

Impact of Residents' Intention to Participate in Community-Based Tourism Development

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Abstract

The development of tourism makes the marginalized but distinctive poor rural areas get certain government support and economic benefits. The study took the investigation method of non-random and simple sampling when giving out questionnaires. The study found out the layers of touring intention of residents in communities, analyses the three factors. The study detects the factors that can affect residents' intention of repeated touring. They are the external environment of touring, the participation of residents, tourism perception and tourism satisfaction of community residents. Through regression analysis, it is proved that there is a positive relationship between the factors that can affect tourism participation and tourism perceptions and tourism intention; there is no obvious relationship between tourism satisfaction and willing of participation. The suggestions were strengthening the tourists' intention in making decisions and protection of environment and culture, enhancing the willing of participation for tourists of type of guardian, improving the willing of participation for tourists of type of apathetic.

Keywords: Residents' Intention; Community-based tourism development; Tourism perception

Introduction

The development of tourism has brought a wide and complex impact on the destination economy (Bao Jigang, Chu Yifang, 1999), Due to the closeness of resources, the sharing of resources, and the interaction of information, the tourism industry development is inevitably closely related to the residents of the surrounding communities, so regardless of the quality of life and needs of local community residents does not meet the requirements of sustainable development, it is easy to cause contradictions in various aspects and further bring hidden dangers. Community participation in tourism development is a relatively open development model that allows community residents to participate in local tourism development management and has good practical effects (Liu Jing, Miao Hong, Ouyang Zhiyun, 2008). Community participation plays an important role in solving problems such as employment of local residents, protection of tourism resources, and

reduction of tourism leakage. Peng Min and Fu Hua (2007) believe that the so-called community participation in tourism, in short, means that in the process of tourism development, local residents participate in every stage of tourism planning and development and exist as a part of tourism stakeholder entities. Therefore, community participation has become the focus of research on tourism development. More and more research has begun to focus on community participation as a social resource (Magee 2008).

Research Objectives

As the tourism industry is highly comprehensive and tourism destination products are more integrated, it is difficult to improve business benefits by relying solely on relevant management departments to develop "scenic spot tourism", let alone to establish a distinct destination image and obtain sustainable competitive advantages (Li Zhangna, Liu Hailing, 2014).

1. To study the relationship between the influencing factors of community residents participating in tourism and the intention of community residents to participate in tourism again
2. To study how to solve the related problems of residents participating in community tourism

Research Framework

The conceptual framework of this study is formed after sorting out various types of literature. Figure1

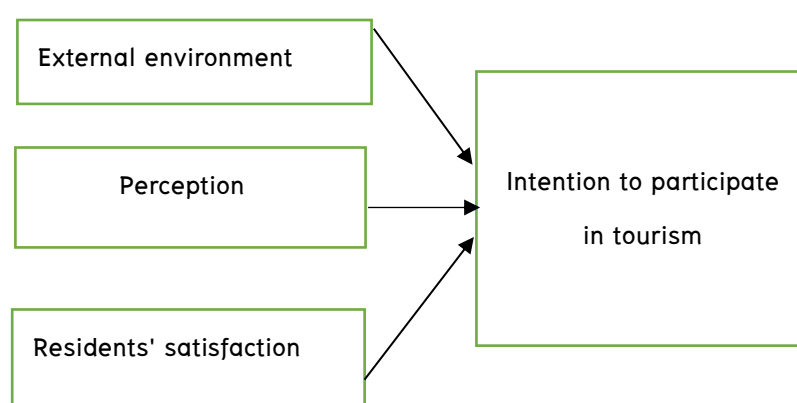


Figure 1 Research Conceptual Framework

Research Hypothesis

H1: The external environment of community-based tourism participation is positively correlated with their intention to participate in tourism

H2: Community residents' perception of participating in tourism is positively correlated with their intention to participate in tourism

H3: Community residents' satisfaction with participating in tourism is positively correlated with their intention to participate in tourism

Scope of Research

In this paper, to ensure the validity of the questionnaires, the questionnaires are mainly distributed to community residents over 18 years old. The sampling scope of the questionnaire was 32 communities in Minqin, including 5 large communities with about 1000 residents, 17 medium communities with about 400 people, and the rest were small communities with about 100 people.

Research Methodology

The research methods of this paper are mainly literature analysis and research, questionnaire survey, theoretical analysis and empirical research, qualitative analysis and quantitative analysis.

The quantitative analysis: In this study, quantitative analysis data were collected by means of questionnaire. The objects of this study are residents of Minqin community, and the research scope is the county area of Minqin. This research object was selected because the author is a resident of the research destination, familiar with the local area, convenient for data collection, and has some objective understanding of the region.

Firstly, reliability and validity analysis is conducted to determine the feasibility of the questionnaire. Secondly, k-value clustering analysis stratifies the intention to participate in the community, and combined with corresponding analysis, finds out the relatively significant corresponding items of the level of intention. The linear regression analysis is performed again to study the relationship between variables and verify the hypothesis.

Research Results

Questionnaire basic information analysis

This paper studies the information of the interviewees from the following seven basic information: gender, age, occupation, education, annual income, duration of residence in the destination and number of people engaged in tourism-related work at home.

Table 1 Analysis of variance analysis of identity perception factors

		Career		Annual income		Time of residence	Number of people engaged in tourism-related work at home								
		1=Student	2=Civil Servant	3= Cultural, Educational, Scientific And Technological Personnel	4= Private Enterprise	5= Service And Sales Staff	6= Enterprises And Institutions	7= Retire	9= Freelancer	10= Farming	11= Other				
Age		1=18–29	2=30–39	3=40–49	4=50–59	1= Junior high school or technical secondary school	2= High school	3= Junior college or Undergraduate	4= Postgraduate and above	1=Income≤9999	2=10000—19999	3=20000—29999	4=30000—39999	5=40000—49999	6= Income≥50000
		1=Year≤10	2=11–35	3=36–50	4=Year≥51	0=0person	1=1person	2=2persons	3=3persons						
identity perception	1<2、3、4	1、2、3<4; 3>7; 4>5、6、7、9、10; 5<7<10		1>2、3、4; 2<3		1<2、6; 4<6		1<2; 2>0							

Source : Collate the data according to the author's survey

Table 1 shows that respondents aged 18–29 have a weak perception of identity, namely, self-identity and pride, attention to cultural heritage and improvement of environmental quality. In occupations, the private sector responded more strongly to the perception of identity. Respondents with a junior high school diploma have a stronger perception of identity than those with other degrees. Those with the highest incomes had a stronger perception of identity than those with lower incomes. Residence time had no significant difference in identity perception. Respondents with 2 people working at home in travel-related jobs had a stronger identification perception.

Table 2 Factor regression analysis results

Anova ^a					
Model	Unstandardized	Standard	t	Sig.	
	coefficient	coefficient			
	B	Standard error	Trial version		
(constant)	19.307	0.209		92.477	0
negative impact	1.596	0.211	0.374	7.571	0
1 economic impact	0.195	0.212	0.045	0.919	0.359
perception impact	0.18	0.213	0.042	0.842	0.4
price impact	-0.609	0.208	-0.144	-2.929	0.004

a. Dependent variable: Intention

Source: Collate the data according to the author's survey

According to factor analysis, the factors affecting social residents' participation in tourism can be divided into four dimensions, which are named as negative impact, conceptual impact, economic impact and price impact respectively. Table 2 shows that the influence of community residents' participation in tourism is positively correlated with their intention to participate in tourism. Hypothesis H1 is valid. Through the regression analysis of four factors, it can be seen that the negative impact and price impact are more correlated with the intention of community residents to participate in tourism. Therefore, conduct an analysis of variance on the negative impact and price impact factors and personal attributes to determine the interaction between them.

Conclusion

According to factor analysis, the factors affecting social residents' participation in tourism can be divided into four dimensions, which are named as negative impact, conceptual impact, economic impact and price impact respectively. Table 3 shows that the influence of community residents' participation in tourism is positively correlated with their intention to participate in tourism.

Table 3 Regression analysis

Variable	Regression mode							
	Dependent variable							
	Residents' satisfaction		Intention to participate in tourism					
	β	t	β	t	β	t	β	t
External environment	.852	35.764	.822	30.608	--	--	.385	7.926
Perception	--	--	--	--	.828	28.764	.508	9.583
F	1206.535		935.836		827.451		558.098	
R ²	.772		.724		.686		.758	
ΔR^2	.772		.724		.686		.754	
Hypothesis	Significant		Significant		Significant		Significant	
test result	Established		Established		Established		Established	

Source : Collate the data according to the author's survey

Through factor analysis, the perception of social residents' participation in tourism can be divided into three dimensions, which are named as benefit perception, identity perception and participation perception respectively.

According to the analysis in Table 3, the overall satisfaction of community residents in participating in tourism is not related to the intention of community residents to participate in tourism. Hypothesis H3 is established.

The research conclusions of this article are as follows: Factors affecting community residents' intention to participate in tourism include community residents' participation in the tourism external environment, community residents' participation in tourism perception, and community residents' participation in tourism satisfaction. Among them, the external environment of community residents' participation in tourism and the perception of community residents' participation in tourism are positively correlated with community residents' intention to participate in tourism again, and the satisfaction of community residents' participation in tourism is not related to community residents' intention to participate in tourism.

The overall satisfaction of community residents with participation in tourism is low. Through descriptive analysis, it can be concluded that the overall average of community residents' satisfaction with participating in tourism is low, mainly between 2.60 and 3.12, so the overall sense of satisfaction of residents in terms of satisfaction is low. Among them, residents have the lowest income distribution methods and income satisfaction in tourism development. Therefore, in the future tourism development, residents' participation in tourism satisfaction should be improved, especially with regard to the income distribution method with low residents' satisfaction and the income from tourism development.

Community residents generally have a higher intention to participate in tourism. Through descriptive analysis, it can be concluded that the overall mean of community residents' intention to participate in tourism is relatively high, mainly between 3.55 and 4.27. Therefore, residents' overall sense of intention to participate is relatively high. Among them, the intention for

environmental protection and cultural inheritance is relatively high, with average values reaching 4.26 and 4.27. In contrast, residents' intention to participate in tourism development practices and planning decisions is relatively low. Therefore, in the future development, it is necessary to maintain the residents' intention to participate in environmental protection and cultural inheritance. At the same time, we should also pay attention to increase the residents' intention to participate in tourism development practices and participation in tourism planning decisions.

Discussion

Through linear regression analysis, it is concluded that community residents' perception of participating in tourism is positively correlated with community residents' intention to participate in tourism, assuming is established. It can be seen from the regression analysis of the three factors that identity perception is more relevant to community residents' intention to participate in tourism.

Respondents in the 18–29 age group have weaker perceptions of identity perception, namely self–identity and pride, attention to cultural heritage, and improvement of environmental quality. In the profession, private companies respond more strongly to the perception of identity. Respondents with junior high school education have stronger sense of identity than those with other academic qualifications. The respondents with the highest income have stronger perception of identity than those with lower income. Living time has no significant difference in identity perception. Respondents with 2 people engaged in travel–related work at home agree that perception is stronger.

Research Suggestion

This article makes the following suggestions through research: The overall sense of satisfaction of residents in terms of satisfaction is low. Among them, residents have the lowest income distribution methods and income satisfaction in tourism development. Therefore, in the future tourism development, residents' participation in tourism satisfaction should be improved, especially with regard to the income distribution method with low residents' satisfaction and the income from tourism development.

The overall mean value of community residents' intention to participate in tourism is relatively high, and the residents' overall recognition of their intention to participate is relatively high. Slinger (2000) believe that the factors affecting community residents' participation in tourism

are generally classified as economy, social culture and environment. Therefore, in the future development, it is necessary to maintain the residents' intention to participate in environmental protection and cultural inheritance. At the same time, we should also pay attention to increase the residents' intention to participate in tourism development practices and participation in tourism planning decisions.

1. Suggestion for use

Enhance the intention of decision-making residents to protect the environment and culture. The research in this paper is to better enhance the intention of community residents to participate in tourism development, so the data analysis results take different ways for residents with different attributes.

2.Suggestion for Future Research

For residents who are willing to participate in decision-making, they can train them on sustainable tourism development, publicize the importance of environmental protection, and enhance the awareness of environmental protection and cultural inheritance of this part of the residents. Tourism training, multi-organization of cultural propaganda activities with local characteristics, environmental knowledge competitions, and cultural performances are all feasible methods.

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