3.80
Unique Local Shopping		10.0% (1)	30.0% (3)	30.0% (3)	30.0% (3)	3.80
Good/Grocery Stores		10.0% (1)	20.0% (2)	50.0% (5)	20.0% (2)	3.80
Cultural Tourism			22.2% (2)	77.8% (7)		3.78
AgriTourism		11.1% (1)	22.2% (2)	55.6% (5)	11.1% (1)	3.67
Accommodations		10.0% (1)	40.0% (4)	30.0% (3)	20.0% (2)	3.60
Local restaurants			50.0% (5)	50.0% (5)		3.50
Entertainment Performance Venues		20.0% (2)	40.0% (4)	20.0% (2)	20.0% (2)	3.40
Entertainment/Nightlife		20.0% (2)	30.0% (3)	40.0% (4)	10.0% (1)	3.40
Indoor Activities	11.1% (1)	22.2% (2)	33.3% (3)	11.1% (1)	22.2% (2)	3.11
Resorts		50.0% (5)	10.0% (1)	30.0% (3)	10.0% (1)	3.00
Breweries/Wineries		60.0% (6)	20.0% (2)	20.0% (2)		2.60
Bars/Pubs		60.0% (6)	20.0% (2)	20.0% (2)		2.60
Chain/Big Box Shopping	30.0% (3)	30.0% (3)	10.0% (1)	20.0% (2)	10.0% (1)	2.50
Golf Course/Country Club	33.3% (3)	11.1% (1)	44.4% (4)	11.1% (1)		2.33
Chain Restaurant	33.3% (3)	33.3% (3)	11.1% (1)	22.2% (2)		2.20
Theme Parks	55.6% (5)	22.2% (2)	11.1% (1)	11.1% (1)		1.78
Casino/Gambling	66.7% (6)	11.1% (1)	22.2% (3)			1.56



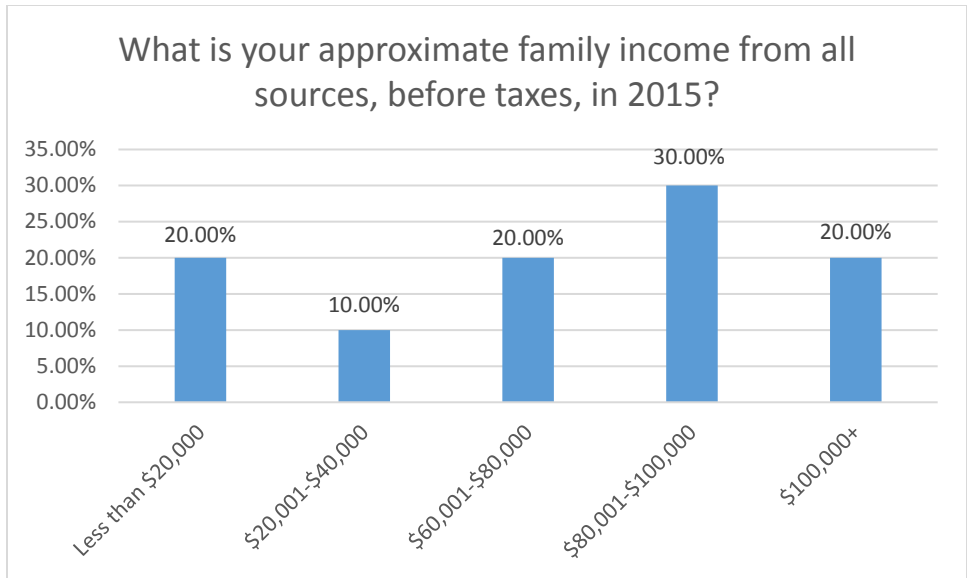
Gender			
		Frequency	Valid Percent
Valid	Female	4	40.0
	Male	6	60.0
	Total	10	100.0



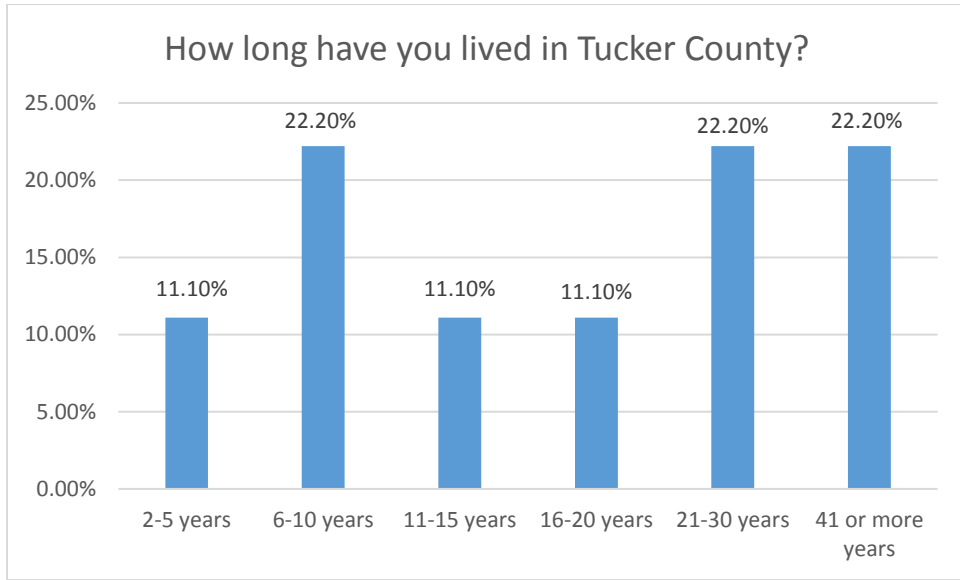
Age			
		Frequency	Valid Percent
Valid	35-44	1	10.0
	45-50	2	20.0
	51-60	3	30.0
	61-69	3	30.0
	70+	1	10.0
	Total	10	100.0



What is the highest level of education you have completed?			
		Frequency	Valid Percent
Valid	High school degree or equivalent	1	10.0
	Some college	3	30.0
	Undergraduate or post-secondary degree	3	30.0
	Graduate school degree	3	30.0
	Total	10	100.0



What is your approximate family income from all sources, before taxes, in 2015?			
		Frequency	Valid Percent
Valid	Less than \$20,000	2	20.0
	\$20,001 to \$40,000	1	10.0
	\$60,001 to \$80,000	2	20.0
	\$80,001 to \$100,000	3	30.0
	\$100,000 +	2	20.0
	Total	10	100.0



How long have you lived in Tucker County?			
		Frequency	Valid Percent
Valid	2-5 years	1	11.1
	6-10 years	2	22.2
	11-15 years	1	11.1
	16-20 years	1	11.1
	21-30 years	2	22.2
	41 or more years	2	22.2
	Total	9	100.0
Missing	No Response	1	
Total		10	