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Niche News: Crow Country Resident Attitudes Toward Tourism

This Niche News edition includes *some highlights* from the 2003 Crow Country resident attitudes toward tourism survey conducted from the Community Tourism Assessment Program. These findings represent the views of 183 Native American respondents who live on the Crow Reservation. Data was collected as a door-to-door on-site completion and later pick-up of the survey using a multistage cluster sampling process. The full report is found at www.itrr.umt.edu.

Role of Tourism in Local Economy

5% no role
13% a minor role
56% a role equal to other industries
27% a dominant role

Attitudes Toward Tourists

67% enjoy interacting w/ tourists
26% indifferent about interacting w/ tourists
7% do not enjoy interacting w/ tourists

It is important that residents of my community be involved in decisions about tourism.

3% strongly disagree
6% disagree
63% agree
28% strongly agree

Increased tourism would help my community grow in the right direction.

7% strongly disagree
10% disagree
52% agree
31% strongly agree

My Community is a good place to invest in tourism development.

5% strongly disagree
16% disagree
54% agree
26% strongly agree

Overall benefits of tourism outweigh the negative impacts.

2% strongly disagree
24% disagree
62% agree
12% strongly agree

Increases in tourism in Montana will improve MT residents' quality of life.

3% strongly disagree
23% disagree
63% agree
12% strongly agree

I will benefit financially if tourism increases in my community.

8% strongly disagree
28% disagree
51% agree
14% strongly agree

Community Attachment Index:

.37 = Overall Mean (3 item scale where -2=no attachment, +2=strong attachment)

* Shows favorable attachment

Tourism Support Index:

.62 = Overall Mean (10 item scale where -2=no support, +2=strong support)

* Shows good support for tourism

Quality of Life Index:

-.56 = Overall Mean (12 item scale where -2=very poor condition and +2= very good condition)

* Shows quality of life conditions are poor on Crow Reservation

Tourism's Influence on Quality of Life

.33 = Overall Mean (12 item scale where -1= negative influence; 0= both positive & negative influence; +1= positive influence)

*shows that tourism has a positive influence on quality of life

Overall community livability

10% no influence
15% negative influence
33% neg. & pos. influence
43% positive influence

Cost of living

9% no influence
17% negative influence
35% neg. & pos. influence
40% positive influence

Job opportunities

5% no influence
17% negative influence
26% neg. and pos. influence
52% positive influence

Should the Crow Tribe promote tourism?

84% yes

If yes, how should the tribe expand the infrastructure?

13% more tourism facilities
10% advertising, promotion, marketing
7% developing more attractions
7% improving roads
4% creating more jobs

Should tribal funds be used to promote tourism?

54% yes

If yes, what should funds be used for?

9% building and expanding facilities (motels, services, etc)
8% advertising, marketing
5% employment, jobs
3% create arts and crafts, souvenirs

Are there obstacles to tourism development in Crow Country?

66% yes

If yes, what are the obstacles?

58% community attitudes, concerns
53% tourism business financing
44% safety concerns
42% legal issues
41% physical infrastructure (roads, utilities, etc.)

Demographics

90% born in Montana

36% male
64% female

Average age: 44
Mean years on Reservation: 38
Mean years in state: 41

61% are employed and are in the following profession:

41% education
28% health care
26% construction
23% clerical
14% agriculture