

# Community Participation and Resident Satisfaction Evaluation in Culture Tourism Management in A Historic City: The Case of the Ancient City of Huaiyang, China

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## Abstract

This article aimed to study provide empirical insights into the current state of resident satisfaction evaluation in cultural tourism management in Huaiyang Ancient City. (1) Identifying dimensions for evaluating cultural tourism management. (2) Examining the relationships between cultural tourism management elements and community participation. The sample was used to select 284 Huaiyang community residents with insight into the ancient city of Huaiyang culture tourism management. They were selected by the sample selection. The instrument for collecting data was the questionnaires. Analysis data by Descriptive statistics and Correlation analysis through SPSS.23. The findings of the study are as follows; 1. Descriptive analysis reveals resident satisfaction with cultural tourism management in Huaiyang Ancient City. 2. Exploratory factor analysis confirms that cultural tourism management encompasses four dimensions: "man," "material," "management," and "money." 3. Analysis of variance demonstrates that demographic variables significantly influence cultural tourism management elements and community participation behavior. 4. Correlation analysis affirms that all four dimensions of cultural tourism management have a positive impact on community participation. Regression analysis highlights the significant role of economic factors in community participation. We believe that these findings provide valuable and reliable insights for both research and practical applications in the field of cultural tourism management in Huaiyang Ancient City.

**Keywords:** Community Participation; Satisfaction Evaluation; Culture Tourism Management; Huaiyang

## Introduction

In recent years, one of the most extensively analysed aspects in the realm of culture tourism management and development pertains to public cooperation and participation in decision-making processes (Pérez Guilarte & Lois González, 2018). Currently, scholars researching urban cultural tourism mainly concentrate on conservation policies, public participation, the relationship between conservation and development (Wang & Bramwell, 2012). They propose a development model that combines landscape, cultural history, and technology, advocating for management methods shifting from local government-led to nationwide participation (Lin & Liu, 2016). Collaborative and communicative management stands at the core of cultural landscape management and planning (Stenseke, 2009). However, there's relatively limited research on the emotional attitudes of community residents regarding their perception of cultural tourism management. Community residents, as key stakeholders and hosts in cultural tourism, hold a significant role in tourism activities. Their support for urban cultural tourism development and their attitudes towards tourist behavior are vital determinants of the success of the local cultural tourism industry (Lee, 2013; Williams & Lawson, 2001). However, the objective enhancements in the quality of life for local residents and the increase in local cultural influence brought about by cultural tourism development in historic cities may sometimes be overshadowed by a focus on urban development, governmental objectives, and commercial expansion, potentially compromising the city's authenticity (Díaz-Parra & Jover, 2021). Furthermore, there tends to be a relative neglect of the perceptions and feelings of community residents, which are pivotal factors in the cultural tourism management and development of historic cities (Qin et al., 2021). The "Regulations on the Protection of Historic and Cultural Cities, Towns, and Villages" issued by the State Council of China in 2008 established relevant management regulations for the preservation and management of ancient city culture. It highlights the need for national financial support and encourages community participation in the preservation and management of these cultural sites. Community participation in tourism development is considered a pivotal aspect and criterion for sustainable tourism development (Tan et al., 2022). Focusing on the emotional attitudes of community residents and the management of cultural tourism resources in historic cities is crucial for enhancing residents' awareness, satisfaction, and sense of belonging, participate in the development of cultural tourism in historic cities, promote harmony between hosts and guests, and facilitate the coordinated development of tourist destinations (Eslami et al., 2019).

Cultural tourism ancient towns belong to the category of historical and cultural small towns, developing into cultural tourism ancient towns based on their unique local history, culture, folk customs, and natural landscapes. Within the context of cultural tourism integration, Chinese ancient towns, in the process of conserving and revitalizing cultural heritage and historical relics, embark on tourism development (Hui et al., 2023). Cultural ancient towns often serve a dual function, acting as both a community and a tourist destination. The development of tourism is closely linked to the local residents, as they play a crucial role in preserving local traditional folk culture, creating a destination's cultural atmosphere, and showcasing its distinct features and unique charm to tourists. Residents are essential stakeholders and active participants in the destination's tourism activities (Garrod et al., 2012). To achieve comprehensive economic, social, environmental, and cultural benefits in the tourism industry in Huaiyang Ancient City, it is imperative to consider community participation. This participation should be integrated throughout all aspects and stages of tourism development. In his 1985 publication, "Tourism: A Community Approach," Murphy strongly advocated for community residents' active participation in tourism planning and decision-making. He posited that tourism development should take into account the perspectives and inputs of the local community, thus initiating a surge of research interest in community involvement in tourism (Murphy, 2013). Empirical research suggests that community participation in tourism predominantly encompasses several key dimensions, including economic benefits, resource conservation and management, policy formulation, as well as implementation and oversight (Rasoolimanesh et al., 2017; Selman, 2004; Tosun, 2000). In the context of managing and developing cultural tourism resources within historic cities, a practical framework for analysis is the "4M" theory of resource management, focusing on money (financial aspects), material (resources), management (governance), and man (community involvement) (Tantranont et al., 2021). This framework can be applied to assess residents' satisfaction and evaluations of the management state of Huaiyang Ancient City during the cultural tourism development process. Hence, in the realm of community participation in tourism development, residents should possess a comprehensive understanding of the future trajectory of local cultural development (Material), engage in dialogues with key stakeholders responsible for major tourism projects (man), have awareness of the financial aspects, costs, and benefit distribution schemes of cultural tourism development (money), and actively contribute to the formulation of development and conservation management policies (management) (Chaisanit et al., 2021; Drucker, 2012; Tubtimcharoon, 2019).

Comprehending the perceptions and attitudes of community residents is pivotal for the effective development of cultural tourism in historic cities. This understanding can stimulate an intrinsic motivation within residents to proactively preserve and perpetuate local culture, thus achieving the sustainable utilization of traditional cultural resources in the region.

This study primarily focuses on assessing the satisfaction of community residents regarding their participation in the management and development of cultural tourism resources in Huaiyang Ancient City. It aims to understand the perceptual experiences and attitudes of residents and investigate their opinions regarding the current state of cultural tourism resource management in Huaiyang Ancient City. Through this investigation, the study seeks to uncover the following key aspects. Community residents' evaluations of their satisfaction with the management and development of cultural tourism resources in Huaiyang Ancient City. The demographic factors that may influence the satisfaction assessments of cultural resource management in the ancient city. The relationship between community participation and cultural tourism resource management. In essence, the research aims to provide insights into how community residents perceive and engage with the management and development of cultural tourism resources in Huaiyang Ancient City.

## **Research Objectives**

The purpose of this study is to investigate community participation and resident satisfaction in cultural tourism management within a historic city. Additionally, this research aims to provide guidance for cultural tourism management in Huaiyang Ancient City. We propose the following research objectives:

1. Evaluate the attitudes of community residents toward the management and development of cultural tourism resources in Huaiyang Ancient City.
2. Identify demographic factors that may influence satisfaction assessments of cultural resource management in the ancient city.
3. Examine the correlations between community participation and key elements of cultural tourism management in Huaiyang Ancient City.

## Conceptual Framework

This research is a research study to Community participation and Resident satisfaction evaluation in culture tourism management in a historic city of Huaiyang. According to 4M theory, community participation theory, and literature review research, this research followed the research verification of prior experts and scholars, and built a conceptual framework (Fig. 1).

This Article aimed to study (1) Identifies four dimensions of cultural tourism management perception evaluation, including Man, Material, Management, and Money. Each dimension is further subdivided into a total of 18 subordinate indicators; (2) Analyzes the demographic factors affecting the perceived evaluation and community participation in cultural tourism management; (3) Investigates the relationship between elements of cultural tourism management and community participation behavior to gain a better understanding of the current satisfaction evaluation of residents regarding the management of cultural tourism in Huaiyang Ancient City.

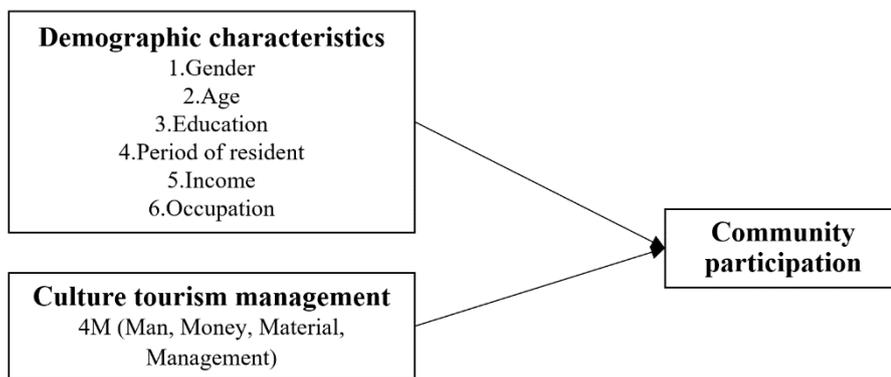


Fig.1 Conceptual Framework

## Literature Review

### Culture Tourism Management

Culture and tourism have always been inextricably linked. Cultural sights, attractions and events provide an important motivation for travel, and travel in itself generates culture (Piñeiro-Naval & Serra, 2019). But it is only in recent decades that the link between culture and tourism has been more explicitly identified as a specific form of consumption: cultural tourism. Cultural tourism has recently been reaffirmed by the UNWTO as a significant component of international tourism consumption, making up more than 39% of tourist arrivals (Richards, 2018). Research in the realm of cultural tourism has also experienced substantial growth, with particular emphasis on areas like cultural consumption, cultural motivations, heritage preservation, cultural tourism

economics, anthropology, and culture creativity's economical. Prominent research trends include the transition from tangible to intangible heritage, increased focus on indigenous and endangered cultural heritage groups, and the expanding geographical scope of the field of cultural tourism research (Richards, 2018). Research on urban cultural tourism management issues has focused on areas such as conservation policy, community participation, the relationship between conservation and development, and conservation methods. This paper studies the current situation of cultural tourism resource management in Huaiyang Ancient City and seeks the factors that influence community participation in cultural tourism resource management in Huaiyang Ancient City.

Cultural management is a kind of "people-oriented" management mode, the essence of which is people-oriented, with the overall development of people as the goal, through the cultivation of shared values, to create a healthy and harmonious cultural atmosphere within the system, so that all members of the body and mind can be integrated into the system. Somboon pointed out that in order to achieve the goals of the organization, management needs to manage people, finance, materials, equipment and management in an appropriate proportion to achieve efficiency and effectiveness (Chaisanit et al., 2021). The concept of resource management includes man, money, materials and management, known as 4M theory. The 4M management principles of each organization include (1) Man. People are the most important, because good people management will make work and various activities move forward. Workforce management is the organization and effectiveness of motivating employees to work for efficiency. (2) Money. The procurement and distribution of money must be managed efficiently. (3) Materials. Manage the use of materials, equipment and information technology; (4) Management. Management is the use of methods to manage various departments. Able to operate continuous planning in organizations Although 4M is a management theory, it can be applied to planning, production, and business management (Ampouw et al., 2021). Community cultural tourism management needs to coordinate the four aspects of resource management 4M theory including man, money, materials and management, so as to manage community cultural construction more effectively.

### **Community participation**

Research on community engagement involves sociology, psychology, behavior, tourism, culture, urban planning, management, and other related disciplines. The disciplines of architecture, urban planning, and landscape architecture have focused on "urban renewal and governance" studies involving groups of residents or visitors (Clark & Wise, 2018; Li et al., 2020). The tourism discipline prefers "destination imagery studies" of tourists' perceptions, acquiring evaluations of

places based on cognitive–emotional–behavioral theories (Stylos et al., 2017). Through researching local human and folk culture perspectives, the Department of Culture and Arts gets assessment studies from visitors and locals. Political science and management science are more inclined to study the relationship between urban construction and development and community motivation and willingness to participate (Dragouni, 2017). Furthermore, as the research progresses, despite the apparent differences in the groups involved and the perspectives of the research disciplines, there is a general convergence in the research content, the basic orientation of the research, the research methods, and the dynamics of research development. Research on community participation is based on the relationship between cognitive, affective–attitudinal, and behavioral theories while introducing intermediate variables such as community identity, belonging, and satisfaction. Due to individuals' different attitudes and values, people may find many different messages when observing the same landscape, and visitors may make very different interpretations compared to residents. As (Zongbin et al., 2013) suggested that community participation in tourism significantly positively affects residents' perceptions and sense of community belonging. The residents' perception of the impact of tourism is a key predictive factor for their support and involvement in tourism development, as well as the feasibility of sustainable tourism development and management (Jaafar et al., 2015).

Some studies assumption that community participation is the cornerstone of sustainable tourism development (Nicholas et al., 2009). Engaging in tourism development and heritage management can catalyze economic advancement within communities, consequently elevating overall quality of life (Jaafar et al., 2015). Support and participation from residents in tourism development serve to mitigate conflicts of interest and needs among diverse resident groups, thereby enhancing their quality of life and promoting economic growth (Su & Wall, 2014). Furthermore, community involvement in decision–making processes not only benefits local residents but also reinforces their reverence for traditional ways of life and values (Mitchell & Reid, 2001). Community participation has been extensively deliberated in the literature on sustainable tourism (Mowforth & Munt, 2015), where the success of tourism planning and management hinges on the support and engagement of local residents (Hall & Richards, 2003). Thus, in the urban cultural tourism development and management process, urban community residents serve as both the architects of urban community culture and its direct beneficiaries.

Relevant research findings in the realm of community involvement in cultural tourism management suggest that understanding the perceptions and attitudes of community residents is

instrumental in fostering their participation in the development of cultural tourism in ancient cities. Community participation primarily encompasses four dimensions: economic interests, resource conservation and management, policy formulation, and implementation and oversight. In the management of cultural tourism resources in ancient cities, the 4M (Man, Material, Management, and Money) theory is employed to analyze residents' satisfaction assessment regarding the management status of Huaiyang Ancient City in the process of cultural tourism development.

## Research Methodology

### 1. Study Site

Huaiyang, located in Zhoukou City, Henan Province, China, was known by several historical names including Chen, Wanqiu, and Huaining. Huaiyang is one of the oldest capital cities in Chinese history, dating back over 6,500 years since the time of the legendary figures Fuxi and Shennong, who established their capital in Wanqiu. Throughout history, it has been the capital city three times and the country's capital five times. During the Western Zhou period, Chen State was established in this region, and in the Spring and Autumn period, it became a territory of the Chu State. During the Warring States period, it served as the capital of the Chu State, known as Chen Ying (Chen Chu Ancient City). During the Han Dynasty, it was established as Huaiyang County, which is the origin of the name Huaiyang. From the Han Dynasty to the Tang Dynasty, it served as the political, economic, and cultural center of eastern Henan. The long history of Huaiyang has produced a splendid history and culture, and the historical and cultural characteristics and values of Huaiyang are distinct. Huaiyang boasts numerous significant tourist attractions within its boundaries, including the Ta Hao Fuxi Mausoleum, Long Lake Natural Scenic Area, and Chen Chu Ancient City. It is home to five national-level cultural heritage protection units and 16 unique sites that combine cultural and natural landscapes, all of which hold substantial historical and cultural value. Huaiyang is an important birthplace of Long Totem Culture, farming culture, and surname culture. The traditional Millennium Temple Fair in Huaiyang draws a large number of pilgrims, breaking world records. The folk culture in Huaiyang has become a unique spectacle in the ancient city, adding a distinct charm to the region. Longhu Lake Park reflects a natural base with local characteristics (scenic resources); Chen-Chu Ancient city shows a spatial pattern with historical value (choosing a high place to live and a lake around the city); and a humanistic heritage with regional characteristics (Fuxi culture, temple culture, surname culture, myths and legends, and non-heritage crafts).

Overall, the historical, ecological, and cultural values of Huaiyang Old Town are outstanding. Huaiyang will center its tourism development around one lake (Long Lake), one mausoleum (Taihao Mausoleum), one ancient city (Chen–Chu Ancient City), and one festival (February Temple Fair), one event (Lotus Festival), and one exhibition (Intangible Cultural Heritage Exhibition). This will create a comprehensive tourism spatial layout for the entire region. This is an excellent summary of Huaiyang's cultural significance encompassing history, culture, ecology, and spatial attributes. Sorting out the genes of the local characteristics of Huaiyang's old city is conducive to preserving the precious city with its deep cultural connotations and meeting the needs of characteristic city construction.

## 2. Population and Samples

This study assesses the attitudes of Huaiyang community residents towards their involvement in the management of cultural tourism resources. For sample selection, residents from the Huaiyang community were chosen as the research participants, and a convenience sampling method was employed. According to Yamane Taro's formula, this research aimed to distribute 300 questionnaires. After removing questionnaires with missing data and incomplete responses, a total of 284 valid questionnaires were used for analysis. The data collection period for this study occurred in May and June 2023.

As shown in the table1, it can be seen that the demographic variable data reflect the distribution of the surveyed objects. According to the results of frequency analysis of each variable, it can be seen that the distribution basically meets the requirements of sampling survey. Gender: Male is 136 people, accounting for 48% of the total survey population, female is 148 people, accounting for 52% of the total survey population, and the proportion of men and women is close to the same; Age (year): 11~20 years old ( 12%), 21~30 years old (46%), 31~40 years old (19%), 41~50 years old (10%), 50 years old or above (13%); Education: High school and below (25%), College (26%), Undergraduate (34%), Master's degree and above (15%); Period of Resident: Under 10 years (18) 11–20 years (38%), 21~30 years (20%), 31~40 years (11%), 41~50 years (7%), 51 years or above (6%); Monthly income level: Less than 1000¥ (28%), 1001~3000¥ (15%), 3001~4000¥ (24%), More than 4000¥ (33%); Occupation: Civil Servants & Public Institution (16%), Employees of enterprises (22%), Student (32%) Other (30%). Overall, the respondents are evenly distributed across industries.

**Table 1** Statistical table of basic characteristics of the sample.

Variable	Item	Frequency	Percent	Average	SD
Gender	Male	136	48%	1.52	0.5
	Female	148	52%		
Age	11–20 years old	34	12%	2.66	1.203
	21–30 years old	131	46%		
	31–40 years old	54	19%		
	41–50 years old	28	10%		
	51 years old or above	37	13%		
Education	High school and below	70	25%	2.39	1.015
	College	75	26%		
	Undergraduate	97	34%		
	Master's degree and above	42	15%		
Period of Resident	less than 10 years	51	18%	2.69	1.395
	11–20 years	108	38%		
	21–30 years	56	20%		
	31–40 years	32	11%		
	41–50 years	20	7%		
Income (month)	50 years or above	17	6%	2.62	1.208
	Less than 1000 ¥	80	28%		
	1001–3000¥	42	15%		
	3001–4000¥	69	24%		
Occupation	More than 4000 ¥	93	33%	2.75	1.053
	Civil Servants& Public Institution	46	16%		
	Employees of enterprises	64	22%		
	Student	90	32%		
	Other	84	30%		

### 3. Research Instrument

The primary research instrument employed in this study is a questionnaire survey, which comprises three main sections: demographic characteristics, residents' evaluation of cultural tourism resources, and community participation assessment. The data collected from the questionnaires will be analyzed using SPSS 23. Here's a breakdown of each section: (1) Demographic Characteristics: This section is based on the fundamental characteristics of the surveyed individuals, with a primary focus on assessing variations in satisfaction with cultural

management in Huaiyang Ancient City among different demographic groups. The collected information includes six aspects: gender, age, education, period of Resident, income, and occupation. (2) Evaluation of Cultural Tourism Resource Management: This section comprises an assessment scale that examines the relationships between "Man," "Material," "Management," "Money," and community participation behaviors in the context of cultural tourism resource management. All items utilized in this study are scored using a Likert five-point scale. (3) Opinions and suggestions: including participants, protection and development of cultural resources, regulatory compliance and economic benefits.

#### **4. Collection of Data**

In this research, the convenience sampling method was employed for data collection through both paper and electronic questionnaires. This study adheres to a voluntary approach, and respondents can be confident that the collected data will be utilized exclusively for research purposes.

#### **5. Data Analysis**

(1) Descriptive statistical analysis was conducted to examine the basic demographic characteristics of the respondents, including gender, age, education, period of resident, income, and occupation. Additionally, an investigation was carried out regarding residents' attitudes towards variables related to cultural tourism resource management and their community participation attitudes. (2) The reliability of the dimensions within cultural tourism resource management, including "man," "material," "money," "management," and community participation attitudes, was analyzed. Exploratory factor analysis was employed to assess validity, with the extraction of common factors. (3) Understand whether there are significant differences in the attitude evaluation of various dimensions of cultural tourism resource management by residents with different demographic characteristics. This study tested the relationship between resident characteristics and cultural tourism resource management evaluation through independent sample t-test (One-Sample T-test) and one-factor analysis of variance(one-way-ANOVA). The demographic variables included in the comparison include gender, age, education, length of residence, income and occupation. (4) Through correlation analysis, explore the correlation between the participation level and the various dimensions included in the cultural tourism resource management attitude.

## Research Results

### Objective 1. Descriptive Analysis of Variables in Evaluation of Residents' Attitude

Descriptive statistics are basically divided into three categories: 1) Describe the central trend of data through the mean; 2) Describe the degree of dispersion of data through variance and standard deviation (SD); 3) Describe the distribution of data using skewness and kurtosis. In this paper, these three types of statistics are combined, and the four statistics of mean, standard deviation, skewness and kurtosis are calculated by SPSS.23 to observe the distribution characteristics of the sample data. Among them, the mean reflects the central tendency of the sample data. The standard deviation reflects the degree of dispersion of the sample data. Skewness reflects the degree of asymmetric distribution of sample data by measuring the direction and degree of distribution skew of sample data. Kurtosis measures the kurtosis of the probability distribution of a real random variable, and is used to observe whether there is an increase in variance or a low-frequency extreme difference greater or less than the average value in the sample data.

**Table 2** Descriptive Analysis of Variables in Evaluation of Resident's Attitude.

Item	Average	SD	Skewness		Kurtosis	
			Stats	Standard error	Stats	Standard error
Q1. The number of participants is sufficient.	4.06	.887	-.827	.145	.505	.288
Q2. The people involved are professionally competent.	4.06	.857	-.793	.145	.644	.288
Q3. Personnel involved in the management of tourism cultural resources contribute to the preservation and development of culture.	4.08	.878	-.877	.145	.679	.288
Q4. Everyone can participate in local cultural projects.	4.11	.897	-.957	.145	.848	.288
Q5 Clear and concise media networks provide comprehensive introductions to cultural information, such as cultural resources, scenic spot descriptions, cultural activities, and tourism services.	3.93	.981	-.558	.145	-.433	.288
Q6. Huaiyang has rich cultural resources, you can experience a strong sense of local culture and tradition.	3.88	.931	-.481	.145	-.385	.288
Q7. The construction of smart scenic spots in Huaiyang will help improve tourism management and service capabilities.	3.91	.930	-.355	.145	-.874	.288

Table 2 (Continued)

	Average	SD	Skewness		Kurtosis	
			Stats	Standard error	Stats	Standard error
Q8. The ancient city of Huaiyang has sufficient resources and equipment to protect and restore its cultural heritage.	3.93	.957	-.459	.145	-.597	.288
Q9. The cultural management of Huaiyang Ancient City has clear policies in place.	4.25	.861	-.982	.145	.520	.288
Q10. Effective culture management process.	4.36	.844	-1.408	.145	1.832	.288
Q11. I have provided recommendations for the development of cultural management systems in the past.	4.18	.917	-1.084	.145	.817	.288
Q12. I understand and adhere to the current cultural management system.	3.91	.967	-.601	.145	-.176	.288
Q13. The current cultural management policies are in line with the development of Huaiyang Ancient City.	4.10	.942	-.862	.145	.188	.288
Q14. The cultural activity programs are both diverse and unique.	4.22	.915	-.928	.145	-.019	.288
Q15. The management and development of cultural projects within the community contribute to the development of the ancient city.	3.92	1.000	-.605	.145	-.339	.288
Q16. There are cultural funding support policies within the cultural management-related regulations.	4.32	.798	-1.154	.145	1.409	.288
Q17. Financial support is available for cultural management projects.	4.25	.786	-.906	.145	.915	.288
Q18. Economic returns can be generated from cultural management projects.	4.26	.799	-.881	.145	.408	.288
Q19. I have an understanding of the development plan for Huaiyang Ancient City.	4.07	1.017	-.832	.145	-.133	.288
Q20. I am willing to participate in the cultural project construction of Huaiyang Ancient City.	3.76	1.280	-.663	.145	-.718	.288
Q21. I am willing to participate in the formulation of cultural management policies of Huaiyang Ancient City.	3.99	.998	-.616	.145	-.472	.288
Q22. I am willing to participate in the implementation of the cultural management policy of Huaiyang Ancient City.	3.71	1.256	-.637	.145	-.677	.288
Q23. I am willing to protect and develop the cultural characteristics of Huaiyang Ancient City.	3.72	1.212	-.633	.145	-.598	.288

**Objective 2.** Demographic factors affecting the evaluation of cultural tourism management.

### 2.1 Reliability and validity analysis

In order to ensure the accuracy of the test data, it is necessary to verify the information of each variable and the total scale before analyzing the data. Generally, Cronbach's Alpha coefficient is used to test the reliability. If the coefficient value is above 0.80, it indicates that the reliability of the scale is better; if it is between 0.70 and 0.80, it can still be used, but if the overall reliability coefficient is lower than 0.6, it cannot be used. It can be seen from the table 3 that the Cronbach's  $\alpha$  coefficient of each data is higher than 0.7, and the Cronbach's  $\alpha$  coefficient of the total scale is 0.876, far exceeding 0.7, indicating that the reliability of this questionnaire passed the test.

**Table 3** Reliability test of community residents' attitude.

Variable	Item	Cronbach's Alpha
Man	4	0.960
Material	4	0.945
Management	7	0.902
Money	3	0.828
Community participation	5	0.950
<b>Total scale</b>	<b>23</b>	<b>0.876</b>

Based on the validity analysis findings, the Kaiser–Meyer–Olkin (KMO) test coefficient was 0.847, with values ranging between 0 and 1. The closer the questionnaire's coefficient is to 1, the better, indicating a high level of reliability. Furthermore, the significance of the Bartlett's test approaches zero, suggesting that the correlation coefficients do not form a unity rectangle. This signifies strong construct validity and suitability for exploratory factor analysis.

**Table 4** Community residents' attitude KMO and Bartlett tests.

KMO Measure of Sampling		0.847
Bartlett's Test	Approx. Chi-Squared	6552.867
	Df	253
	Sig	.000

## 2.2. Exploratory factor analysis (EFA)

This paper uses the principal component method, and the selected factor eigenvalues are all larger than 1. Among the five selected factors, the cumulative variance explanation rate is 78.817%. Mostly, if the eigenvalues of each factor are higher than 1 and the cumulative variance is 60%, it means that the validity of the scale is high. Therefore, the extracted 5 principal component factors can be used to explain 78.817% of the total characteristics reflected by the 23 questions, and the topic design has a strong explanatory ability. Among the five common factors extracted after rotation, the first-dimension factor is called man factor, the second factor is called material factor, the third factor is called management factor, and the fourth is called money. The fifth is the level of community participation.

**Table 5** Factor loading (Rotated).

Item	Component				
	1	2	3	4	5
Q3	.947				
Q4	.941				
Q1	.933				
Q2	.924				
Q7		.898			
Q8		.892			
Q5		.885			
Q6		.858			
Q11			.890		
Q10			.848		
Q9			.830		
Q14			.786		
Q13			.743		
Q15			.707		
Q12			.554		
Q18				.879	
Q16				.866	
Q17				.789	
Q20					.965
Q22					.961
Q23					.949
Q21					.839

Extraction method: principal component analysis method.

Rotation method: Kaiser normalized maximum variance method.

a. Rotation converged after 6 iterations.

### 2.3. Analysis of variance

Through methodological analysis and research, it was found that gender differences are significant in the "management" and "money" dimensions, but there are no differences between genders in the "man," "material," and "community participation" dimensions. Different age groups of residents showed significant differences in their attitudes towards cultural tourism resource management in the "management" and "money" dimensions, as well as the "community participation" dimension. Residents with master's degrees or higher assessed the financial benefits and community participation levels of Huaiyang Ancient City the lowest, while residents with bachelor's degrees assessed the financial benefits and community participation levels the highest, indicating that to some extent, as education levels increase, residents perceive improvements in various dimensions. Different lengths of residence showed significant differences in the "money" and "community participation" dimensions. The longer the period of residence, the better the residents' perceptions of financial benefits and participation attitudes. Income factors demonstrated significant differences in the "material," "management," "money," and "community participation" dimensions. There were no significant differences in the "man" dimension of cultural tourism resource management. Higher income levels correlated with higher satisfaction ratings. Those with an income of less than 1000 CNY were mostly students, and they reported higher satisfaction ratings. Different occupations exhibited differences in the "money" and "community participation" dimensions.

**Table 6** Gender and various variables analysis table.

Gender	Man factor	Material factor	Management factor	Money factor	Community participation
Male	16.4963.03	15.9663.03	30.0064.32	12.2362.94	19.8565.32
Female	16.1465.58	15.3663.90	27.9865.57	11.4462.99	18.7065.22
t	0.887	1.449	3.431	2.24	1.837
p	0.376	0.148	0.001	0.026	0.067

**Table 7** Analysis of differences between age and various variables.

Age	Man factor	Material factor	Management factor	Money factor	Community participation
11–20 years old	13.9164.16	14.3863.60	28.4164.92	11.5063.28	18.5665.79
21–30 years old	16.5163.37	15.9763.46	29.6864.41	12.3462.92	20.1865.21
31–40 years old	16.8162.81	15.5263.48	28.1764.96	10.1962.78	16.5664.80
41–50 years old	17.2562.55	15.8964.00	28.2566.14	11.9662.25	19.4364.29
51 years old or above	16.3562.65	15.7063.22	28.5166.65	12.5162.94	20.3865.28
F	5.776	1.436	1.287	6.074	5.395
p	0.00	0.222	0.275	0.00	0.00

**Table 8** Analysis of differences between education and various variables.

Education	Man value	Material factor	Management factor	Money factor	Community participation
High school and below	16.4363.16	15.7763.07	28.9965.57	11.2763.24	18.0365.77
College	15.9563.51	15.7563.75	28.2965.60	12.0962.85	19.8765.04
Undergraduate	16.5463.26	15.8063.64	29.9764.13	12.4762.68	20.4064.82
Master's degree and above	16.2463.47	14.9363.54	27.6965.10	10.7163.07	17.5065.22
F	0.481	0.695	2.601	4.643	4.839
p	0.696	0.556	0.052	0.003	0.003

**Table 9** Analysis of the difference between period of resident and various variables.

Period of Resident	Man factor	Material factor	Management factor	Money factor	Community participation
less than 10 years	15.7563.32	14.5763.56	28.0665.13	9.8863.25	15.8265.99
11–20 years	16.3463.42	16.1263.53	29.9164.29	12.3162.88	20.1865.03
21–30 years	16.8862.82	15.8963.09	29.3464.47	11.6862.85	19.0265.00
31–40 years	15.6663.65	14.6363.59	27.1965.43	11.9762.62	19.5664.72
41–50 years	17.4563.15	16.2564.19	28.1567.04	13.3562.08	21.4063.86
50 years or above	15.8263.61	16.3562.96	28.4767.35	12.8862.26	21.2463.65
F	1.420	2.246	2.067	7.076	6.747
p	0.217	0.05	0.07	0.00	0.00

**Table 10** Analysis of the difference between income and various variables.

Income	Man factor	Material factor	Management factor	Money factor	Community participation
Less than 1000 ¥	16.4163.47	15.9463.56	29.9164.17	12.4462.99	20.2165.39
1001–3000¥	16.2662.68	14.2463.37	26.8365.73	11.4862.69	18.7164.97
3001–4000¥	16.0663.43	15.5463.35	28.7565.36	10.8463.11	17.5865.43
More than 4000 ¥	16.4363.43	16.1363.55	29.2265.13	12.1662.85	19.8964.99
F	0.199	3.098	3.57	4.356	3.893
p	0.897	0.027	0.015	0.005	0.009

**Table 11** Analysis of the difference between occupation and various variables.

Occupation	Man factor	Material factor	Management factor	Money factor	Community participation
Civil Servants & Public Institution	16.3363.07	14.5964.49	28.3365.59	12.6162.42	20.7464.00
Employees of enterprises	15.5363.61	16.3962.73	29.5064.71	11.4762.98	18.6165.34
Student	16.4663.66	15.5263.40	29.5764.65	12.2663.06	19.9365.48
Other	16.7462.77	28.3363.49	28.2065.51	11.1863.07	18.1765.45
F	1.704	2.48	1.525	3.379	3.253
p	0.166	0.061	0.208	0.019	0.022

**Objective 3.** The correlations between community participation and key elements of cultural tourism management

It can be seen from the table 12 that there is a close relationship between each dimension of cultural resource management and the level of residents' participation. The correlation coefficient between Man factor and participation level is 0.173. The correlation coefficient between Material factor and participation level is 0.164. The correlation coefficient between Management factor and participation level is 0.148. The correlation coefficient between Money factor and participation level is 0.979. It shows that the higher the degree of recognition of human resources, material resources, management resources and financial resources, the higher the level of residents' participation. In addition, Man factor is correlated with Management factor and Money factor, and the correlation coefficients are 0.147 and 0.187, respectively. The correlation coefficients of Material factor, Management factor and Money factor are 0.496 and 0.160 respectively. The correlation coefficient between Management factor and Money factor is 0.163.

The factors of each dimension are above 0.05, which shows that there is a significant correlation between the participation level and the factors.

**Table 12** Correlation analysis of each dimension.

Variable	Correlative	Man	Material	Management	Money	Behavior
Man	p	1				
Material	p	.072	1			
Management	p	.147*	.496**	1		
Money	p	.187**	.160**	.163**	1	
Community participation	p	.173**	.164**	.148*	.979**	1

\*\* . Correlation is significant at the 0.01 level (two-tailed).

\* . Correlation is significant at the 0.05 level (two-tailed).

We evaluated the relationship between demographic variable, cultural tourism management elements and community participation by multiple regression. Table 13 shows the results as period of resident and occupation significantly affect community participation ( $b=1.293$ ,  $p=0.000$ ) and ( $b=-0.639$ ,  $p=0.049$ ). Money factor significantly affects community participation ( $b=1.720$ ,  $p=0.000$ ). However, man factor, material factor and management factor have no effect on community. According to standardized coefficient, money factor has the greatest impact on community participation.

**Table 13** Demographic variable and community participation regression equation.

Variable	b	S.E.	$\beta$	t	p
constant	20.751	2.191		9.471	.000
Gender	-.937	.607	-.089	-1.544	.124
Age	-.558	.326	-.127	-1.712	.088
Education	.337	.360	.065	.935	.351
Period of Resident	1.293	.277	.341	4.669	.000
Income	-.431	.271	-.098	-1.591	.113
Occupation	-.639	.323	-.127	-1.977	.049

**Table 14** Cultural tourism management elements and community participation regression equation

Variable	b	S.E.	$\beta$	t	p
constant	-.885	.573		-1.544	.124
Man	-.012	.023	-.008	-.519	.604
Material	.020	.025	.013	.820	.413
Management	-.012	.017	-.012	-.714	.476
Money	1.720	.026	.973	66.728	.000

## Conclusion

In order to investigate the satisfaction and perceptions of community residents regarding their participation in the management and development of Huaiyang Ancient City's cultural tourism resources, as well as to conduct a survey of their attitudes towards the current state of cultural tourism resource management in Huaiyang Ancient City, this study employed a questionnaire survey method. The survey collected data on community residents' evaluations of the management and development of cultural tourism resources in Huaiyang Ancient City, examined the demographic factors that may influence satisfaction with the management of cultural resources in the ancient city, and explored the relationships between community participation and cultural tourism resources.

This study initially explored the current satisfaction evaluations of residents regarding the four elements of cultural tourism management in Huaiyang Ancient City. On the "Man" aspect, residents' evaluations were all above the satisfaction threshold of 4. This indicates that a tourism community is a system where the collaborative efforts of the government, community residents, professional scholars, tourists, and tourism enterprises are essential for the development of the tourism community. At the "Material" level, satisfaction evaluations regarding Huaiyang Ancient City's online promotion, urban environmental infrastructure construction, and the restoration work in the ancient city were below the satisfaction threshold of 4. "Huaiyang boasts rich cultural resources, yet it is currently in the process of fully developing its distinctive cultural characteristics. The configuration of smart park equipment, cultural development, and the construction of tourist facilities are in an exploratory phase." It's necessary to enhance the scientific assessment, capitalization, and development of Huaiyang's cultural resources, forming a distinctive cultural industry system. Diversifying the community's cultural landscape modeling will have a significant impact on cultural tourism. Physical elements such as natural landscapes, community architecture,

and cultural landscape features, which serve as symbols of regional cultural heritage, will significantly influence the development of community cultural tourism. In terms of the "Money" aspect, residents expressed relatively high satisfaction evaluations regarding the implementation of financial support policies in the ancient city and the associated economic benefits. In the process of community engagement in cultural management, economic benefits are a crucial influencing factor directly affecting participation behavior. On the "Management" aspect, there is a need to strengthen the implementation of cultural management policies in the ancient city and innovate cultural projects. Huaiyang's community cultural tourism resource management and development primarily emphasize the inheritance of local traditional culture and the involvement of the general public. This can be achieved by incorporating intangible cultural and folk activities, functional replacement, and other methods to activate the community's cultural aspects, emphasizing the community's social attributes, strengthening the close connections between historical resources, and gradually stimulating the cultural vitality and revival of the Huaiyang community.

The research suggests that demographic variables have an impact on the satisfaction and community involvement in cultural tourism resource management (Mensah, 2000). This study analyzed the influence of demographic variables on residents' participation in community cultural activities and identified factors that significantly affect residents' satisfaction with the four elements of cultural tourism resource management. The "man" element is influenced by age, while the "material" element is affected by income levels. Gender and income impact the "management" element, and gender, age, educational background, length of residency, income, and occupation influence the "money" element. Therefore, in the process of cultural tourism management, it is necessary to strengthen the publicity of cultural tourism related knowledge to local residents. Establish reasonable profit distribution and incentive mechanism. Strengthen the training of community residents and select suitable talents.

According to the correlation analysis, man resources, material resources, management factors, and money resources are related to community involvement, with economic benefits having the most direct impact on community involvement in cultural tourism management. In the literature on residents' perceptions and attitudes toward tourism, almost all studies touch upon residents' perceptions of the economic impact (Besculides, Lee, & McCormick, 2002). Economic benefits are the most evident and significant aspect of residents' perception (Andereck et al., 2005; Perdue, Long, & Allen, 1990). Research indicates that the integration of human resources is beneficial for urban cultural industry projects. Effective cultural management systems and

procedures enrich the content and presentation of cultural resources, thereby promoting local cultural projects. The implementation of artistic projects and activities facilitates local resident participation, as residents have their interests met through community cultural activities, enabling them to actively engage in community public activities and thereby enhancing their participation efficiency.

## **Discussion**

In the process of cultural tourism management, it's crucial to consider three key elements: city, culture, and creativity. The distinctive cultural features of a city serve as important targets for the tourism consumer economy. City functionality, formed in accordance with geographical environments and cultural ideals, along with its accommodating spaces, require joint preservation and maintenance by community residents and related personnel. This stands as the core of developing cultural tourism within a city. Human resources are essential to ensuring the smooth execution of urban cultural tourism projects. Community involvement serves as an effective mechanism to reflect the opinions and needs of residents, emphasizing the importance of acknowledging community voices (Mwiru, 2015). Additionally, sustained government investment in the cultural domain and the adjustment of the urban cultural industry structure are necessary to provide more opportunities for local residents to benefit from tourism development. Research by (Lee, 2013; Sebele, 2010) also indicates that community involvement in tourism provides numerous benefits for local residents, signifying that urban culture not only represents a city's human geography, historical accumulation, and socioeconomic form but also encompasses the link between individuals and urban economics and social life. Moreover, shaping the urban cultural atmosphere holds positive significance in attracting industries with higher economic efficiency such as technological innovation and financial services (Pearson & Pearson, 2016). It highlights the positive implications of cultivating a thematic cultural atmosphere in cities for promoting city image, attracting investments, and enhancing residents' cultural pride. Therefore, it is essential to conduct a scientific evaluation of Huaiyang's ancient cultural resources, select dominant cultures that highlight the city's cultural characteristics, and form a locally distinctive cultural industry system. To ensure the sustainability of cultural tourism development, it's necessary to consider resources from various aspects like economics, society, architecture, and humanities to create a culturally dynamic environment. Effective cultural management mechanisms play a crucial role in constructing city

cultural tourism by ensuring the rational allocation and utilization of cultural resources, promoting collaboration among cultural stakeholders, and facilitating the smooth progress of cultural activities.

### **Knowledge from Research**

For practical guidance on promoting the sustainable development of cultural tourism in ancient cities, the economic theory 4M theory (man, money, material and management) should be used as a guideline. The four guidelines of community participation cultural tourism management are as follows:

(1) Man: As the basis of developing community cultural tourism management, human resources are the driving force for effective management of cultural resources. Tourism communities are intricate systems where the collective efforts of government, community residents, professional scholars, tourists, and tourism enterprises are pivotal to the development of the tourism community. As the manager and decision maker of urban construction, the government needs to grasp the direction and pulse of urban development. Community residents are the primary participants in cultural activities. Professional scholars play a crucial role in the preservation and inheritance of traditional culture. Enterprises provide funding for the development of the cultural tourism industry. In the specific management of cultural projects, such as the inheritance of Huaiyang's intangible national heritage, "Ni Ni Gou," innovation and transmission by intangible cultural heritage inheritors, government policy support, corporate investment, and the stimulation of residents' interest in intangible cultural heritage inheritance and protection are needed. This, in turn, ensures the sustainable development of the work related to the inheritance, protection, and development of intangible cultural heritage.

(2) Material: Material resources refer to the tangible elements of cultural resources available for tourism development, such as natural environments, traditional architecture, cultural events, local cuisine, and other physical elements that symbolize the regional culture. Cultural resources are vital assets for the development and management of cultural tourism in ancient cities, constituting a necessary foundation for cultural tourism in these historic locales. Furthermore, administrators of cultural tourism in ancient cities need to establish networking connections that enable communities to access more practical information and resources, strengthen interpersonal relationships and networks, and participate in decision-making processes. This approach allows for a better understanding of the factors influencing community involvement in cultural tourism management.

(3) Management: Management is the guiding principle that runs through the entire process of urban cultural tourism development. In cultural tourism project management, it is essential to begin with the management of cultural resources, which requires the formulation of policies that align with the local culture resource preservation and development. In the practical execution of management, this involves the creation of action plans, implementation of strategies, ongoing monitoring, and communication and reflection. Management must be systematic and adhere to the principles of participatory management. All members of the organization are expected to engage in the process of planning, implementation, evaluation, and improvement of outcomes. During the reflection process, managers and researchers may uncover new issues in the cultural management process, gain insights and experiences from community residents regarding the management of local cultural tourism, and generate fresh ideas, all of which contribute to a new cycle in this action research process.

(4) Money: Capital resources encompass both internal and external capital investment and economic benefits. The development of cultural tourism in ancient cities requires a sufficient budget to conduct cultural project activities. For instance, the annual Fuxi Sacrificial Ceremony and Lotus Festival performances in Huaiyang Ancient City not only necessitate government funding but also require corporate financing to ensure the completion of these activities. Local residents in tourist destinations serve as vital stakeholders and participants in tourism activities, where economic benefits are a significant factor influencing their involvement in cultural tourism activities. Consequently, it is imperative to formulate funding support policies, corporate financing policies, and individual resident project support policies to ensure that residents' economic interests in community cultural activities are met. Only when residents' economic interests are satisfied can they actively participate in community public activities, thus enhancing participation efficiency.

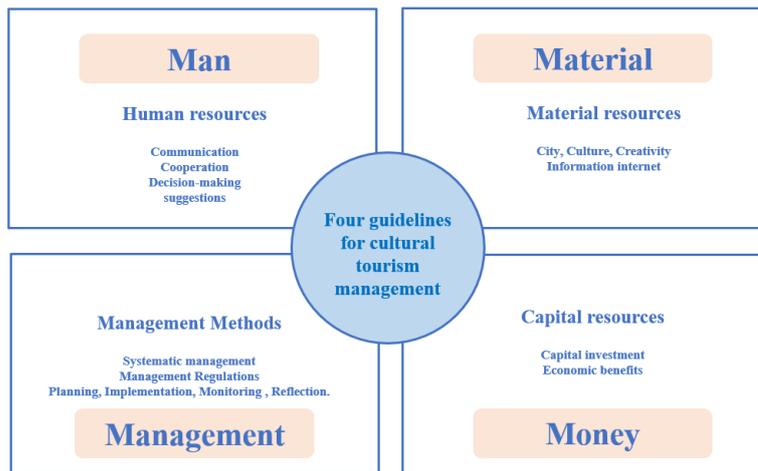


Fig. 2 The four guidelines of community participation cultural tourism management

## Suggestions

The rapid urban development and changes, and the renewal of the city's city appearance have diluted the inherent color of the city itself. The city's historical districts, ancient buildings, and cultural customs support the city's context and historical memory. Whether the city can regain its cultural characteristics has attracted more and more attention. Research on community participation in cultural management in Huaiyang to guide a new way out for the protection and development of urban cultural resources that is people-oriented and public participation. Based on the research results and guided by the theory of cultural management, cultural industry development and sustainable development, this paper puts forward the optimal countermeasures of cultural tourism management and development in Huaiyang Ancient City. Using the results of this research, we can better realize the community participates in the process of community cultural management.

1. Event Stimulation: The core essence of event-driven initiatives lies in propagating and amplifying their impact, representing a qualitative leap towards development. Given Huaiyang Ancient Town's specific location and historical background, an inventory and assessment of the urban cultural resource system is essential to gain a comprehensive understanding of the city's cultural assets, encompassing challenges and opportunities related to the preservation and development of cultural resources. Based on Huaiyang community's functional positioning and development objectives, appropriate folk activities, sports competitions, or cultural performances can be organized to attract a diverse range of residents for participation in activities of varying characteristics and types. Event stimulation not only fosters the integration of traditional culture

with modern activities, generating cultural exchanges, but also contributes to the socio-economic development of the ancient town. Furthermore, leveraging online media for promotional purposes is necessary to draw attention from the public and expand the influence of the town's culture. Simultaneously, there is a need to enhance urban public spaces and infrastructure to provide suitable, underutilized, or unused public buildings for artists and creators. The government should also sponsor and support public cultural and creative industry activities, allowing participants to gather safely and reinforcing cultural creative services.

2. Policy Management Orientation: The government, as the main entity responsible for policy formulation, is also a crucial participant in urban cultural management and preservation. The development and implementation of relevant policies play a significant guiding role in the protection and revitalization of urban cultural resources. From a policy-making perspective, it is important to introduce appropriate incentive policies to promote the overall development of Huaiyang community's functional formats and encourage public participation in the comprehensive construction of Huaiyang community's culture. On the other hand, it is imperative to establish relevant regulations and norms to supervise, restrict, and standardize various behaviors within the community. This fosters a sense of collective responsibility among all community members, encouraging their active participation and the preservation of the community's overall image. It helps mitigate phenomena detrimental to ancient city development and steers the city towards a healthy and orderly direction.

3. Collaboration Among Participants: In the process of cultural tourism management, a key element is the collaboration among participants with different professional capabilities. The preservation of intangible cultural heritage, protection and creative development of cultural resources, allocation of economic resources, and the formulation and execution of policies all require an effective management system. By establishing novel collaborative relationships among the government, private organizations, non-governmental organizations, communities, and the public, it ensures that the perceptions, attitudes, and needs of residents in the participation process are considered while avoiding the "over-commercialization" and "commercial misappropriation" of cultural heritage.

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