

*Full length Research Paper*

# The study of impacts and cognition for the attitude and intentions towards the Penghu casino industry development

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The topic of opening offshore tourist casinos has been controversial throughout Taiwan. Supporters usually use Las Vegas in the U.S. as an example, demonstrating that Las Vegas, by opening tourist casinos, has brought prosperity and money to a deserted location like Nevada. Taiwan has wanted to open tourist casinos for some time, especially in the Penghu offshore island area, to rid themselves of the low level of prosperity typical of offshore islands. This study discusses what impacts the casino industry may bring and the attitudes of local residents towards the casino industry, as well as their intentions to develop the casino industry. The results of this study show that the impacts of tourism do indeed affect the residents' attitudes towards the casino industry. These attitudes also affect future casino development intentions. As a result, this study suggests that decision makers can develop the casino industry with certain plans and restrictions to reduce environmental damage and attempt to elevate the employment rate and income. These preventative measures should increase the intentions of the residents to support casino industry development.

**Key words:** Casino industry, Las Vegas, tourism.

## INTRODUCTION

The Taiwanese government began operating a computerized lottery on January 16<sup>th</sup>, 2002. The general public enthusiastically supported this lottery. However, the following day, January 17<sup>th</sup>, 2002, the Legislative Yuan failed to pass offshore island development act amend-ments following three readings due to the expected and highly controversial casino regulations in this act. On January 12<sup>th</sup>, 2009, the Legislative Yuan passed new casino regulations and lowered the minimum required number of votes for a referendum to build casinos on offshore islands. Proposed at different times, these two similar public policies produced completely different results.

For years, people in Taiwan have felt that the opening of offshore tourist casinos is a highly controversial topic. Supporters usually use Las Vegas as an example,

showing that although Las Vegas is located in the empty Nevada desert, it still generates large amounts of money, improves public facilities and increases residents' income and government tax revenue. This in turn fosters investment, increases local industrial development and supports a booming local economy through the operation of casinos. Detractors believe that the legalization of casinos will create additional social problems, environmental chaos and traffic jams, while damaging local resources, elevating retail prices and producing more costs on society. To satisfy the increasing needs of tourists, the government and industry alike must explore the environment and take in additional resources. This has caused the environment and resources to suffer from the largest impact and crises (Sung, 2001) to date, and destroyed the local ecological environment (Yang and Lin, 2009).

Penghu is one of Taiwan's offshore islands with a complete infrastructure and industry base. However, because of the current recession, the local government is suffering from a financial set-back. The Penghu County

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government is planning to rid Penghu of the low level of prosperity typical of offshore islands by opening offshore island tourist casino to foster economic growth and local prosperity. However, government and industry have already widely explored the environment, using natural resources to satisfy the increasing needs of tourists. As a result, the environment and natural resources of Penghu have suffered their largest crises to date (Sung, 2001). At first glance, tourism may be the best solution for economic development, but it involves both pros and cons for the social environment (Andereck, 2000; Ko and Stewart, 2002; Wang et al., 2008).

On September 26<sup>th</sup>, 2009, Penghu Island held a county referendum on Penghu Casino Regulation, but the Regulation did not pass. Does this result indicate that Penghu residents believe that the casino industry brings more cons than pros? Leonard (2008) indicated that the impact of tourism and the perceptions of the residents greatly affect future tourism development. Therefore, one of the main goals of this study is to understand the tourist impacts and resident reactions generated by the casino industry in Penghu.

Roehl (1999) indicated that the local residents' perception of casinos directly affects actual casino development. In other words, residents' perceptions of a casino affect its development and the quality of life of local residents. When a casino generates more economic benefits than societal costs, residents will have a greater desire to support casino development. Lee (2001) believed that the intentions and perspective of residents have a great influence on future tourism. Huang et al. (2006), using the Chigu Wetlands to research the local perspectives on ecological tours, found that residents familiar with the Chigu Wetlands had higher intentions to develop ecological tours. Thus, the second motivation of this study is to discover whether or not the impacts of casino development, and local perceptions of casinos, directly affect Penghu residents' intentions regarding the casino industry.

Related literature on casino development covers research topics such as casino industry policy (Hsieh, 2003), casino management systems (Chu, 2002; Ho, 2005), casino operation modes (Chung, 2005; Gonzales et al., 2007) and the impacts of casinos on the economy (Long, 1996; Honga and Jangb, 2004; Kao, 2006; Huang, 2007). Other studies examine the general public's attitude towards casinos (Grant et al., 2000; Israeli and Mehrez, 2000; Kang et al., 2004) and social behavior issues in casinos (Carmichael, 2000; Lin, 2005; Chan, 2008). However, researchers seldom analyze casino development from the perspective of local residents. Although there are analyses about residents' attitudes towards casino development (Chang, 2001), there is still a lack of full discussion regarding the impact of casinos on tourists, especially when people's historical opinions about casinos may be different from now. Based on the background and motivations mentioned above, this study evaluates the impacts of Penghu's casino development from the local

from the local residents' point of view. What are the attitudes and intentions of local residents towards casino development, and what benefits and impacts will it create for the tourism industry? Although the Penghu casino referendum did not pass, the Mioali County magistrate in Taiwan, Leo Zhen Hong, showed his intention to fight for a designated casino area. In other words, the government and related organizations still have many expectations of the casino industry. We hope the results of this study can provide future decision makers with a reference for planning the casino industry.

## LITERATURE REVIEW

### Proper nouns

#### *Casino*

Wu (2002) believed that the term "tourist casino" is more appropriate than "casino" because casinos include both gambling and entertainment facilities. They provide casino and tourism activities, especially since the operating concept for today's casinos is not limited to indoor locations. Even a luxurious cruise ship can be a floating casino. However, this study uses the term casino to refer to the previous types of casinos.

#### *Tourism impact*

Wang et al. (2008) indicated that in tourist areas, the environment will experience a certain amount of change, either scientifically or socially. Therefore, tourism impact involves the tourism activities that cause societal or environmental changes. Lee (1996) showed that tourism activities can stimulate investment or increase job opportunities but also produce local, environmental, or societal impacts due to development and large numbers of tourists. Therefore, the possible influences of tourism should be considered and discussed when developing tourism.

#### *Developing attitude*

Attitude means a long-lasting behavioral inclination towards a person, incident, item, or the world in general based on cognitions and favors (Chang, 1992). This also means the behavior inclinations of abstract concepts towards things or people. Attitude is an important field of study in Social Psychology. Hay (1993) discovered that people's attitudes towards incidents could be divided into positive attitudes, acknowledging future potential and improving quality of life.

#### *Intention*

Intention is carried out depending on predictable, planned and desirable inclinations towards future behaviors.

When appropriately measured, intention is the best prediction for personal future behavior (Fishbein and Ajzen, 1975) . Morwitz and Schmittlein (1992) believed that intention could be used to predict actual behavior.

### Related documents of tourism impact and developing attitude

Lin et al. (2007) believed that the overall profit of sports tourism has more pros than cons. In this case, residents usually have a higher supportive attitude towards sports tourism. Chuang et al. (2008) believed that the impact tourism cognition residents have affected future tourism development cognition. Yang and Chen (2008) used the social exchange theory to discuss the residents' point of view of tourism. Their cognition towards the economy, culture and the environment affect their tourism development attitudes. M Angeles et al. (2008) found that the tourism development attitudes of local residents depends on if the tourism development is good or bad for overall personal or community benefits. Therefore, this study proposes hypothesis one: Residents' perceptions of tourism impact are greatly related to their casino development attitudes.

### Related documents of tourism impacts and intention

Huang (2004) believed that residents highly supported ecological tours on Orchid Island, but because of factors such as a vague government policy, traditional Yami culture and a disadvantageous industry structure, ecological tours still had a lot of problems to face. Minsun (2006) thought that the resident attitudes towards tourism affected their intentions for future development. Therefore, this study proposes hypothesis two: Residents' perceptions of tourism impact are greatly related to their casino development intentions.

### Related documents of attitude and intention towards development

Yen (2008) discovered that an audiences' attitude towards sports sponsors shows their shopping intentions. Wu and Lo (2009) thought that core brands and proper consuming concepts can affect consumer shopping intentions. In other words, sponsoring is a beneficial thing for image and brand cognition. Sports products elicit certain perceptions and attitudes in consumers after large amounts of exposure, fostering their shopping intentions. Therefore, this study proposes hypothesis three: Residents' attitudes are greatly related to their casino development intentions.

## RESEARCH METHOD

### Research framework

Figure 1 shows the research framework used in this study, along

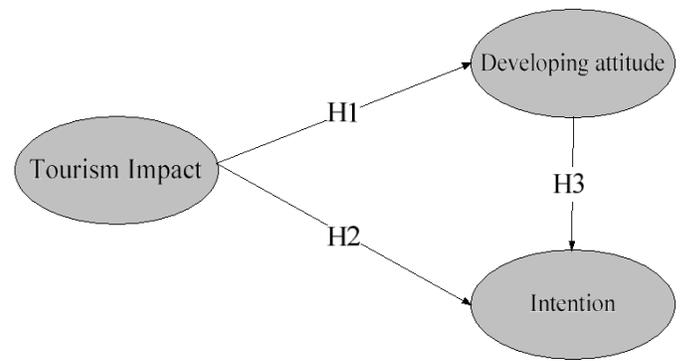


Figure 1. Research framework.

with the determinants of each variable in the research framework.

### Data collection

The Hu Xi Harbor Base and Ho Liao Bay Base in Penghu County are the planned locations for casinos. A questionnaire was distributed randomly in Penghu to ensure that the interviewees reside in Penghu. After describing the whole study plan and gaining the approval of the interviewees, we conducted in-person questionnaires.

### Questionnaire design

The questionnaire consists of four major parts, which are summarized below:

1. Tourism impact: The Sengdeuane et al. (1998) tourism impact scale. This section measured results using the Likert scale.
2. Developing attitude: The Davis et al. (1988) developing attitude. This section measured results using the Likert scale.
3. Intention: The options are "I agree with opening a casino", "I agree on locating the casino in Penghu" and "I agree on locating the casino in the neighborhood in which I live." These three options were measured using the Likert scale.
4. Individual variables: We collected data on the interviewee's gender, age, residence, education attained, occupation, personal income, marriage status, family members involved in the tourism industry and whether or not participants increased its eco-tourism activities.

## RESULTS

This study presents statistical analysis performed on each of the hypotheses, tests each of them, and discusses the results.

### Descriptive statistics

We interviewed 240 residents living in Penghu as the test subjects. We then performed the descriptive statistics based on the valid questionnaires collected (Table 1).

First, we analyzed simple descriptive statistics based on personal variables. Table 1 presents a random sam-

**Table 1.** Demographic analysis.

Variable		Number		Variable		Number	
Gender	Male	127	52.9	Jobs	student	33	13.8
	Female	113	47.1		farming, forestry and animal husbandry	18	7.5
Age	19 years of age	8	3.3	Living time in Penghu	Military, police, civil service and education	34	14.2
	20 ~ 29 years old	63	26.3		industry and business	56	23.3
	30 ~ 39 years old	34	14.2		Housewives	27	11.3
	40 ~ 49 years old	29	12.1		waiting for employment	18	7.5
	50 ~ 59 years old	35	14.6		under employed (including the retired)	68	22.5
Marriage	Over 60 years old	71	29.6	Engaged in tourism industry	Less than 5 years	18	7.5
	single marriage	85	35.4		6 - 10 years	6	2.5
To participate in casino tours	No	185	77.1	Living time in Penghu	11 - 15 years	12	5.0
					16 - 20 years	26	10.8
To participate in casino tours	Yes	55	22.9	Engaged in tourism industry	longer than 21 years	178	74.2
					No	197	82.1

pling of occupations: Students account for 14.2%, farming, forestry and animal husbandry account for 9.8%, Military, Police, civil services and education account for 12.5%, industry and business account for 20%, housewives account for 10.2%, waiting for employment account for 10.2% and under employed (including the retired) account for 23.1%. Second, most test subjects (78.6%) had resided in Penghu for more than 21 years. Third, the largest age category in test subjects was sixty years and older, accounting for 42.7%. Fourth, the majority of subjects had an educational background of junior high school or lower, accounting for 55.9%. Fifth, most of the test subjects (84.1%) were not involved in the tourism industry. Sixth, most of the test subjects (78.6%) did not go on casino tours. Seventh, 55.3% of the test subjects were men. Eighth, most test subjects were married, accounting for up to 71.2%. Ninth, most test subjects (71.9%) had income of under 20,000 X.

The population of elderly in Penghu is over 14,000, accounting for 14.99% of the total population, giving Penghu the highest percentage of elderly among all the provinces (Hsu, 2007). Table 1 shows that Penghu residents are mainly aged sixty and up, with the age group of twenty to twenty nine coming in second. Half of the adolescents in Penghu are students coming from other places.

### Factor and reliability analysis

To test the related hypotheses of the study, we used

factor analysis to reduce tourism impact, development attitudes and X intentions to several main factors. This approach simplified the complications between variables. We used principal component analysis to obtain the main factors with a characteristic value greater than 1, and then used the Varimax method to obtain factors with an X greater than 0.5. Lastly, the variables that form the factors are named separately.

After the factor analysis, tourism impact can be divided into four dimensions (Table 2).

1. Factor dimension 1: Labeled as “environmental impact,” this dimension consists of nine items with a Cronbach’s of 0.950. This dimension shows the tourism development through the protection of local resources, to get public support to rise to the relevant government units, organizations, groups and community residents’ attention.

2. Factor dimension 2: Labeled as “social impact,” this dimension consists of five items with a Cronbach’s of 0.900. This dimension shows the variety, influence, and value to locals that the industry may bring through tourism development.

3. Factor dimension 3: Labeled as “improve household income,” this dimension consists of three items with a Cronbach’s of 0.951. This dimension shows the increasing employment opportunities and economic improvement the industry may bring through tourism development.

4. Factor dimension 4: Labeled as “to increase business revenue,” this dimension consists of two items with a

**Table 2.** Factor analysis of tourism impact.

	Environmental impact	Social impact	Improve household income	To increase business revenue
Environmental Degradation	0.788			
Littering in village	0.748			
Pollution of river and stream	0.900			
Soil erosion	0.882			
Noise pollution	0.796			
Cleanliness of beach	0.856			
Air pollution	0.826			
Road accidents	0.730			
Congestion and crowding	0.524			
Alcohol usage		0.607		
Prostitution		0.692		
Drug abuse		0.690		
Crime rate		0.717		
Youths imitate foreign way of life		0.781		
Moral		0.719		
Family income			0.927	
Employment			0.903	
Future economic (standard of living)			0.883	
Market for local product				0.859
Handicraft industry				0.831
Dimension reliability ( )	0.950	0.900	0.951	0.857
Total reliability			0.848	
Eigenvalue	6.636	4.063	2.864	1.879
Variance explained (%)	33.182	20.314	14.321	9.393
Total variance explained (%)			77.211	
KMO (Kaiser-Meyer-Olkin)			0.899	
Bartlett's test of sphericity approx. chi-square			4263.690	

Cronbach's of 0.857. This dimension shows the increasing income the locals may have by selling products to foreign visitors through tourism development. After the factor analysis, developing attitude can be divided into three dimensions (Table 3).

1. Factor dimension 1: Labeled as "Support the development of," this dimension consists of eleven items with a Cronbach's of 0.935. This dimension shows the residents' support of the government's policies towards casino business, and their belief that casinos can provide more job opportunities, elevate their quality of life, and offer positive belief evaluation and opinions.
2. Factor dimension 2: Labeled as "Increase in visitors," this dimension consists of five items with a Cronbach's of 0.854. This dimension shows that the casino industry can attract more tourists.
3. Factor dimension 3: Labeled as "Tax Revenues," this dimension consists of two items with a Cronbach's of 0.816. This dimension shows tax revenues for tourist and casino industries.

The variables in this study are based on information

collected from the researcher and the previous scholar's studies. To ensure the consistency of the questionnaire from the same group of people, we performed a reliability analysis on the questionnaire using Cronbach's coefficient; if the Cronbach's value is higher than 0.5, the result of the questionnaire is acceptable. The Cronbach's coefficients for tourism impact and development attitude in this study are both higher than 0.8, confirming the reliability of the questionnaire. This means that the questionnaire has high consistency.

#### **Analysis of tourism impact towards developing attitude**

Table 6 shows the results of canonical correlation analysis in this study. According to the canonical correlation analysis table, we can see the canonical correlation analysis result as following (Table 4).

The results of canonical correlation analysis show that the factor's canonical correlation coefficient reaches the standard,  $r^2 = 0.613089$  ( $p < 0.05$ ). These results show

**Table 3.** Factor analysis of developing attitude.

	Support the development	Increase in visitors	Tax revenues
The tourism industry provides many worthwhile employment opportunities for Penghu's residents.	0.774		
On the whole, the tourism industry regulates and polices its activities well.	0.790		
I believe that the tourism industry has improved the quality of life in this state.	0.854		
I believe our legislators should support tourism development efforts in our state.	0.803		
The tourism industry is good for Penghu's economy.	0.798		
Overall, the tourism industry does a good job in supporting the county in which you live.	0.811		
I believe that planned expansions (such as a new movie studio) to attract more tourists to the state is a good idea.	0.626		
The attractions in our state are culturally and educationally stimulating.	0.681		
The airline connections in Penghu are good because of tourism.	0.651		
As a whole, tourists who come to Penghu are considerate of state resources.		0.686	
The tourists that come to Penghu are usually very friendly.		0.881	
The tourists pay their "fair share" for the services provided them.		0.860	
The tourists I have seen in our shopping malls and stores are generally polite.		0.825	
I feel that tourists should be taxed to a greater extent than local citizens to pay for the services they use.			0.821
I feel that members of the tourism industry (e.g., hotels/motels, restaurants, attractions, airlines, and bus transportation) should be taxed more than members of other industries in our state.			0.806
The tourism industry in our state is too commercialized.			0.663
Dimension Reliability ( )	0.907	0.843	0.714
Total Reliability		0.775	
Eigenvalue	5.247	2.970	2.010
Variance explained (%)	32.792	18.562	12.563
Total variance explained (%)		63.918	
KMO (Kaiser-Meyer-Olkin)		0.835	
Bartlett's test of sphericity approx. chi-square		2049.292	

**Table 4.** Canonical correlation analysis table for tourism impact and developing attitude.

	Tourism impact		Developing attitude	
	1		1	
Environmental impact	0.379*	Support the development	- 0.953*	
Social impact	0.702*	Increase in visitors	0.317*	
Improve household income	- 0.883*	Tax revenues	0.182	
To increase business revenue	- 0.653*			
Variance extracted	0.347	Variance extracted	0.461	
Redundancy	0.213	Redundancy	0.283	
		$\chi^2$	0.613089	

that we can explain the canonical factor of tourism impact  $\lambda_1$  as the total variance 61.3% of the canonical factor of development attitude. These results show that tourism impact is greatly related to development attitude, which supports hypothesis one.

On the overlapped index, the canonical factor of tourism impact  $\lambda_1$  can explain the total variance 61.3% ( $\lambda_1$ ) of the first canonical factor of development  $\lambda_1$  can

explain the total variance 46.1% in observable variables. Therefore, the canonical factor in tourism impact  $\lambda_1$  through  $\lambda_1$  can explain the four observable variable's total variance of 28.3% (overlapped variance) in development support, increasing tourists and revenue.

Because the canonical factor in development attitude  $\lambda_1$  can explain the total variance of 61.3% ( $\lambda_1$ ) in the tourism impacts canonical factor,  $\lambda_1$  can explain the four obser-

variable variables' total variance of 34.7% (picked variance percentage) in economy benefits, environmental impacts, and social culture. The tourism impact's canonical factor  $\lambda_1$ , through  $\lambda_1$ , can explain the four observable variables' total variance of 21.3% (overlapped variance) in environmental impact, social impact, improvement in household income, and increase in business revenue.

Regarding the structure, the tourism impact's factor  $\lambda_1$  is highly related to environmental impact, social impact, and improvement in household income and increase in business revenue. The structural coefficients are 0.379, 0.702, - 0.883, respectively. The development's canonical factor  $\lambda_1$  is highly related to development support, increasing the number of tourists and tax revenue. The structural coefficients are - 0.953, 0.317, 0.182, respectively. Therefore, in terms of canonical factors, all the observable variables are related.

### **Analysis of tourism impact and development intention**

Using the regression analysis method, this study takes tourism impacts as the independent variables and development intentions as the dependent variables. Table 5 shows that tourism impacts and development intentions are greatly related, supporting both hypotheses. We further discovered that "social impact" and "improvement in household income" have a greater influence on development intentions than "environmental impact" and "increase in business revenue."

### **Analysis of attitude and intention towards development**

Using the regression analysis method, this study takes tourism impacts as the independent variables and development intentions as the dependent variables. Table 6 shows that development attitudes and intentions are greatly related, supporting all three hypotheses. We also found that "support the development of" and "tax revenues are higher" have a greater influence on development intentions than "increase in visitors."

## **DISCUSSION**

This study focuses on the impact cognition, development attitudes and the intentions of Penghu residents towards the casino industry, and their mutual connections. We first analyzed the residents' cognition and development of tourism impact and their attitudes towards X development. The results of this analysis supports hypothesis one, that the locals tourism impact cognition is greatly related to the casino industry. This finding coincides with the research by Lin et al. (2007) and Chuang et al.

(2008). We further found that increasing household income has the largest influence on tourism impact and social impact, with increased business revenue coming in second and environmental impact coming in last. Tourism impact has a greater effect on the canonical factor, development support, while an increase in the number of tourists comes in second. In other words, the cognition and attitudes of residents can affect the development of the casino industry. When casinos bring in more tourists, they indirectly improve the residents' economy and increase their business revenue; in this case, residents are more willing to support the development of the casino industry. In addition, when the casino industry brings in more tourists, the environment may be overloaded and society transformation may cause a change in teenagers' values. In this case, residents are more likely to disagree with casino industry development.

Second, we analyzed tourism impact's cognition and development attitude; the result supported hypothesis two. The locals' tourism impact cognition is greatly related to the casino industry. This finding coincides with previous research by Huang (2004) and Chu (2008). We also found that social impact has a greater influence on development intentions than an improvement in household income. In other words, when the casino industry decreases the social impact, residents are more willing to support casino industry development, at the same time providing job opportunities, improving quality of life and then fostering the residents' intention for casino industry development.

Third, analyzed tourism impact's cognition and development attitude; the result supported hypothesis three. The locals' tourism impact cognition is greatly related to the casino industry. This finding corresponds with previous research by Yen (2008). We also found that supporting development has a greater effect on development intentions than tax revenue. In other words, the residents have the intention to support casino industry development and then bring in local tax revenue.

This study suggests that decision makers can improve casino development plans by adopting certain restrictions. At the same time, they should limit environmental damage and try to increase local job opportunities and income so that residents will have greater intentions to support the casino industry.

Based on the results, the relevant authorities should consider the attitudes of local residents when developing the gaming entertainment industry. Residents' attitudes toward the development of this industry are influenced by the tourism impact scale; therefore, while explaining to the local residents the possible increase in income and tax revenues resulting from the development of the gaming entertainment industry, government representatives should also eliminate the local residents' fears of the social impacts of this industry, including organized crime, the sex industry and ethics. Only when these concerns have been addressed will local residents support the

**Table 5.** Analysis of tourism impact and development intention.

Independent variable	Dependent variable	
	Intention	
	Beta coefficient	
Tourism impact	Environmental impact	0.079
	Social impact	- 0.472*
	Improve household income	0.327*
	To increase business revenue	0.066
	Adjust R <sup>2</sup>	0.427
	F value	45.519*

\*P < 0.05.

**Table 6.** Analysis of attitude and intention towards development.

Independent variable	Dependent variable	
	Intention	
	Beta coefficient	
Support the development of	0.700*	
Increase in visitors	0.002	
Tax revenues	0.108*	
	0.503	
F Value	81.552*	

\*P < 0.05.

support the development of the gaming entertainment industry. Otherwise, protests launched by the local residents will only lead to unnecessary social costs.

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