

**Research on Rural Residents’  
Perceptions and Attitudes toward Tourism  
under Special Consideration of  
Socio-Economic Sustainability Issues  
-- A Case Study in Guilin (Guangxi), China**

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## **ABSTRACT**

For the success of sustainable tourism, it is important to know residents' perceptions and attitudes toward tourism under its influences. Relevant research enjoys an enduring popularity in sustainable tourism research. It has long been recognized that tourism has complex impacts in economic, environmental and socio-cultural aspects which could greatly influence local residents' life. With its quick development worldwide, tourism has gained recognition more than serving as an economic driver. In many developing countries and regions, tourism has been closely associated with some socio-economic development issues such as quality of life improvement, poverty alleviation and women's empowerment. Hence, research on local residents' perceptions of tourism's effects related with these issues would make some certain contributions to tourism literature of this traditionally important research field.

This study was conducted to observe rural residents' perceptions and attitudes toward tourism under special consideration of socio-economic sustainability issues using a case study in China. Information of research interest was collected with a combination of qualitative and quantitative methods. A questionnaire survey was operated with a sample size of 450 respondents from 10 rural communities in the city of Guilin (Guangxi Zhuang Autonomous Region). Various influences of tourism concerning the local tourism setting were investigated from the perspective of the local residents. Furthermore, the study also tried to theoretically develop and empirically test a set of structural equation models which integrate some development effects of tourism as potential benefits into the residents' perception-attitude models based on social exchange theory.

The results of the study show that the increase of residents' perceptions of tourism's beneficiary effects could significantly positively influence their supportive attitudes toward tourism. Additionally, the beneficiary effects perceptions are influenced by various tourism

impact perceptions and possibly by some relevant perceptions of facilitating policy implementation. Regarding practical policy and managerial implications, the research results suggest that the interests of local communities should be taken as a priority in government's work. Efforts should be made to realize potential benefits tourism could bring, so as to gain more residents' support to tourism development. Residents still expect that the government could play strong facilitating roles in various aspects in the local tourism development as the public sector. However, what to be noted is that local residents as one of the most important local stakeholders should not be excluded from various tourism benefits which need to be strengthened through political support. The government should play more leading roles in facilitating the realization of more tourism's benefits and gradually enhance local communities' roles in local tourism development through various effective measures. Regarding theoretical implications, the study provides empirical and statistical evidence for the application of social exchange theory as a theoretical framework explaining residents' perceptions and attitudes toward tourism development. It is hoped that the practical policy and managerial implications, as well as the theoretical implications drawn from the current study could help the policy makers, tourism managers and tourism researchers make progress in their work for enhancing sustainable tourism development.

**Keywords:**

sustainable tourism, tourism impacts, residents' perceptions and attitudes, tourism in China, sustainable development, structural equation modelling

## ZUSAMMENFASSUNG

Anhand einer Fallstudie in China wurde die vorliegende Studie durchgeführt, um die Wahrnehmungen und Einstellungen von den Einheimischen des ländlichen Raums gegenüber dem Tourismus unter besonderer Berücksichtigung der nachhaltigen sozio-ökonomischen Entwicklung zu beobachten. Informationen des Forschungsinteresses wurden durch qualitative und quantitative Methoden gesammelt. Die Analyse basiert hauptsächlich auf Daten, die durch eine Fragebogenuntersuchung in 10 ländlichen Gemeinden der Stadt Guilin/Guangxi mit einer Probengröße von 450 Befragten erhoben wurden. Verschiedene Einflüsse des Tourismus wurden aus der Perspektive der Bewohner untersucht. Zusätzlich zu den allgemeinen wirtschaftlichen, ökologischen und soziokulturellen Auswirkungen gehören auch Tourismus und Armutsbekämpfung, Tourismus und „Empowerment“ von Frauen, sowie Tourismus und Lebensqualität zu dem Untersuchungsumfang dieser Studie. Darüber hinaus wurde auch versucht, einige Strukturgleichungsmodelle, die die Entwicklungseffekte des Tourismus als potenzielle Vorteile in die Wahrnehmungs-Einstellungs-Modelle auf Basis der sozialen Austauschtheorie integrieren, empirisch zu testen. Dabei wurde darum bemüht, gewisse Einschränkungen früherer Studien zu überwinden.

Die Ergebnisse der Studie zeigen, dass der Anstieg der Wahrnehmung von potenziellen Vorteilen („benefits“) des Tourismus einen signifikanten positiven Zusammenhang mit der befürwortenden Haltung der Bewohner gegenüber Tourismus hat. Außerdem, die Wahrnehmungen der „benefits“ werden noch durch Wahrnehmungen verschiedener Tourismus Auswirkungen und eventuell auch durch Wahrnehmungen der Umsetzung einiger relevanter Politik beeinflusst. Diese Forschungsergebnisse deuten darauf hin, dass die Interessen der lokalen Gemeinschaften als die höchste Priorität der Regierungsarbeit genommen werden sollte, um mehr Unterstützung für die Entwicklung des Tourismus von

den Bewohnern zu gewinnen. Es sollten Anstrengungen unternommen werden, um die potenziellen Vorteile des Tourismus zu verwirklichen. Auf der einen Seite wird immer noch von den Einwohnern erwartet, dass die Regierung starke Rollen in verschiedenen Aspekten der lokalen Tourismusentwicklung spielen sollte. Auf der anderen Seite ist zu beachten, dass die Bewohner als eine der wichtigsten lokalen „Stakeholder“ von verschiedenen „benefits“ des Tourismus, die durch politische Unterstützung gestärkt werden müssen, nicht ausgeschlossen werden sollten. Die Regierung sollte auch durch verschiedene wirksame Maßnahmen die Mitwirkung der örtlichen Gemeinschaften in der lokalen Tourismusentwicklung fördern. Bei der Theorieentwicklung liefert die vorliegende Studie empirische und statistische Beweise für die Anwendung der sozialen Austauschtheorie als theoretischer Rahmen im Forschungsbereich der Wahrnehmungen und Einstellungen gegenüber der Tourismusentwicklung. Es ist zu hoffen, dass diese Arbeit einen gewissen Beitrag für die Praxis und Forschung der nachhaltigen Tourismusentwicklung machen könnte.

**Schlüsselwörter:**

nachhaltiger Tourismus, Auswirkungen, Wahrnehmungen und Einstellungen der Bewohner, Tourismus in China, nachhaltige Entwicklung, Strukturgleichungsmodell

## 摘要

本研究旨在结合一些社会经济可持续发展问题，采用定性与定量相结合的方法，用中国广西桂林案例观察农村居民的旅游影响感知和态度。研究分析主要基于在 10 个农村社区得到的问卷调查数据，调查的样本数量为 450 位受访者。从当地居民的感知角度，研究调查了同当地社会经济发展有关的各种旅游影响。除了对一般的经济，环境及社会文化影响予以关注，旅游扶贫，旅游同妇女发展及旅游对生活质量的影响也属于本研究的调查范围。此外，本研究还试图从理论上发展和实证检验一组结构方程模型。该组模型尝试将旅游的一些发展影响作为潜在利益，整合进基于社会交换理论建立的居民感知态度模型当中，从而克服以往这类模型的不足。

本研究通过实证数据模型检验证明，居民的旅游潜在利益感知的增加会对其支持旅游发展的态度有显著正向影响。同时，该旅游潜在利益感知会被各种旅游影响及相关执行政策的感知所影响。在政策管理意义方面，本研究再次表明当地社区的利益应被视为涉及政府旅游工作的一个重点。管理者应通过各方面努力，促进旅游业的社会发展效应的实现，这样才能获得更多的居民对旅游发展的支持。调查结果表明，居民仍然希望政府作为公共部门可以在当地旅游发展的各方面发挥强有力的领导及推动作用。然而，需要注意的是，当地居民作为最重要的地方利益相关者之一，不能被排除在旅游利益的分享人群之外。政府在发挥主导作用的同时，也不能忽视逐步推动本地社区的积极参与。这些都需要通过各种有效政策措施的支持。在理论意义方面，本研究为社会交换理论的应用提供了经验和统计依据。该理论可以合理的解释居民的感知和对旅游开发的态度。通过这些政策管理及理论发展建议，本文作者希望能对旅游业可持续发展的实践及研究作出一定贡献。

### 关键词:

可持续旅游， 旅游影响， 居民感知与态度， 中国旅游， 可持续发展， 结构方程模型



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## LIST OF ABBREVIATIONS

AFM	Absolute fit measures
AGFI	Adjusted Goodness of fit index
ANOVA	Analysis of Variance
APT	Anti-Poverty Tourism
ASPBAE	Asia-South Pacific Bureau of Adult Education
AVE	Average variance extracted
CFA	Confirmative Factor Analysis
CFI	Comparative fit index
CR	Composite reliability
EFA	Explorative Factor Analysis
ESDT	Ethical and Social Dimensions of Tourism Programme
GES	Gender Equality Strategy
GFI	Goodness of fit index
ICRT	the International Center for Responsible Tourism
IDA	International Development Association
IFI	Incremental index of fit
IFM	Incremental fit measures
IIED	the International Institute for the Environment and Development
IMF	International Monetary Fund
LDCs	Least Developed Countries
MDGs	Millennium Development Goals
NCP	Non-centrality parameter
NFI	Normed fit index
ODI	the Overseas Development Institute
PFM	Parsimonious fit measures
PGFI	Parsimony goodness of fit index
PNFI	Parsimonious normed fit index
PPP	Purchasing-Power Parity
PPT	Pro-Poor Tourism
QOL	Quality of life
RFI	Relative fit index
RMR	Root mean square residual
RMSEA	Root mean square error of approximation
SEM	Structural Equation Modelling
SET	Social Exchange Theory
SMC	Squared multiple correlations
SRMR	Standardized root mean square residual
ST-EP	Sustainable Tourism- Eliminating Poverty
TLI	Tucker-Lewis Index
UN	United Nations
UNDP	The United Nations Development Programme
UNGC	United Nations Global Compact
UNIFEM	United Nations Development Fund for Women
UNWTO	United Nations World Tourism Organization
WITEP	Women in Tourism Empowerment Program

## **Chapter 1**

### **Introduction**

The tourism industry is viewed as one of the world's largest industries today in terms of its economic position. It has been observed that tourism has an impressive generating capacity for economic growth in destination areas. In the past decades, tourism markets have expanded quickly in both developed and many developing countries. With the rapid tourism development in many regions worldwide, a range of environmental and social-cultural problems have also emerged with its expansion. Indeed, sustainability issues in tourism have received increasing attention along with the recognition of the complex impacts brought by tourism development. Various influences of tourism in economic, environmental and socio-cultural aspects in a region are closely related with the socio-economic context of the setting in which tourism develops and tourism's nature, scale and development stage. It is recognized that the complex impacts of tourism could influence the development of the industry itself, people's life as well as the overall development of a region. These influences have been evaluated as either positive or negative which are evidently not value free (Butler, 1999). For increasing the sustainability of tourism and the achievement of sustainable tourism, which may have a variety of interpretations from different perspectives, it has generally been advocated that positive impacts should be enhanced and negative impacts should be minimized in tourism development.

Among various kinds of tourism development, rural tourism of a region has been frequently discussed by researchers concerning its influences in the rural area. For example, many studies reported issues about the rural communities in western world subjecting to great social and economic changes, which have taken tourism as an alternative development strategy as responding to the pressures of a global economy

(Wang & Pfister, 2008). As the corresponding tourism research in developing countries, rural tourism has also been studied widely. It has been increasingly recognized that tourism in developing countries can also bring magnificent economic, environmental and socialcultural impacts to rural communities and their surrounding areas.

In recent years, tourism in developing countries has gained its increasing significance as a useful instrument for sustainable development. Various projects and programmes have been initiated to associate tourism with development issues such as poverty alleviation and women's empowerment. As could be seen, the understanding about tourism's influences is becoming more comprehensive, so that tourism has been closely related to wider socio-cultural development issues. Meanwhile, these relative new phenomena have brought more interesting themes for sustainable tourism research.

In this chapter, research backgrounds of the current study are firstly introduced, which include the general research background of sustainable tourism development and the socio-economic contextual background of tourism in developing countries. Then some basic information about the current study is illustrated, including research scope, motivation, study case, purpose, research questions, models of hypotheses, and the organization of the present study.

### **1.1 General research background: sustainable tourism development**

This study makes research on rural residents' impacts perceptions and attitudes toward tourism under special consideration of some socio-economic sustainability issues.

Indeed, research about rural residents and their impact perceptions has long been an important theme in sustainable tourism research. As the general research background of the current study, a comprehensive understanding about sustainable tourism and the

significance of local community in sustainable tourism development need to be firstly illustrated.

### **1.1.1 Understanding of sustainable tourism**

Since the introduction in the late 1980s, the concept of “sustainable development” has achieved a widespread recognition and acceptance worldwide.<sup>1</sup> In the context of tourism development, the concept of sustainable development has been suggested as an important factor which “could largely change the nature of tourism” (Butler 1999, p.8). Tourism has been recognized today as an amalgamation of activities which has contradictory and complex impacts in environmental, economic and social-cultural aspects. With the quick expansion of tourism development in both industry countries and developing countries, on the one hand, tourism brings positive effects such as promoting local economic prosperity and improving the quality of life of the local community in a destination; on the other hand, tourism also exerts negative impacts such as ecological and socio-cultural disturbance. Questioning on the feasibility in practice, some commentators asked whether a sustainable development which claim to maximize the positive impacts and minimize the negative impacts in the context of tourism is possible (McKercher, 1993). Concerning the operational problems in mass tourism, some concept advocates and tourist operators proposed small-scale or local controlled alternative tourism as an adaptive solution. Nevertheless, it is realized that

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<sup>1</sup>The original definition of sustainable development was provided in *Our Common Future* by the Brundtland Commission. The concept has been defined as “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987, p. 43). However, various interpretations have been proposed from different perspectives. This has resulted confusions in a wide range of areas so that the wide acceptance of the term appears superficial and in many cases simply acceptance of the phrase but not its implications (Butler, 1999).

tourism as a modern social activity is not going to disappear and the established mass tourism is not to be replaced. Efforts should be made to improve operational practices achieving sustainability, especially on the mass market, concerning its inevitable great influence (Butler, 1999).

In the past few decades, sustainability issues in tourism have received increasing attention worldwide and sustainable tourism is nowadays a widely accepted concept in the public. However, similar to the concept of sustainable development, which has been subject to a wide range of interpretation since its introduction (Butler, 1999), conflicting interpretations about sustainable tourism also exist in the tourism industry, among the tourism researchers and policy makers. The term sustainable tourism has been used in various situations as a philosophy, a process or a product and so on, and “each individual has been able to claim that his or her use of the phrase is appropriate” (Butler, 1999, p.9). Admitting that even there are difficulties, some scholars further called for a satisfactory definition which could be accepted by most of the stakeholders in tourism, so as to eliminate ambiguity and to expand the knowledge about the sustainability of tourism (Butler, 1999). Many commentators have pointed out that sustainable tourism is not a single unified value-free concept. And the concept of sustainable development is by its nature holistic and multi-sectoral (Butler, 1999). Various dimensions of sustainability including environmental, cultural, political, economic, social, managerial and governmental aspects have been identified and different viewpoints emphasizing sectoral interests, ecological need, destination long-term competitiveness, and strategic development have been recognized (Bramwell et al., 1996; Coccossis, 1996). Regarding the results of the Johannesburg Summit on Sustainable Development, the UNWTO had proposed a new conceptual definition for sustainable development of tourism in 2004. The new definition has been revised based on the original definition a decade ago and

suggested to be able to reflect better the sustainability issues in tourism (Page & Connel, 2008). Briefly speaking, the balance between environmental, social and economic impacts of tourism, the need to implement sustainability principles in all segments of tourism, and global aims such as poverty alleviation have been emphasized in the new conceptual definition (Page & Connel, 2008).<sup>2</sup>

In tourism academic field, intensive debates on the term sustainable tourism about its precise definition, conflicting interpretations, and particular applications have been undertaken among researchers. Different perspectives have been critically examined and research themes have been widened from a narrow environmental area in the early stage to a more general one including both physical and human world (Lu & Nepal, 2009; Saarinen, 2006; Butler, 1999). Irrespective of the existing variety of understandings, there is a growing recognition that the principle of sustainability to be adhered in tourism development should always be taken into concern which is primarily connected with the needs of people and the use of natural and cultural resources in a way that will also safeguard human needs in the future (Saarinen, 2006; Spangenberg, 2005; WCED, 1987).

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<sup>2</sup> According to the new conceptual definition of sustainable development of tourism proposed by the UNWTO, “sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations” and “sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.” Specifically, sustainable tourism should “make optimal use of environmental resources ...”, “respect the socio-cultural authenticity of host communities...”, “ensure viable, long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders ..., and contributing to poverty alleviation” (Page & Connel, 2008, p.311).

### **1.1.2 Impacts and residents as key areas of sustainable tourism research**

In current sustainable studies, existing research shows that sustainability in the case of tourism is a complex concept requiring comprehensive analysis from diverse perspectives (Lu & Nepal 2009, 5; Butler 1999; Mowforth & Munt, 2003). Among the wide range of research themes, impacts and local residents have been identified as two key fields of sustainable tourism research.

In tourism research, topics concerning tourism impacts belong to a well studied area for a long period. As a matter of fact, the sustainability consideration in tourism fundamentally has a close relationship with the complex tourism impacts issues and the thought of “limits” (Butler, 1999; Saarinen, 2006). Tourism impacts research, especially in environmental aspects, could date back to the 1960s and 1970s. The idea of carrying capacity, which indicated the existence of “a maximum number of tourists who can be successfully accommodated” (Butler, 1999, p. 15), has to a large extent dominated research focus during the 1960s to the 1980s. The introduction of sustainable tourism then replaced the focus of carrying capacity since the early 1990s (Saarinen, 2006). It has been pointed out that there exists indeed a great amount of similarities concerning the idea of impacts “limits” implicated by both concepts (Saarinen, 2006; Butler, 1999). Moreover, both concepts have attempted to set an absolute and objective standard, which is indeed quite difficult given that not only a certain resource or the numbers or the factual impacts, but also human values and impacts perceptions count in this issue of impact “limits”. Some researchers suggested that the understanding about the sustainability of tourism concerning its impacts should not be set only in a static and objective context, but also under circumstances in a dynamic transforming space to take a relative approach and concerning more broad issues (Saarinen, 2006).

Noticing different focuses related with the idea of the limits to growth, Saarinen classified three distinct traditions of sustainability in tourism studies, including resources-based, activity-based and community-based sustainable research (Sarrinen, 2006). It has been observed that the earliest resources-based tradition has been related to the carrying capacity model. Concerning negative tourism impacts which could bring limits to the resources used in a destination, it was advocated the individuals should have to cope with the environment in a better way so as to achieve further tourism development. On the basis of this idea, it is the individual but not the resource that should change. And tourism impacts regarding density, disturbance, erosion, crowding, social carrying capacity and etc. have been studied (Sarrinen, 2006).

The second sustainability tradition according to Sarrinen is activity-based and is commentated as development and industry oriented. The assumptions here implicated that certain tourist activities or the industry itself may have a limit of growth. However, contradictory to the resource-based tradition, the resources used would be modified for individual needs in order to develop. This has also been referred to tourism-centric approaches which focus more on the needs of tourism as an economic activity. The studies concerning tourism area cycle of evolution (Butler, 1980), which describe a destination undergoes a process from exploration and involvement stages through the development and consolidation stages till the stagnation stage, is considered implicating the idea of the activity-based sustainability. According to this thought, the life circle of a destination is in a dynamic relationship with the carrying capacity and could be restarted into a new and higher level through modification of the resources, which reflected the similar notion of product lifecycle in marketing studies.

The third tradition of sustainability is observed as the community-based tradition which has been broadly referred to “community approaches” in tourism studies



(Murphy, 1983, 1988; Timothy & White, 1999). This approach has been introduced concerning that there is a “dual nature of sustainability” in reality, namely, the change capacity of resource-based sustainability would be unfortunately overstepped before the limits of activity-based sustainability have been reached (Saarinen, 2006, p.1129). It has been proposed that problems could be solved through negotiation and participation processes. The term “community” in this approach generally refers to both hosts and to other groups or actors as stakeholders involved in tourism. And the host community is recognized as consisting of different groups with different preferences. To achieve a sustainable tourism, it is considered that different stakeholders and groups who represent different interests should be involved into the participation processes setting the limits of growth. And sustainable tourism can through a negotiation process “contribute to a better social, economic, and environmental future in a local scale by stressing the needs of local people” (Saarinen 2006, p. 1133). Thus, the community-based tradition emphasizes that the sustainability is rather socially constructed and the implicated limit is related to the maximum levels of the perceived impacts of tourism that are acceptable to the actors who possess sufficient power to chose indicators to reflect the limits relating to economic, socio-cultural, political aspects. Concerning the possible unequal involvement of different groups in participatory processes, it is advocated that the host should be empowered to achieve a sustainable tourism development given that host communities often find themselves with no control over the direction of tourism in their own area as outside interests dominate in the process of tourism development in a destination (Stokowski, 1993).

Some scholars noticed that research related to tourism impacts and the community issues has been enjoying an enduring popularity in the evolution of sustainable tourism studies (Sharpley, 2014; Kreisel, 2012; Lu & Nepal, 2009).

Specifically, the research themes from the perspective of local residents, who acts as a prominent stakeholder in the tourism development process, ranged from tourism impacts to involvement and participation issues, belong to one of the most discussed areas in sustainable tourism research (McGehee & Anderek, 2004). It has been realized that the success of tourism in many regions is dependent on the support of local residents, hence, it is vital that tourism's impact on host community is understood, monitored and managed (Deery, Jago & Fredline, 2012). Taking residents' views into concern is a means through which community involvement could be, at least to some certain extend, actively integrated into the long term tourism planning process. Knowledge about residents' impact perceptions, attitudes and reactions toward tourism could accommodate an effective planning process and hence make an important contribution to the success of sustainable tourism development in a tourism destination.

Indeed, a number of researchers have carried out important studies about relations among residents' perceptions of tourism's influences and their attitudes. However, most of such studies only consider the traditionally discussed general impacts of tourism which usually fall into economic, environmental and socio-cultural aspects. To be noted is, tourism has been associated with wider sustainable development issues today, which indicates the influences of tourism need to be understood more comprehensively. Especially in many developing countries, for example, tourism has been regarded as a useful instrument for poverty alleviation which belongs to the most important development tasks. Among these countries, China has been taking tourism as a development instrument for many years. Nonetheless, the number of research on residents' perceptions of tourism's influences associated with these social development issues is still limited. Hence, a brief look about the significance of tourism in

developing countries and in China could help to illustrate the socio-economic contextual background of the current study.

## **1.2 Socio-economic contextual background: tourism and development issues**

Tourism worldwide in the recent years could be characterized with two main trends. On the one hand, the traditional tourism destinations in developed countries consolidate themselves continually. On the other hand, tourist numbers in many developing countries have seen a quick increase. According to UNWTO, for example, tourist arrivals to developing countries amounted to 459 million and accounted for about 46% of the total international arrivals in 2011. With its rapid expansion tourism has gained an important economic significance in developing countries. It is regarded as one of the most viable economic development option in many developing and least developed countries currently.

Due to its characters and some particular relevance to low-income countries, tourism has been advocated as one of the strongest drivers for economic prosperity and to be used as instrument facilitating development in these countries. It has been observed that rural areas in many developing countries have a comparative advantage for tourism given that there are rich cultural heritage, attractive landscapes and abundant biodiversity. Meanwhile, the poor and marginalized local communities could possibly benefit from tourism development if the tourism is managed to focus on creating benefits for the local communities. Tourism is a relatively labour intensive sector and many activities in tourism have relatively low barriers to accessibility of some disadvantaged groups in a society, such as the poor, the ethnic minority people or women. Especially in recent years, tourism in developing countries has been closely associated with community development in a number of socio-economic aspects, such

as quality of life improvement, poverty alleviation, as well as gender equality and women's empowerment.

After more than thirty years development, China has been regarded as one of the most important tourism destinations in the world today with noticing fast growth in both domestic and international market. Its quick development has been greatly promoted by the government with favourable policies. The motivations behind the Chinese governmental support for tourism development are similar to those in other developing countries. In regard of increasing economic disparities between western and eastern regions, as well as disparities between urban and rural space in China, which is especially intensified by fast economic development, policy makers consider the development of rural tourism should be a promising tool for social development in the regions which possess unique natural and cultural tourism resources. Emerged in the late 1990s, rural tourism in China has experienced a considerable rapid development. To be noted is that tourism in China is especially regarded as a potentially useful means contributing to poverty alleviation. According to the statistics of CNTA and the China National Poverty Alleviation Office, more than 10 million poor people in China have been lifted out of poverty through rural tourism during the five year period from 2011 to 2015 (12<sup>th</sup> FYP period). And it is estimated about 10 million poor people would be lifted out of poverty in the further development of rural tourism during the next five years.<sup>3</sup> Indeed, the quick tourism growth in rural tourism destinations has got an active response from the grassroots communities who wish keenly to share possible economic benefits the industry brings and improve their quality of life. Hence, tourism has brought a wide range of socio-economic influences in many rural areas in China.

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<sup>3</sup>Data from website: [http://news.china.com.cn/2015-07/10/content\\_36032623.htm](http://news.china.com.cn/2015-07/10/content_36032623.htm)

With the increasing significance tourism gains, its influences associated with development issues have also become an important theme for researchers in tourism and development studies. Given that tourism impacts are social context sensitive, a case study in China concerning rural residents' impact perceptions and attitudes under special consideration of tourism's influences in development sustainability issues should make a helpful contribution to a more comprehensive understanding of the important theme in sustainable tourism research.

### **1.3 Research scope and study case, motivation and purpose of the current study**

#### Research scope and study case

The current research is a case study of tourism destination in China with a scope framed within the two important areas in sustainable tourism research, namely, tourism impacts and local community. The interested tourism impacts include not only the traditional impacts categories of economic, environmental and socio-cultural aspects but also the potential effects tourism could have concerning socio-economic sustainability issues including quality of life improvement, poverty alleviation and women's empowerment. Various impacts of rural tourism development in Guilin, China, and the related socio-economic sustainability issues in the local rural society would be examined from a perspective of local residents.<sup>4</sup> Moreover, the current study proposes a residents' perception-attitude model to illustrate relationships of residents' various impacts perceptions, tourism induced beneficiary development effects perceptions, and their supportive attitude toward further tourism development.

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<sup>4</sup>“Local residents” has been frequently used as the synonym of the term “local community” by many researchers. However, it needs to be noted that these two terms in general sense may not always have the same connotation, with the latter one also referring to other actors.

In accordance with the research object of gaining knowledge about tourism's influences from a residents' perspective, the current research takes Guilin in Guangxi, China as the study case. As aforesaid, the research is focused on tourism's general impacts, tourism's beneficiary development effects, and resident's attitudes. The concerned tourism relevant development effects include quality of life improvement, poverty alleviation and women's empowerment. Guilin is considered serving as a proper study case for the research owing to some local facts.

In the regional development of Guilin, tourism has been widely regarded as a tool for local poverty alleviation since a long time. As a city in the western province of Guangxi, which is backward developed and has currently a total of 49 poverty-stricken counties (28 national and 21 regional poor counties designated for receiving special support), Guilin is also confronted with the task of poverty alleviation, especially in some rural counties. Observing tourism's potential for improving peasants' income, some local scholars have called for utilizing tourism to improve living standard of local rural communities and facilitate local poverty alleviation since the end of the 1990s (see, e.g., Cai, 2000; Cai & Cheng, 1999; Lian & Cai, 1999). In recent years, various policies and projects have been practiced by the local government trying to tap the potential of tourism in poverty alleviation.

Moreover, it is interesting to observe tourism's influence on local rural women's development in Guilin. Due to rural tourism development, a large number of rural women are getting involved in local tourism operational activities, such as tour guiding, attending some cultural performances and running family-own tourism business. Various reports could be frequently read about rural women's creative initiatives in tourism development. As an impressive example, even women of old age are eager for learning several foreign languages or some other skills in order to have opportunities to

get involved in tourism services. Using earnings from tourism, some women could afford to build new houses and expand their tourism business with higher profits. With widened social contacts with various people and increasingly important roles in tourism development, local rural women's development has seen a profound influence by tourism.

Regarding quality of life improvement, since this issue is usually regarded as an important goal of tourism development in a destination, which is also a fact in the tourism development in Guilin, it is expected that the study case could provide necessary information in this aspect as well.

Besides, as in other regions in China, the local government in Guilin is playing the dominant role in the tourism development in terms of development planning, operation monitoring, and relevant policy implementation. However, it has been increasingly realized that local residents are important stakeholders and their interests should not be neglected in the local tourism development. For the sustainable development of the county-based tourism in Guilin, local rural residents' feelings and behaviors could also play an important role. A further development in tourism would be supported by local residents if it could make positive contributions to the local development and be in aligned with interests of local residents.

Therefore, evaluating these facts of tourism's influences in the local development of Guilin, the researcher find the selected study case could provide important empirical data for the research theme of the current study.

### Motivation

As mentioned, residents' impact perceptions and attitudes toward tourism are important themes in sustainable tourism research. To make a further progress in this research field,

it has been suggested that the understanding about the sustainability of tourism concerning its impacts should not be set only in a static and objective context, but also under circumstances in a dynamic transforming space to take a relative approach and concerning more broad issues (Saarinen, 2006). And it has been expected that research in this field should concern more general socio-cultural context (Sharpley, 2014). However, concerning tourism's significances related with some socio-economic sustainability issues, it should be noted that the number of research on residents' perceptions of these tourism's influences is still limited. Indeed, some researchers have recommended that further research concerning residents' perceptions of tourism's influences in poverty alleviation needs to be conducted, and statistical evidence for perceptions and attitudes relations are important (Li, Zhong & Cheng, 2009). Till now a number of valuable studies are only scarred in the development research field concerning about tourism and poverty, tourism and women, tourism and quality of life.

Moreover, some limitations in the previous studies in this research field also need to be addressed. For example, in most of these studies exists the weakness concerning the "personal benefit". This important variable studied by a number of researchers is criticized as only ambiguous defined or limited to economic aspects. Moreover, there are also discussions about a commonly recognized theoretical framework within which the relationship between residents' perceptions and attitudes could be reasonably explained. Meanwhile, some researchers have also suggested that there are value related tourism benefits which may not be only based on personal experiences and some residents would support tourism even when they do not directly receive personal benefits from tourism (McGehee & Adereck , 2004; Sharpley, 2014; Wang & Pfister, 2008).



Hence it is recognized that research using interdisciplinary methods studying a widened theme scope, and the inclusion of relevant research themes, such as tourism and poverty alleviation, tourism and women's empowerment, as well as tourism and quality of life improvement, into residents' perceptions and attitudes studies would make a valuable contribution to sustainable tourism literature. Such research needs to be based on the concrete local tourism settings and could provide useful practical implications for local tourism planning and management and help to address local concerns.

### Purpose

This research takes Guilin as the study case and makes an observation about the local rural residents' perceptions concerning various tourism impacts and the related social-economic sustainability issues in Guilin. Relevant residents' opinions and attitudes are to be investigated according to the interested research questions. One of the study objects is to gain an in-depth knowledge about the relation between the complex tourism development impacts and residents' support attitude. Meanwhile, statistical evidence should be provided for the proposed residents' perception-attitude models in the current study which illustrates relationships of residents' various impacts perceptions, tourism induced beneficiary development effects perceptions, and their supportive attitude toward further tourism development. Moreover, practical and theoretical implications should be drawn from the empirical research which could to certain extent help the tourism policy makers, tourism managers and tourism researchers to make progress in their work concerning sustainable tourism development.

### **1.4 Research questions and models of hypotheses**

Considering the concrete context in the research area of Guilin in Guangxi, China, where tourism development is closely connected with local socio-economic

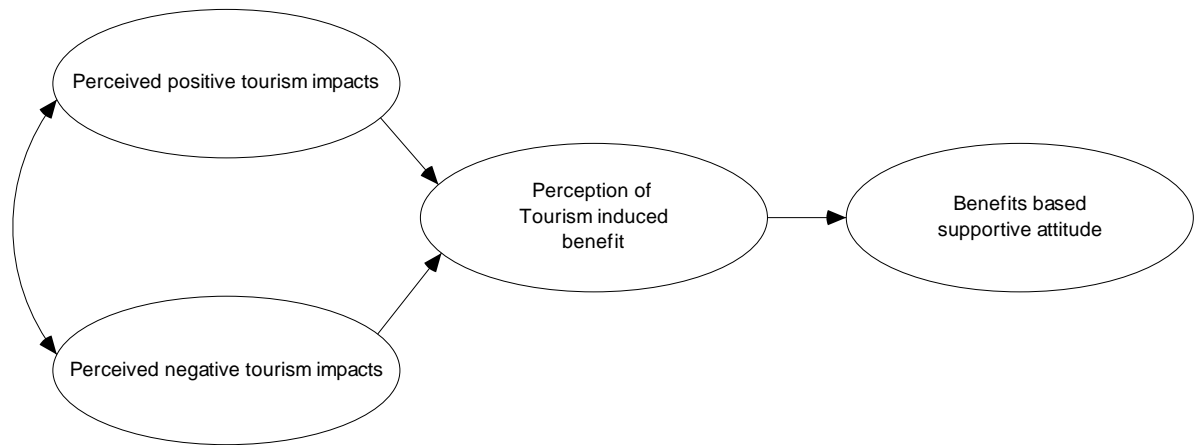
development issues, such as quality of life enhancement, poverty alleviation, and women's empowerment, the current study uses the city as a study case to make a research on rural residents' tourism impacts perceptions and their attitudes toward tourism development. The themes of research interest in this study include rural residents' perceptions about various tourism impacts, tourism's effects on QOL, poverty alleviation, and women's empowerment. Meanwhile, factors which may influence residents' perceptions, residents' attitude toward further tourism development, their participation in local tourism, and residents' opinions about the government role in local tourism development also deserve a close look in this study.

Under special consideration of the socio-economic sustainability issues, the current study raised research questions as follows:

- How do the rural residents in the study area perceive the influences of local tourism development?
- How are the rural residents' attitudes concerning their support on and participation in local tourism?
- What are the relationships between residents' perceptions and their attitudes toward tourism development?

The first two questions are going to be answered using descriptive information. Research results are expected to include information about rural residents' perceptions of some significant impacts brought by local tourism development, and their perceptions of the nexus between tourism and some development issues including quality of life improvement, poverty alleviation and women's empowerment. Moreover, information about rural residents' attitude toward tourism development and their opinions about government work also need to be collected.

The third research question is going to be answered with results of empirical data based on analysis of structural equation modelling and several proposed hypotheses. The proposed models in the current study include a general residents' perception - attitude model (G-Model) and a set of three specific models (Model I, Model II and Model III). The general model serves as a conceptualized structure basis for the specific models, the three specific models are established generally in accordance with the basic structure of the G-Model, but with some modifications considering the concrete studied beneficiary effects. The specific models integrate different development issues as tourism induced beneficiary effects. In the current research, the studied beneficiary effects include QOL-improvement, poverty alleviation and women's empowerment. For the interest of clarity, the specific models were named in accordance with their beneficiary effects of observation, hence, Model I is named as TIQOL- Model, Model II is named as TIPA-Model and Model III is named as TIPAWE-Model. In each specific model, the illustrated measurement relationships between indicators and factors are based on the findings of previous studies concerning relevant issues. The relationships between constructs concerning various tourism impacts and those development effects are hypothesized in accordance with the G-Model. The diagrams of the specific models and the related hypotheses are illustrated in the analysis results in this study (See SEM analysis results in chapter 8). The conceptualized general model with the main constructs is shown in Figure 1.1.



**Figure 1.1 Residents’ perception-attitude model toward tourism development.**

The basic constructs in the G-Model include residents’ perceptions of various positive and negative tourism impacts, residents’ perceptions of tourism-induced benefits and their supportive attitude toward further tourism development based on the relevant benefits. The perceptions of beneficiary effects are assumed to be the mediating factors between residents’ perceptions of tourism impacts and their supportive attitude to additional tourism. As mentioned, some modifications may need to be made in specific models considering the concretely studied beneficiary effects. In the current study, an additional construct of perceptions of facilitating measure implementation is proposed in Model II and Model III respectively due to the conditions of benefits generation. Hence a number of construct relationships are proposed and to be examined. They are hypothesized as the following:

- There are positive relations between perceptions of positive tourism impacts and perceptions of tourism induced benefits;
- There are negative relations between perceptions of negative tourism impacts and perceptions of tourism induced benefits;

- There are positive relations between perceptions of policy measure implementation and perceptions of tourism induced benefits (relevant with model II and model III);
- There are positive relations between perceptions of tourism induced benefits and residents' supportive attitudes.

### **1.5 Organization of the study**

The first part of the research, Chapter 1, introduces the background of the current research. Some information relevant to this research is also illustrated including research scope, motivation, purpose, research questions, as well as the models and hypotheses.

The second part of the research makes reviews of the literature in several relevant research fields. Specifically, Chapter 2 reviews the literature relevant to tourism impacts and local residents in sustainable tourism research. Chapter 3 makes a review of the literature concerning tourism's effects on the socio-economic sustainability issues, including quality of life, poverty alleviation and women's empowerment. And Chapter 4 presents research findings in tourism development in China which help to describe the specific tourism setting in China.

The third part of the research is about research methodology and study area. Chapter 5 introduces research method, survey process, survey instrument and data analysis. And Chapter 6 describes in details the study area of Guilin and the survey communities.

The fourth part of the study is analysis results and discussion. Chapter 7 presents the results mainly based on descriptive analysis. Perceptions of complex tourism impacts are reported. Investigation concerning tourism and poverty reduction, tourism

and women, as well as tourism and quality of life improvement are illustrated. Respondents' supportive attitude, their participation willingness and their opinions about government's role in the local tourism development are revealed. Chapter 8 presents results of the proposed residents' perception-attitude models based on structural equation modelling analysis. Three specific models are established and assessed using the empirical data. Chapter 9 discussed the findings in descriptive analysis and SEM analysis respectively. Practical policy and management implications, as well as theoretical implications are considered. Moreover, possible limitations of the current study are also discussed.

The last part of the study, Chapter 10, makes a conclusion for the current research with a summary and research outlook.

## **Chapter 2**

### **General tourism impacts and local residents**

Regarding theoretical and conceptual frameworks, analysis techniques, as well as findings in early research, the relevant literature dealing with the relevant topics in the present research should be reviewed. Before doing this, it needs to be noted that a number of review works of studies in these fields have been undertaken over a relative long research period and have provided valuable knowledge from various perspectives. Hence, the literature review here is not intended to make a redundant repeat or exhaustive summary of all relevant studies in each research field. Rather, this part of review serves to provide a necessary frame of useful knowledge background for this specific research.

This chapter firstly presents important findings of research on residents' impacts perceptions, attitudes and responses toward tourism as well as factors which may have influences on these aspects. Then, concerning the predominant modelling approaches in analyzing relations between impact perceptions and attitudes, an overview of some specific studies and some considerations about issues demanding attentions are also made.

#### **2.1 Local residents under impacts of tourism**

During the past decades, residents related themes including residents' impact perceptions, attitudes and responses have been keenly studied in the academic research. There has been a consensus to date that the active involvement of communities in tourism planning is a key criterion of sustainable tourism (Schweinsberg, Leslie, & Darcy, 2012). Given that local residents are influenced by and could also influence tourism development as the major stakeholder, resident involvement has been advocated

by a number of researchers for an effective tourism planning, so as to “mitigate the negative impacts and clarify the benefits associated with tourism industry” (Wang & Pfister, 2008, p84). Frequently, the two terms of “local community” and “local residents” are interchangeably used by some researchers, although “community”, as mentioned, under circumstances means more than only “residents”. Some earliest research in this field could be date back to the 1960s and 1970s. Since then a large volume of work has been published and several review works have been undertaken to promote the expansion of knowledge in this field (Sharpley, 2014; Nunkoo, Smith, & Ramkissoon, 2013; Deery, Jago, & Fredline, 2012; Harill, 2004). Regarding the previous research, the review on selected studies in this section is intended to represent the findings which are considered important for the present research and help to clarify some ambiguity or confusing results in this field.

### **2.1.1 Impact perceptions of local residents**

Tourism development could change the real physical world and exert great impacts on the environment in a destination. Tourism impacts research is considered important because it could provide planners database which is useful for “a planning process aimed at addressing local concerns and issues” (Lankford, 2001, p.316). However, as aforementioned, it needs to be noted that tourism impacts exist also in the world of meanings and social forces which are dependent on the perspectives, perceptions and attitudes (Saarinen, 2006). Evidence for this could be found in former research results which showed that the tourism impacts could be felt most strongly at the local destination area (Simons, 1994).

Although the discussion focused on physical environmental aspects has been a long tendency in tourism research, since a few researchers called for more attention on the sustainability issues in the context of the human environment in the 1990s, more



research has been undertaken with a focus shifted on the local residents (Craik 1995, Butler 1999). Within the tourism impacts research, while some studies still focus on “real impacts” which could be measured with objective indicators, many other studies also try to learn more about “perceived impacts” which could be reflected by subjective personal views. Reviewing the large amount of sustainable tourism literature, it could be observed that increasing studies tend to get a deeper understanding about tourism impacts in a destination from perspectives of local community residents (Ap & Crompton, 1998).

Diverse tourism impacts concerning environmental, economic, social and cultural issues, which also fall into positive or negative aspects, have been reported by a large amount of literature. Frequently, perceived economic impacts have been positively related to increased income and employment opportunities, but negatively to the price of land and cost of living; environmental impacts both in ecological and living settings have been often perceived positively related to increased preservation of environment and awareness in the public, but negatively to ecological decline, congestion and pollution. In the social and cultural aspects, perceived positive impacts include for example enhanced social and cultural well-being, and negative impacts include for example crime increases and lose of cultural authenticity (Ap & Crompton, 1998; Deery, et al., 2012).

Much of the earlier research on impacts perceptions of local residents usually analyzes only specific social or environmental impacts (Ap, 1990; Brougham & Butler, 1981; Liu & Var, 1986; Milman & Pizam, 1988; Um & Crompton, 1987). To better reflect and measure the perceived tourism impacts, some researchers have also tried to elaborate universal measurement instruments with multiple-item scales in the 1990s (Ap & Crompton, 1998; Lankford & Howard, 1994). For example, Ap and Crompton (1998)

developed a 35-item tourism impact scale based on an initial pool of 147 impact items derived from personal interviews and literature. Seven domains of social and cultural, economic, crowding and congestion, environmental, services, taxes, and community attitudes aspects have been included.

It is observed that research of tourism impacts on host communities has passed through several evolutionary stages (Ap & Crompton, 1998; Jafari, 1986; Landford & Howard, 1993). The early work during the 1960s tended to focus on the economic and positive effects of tourism and appeared optimism. Studies in the 1970s were more critical and gave much attention to the perception of negative impacts in environmental and social-cultural aspects. Cohen (1978) argued that the negative perceptions were overemphasized and an overall contribution of tourism to a community should be taken into consideration. Evaluations about perceived impacts of tourism since the 1980s have taken a more balanced perspective with both positive and negative perceptions (Ap & Crompton, 1998). The interested themes have been shifted from unrestrained advocacy of tourism development to examination of the benefits and costs of tourism in different settings (Jafari 2001; Wang & Pfister, 2008). Some comparative analysis based on territorial level, or longitudinal studies identifying changes over time have been conducted by some researchers. Moreover, with the widened research themes concerning impact perceptions and attitudes in recent years, diversified methodologies with various qualitative techniques and quantitative statistical techniques have been utilized. (Andereck & Vogt, 2000; Johnson et al., 1994; Madrigal, 1993; Tosum, 2002; Vargas-Sánchez, Porrás-Bueno & Plaza-Mejía, 2011).

### **2.1.2 Attitudes of local residents**

Community residents' attitudes toward tourism have also been regarded as important for tourism planning because it could help to predict residents' different behaviours and

reactions under the complex influence of tourism. To achieve the success of sustainable tourism in a destination, the supportive attitude and behaviours of local people are indispensable (Ahn, Lee, & Schafer, 2002; Allen et al., 1988; Ap & Crompton, 1998; Murphy, 1983b). Among the current residents' studies in tourism research, it could be observed that the attitudes research has often been explicitly or implicitly integrated into impacts perceptions studies. And the term "attitude" has been used under circumstances differently by different researchers.

Owing to different research focus, in some perceptions and attitudes studies, the two terms of "attitudes" and "perceptions" were considered as the same issue, whereas in some other studies, "attitudes" has often been isolated from "impacts perceptions". It has been observed that in many cases "impact perceptions" and "attitudes" have been measured using the same types of agreement scales so that the difference between the two terms appears to be only a matter of semantics (Andereck & Vogt, 2000).

Especially, in early studies concerning resident attitudes toward tourism, which had a "tourism impact" focus, the used items in the questionnaires usually were related to several types of impacts or specifically on social or environmental impacts (Ap, 1990; Brougham & Butler, 1981; Liu & Var, 1986; Milman & Pizam, 1988; Um & Crompton, 1987). Moreover, in many cases, "impacts perceptions", "support" (or "objection") and "preferences of a certain specific form of tourism development" could all be categorized into "residents' attitudes". Researchers used the term "attitude" simply to refer to all kinds of comments, opinions or judgements toward tourism development issues expressed by residents (Murphy, 1981).

Lankford and Howard (1994) developed a tourism impacts attitude scale (TIAS), for the purpose of standardizing measurement of residents' attitude toward tourism. Many researchers have also conducted their studies in various tourism settings

examining residents' perceptions and attitudes based on an adapted TIAS in the past decades (Bachleitner & Zins, 1999; Harrill and Potts, 2003; Lankford, Chen & Chen 1994; Rollins, 1997; Vesey & Dimanche, 2001; Wang & Pfister, 2008).

To be specific, the TIAS was composed of 27 items and condensed into two factors including "concern for local tourism development" and "personal and community benefits" (see also Lankford, 1994). Items such as "negatively impacts the environment", "increased standard of living" or "better shopping opportunities" described actually the impacts perceptions, whereas items such as "community should become destination" or "encourage tourism" expressed explicitly the preference of residents for further tourism development and implementation of certain tourism policies.

Recently, in many studies examining residents' impacts perceptions and support/non-support toward tourism development, certain hypothesised relationships were proposed between perceptions and attitudes, whereby some researchers also use the word "support" to mean actually the supportive attitude since it is only a kind of psychological tendency but not real action. In this context, the "impact perceptions" were only related to the residents' feeling about the changes tourism brought or the influences attributed to tourism development, and the "attitudes" or "support" were more associated with residents' favourable or non-favourable intention to general tourism development or introduction of certain tourism forms and policy (Gursoy, Jurowski, & Uysal 2002; Gursoy & Rutherford, 2004; Ko & Stewart, 2002; Lindberg & Johnson, 1997; Vargas-Sánchez, Plaza-Mejía & Porras-Bueno, 2009; Yoon, Gursoy & Chen, 2001).

In these empirical studies, it is observed that indicators utilized for measuring the "attitude" variable had differed from one study to another (Vargas-Sánchez, et al. 2011).

For example, Ko and Steward (2002) examined separately positive and negative perceptions of impacts and measured “attitude” as “support level in regional contexts” and “ support level in living community contexts”; Vargas-Sánchez et al. (2009) have undertaken a similar study on positive and negative perceptions of tourism and measured “attitude” in their research as “the degree to which the respondents are in favour of more local tourism development”; Yoon et al. (2001) observed perceived impacts in economic, social, cultural and environmental aspects and used alternative choices measuring “supports (attitude)” including “nature-based development”, “attractions designed for a large number of tourists”, “cultural or historic-based attractions”, “event or outdoor programmes” and “supporting service development”.

For the interest of clarity, although “perceptions” and “attitudes” have been sometimes referred as the same issue in previous studies, distinguishing the two terms may further facilitate the examination of relationship between “attitude” and other issues. Concretely speaking, an attitude has been defined as “a state of mind of the individual toward a value” (Allport 1966, p.24), which is considered as “an enduring predisposition towards a particular aspect of one’s environment” (McDougall & Munro 1987, p.87). Some researchers also consider an attitude as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour” (Eagly & Chaiken, 1993, p.1). Additionally, Getz (1994) pointed out that attitudes “do not change quickly” and could be “reinforced by perceptions and beliefs of reality but are closely related to deeply held values and even to personality” (p.247). As could be seen from the above comments, a value has often been associated with an attitude, or may be viewed as an abstract attitude (Eagly & Chaiken, 1993). A value has been defined as an “enduring belief that a specific mode of conduct or end state of existence is personally or socially preferable to an opposite or converse mode of

conduct or end state of existence” (Rokeach, 1973, p.5; see also Feather, 1994, p.469; Lindberg & Johnson, p.404). In tourism studies, the level and type of tourism have often been taken as the “entity” or attitude object to be evaluated. Further, the outcomes or goals of tourism development which constitute the “end states of existence” may be judged as preferable or non-preferable according to the value held by the residents. An attitude in favour of an end state of existence has been regarded as equivalent to a value reflecting preference for that end state of existence (Lindberg & Johnson, 1997).

### **2.1.3 Segments and responses of local residents**

Apart from studies focusing on residents’ supportive/non-supportive attitudes toward further tourism development, some studies focusing more on the various characters of residents according to their preferences toward tourism development have also frequently been categorized as attitude studies. “Attitudes” as findings in these studies expressed also the favour tendency of residents, but they are used rather more for distinguishing different attitudes types with certain features or clusters of residents. Hence these studies would be reviewed in the present research from a perspective of “segments”/“types”/“clusters” and “responses”/“reactions” of residents (Sharpley, 2014).

With regard to the unit of analysis, literature in this area could be divided into two categories (Williams & Lawson 2001). The first category of these studies focused on the residents influenced by tourism at the local level and used the overall level of agreement as a measure of preference for the tourism industry. For example, in the Irridex Model developed by Doxey (1975), with increasing social impacts of tourism in a community, the community’s responses toward tourism have been projected as moving through four stages from “euphoria” through “apathy” and “annoyance” to “antagonism”. The model took the community as a unit and represented the changing

tourist-host interaction in an irreversible and progressive negative manner (see also Sharpley, 2014).

However, some commentators have criticized that this approach ignored the complexity of factors that may also have influences on residents (Lankford & Howard, 1994). Recognizing that residents are heterogeneous and may represent various types of reactions even within a same geographical community, the second category of the research focused on variation at the individual level and assessed the individual attributes which could influence residents (Davis, Allen, & Cosenza, 1988; McCool & Martin, 1994). Results of these studies have proved that resident responses within a community could actually vary considerably at any phase of tourism development. Different clusters of residents within a community have been identified in different studies. For example, Madrigal (1994) categorized community residents as tourism “realists”, “haters” and “lovers”; Davis, Allen and Cosenza (1988) segmented residents into five categories including “tourism haters”, “lovers”, “cautious romantics”, “in-betweeners” and “love ’em for a reason” (see also Sharpley, 2014).

Moreover, some researchers also tried to identify residents various responses toward tourism development. For instance, Ap and Crompton (1993) described four response strategies to tourism impacts of different residents in their research. The strategies they concluded are “embracement”, “tolerance”, “adjustment” and “withdrawal”. Given that the real supportive behaviours and reactions of community residents would make decisive contribution to the success of sustainable development of tourism in a destination, this responses research was evaluated as important in the sense that it revealed more information than only intentions of residents. It has been commented that in this research area exists for a long time an ignorance of the intention-action gap. Since what people would do is not equal to real behaviour, some scholars

called for making more progresses in research addressing issues of residents' actions responding to tourism (Carmichael, 2000; Sharpley, 2014).

#### **2.1.4 Factors influencing impact perceptions, attitudes and responses**

In studies of residents in tourism communities, a number of influential variables which could explain and predict the residents' impact perceptions, attitudes and responses have also been widely discussed. Generally speaking, these variables fall in two categories: extrinsic variables and intrinsic variables (Faulkner & Tideswell, 1997; Sharpley, 2014). The former one is related with those factors which reflect the features of the local region as a tourism destination, where the residents are under certain tourism influence determined by the status of local tourism development (destination factors), for example, stage of tourism development, type of tourism, seasonality and so on.; whereas the latter one is more related with the individual residents and could be further divided into internal factors and external factors according to their value or non-value natures, for example, economic dependence on tourism, level of contact with tourists as external resident variables, and community attachment, personal values as internal resident variables (Deery et al., 2012; Sharpley, 2014).

Among the large amount of literature in this field, many of the above mentioned variables have been repeatedly examined by different studies. Researchers are interested in identifying and measuring those important predictors which may determine residents' support of tourism (see, e.g., Iroegbu & Chen, 2001; McGehee & Andereck, 2004; Snaith & Haley, 1999). Economic dependency, for instance, has emerged as a factor which could have a positive relationship with residents' support. Much of the research provided evidence that residents who work in the tourism industry and depend on tourism income may receive larger economic benefits and hence perceive tourism more positively than other residents who do not have a tourism work (see, e.g., Deccio &



Baloglu, 2002). However, although the economic dependency exists as an exception, few factors have been found to have consistent relationships with those to be explained perception and attitude issues (McGehee & Andereck, 2004; Sharpley, 2014).

Some of those frequently discussed factors concerning individual characters which appeared having mixed findings in different studies deserve a further detailed look. The Explanation about various results sometimes needs to take the concrete setting and other factors into concern.

Many studies have pointed out that residents' relevance to tourism may influence residents' tourism perceptions and attitudes (Brougham & Butler, 1981; Davis, Allen & Cosenza, 1988; Witter, 1985). A series of aspects have been considered as factors which would to some extent indicate residents' relevance to tourism. These aspects include, for example, the actual involvement of oneself in tourism, the involvement of family members in tourism work, residence distance to tourism activity centre, contact frequency with tourists, knowledge about or familiarity with tourism. Similar with the perspective of economic dependency, some studies have found that residents who had closer relationship with tourism, for example, when their family members doing tourism job, would have a more positive attitude to tourism (Pizam, Milman & King, 1994). However, some other researchers argued the fact that having higher relevance with tourism or doing tourism job could not always automatically mean having more economic benefits. Hence a positive relationship between these factors and residents' attitudes may not always be the case. When residents' expectations from tourism development could not be met, individuals would have a negative attitude toward the industry even when they work in the related business. It has been suggested that the nature of employment and other particular contexts should also be concerned in such studies (Teye, Sönmez & Sirakaya, 2002).

Community attachment also belongs to the most discussed influence variable. It has been defined as the “extend and pattern of social participation and integration into community life, and sentiment or affect toward the community” (McCool & Martin, 1994, p. 30). Community attachment has often been measured with “length of residence” or “birthplace” in many studies (see, e.g., Um and Crompton, 1987). Moreover, some researchers also tried to use value statements to reflect this variable (see, e.g., Gursoy, et al., 2002). Such measurement scale usually contains expressions of peoples’ emotional linkages with communities or functional value and meanings of communities. In empirical tourism research, it has been suggested as a factor negatively related with tourism support in some studies (Lankford & Howard, 1994), whereas in other studies, it has emerged as factor having a positive or not definitive relationship with residents’ attitudes (see, e.g., McCool & Martin, 1994; Jurowski et al., 1997).

The degree of community concern, which is related to the issues to be improved in the communities’ daily life from the perspective of residents, has also been regarded as an important predictor. Concerns in economic, environmental, and socio-cultural aspects may influence residents’ point of view on costs and benefits. The level of the concern may also affect their tourism impact perceptions and hence influence their support of tourism (Allen et al., 1988; Gursoy et al., 2002; Perdue et al. 1990). A definite relationship between community concern, perceptions and attitudes has not been clarified (Gursoy et al., 2002; Gursoy & Rutherford, 2004)

Moreover, socioeconomic profiles, including gender, age, education, ethnic group and so forth, have also been examined in various studies. Some researchers tried to introduce them into some specific models and have some interesting findings. For example, concerning gender, some studies have found that women were more opposed to tourism development than man due to negative impact perceptions (Harrill & Potts,

2003; Harrill, 2004; Mason & Cheyne, 2000); or concerning age, some researcher reported older residents less concerned about negative environmental impacts of tourism (Tomljenovic & Faulkner, 2000), but some other researchers found older residents had more negative perceptions (Cavus & Tanrisevdi, 2002). As could be seen, those examined predictors may influence impact perceptions and indirectly influence attitudes, but the directions are not consistent (Fredline & Faulkner, 2000; Huh & Vogt, 2008; Mason & Cheyne, 2000; Snaith & Haley, 1999; Tosun 2002). Generally speaking, much of the research has concluded that such variables do not have a significant direct relationship with residents' attitudes (Sharpley, 2014; Lindberg & Johnson, 1997).

To make a brief summary here, section 2.1 reviewed studies about community residents under tourism influence aligning with the sustainable tourism considerations. Aspects including residents' impact perceptions, attitudes, responses as well as the factors which could influence these aspects have been examined. Whereby, it has been mainly focused on the various comments and considerations contributed by earlier research on the related themes.

Currently, modelling residents' perceptions and attitudes based on certain theoretical foundations has to some extent constituted the most important method for research on community residents. Hence in the next section, it is necessary to have a specific look on the studies, in which many researchers attempted to observe residents under tourism influence and explain their observations through various modelling approaches.

## **2.2 Modelling impact perceptions and attitudes toward tourism**

Among residents' impacts perceptions and attitudes studies, much of research of earlier stage from the 1960s to 1980s has been commented as descriptive and largely atheoretical in nature (Ap, 1992, 1990; Gursoy, et al., 2002; Madrigal, 1993; Nunkoo,

Smith, & Ramkissoon, 2013; Perdue, et al., 1990). In recent years, however, beside some studies which further prefer to use quantitative analysis for detailed information, increasing studies have emerged employing relative advanced quantitative approaches in this research field (Lindberg & Johnson, 1997). Moreover, according to Nunkoo et al. (2013), although some studies were further conducted without theoretical foundation, not a few of quantitative research in this field based on various theoretical frameworks drawn from other disciplines has been published since the middle of 1990s. Hence the studies on residents' attitudes have evolved "from being low on methodological sophistication and theoretical awareness to being high on both aspects" (Nunkoo, et al., 2013, p. 5).

Indeed, both qualitative and quantitative studies have made important contributions to the further understanding of residents' attitudes towards tourism development. Meanwhile, it is observed that studies of quantitative analysis methods largely predominate in the current research field. Sophisticated psychometric techniques for data collection and analysis have been utilized and various statistical methods such as regression analysis, logit and probit modelling analysis, ANOVA analysis, cluster analysis, and etc. have been adopted in a number of tourism studies (Andereck & Vogt, 2000; Andriotis & Vaughan, 2003; Bujosa- Bestard & Rosello´-Nadal, 2007; Lindberg & Johnson, 1997; Madrigal, 1993; McGehee & Andereck, 2004; Smith & Krannich, 1998; Vargas-Sánchez, et al., 2011). Of particular relevance to the current research, the analysis of structural equation modelling (SEM) also emerged as an important technique in tourism studies since the end of the 1990s. A number of tourism researchers have applied SEM analysis establishing and testing structural models which examined relationships among antecedent factors of residents' reactions, such as residents' socio-demographic characters, community concern and attachment, and perceptions of

benefits or costs, and explained how these factors influence residents' attitudes and support (Gursoy & Rutherford, 2004; Gursoy, et al., 2010; Ko & Stewart, 2002; Lee, 2013; Lindberg & Johnson, 1997; Yoon, et al., 2001). Briefly speaking, SEM is a method combining confirmatory factor analysis and regression analysis for modelling a variety of sociological, psychological, and other relationships (Byrne, 2010; Hoyle 1995; Jöreskog & Sörbom, 1993). This technique has gained popularity in the research of social science due to its advantage of simultaneous estimating the relationships between observable and unobservable (latent) variables, as well as the relationships among latent variables. In residents' attitudes studies, many elementary factors or constructs are not directly observable, using the SEM technique, evaluation of these factors could be conducted on the basis of sets of observed or measured variables which serve as indicators of the latent variables (Lindberg & Johnson, 1997).

Considering theoretical framework for such studies, increasing researchers tended to adopt social exchange theory, which has its origin in several disciplines, as the theory foundation in their studies (Sharpley, 2014). The principle of this theory suggested that residents are willing to enter into exchange with tourists as well as support tourism development if they perceive tourism related benefits outweigh tourism related costs. Actually, this idea is in consistent with findings of most studies in this research field. Many research results indicated residents' attitudes are influenced by various perceived tourism impacts and demonstrate as a function of tourism-related benefits and costs (Gursoy, et al., 2002; Lindberg & Johnson, 1997). Hence, it is reasonable that social exchange theory has been widely taken as a common theoretical basis in the research of modelling residents' support toward tourism.

In this section, social exchange theory, as a recognized prominent theoretical framework of many studies would firstly be introduced. After the introduction of the

exchange theory foundation, concerning various analysis methods and findings in existing literature, a review of some important empirical studies of modelling residents' perceptions and attitudes based on the exchange theory would be. In addition, several issues relating to elementary factors in residents' attitudes literature would be discussed.

### **2.2.1 Social exchange theory**

By establishing statistical structural model illustrating residents' attitudes toward tourism, social exchange theory, as mentioned, has often been adopted as a theoretical framework for the model to assess the relationships between residents' impact perceptions and their support on additional tourism development. Generally speaking, based on the weighing of economic, social, cultural and environmental benefits and costs of tourism, residents decide whether to participate in exchanges with visitors and to support additional tourism development. If the host residents perceive that they are likely to benefit from such exchanges without intolerable costs, they would support tourism; conversely, if the perception of incurred costs outweigh the benefits, they are likely to oppose further development (Gursoy, et al., 2002; Gursoy & Rutherford, 2004; Gusoy, et al., 2010; Ko & Stewart, 2002; Lee, 2013; Yoon, et al., 2001).

Social exchange theory has frequently been used in various disciplines to offer a foundation for examining the position an individual actor may take contingent upon a rewarding action from others (Emerson 1976). In disciplines including economics, social psychology, anthropology and behaviour psychology, the common assumption of "utilitarianism" could be found in the relevant research based on this theoretical thought (Blau, 1968, 1991; Chadwick-Jones, 1976; Ekeh, 1974; Homans, 1991; Levi-Strauss, 1969; Turner, 1986). From the utilitarian economic perspectives, the utilitarian principle proposes that a person would weigh benefits against costs and act rationally seeking to maximize his or her utility or material benefits from transactions with others on a free

market (Turner, 1986). However, this principle has been interpreted in some more flexible way.

Social exchange theorists, for example, asserted alternative assumptions and reformulated the principle. It was suggested by Homans (1967) that,

Humans do not pursue to maximize profits, but they always attempt to make some profit in their social transaction with others. Additionally, humans are not perfectly rational, but they do engage in calculations of costs and benefits in social transactions. Humans do not have perfect information on all available alternatives, but they are usually aware of at least some alternatives, which form the basis of assessments of costs and benefits. Further, humans do pursue material goals in exchanges, but they also mobilize and exchange nonmaterial resources, such as sentiments, service, and symbols” (cited in Turner, 1991, p. 286).

Regarding the decision making in the exchange, Emerson (1976) pointed out the difference between the tradition of sociology or social psychology and the economic decision theory. The economic theory assumes generally that actors would be well-informed and rational so that they could make an estimation on utilities among alternative actions before they make decisions. Whereas other disciplines focus more on the exchange form in which people usually act on sentiment and habit.

From the view point of anthropology, both material exchanges in economic nature and symbolic exchanges in social relationships nature are recognized in social interaction. Particularly, the exchange theory from this perspective stresses sustaining exchange relations due to the forces of psychological needs. Moreover, Levi-Strauss (1969) proposed a structural exchange perspective. He suggested that exchange must be viewed according to its function in integrating the larger social structure and should be interpreted as a reflection of a pattern of social organization that exists as an entity. The exchange processes could be affected by patterns of social integration and organization. Therefore, exchange behaviour could be explained by viewing the consequences of

norms or values, and various forms of the social structure are important factors in explaining exchange relations. Similar to the economic utilitarian principle, in the behavioural psychology, people are viewed as reward-seeking organisms pursuing alternatives that would yield the most reward and the least punishment. Moreover, behaviours that have proved rewarding in the past would be repeated.

In the context of tourism studies, researchers consider that the social exchange theory is useful by investigating the relationship between residents' attitudes toward tourism and potential personal benefits associated with tourism development. It could facilitate a logical explanation of both the positive and negative aspects of tourism, as well as the examination of relationships at the individual level or collective level, and among the various exchange factors and their consequences (Ap, 1992).

### **2.2.2 Empirical studies of modelling impact perceptions and attitudes**

Since the end of the 1980s, the basic thought of social exchange theory has been repeatedly applied or associated by tourism researchers to explain residents' attitudes and reactions to tourism development (Andereck & Nyaupane, 2011; Ap, 1990, 1992; Perdue, et al., 1987, 1990; Gursoy, et al., 2002; Jurovski et al., 1997; Ko & Stewart, 2002; Lindberg & Johnson, 1997; Madrigal, 1993; McGehee & Andereck, 2004; Yoon, et al., 2001; Vargas-Sánchez, et al.2009). Many empirical studies using various data analysis techniques have been conducted to gain further knowledge in this research field and test the validity of this theoretical foundation in the context of tourism research.

Following exchange theory logic, Perdue et al. (1990) investigated residents' attitude using data collected in 16 rural Colorado communities. The authors applied factor analysis and regression analysis and tested a model of the relationships among rural resident perceptions of tourism impacts, support for further tourism development and special taxes, as well as restrictions on tourism development. They reported that



residents' support for additional development was positively related to perceived positive impacts, negatively related to perceived negative impacts of tourism and negatively related to the perceived future of the community. Moreover, they found in their research that when controlling for personal benefits from tourism development, residents' impacts perceptions were unrelated to socio-demographic characteristics.

Concerning the underdeveloped theoretical orientation of research on residents' perceptions of tourism impacts, Ap (1992) presented a social exchange process model as a theoretical basis explaining why residents perceive tourism impacts positively or negatively. From his point of view, the goal of developing tourism in a community is to achieve outcomes that obtain the best balance of benefits and costs for both residents and tourism actors. Moreover, it is assumed that the residents evaluate tourism in terms of expected benefits or costs obtained against the service they supply (social exchange), so that they seek tourism development in the community to satisfy their various needs and to improve the community's well-being.

Madrigal (1993) compared residents' perceptions of tourism from two Arizona cities which are at different levels of tourism development. Various techniques including cluster analysis, principal components factor analysis, multivariate analysis of variance and hierarchical regressions have been applied by analyzing empirical data. Moreover, social exchange theory explaining perceptions was examined in the research. The author commented that the underlying assumption of the social exchange theory was a disposition to maximize the rewards and minimize the costs of residents' experiences. Positive residents' perception of tourism impacts were positively related to perceived personal influence and negatively influenced by perceived business influence. Residents would be willing to exchange with tourists if they could acquire some benefits without incurring unacceptable costs.

Jurowski et al. (1997) developed a path model based on social exchange theory to explain how residents weigh and balance seven factors which were likely to influence their reaction to tourism. They used empirical data and analyzed how the antecedent constructs, including potential economic gain, use of the tourism resources, attitude toward the preservation of the natural environment (eco-centric attitude), and community attachment, as the exchange factors affect residents' perceptions of economic, social and environmental tourism impacts, and affect directly and indirectly residents' support toward tourism development. The authors suggested the principle that residents are willing to be involved in exchanges with tourists if they can receive benefits without incurring unacceptable costs. According to the authors, residents' support toward tourism development was considered as the residents' willingness to enter into a tourism exchange on the basis of their perceptions of the benefits and costs of exchange factors. Besides, the residents will seek to maintain the exchange relationship if they perceive the distribution of benefits as positive.

Since the end of the 1990s and especially in recent years, as mentioned, increasing authors used structural equation modelling analysis to examine the residents' perceptions and attitudes as well as support toward tourism.

Lindberg and Johnson (1997) introduced a general conceptual model of attitudes in their research based on SEM analysis of second hand data. Moreover, two sets of specific models including value-attitude (VA) models and expectancy-value (EV) models have been derived from the general hypothesis model. The first set of VA models evaluated correlations between values and attitudes. They focused on inter-attitudinal structure and indirectly evaluated outcomes affecting attitudes. Whereas the second set of EV models evaluated correlations between values (evaluations), multiplied by the belief (perception, expectancy or subjective probability) that the

attitude object is associated with these values and attitudes. They focused on intra-attitudinal structure and directly evaluated outcomes affecting attitudes. Moreover, it was commented that there is significant overlap between the EV model and the social exchange theory model of Ap (1992). According to their findings on the basis of the two sets of specific models, the strength of resident values regarding economic gain better predict attitudes than values regarding disruption within the community, and the perceived economic and congestion impacts have a greater effect on attitudes than the perceived crime and aesthetic impacts. Besides, the authors reported that their data analysis supported their hypothesis that residents' demographic characters affect their attitudes indirectly through values. More importantly, several directions for future research in this field have been suggested by the researchers. As the first point of improvement, they noted that the general model could be extended in various ways. For example, only eight values in aspects of economic gain, daily life, environment, community cultural, etc. which might be associated with attitudes toward tourism have been presented by the researchers based on previous research. Hence, the authors proposed additional values to be included in future research. Furthermore, they pointed out that residents might consider not only how tourism affects them, but also how it affects others in the community. In addition, beliefs and values might be based on absolute and relative impacts as some other researchers had suggested. For instance, Emerson (1987) had noted that based on the concept of "subjective expected utility", actors who express a certain attitudinal position could be motivated by relative values in an exchange and make their decisions (see also Wang & Pfister, 2008).

Yoon, et al. (2001) examined the structural effects of four tourism-impact factors in economic, social, cultural and environmental aspects on total impact and on local residents' support for tourism development. Their empirical study applied a

confirmatory factor analysis and structural equation modelling procedure, and was performed based on data collected from the Norfolk / Virginia Beach /Newport News area in Virginia. It was found in this research that the economic and cultural impacts were positively related with the “total impact of tourism”, whereas the social and environmental impacts were negatively associated with the “total impact”. Besides, the “total impact of tourism” was positively, while the “environmental impact” was negatively related with residents’ support for tourism development. The research concluded that if residents received benefits and rewards from tourism, they were likely to support tourism.

Gursoy, et al. (2002) proposed a model which was a further development of the model established by Jurowski et al (1997). The three impacts categories in the earlier model were segregated into costs and benefits. Additionally, the state of the local economy and the level of community concern were suggested as two more constructs which were likely to influence residents’ perceptions and attitudes. Later, Gursoy and Rutherford (2004) improved the structural model again by breaking down the perceived benefits and costs into five aspects including economic benefits, social benefits and costs, as well as cultural benefits and costs. These studies attempted to expand the understanding of residents’ reaction toward tourism and confirmed the influence of the proposed determinants of residents’ support including the level of community concern, eco-centric values, utilization of tourism resource base, community attachment, the state of the local economy, benefits (in economic, social and cultural aspects) and costs (in social aspect).

Ko and Stewart (2002) performed an empirical research on residents’ perceived tourism impacts and attitudes toward host community using data collected from Cheju Island, Korea. They tested a structural equation model consisted of five latent constructs,

and, in particular, included the community satisfaction as a variable. According to the research findings, the construct of “overall community satisfaction” was closely related to residents’ “perceived positive” and “perceived negative” tourism impacts. The latter two constructs also directly influence “attitudes toward additional tourism development”. The authors attempted to further examine the relationships between “personal benefits from tourism development” and other constructs. However, their empirical data didn’t support the hypothesized path relationships between the construct of personal benefits and the constructs of negative impacts and community satisfaction.

Vargas-Sánchez et al. (2009) studied residents’ attitudes toward industrial tourism development in a former mining community in the Spanish province of Huelva by adopting the constructs proposed by Ko and Stewart (2002). Their findings have both similarities and differences compared to the research conducted in Korea. The hypothesized relationships between positively / negatively perceived impacts and attitudes, community satisfaction and attitudes, positively perceived impacts and community satisfaction, as well as personal benefit and positively perceived impacts have been supported by their empirical data. However, the personal benefit has been found negatively influencing the overall community satisfaction in the research in Spain. The authors have tried to clarify the reversed hypothesised relationship between these two constructs. They proposed in their research two alternative models with personal benefit positioned firstly in front of and then after the perceived community satisfaction construct in their structural analysis. Their conclusion was that the community satisfaction was not an antecedent of the personal benefit from tourism development, and the satisfaction significantly influences residents’ supportive attitude for additional tourism negatively. Moreover, in both models, statistic significant relationships have

been found between personal benefit and residents' attitude to additional tourism in negative directions.

Lee (2013) assessed the support of community residents for sustainable tourism development using the data from a case study conducted in southwest Taiwan. He measured community attachment using statements with value nature and community involvement using statements indicating various residents' tourism involvement activities. According to the findings, both community attachment and community involvement are critical factors affecting the support. The two factors significantly and directly correlate with perceived benefits and indirectly correlate with the support of tourism. However, significant relationships were not found between community attachment and perceived costs, as well as between community involvement and perceived costs.

The information contained in Table 2.1 summarizes the main constructs in the concept models concerning resident's perceptions and attitudes proposed in studies in recent years.

**Table 2.1 Constructs of residents' perceptions and attitudes models in previous studies.**

<b>Predictor variable</b>	<b>Independent / Exogenous variable (with/without mediator variable)</b>	<b>Dependent / Endogenous variable</b>	<b>Sample size</b>	<b>Sources</b>
Resident Characteristics, Perceived future of community	Personal benefits from tourism development, Perceived positive impacts of tourism, perceived negative impacts of tourism	Support for additional tourism development, Support for restrictions on tourism development, Support for special tourism taxes	n=1346	Perdue et al. (1990)
Socioeconomic status (SES) in VA-2	Values of preferred outcomes (End states or modes of conduct) Econ, Disrupt in VA-1; Econ, SES in VA-2; Econ, Cong, Crime, Aesth in EV-1; Econ, Cong in EV-2; Econ, Cong, Crime, Aesth, with actual impacts respectively, in EV-3	Attitude toward tourism (Desire, Pleasant, Pers BC, Comm BC, Attr Tour)	n1=571 n2=552	Lindberg & Johnson (1997)
---	Economic impact, Social impact, Cultural impact, Environmental impact, Total impact,	Support tourism	n=304	Yoon et al. (2001)
Community concern, Community attachment, Ecocentric attitude, Utilization of tourism resource base by residents	The state of the local economy, Perceived benefits, Perceived costs	Support for tourism	n=776	Gursoy et al. (2002)

**Table 2.1 (continued).**

---	Personal benefit from tourism, Perceived positive tourism impacts, Perceived negative tourism impacts, Overall community satisfaction	Attitudes for additional tourism development	n= 732	Ko & Stewart (2002)
Community attachment, Community concern, Ecocentric attitude, Utilization of tourism resource base by residents	The state of the local economy, Economic benefits, Social costs, Social benefits, Cultural benefits, Cultural costs	Support for tourism	n= 290	Gursoy & Ruthford (2004)
Resident characteristics, Community tourism dependence	Personal benefit from tourism, Perceived negative impacts of tourism, Perceived positive impacts of tourism,	Support for additional tourism, Support for tourism planning	N/A	McGehee & Andereck (2004)
---	Perception of the personal benefit, Perception of the positive effects, Perception of the negative effects, Satisfaction with their community	Attitude toward tourism development	n=359	Vargas-Sánchez et al. (2009)
Demographics, Knowledge, Involvement, Contact, TQOL Domains	Personal benefit from tourism	Tourism's role in community economy	n= 695	Andereck & Nyaupane (2011)
Community attachment, Community involvement	Perceived benefits, Perceived costs	Support for sustainable tourism development	n=856	Lee (2013)



### **2.2.3 Several issues demanding attention**

As mentioned, various methods have been applied in the research on residents' impact perceptions and attitude. The theme has been becoming one of the most widely interested topics in tourism research. Among the previous studies, much of the research confirmed the validity of social exchange theory in the context of tourism development. Not a few researchers reported consistent findings in the sense that the perceived benefits significantly and positively affect support for tourism development, whereas the perceived costs significantly and negatively influence support for tourism development (Gursoy & Rutherford, 2004; Nikolas, et al. 2009). Hence, social exchange theory has been regarded as a particularly popular and widely used theory framework for such research (Sharpley, 2014). However, to further develop the usually adopted approaches modelling residents' perceptions and attitudes, concerning various findings in the relevant literature, researchers need to pay attention to a number of problems in the existing studies. To be observed next in this section: The first issue is about the problem of concept definition and measurement method in this research field; the second issue is about the interpretation of "personal benefit" and the third issue is about the adequacy of application of social exchange theory in the existing studies.

Firstly, the concept definition and measurement method need to be clarified in such studies. The interchangeable use of "attitudes" and "perceptions" and their relationships with "personal benefit" in various studies could give a good example here. Since "impact perceptions" and "attitudes", as aforementioned, have often been interchangeably used, and the term "attitudes towards tourism" appeared either as general or as narrowly defined concept in various studies, different measurements of these variables have been applied by tourism researchers. This sometimes leads to quite confusing conclusions in research. In a study concerning tourism and quality of life perceptions among residents, for example, Andereck and Nyaupane (2011) investigated

factors influencing personal benefit of tourism before a further examination of residents' perception of tourism's role in the economy. Beside the demographic variables, they found that two TQOL (tourism and quality of life) domains (which have been observed as "attitudes" by the authors in their research) could also be identified as predictors of personal benefit. Regarding the relationship between "attitudes" and "personal benefit", noticing the similarities and differences in the directions of relationships tested in some other studies (Deccio & Baloglu, 2002; Gursoy, et al., 2002; in contrast to Ko & Stewart, 2002; McGehee & Andereck, 2004; Perdue, et al. 1990), the authors commented that although the relationships between personal benefit and attitude have been "often tested in the opposite direction, ..., there has been no compelling theoretical reason suggesting causality of this relationship" to date (p.258). Despite the informative results in this research, the statement above could be confusing for further research because of ambiguous definitions in this comment. Indeed, it could be observed that the "attitude items" of TQOL in this research, which integrated impacts perceptions, importance and satisfaction evaluations, are to a large extent not to be associated with the attitude items presented in other studies mentioned by the authors. Regarding the diverse concept definitions and different measurement methods in various studies, it has been suggested by some researchers that clear definitions and unification of the measurement indicators are critical in future research, so as to make the results across studies more comparable (Vargas-Sánchez, et al., 2011).

Secondly, the connotation and the nature of "personal benefit" need to be considered. When taking the social exchange theory as a basis for explaining the residents' attitude, many authors of tourism studies used similar ways introducing the "personal benefit" applied in their research. The usual method is to acquire the respondents' agreement or disagreement on a five-point differential semantic scale

designed for “personal benefit” construct. The scale included statements such as “perception of personal benefit from tourism” (Andereck & Nyaupane, 2011, p.256); “degree to which the respondent considers that tourism development will bring him/her some personal benefit” (Vargas-Sánchez, et al., 2009, p.377); “relationship with tourism of personal job”, “relationship with tourism of family job” (Ko & Stewart, 2002, p.527); “I would personally benefit from more tourism development in my community”, “amount I feel I benefit personally from tourism in my community” (McGehee & Andereck, 2004, p.135); “I would benefit from more tourism development in this community” (Perdue et al., 1990, p.592). The measurement of the personal benefits variable in those studies has been criticized as only a single statement without necessary value domains (Wang & Pfister, 2008). As a matter of fact, some researchers have also recognized this limitation of the obscurely defined personal benefit. McGehee and Andereck (2004) examined the factors predicting attitudes toward tourism of residents from 12 communities in Arizona following the model proposed by Perdue et al. (1990). They found that personal benefit from tourism influenced both positive and negative perceived tourism effects and residents’ support on additional tourism development. Regarding limitation in their research, the authors pointed out that personal benefits relating to tourism development may be interpreted differently by different respondent. Besides, questions like how and why do residents perceive themselves as benefiting from tourism are suggested to be further studied (McGehee & Andereck, 2004).

Moreover, in many tourism studies to date, the research findings within the framework of social exchange theory have been repeatedly interpreted from a perspective of economic tradition. The premise that benefits of direct economic gains were associated with residents’ favourable attitude to tourism have been supported (Andereck et al., 2005; Jurovski et al., 1997; McGehee & Andereck, 2004, Perdue et

al., 1990; Sirakaya, Teye & Sonmez 2002). Meanwhile, many tourism study findings have indicated that noneconomic tourism benefits are also important factors involved with social exchange and associated with residents' supportive attitude to tourism (McGehee & Meares, 1998; Jurowski, et al., 1997; Sirakaya et al., 2002, Wang & Pfister, 2008). However, Wang and Pfister (2008) had observed that the application of social exchange theory by many tourism researchers was oriented to shedding light on the economic value domains in the investigation on residents' attitude toward tourism.

Concerning the fact that potential benefits in tourism, which could be reflected in forms of both economic and noneconomic value domains, may influence residents' attitudes toward tourism development, Wang and Pfister (2008) conducted further study investigating noneconomic perspective of tourism benefits for residents with an emphasize of the sociological perspective of the social exchange theory. They identified a range of benefits or value domains including eight items for the personal benefits construct in their survey instrument. Concerning these aspects, respondents were requested to indicate the degree they felt personally benefited attributed to tourism. These items included "contributions to economy", "downtown revitalization", "special events and programs", "arts and cultural features", "shopping and dining choices", "recreation opportunity", "historic homes" and "community services" (p.87). The research finding of this study also confirmed that residents' perceptions of personal benefits from tourism in noneconomic form were closely associated with their positive attitudes toward tourism, as the findings concluded in many other studies.

Thirdly, the adequacy of applying social exchange theory as the foundation for research and the limitations emerged in studies should be considered. McGehee and Andereck (2004) reported a mixed result of supporting social exchange theory in their research. According to the authors, the theory basis was supported in the way that there

was a relationship between personal gain from tourism and support for tourism development. However, the variable of personal benefit was found not a significant predictor of tourism planning. The authors found this result did not align with social exchange theory based on the premise that a person having a vested interest in tourism would prefer to see proper tourism development. To address this inconsistency, the authors offered two possible explanations including limited citizens' trust in planners' ability and an overall consensus on the importance of planning despite the personal benefit. Further, referring to limitations of the theory foundation and the decision-making process implied by it, the authors noted,

There are two shortcomings found in that perspective: it assumes individuals always make decisions with “gaining” or “winning” in mind as the top priority. If every exchange has an end result of gains for all parties, where are the “losers” in these exchanges? We certainly can point out many individuals or groups of individuals who have willingly entered into an exchange knowing they will not be gaining from it. Conversely, individuals may enter into an exchange believing that they have made the most prudent decision, but in reality, they have not, because they were not armed with complete or correct information. (p. 139).

These comments indicated that the assumption of the lineal and rational process proposed by the theory may often not be fulfilled in the practice. Scharpley (2014) also noted that social exchange theory has been frequently interpreted simplistically within the resident perception research. The intuitive argument that residents withdraw their support when the perceived costs outweigh the perceived benefits overlooks the implicit process suggested by the theory. In empirical studies, not a few studies found that residents would be willing to support tourism development despite that they could not get direct personal benefit from tourism. Pearce, Moscardo and Ross (1996) argued three factors which limited social exchange theory explaining residents' perceptions and attitudes. According to their point of view, people are national rational, systematic

information processors; knowledge of an individual derives rather socially but not on the basis of personal experience; perceptions are formed usually within a wider socio-cultural and historical framework. These arguments stressed the weakness of the typically assumed decision process when using the theory and the importance of the socio-cultural context as the extrinsic influences on the process (Scharpley, 2014).

To sum up, the issue of concept clarification and measure method in studies of residents' perceptions and attitudes is to be taken into concern. The several important concepts referred frequently by researchers in this field, including "perceptions", "attitudes" and "personal benefit", are related to the fundamental elements in most of the proposed relationship models and need to be more clearly defined and properly measured in the future research. Moreover, considering theoretical basis for such studies in the future, when further applying social exchange logic, it should be noted that the principle implicated by the theory needs to be interpreted in a wider manner drawing from more disciplines and the practical context for such exchange process needs to be concerned.

## **Chapter 3**

### **Effects of tourism relating to sustainable development**

Tourism has become one of the largest and fastest-growing industries in today's world and an important economic engine in many developing countries. Owing to its significant economic impacts, in the sense of generating great economic benefits, tourism has long been recognized as a tool for development in research areas at least dated back to the 1960s (Harrison & Schipani, 2007; Scheyvens, 2007). Compared to this tradition, it is only not long ago that tourism becomes gradually associated with a broader discussion concerning development issues, such as quality of life improvement, poverty reduction and women's empowerment, which constitute the most important themes in today's development discourse (De Kadt, 1979; Harrison & Schipani, 2007; Peters, 1969; Smith, 1978, Zhao & Ritchie, 2007). In the past decade, research themes of tourism and quality of life, tourism and poverty reduction, tourism and women's empowerment have increasingly evoked interests of researchers in development studies, however, only sparse attention has been given to these issues among the traditional tourism researchers (Harrison & Schipani, 2007; Zhao & Ritchie, 2007). It has been recognized that tourism provides both opportunities and challenges for these complex development issues. Hence, the mechanisms of tourism influencing these issues and the conditions which facilitate tourism contributing to these issues determine the success of utilizing tourism for development.

In this chapter, for the purpose of gaining further knowledge about tourism's impacts and diverse influence, a review of the literature concerning tourism's effects on the aforementioned socio-economic sustainability issues, including quality of life, poverty alleviation and women's empowerment, would be undertaken. Due to the multidimensional nature of these development issues, a wide range of interwoven

factors needs to be taken into account for a deeper understanding of these research topics. Relevant issue concepts and important findings would be presented. To each of the interested tourism's development effects in this research, given the complex aspects and the variety of research themes involved in the related issues, the effects-centered review in this chapter would be specifically focused on the themes including why and how tourism could have these influences in the concerned development agenda.

### **3.1 Tourism's effects on quality of life**

Quality of life (QOL) improvement has been regarded as one of the most important goals in the development agendas in many countries. This objective stresses the necessity of economic growth and improvement of the standard of living in the development process. However, more than only economic growth, the issue of QOL improvement incorporates rather a wider range of human well-being dimensions, such as physical and psychological well-beings, material and non-material well-beings, social relations, rights and personal development, which should constitute all important factors in a person's life (Schalock, 1996; United Nations, 2007). It has been recognized that tourism has a great potential to influence local community residents' lives given that its development could have complex economic, environmental and socio-cultural impacts. With quick expansion of tourism in many regions, it has been observed that local people's QOL have been influenced by tourism's positive impacts, such as growth in income or job opportunity, and negative impacts, such as traffic congestion and crowding. Recognizing the coexistence of benefits and costs in tourism development, it has been advocated that tourism development should meet the needs of local people concerning the sustainable development concept. Raising local residents' standard of living through taping tourism's economic benefits should be a major goal of tourism



development. Meanwhile, the overall quality of life of the local residents should also be enhanced by maximizing tourism's various positive effects (McCool & Martin, 1994).

The concept of quality of life is introduced in this section. It is not intended to only give a commonly agreed definition here. Rather, it aims to give a more holistic view and deeper understanding about the complex concept. After the concept introduction, important research findings in recent years concerning tourism and quality of life are reviewed. Besides, an evaluation approach with several modified calculation methods, incorporating importance, satisfaction, and tourism effects in the total tourism-related QOL evaluation, is illustrated in this section. This evaluation approach is adapted and applied in the current empirical research.

### **3.1.1 Understanding the quality of life**

The quality of life is recognized as a multi-dimensional and interactive issue which could be interpreted from many aspects. In various studies of quality of life, a great deal of QOL definitions has been proposed.<sup>5</sup> Moreover, different models have been used in QOL research which was carried out with different units of analysis. Generally speaking, the various analyzed levels in QOL studies can range from individual, family, community, country to even the whole world (Andereck & Nyaupane, 2011; Sirgy, Rahtz, Cicic & Underwood, 2000; Yu, Cole & Chancellor, 2014).

The term quality of life has often been associated with other terms such as “subjective well-being”, “life satisfaction” or “happiness” and these issues are not mutually exclusive (Phillips, 2006; Sirgy et al., 2000; Yu et al. 2014). Two types of indicators could be used to evaluate QOL from an objective physical perspective and subjective psychological perspective, and the measures could also be absolute or

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<sup>5</sup> For example, QOL can be loosely defined as “an overall state of affairs in a particular society that people evaluate positively” (Spradley, 1976, p.100).

relative (Heal & Sigelman, 1996; Schalock, 1996; Sirgy et al., 2000). The widely used objective indicators include, for example, income in a certain currency or living accommodation in square meters, and the usual subjective indicators include, for instance, satisfaction with income or satisfaction with dwelling conditions. Some scholars suggested that QOL is better studied from the individual's perspective because similar circumstances may be perceived differently by different people and QOL emphasize how people view or what they feel about their lives (Andereck & Nyaupane, 2011; Taylor & Bogdan, 1990).

QOL as a value is considered to be universal although the elements that influence QOL may differ in various cultural contexts (Andereck & Nyaupane, 2011). In a review work of QOL research, Schalock (1996, p. 126-127) identified a series of 8 main domains or dimensions of QOL of research interests, including “emotional and psychological well-being”, “interpersonal and social relationships”, “material well-being including employment and economic security”, “personal development, competence and goals”, “physical well-being including wellness and recreation/leisure”, “self determination, individual control and decisions”, “social inclusion, dignity, and worth” and “rights including privacy”. Additionally, recognizing the characteristics that QOL is composed of a bundle of attributes, Powers (1980, 1988) had pointed out that the QOL attributes are not necessarily positively correlated. Positive change in one attribute could possibly lead to negative change in others. For example, QOL in a community could decline in a situation when economic growth is accompanied by deterioration in other aspects such as social or physical environments.

### **3.1.2 Research on tourism's effects on quality of life**

Within the broad discussion of sustainable tourism development, tourism's effects on quality of life have become an important research topic in recent years. As a matter of

fact, in the research with a traditional focus of tourism impacts and resident's perceptions, various economic, environmental and socio-cultural impacts which potentially would influence residents' quality of life in positive or negative manners have been well documented (see, for example, Allen et al, 1993; Brunt & Courtney, 1999; Dogan, 1989; Liu & Var, 1986; Tosun, 2002). It has also been suggested by researchers in many studies that residents' QOL could be influenced in the process of tourism development, and community residents' perceptions of tourism impacts could, in turn, result in positive or negative changes on individual's or community's satisfaction (Allen, 1990; Liu & Var, 1986; McCool & Martin, 1994). However, some researchers argued that QOL issues haven't been really directly examined in most of these traditional impacts studies, given the fact that these studies usually only measured impacts perceptions with an implicit assumption of a connection between the tourism impacts and resident's QOL. To be more precise, QOL research should reflect one's satisfaction with life, including satisfaction with community, neighbourhood and personal circumstances, and feelings of fulfillment with one's experience in the world (Allen, 1990; Andereck, Valentine, Vogt & Knopf, 2007; Andereck & Nyaupane, 2011).

A few studies have explicitly separated tourism impacts and quality of life perceptions. Applying a regression analysis, Rohel (1999) had conducted an empirical research of perceptions of the impacts of gaming and perceived quality of life using data from Nevada, USA. Scales representing perceived impacts and QOL were constructed and evaluated. His findings confirmed the similar conclusions with those in other forms of mass tourism. Specific to quality of life issues, it was reported that perceived social costs are negatively correlated with QOL, and perceived job growth is positively correlated with QOL. Additionally, in research focusing on residents' attitude as aforementioned in Chapter 3, two studies conducted separately in Korea and Spain using a

similar model have also tried to incorporate the evaluation of residents' community satisfaction in their research (Ko & Stewarts, 2002, Vargas-Sanchez et al. 2009). Assuming residents' tourism impacts perceptions influence residents' overall community satisfaction, the studies further test relationships between community life satisfaction and support for further tourism development. Following the logic proposed by Perdue et al. (1990) that support for additional tourism development was negatively related to the perceived positive future of the community, community satisfaction was hypothesized as negatively related to attitude for additional tourism.<sup>6</sup> However, the findings of the studies concerning this assumption were mixed. No significant relationship has been found in the Korean study, whereas an indeed significantly negative relationship has been found in the Spanish study.

Some recent studies concerning residents' perception of QOL under tourism influence have been carried out more specifically stressing the nature of quality of life and the compositing QOL dimensions. Researchers of these studies have tried to illustrate the close connections between general tourism impacts and related QOL effects more directly. Findings of these studies affirmed the importance of residents' perceptions of quality of life in tourism development and the comments that tourism is perceived by residents as having effects on QOL (Andereck et al., 2007; Andereck & Jurowski, 2006; Andereck & Nayupane 2011; Andereck & Vogt, 2000; Kim, Uysal & Sirgy, 2013; Yu et al., 2014).

Andereck et al. (2007) conducted a cross-cultural analysis of tourism and QOL to

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<sup>6</sup>This assumption is based on the finding that residents agreed a higher quality of life may be achieved by attracting more tourists to community (Perdue, 1993). If the community future is perceived positive and hence no need of further QOL improvement, then there is no need for further tourism development.

investigate the difference of the perceived tourism-related QOL domains between two ethnic groups of Hispanic and Anglo residents. The authors have designed the study to particularly determine whether the perceived tourism impacts varied with respect to the perceived importance level, satisfaction level and effects of tourism on the QOL of the interested respondents. They reported that the individual item variables received relatively high evaluation scores concerning the importance and slightly lower evaluation scores of satisfaction than the importance ratings for the same QOL variables. And changes perceived by the residents concerning the tourism effects on the community were rather modest. About the difference between the two ethnic groups, it was further reported that differences and similarities between groups in the importance ratings could be identified. However, no statistically significant difference has been found in the satisfaction ratings. As to effects of tourism on QOL variables, results were mixed with respect to various QOL characteristics.

Concerning the fact that few studies have directly investigated residents' perceptions of the impact tourism has on their QOL, and relationships between QOL perceptions and support for tourism in the community, Andereck & Nayupane (2011) have measured the perceived impacts of TQOL (tourism related quality of life perceptions) and examined residents' opinion of tourism's role in the economy using data collected in Arizona, USA. Eight TQOL domains have been developed through factor analysis. These domains include recreation amenities (TQOLREC), community pride and awareness (TQOLPRIDE), economic strength (TQOLECON), natural/cultural preservation (TQOLPRES), community well-being (TQOLWELL), way of life (TQOLLIFE), crime and substance abuse (TQOLCRIME), and urban issues (TQOLURBAN). Moreover, a series of ordinal logistic regression analysis were conducted concerning the predictors, the mediating factor of personal benefit and

residents' opinion, although the term "personal benefit" remained quite ambiguous defined in this study. According to their research, additional to demographic characteristics, knowledge, involvement and contact, two TQOL domains (TQOLLIFE and TQOLPRIDE), which have been taken as attitude variables by the researchers, are also identified as important factors which predict personal benefit and hence influencing residents' opinions about tourism development. This result indicated that residents perceived tourism as having a positive influence on their QOL especially with respect to the availability of recreation amenities and feelings of community pride. Concerning the research results, the authors argued that the TQOL indicators in this study measured perceptions with more clarity than other traditional impacts studies.

Yu et al. (2014) conduct later their quality of life research using data from Indiana, USA. The authors applied Sirgy and Cornell's community QOL model (2001) and modified the measuring approach of Andereck and Nyaupane (2011) to evaluate residents' perceptions of community quality of life in tourism development (TCQOL). Their findings also indicated that tourism development contributes to the difference in community QOL for community residents. Using regression analysis, several factors affecting community conditions and services have been identified, and different perceived effects levels of tourism on these elements have been found. Additionally, through factor analysis, four domains of community conditions including "community opportunity", "quality of environment in community", "cost of living in community" and "community security" as well as two domains of community services including "public services" and "private services" have been developed by the researchers.

Besides, using survey data from Virginia, USA, Kim et al. (2013) tried recently to link tourism impacts perceptions and perceived quality of life in their study. The researchers have applied some established scale items measuring economic,

environmental, social and cultural impacts, and applied measurement of various life domains including material life, community life, emotional life as well as health and safety. Within the concept of *bottom-up spill over theory of subjective well-being* (Andrews & Withey, 1976; Campbell, Converse & Rodgers, 1976), this research further illustrated the relationships between perceived tourism impacts and overall sense of well-being. Briefly speaking, according to this theory, life satisfaction is thought to be on the top of a satisfaction hierarchy and influenced by satisfaction with various life domains. Satisfaction with a particular life domain is in turn influenced by lower levels of life concerns within that domain, such as some relevant tourism impacts perceptions. Hence, it is postulated in the theory that “effects within a specific life domain accumulate and vertically spill over to super-ordinate domains” (p.529). Through a structural equation analysis which provided mostly supportive results of the overall model, the research confirmed the hypothesis that “residents’ impacts perceptions contribute to positive or negative effects in various life domains (...) and changes in the positive or negative effect in life domains contribute to changes in life satisfaction” (p.529).

### **3.1.3 Evaluating tourism’s effects on quality of life**

A subjective approach of integrating satisfaction and importance into QOL calculation has been applied in some recent tourism related QOL studies to better reflect the nature of QOL (Andereck et al. 2007; Andereck & Nyaupane, 2011; Massam, 2002; Yu et al., 2014). The approach assumed that even if tourism is perceived by residents as influencing certain aspects in community, unless the aspects are personally important, it is unlikely that the individual attribute any meaning to whether tourism affects that aspect of that person’s QOL. The newly developed tourism-related QOL indicators included not only measures of how residents feel tourism affect their lives aspects and

community but also individual's importance evaluation and the current community satisfaction with respect to the QOL indicators (Andereck & Nyaupane, 2011). This approach is applied for a more accurate assessment and understanding of how residents perceive tourism influences QOL in their community. It is different from the traditional residents' attitude studies which usually implicitly assumed a connection between tourism impact perceptions and QOL, so this approach is worth a detailed look here.

According to the approach, the items reflecting QOL issues are to be rated with two sets of scales indicating importance and satisfaction ranged from 1 (not at all important/satisfied) to 5 (extremely important/satisfied). Following this approach presented initially by Brown et al. (Brown, Raphael & Renwick, 1998), Massam (2002) calculated QOL scores in the case study of a tourism destination in Mexico. Based on a calculation equation proposed by the researcher, the computed QOL results ranged from -10 to +10 in accordance with the importance and satisfaction ratings, where an item rated as extremely important and extremely satisfied would receive a score of +10, and an item rated as extremely important but not at all satisfied would receive a score of -10. Some other researchers also applied the approach with certain modifications in their studies. For instance, Andereck and Nyaupane (2011) have modified the calculation method to facilitate their further calculation concerning tourism related QOL effects (TQOL). Their calculated QOL scores have been modified ranging from 1 to 20 without any zero and negative scores. With a further multiplication with recoded scores reflecting tourism effects on QOL, which was ranged from -3 to +3, the final TQOL indicators in their study ranged from -60 to +60. In another study, Yu et al. (2014) have also applied the similar approach to assess tourism related community quality of life (TCQOL). With a subtle modification, the QOL score has been calculated as the square root of satisfaction multiplying importance, so as to maintain consistency of interval



**Table 3.1 Tourism effects related QOL calculation methods.**

Importance (I)	Satisfaction (S)	Brown, Raphael & Renwick (1998)	Andereck & Nyaupane (2011)			Yu, Cole & Chancellor (2014)		
		$QOL = I \times (S-3)$	$QOL = I \times (S-3) + 10$ , but no 0 value		$QOL = \sqrt[3]{S \times I}$			
			QOL	TQOL = QOL × Tourism Effects	TQOL Score	TCQOL = QOL × Tourism Effects	TCQOL Score	
5	5	+10	20	(...) <sup>b</sup>	(...) <sup>c</sup>	5	5	25
	4	+5	15	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	4	(...) <sup>e</sup>
	3	0	10	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	3	(...) <sup>e</sup>
	2	-5	5	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	2	(...) <sup>e</sup>
	1	-10	1 <sup>a</sup>	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	1	(...) <sup>e</sup>
4	5	+8	18	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	5	(...) <sup>e</sup>
	4	+4	14	(...) <sup>b</sup>	(...) <sup>c</sup>	4	4	16
	3	0	10	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	3	(...) <sup>e</sup>
	2	-4	6	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	2	(...) <sup>e</sup>
	1	-8	2	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	1	(...) <sup>e</sup>
3	5	+6	16	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	5	(...) <sup>e</sup>
	4	+3	13	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	4	(...) <sup>e</sup>
	3	0	10	(...) <sup>b</sup>	(...) <sup>c</sup>	3	3	9
	2	-3	7	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	2	(...) <sup>e</sup>
	1	-6	4	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	1	(...) <sup>e</sup>
2	5	+4	14	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	5	(...) <sup>e</sup>
	4	+2	12	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	4	(...) <sup>e</sup>
	3	0	10	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	3	(...) <sup>e</sup>
	2	-2	8	(...) <sup>b</sup>	(...) <sup>c</sup>	2	2	4
	1	-4	6	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	1	(...) <sup>e</sup>
1	5	+2	12	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	5	(...) <sup>e</sup>
	4	+1	11	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	4	(...) <sup>e</sup>
	3	0	10	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	3	(...) <sup>e</sup>
	2	-1	9	(...) <sup>b</sup>	(...) <sup>c</sup>	(...) <sup>d</sup>	2	(...) <sup>e</sup>
	1	-2	8	(...) <sup>b</sup>	(...) <sup>c</sup>	1	1	1

Source:

Andereck & Nyaupane, 2011, p.252; Brown, Raphael, & Renwick, 1998, p.16; Yu, Cole & Chancellor, 2014, p.7-8.

a. Adapted value, so as to include no value of 0.

b. Recoded scores ranging from -3 to +3, according to the original 1-to-5 scale, recode 1 to -3, 2 to -2, 3 to 1, 4 to +2, and 5 to +3.

c. Computed scores according to the calculation equation:  $TQOL = QOL \times \text{Tourism Effects}$ , ranging from -60 to +60.

d. Computed scores according to the calculation equation:  $QOL = \sqrt[3]{S \times I}$ , ranging from 1 to 5.

e. Computed scores according to the calculation equation:  $TCQOL = QOL \times \text{Tourism Effects}$ , ranging from 1 to 25.

ranged from 1 to 5. The final TCQOL scores, ranged from 1 to 25, have been calculated by a further multiplication of the QOL score with tourism effects which was rated from 1 to 5. As could be seen, the QOL values in these studies have been calculated with various modifications, despite the subtle differences in their ways of interpretation, each

of these calculation methods has its own merits in providing certain evaluations to illustrate QOL and tourism related effects. Table 3.1 shows the initial calculation method in line with this approach and some other modified methods in various studies.

To make a brief summary, by considering relations of tourism and quality of life, it should be firstly noted that quality of life is multidimensional and the overall effects of tourism on quality of life should be understood by observing the economic, environmental and social-cultural aspects of tourism impacts on various life domains of quality of life. Studies found that tourism could assert complex impacts on the local residents' lives and tourism could bring both positive and negative changes in aspects related with resident's quality of life. Relevant studies have also pointed out that quality of life is closely related with individual's feeling and satisfaction. Moreover, resident's perceptions about quality of life changes related with tourism development could affect their opinions about tourism's role in the economy.

### **3.2 Tourism's effects on poverty alleviation and women's empowerment**

Since the end of the 1990s, tourism's role as a tool for poverty alleviation and women's empowerment has caused great interest among policy makers and researchers although this advocate is still quite new compared with its role as an engine for economic growth. Owing to both opportunities and challenges involved, there exists intensive debate about this tourism-based development strategy. Indeed, to understand tourism's development effects, or in another word, the potential of tourism's contribution to poverty reduction and women's empowerment, knowledge of what the issues are about is necessary. Moreover, concerning the realization of the effects, researchers suggested the understanding of two key questions are also inevitable, namely, through which channels tourism may exert these development effects, and what conditions are necessary to facilitate the realization of these effects.

In this section, the debate about tourism's role related with development agenda and the main arguments would be briefly introduced. The important issues for concept understanding of poverty alleviation, women's empowerment and some theoretical principles or practical strategies facilitating the achievement of goals in the development agenda would be overviewed. Besides, intending to reveal the possibility of tourism's effects on poverty alleviation and women's empowerment, the literature review in this part would be focused on the channels through which tourism could exert its effects, and the conditions which are supposed to facilitate poverty reduction and women's empowerment in the context of tourism development.

### **3.2.1 Emerging roles of tourism contributing to poverty and women issues**

The Millennium Summit of the UN (United Nations) in 2000 has identified several biggest global challenges for sustainable development in its MDGs (Millennium Development Goals) which include a set of 8 goals to be achieved by 2015. With the agreement by all Member States of the UN, the MDGs have achieved an almost universal support concerning issues including poverty alleviation, education enhancement, gender equality, child mortality reduction, maternal health improvement, diseases control, environmental sustainability and partnership development (Scheyvens, 2007). As one of the biggest global industries with rapid growth since decades, especially with the emergence of diversified new products of alternative tourism on the market, tourism has been growingly suggested having the potential to play important roles for achieving sustainable development goals. It has been claimed that tourism could make important contributions to the achievement of some goals such as poverty reduction and women's empowerment. The potential of tourism facilitating international development agenda has been highlighted and caused growing attention in the development discourse since the end of the 1990s.

In recent years, tourism has been increasingly attributed to a greater significance in development issues by some influential international organizations, development agencies, non-governmental organizations and research institutes. Under the advocate of utilizing tourism for poverty alleviation and women's empowerment, various tourism-based development programs have been initiated, such as the well-known PPT (Pro Poor-Tourism) Partnership research, the ST-EP (Sustainable Tourism- Eliminating Poverty) and the WITEP (Women in Tourism Empowerment Program).<sup>7</sup> Many national governments in developing countries also embrace this tourism-based development approach with various supportive policy implementations. In countries such as South Africa, China, etc., tourism has been promoted as a promising strategy for poverty alleviation and community development (Spenceley & Goodwin, 2007).

Along with these high expectations, the question asking whether it is realistic to attribute such development roles to tourism has caused a hot debate (Sharpley, 2002). On the one hand, tourism has become a strong global industry with great employment generating ability in a relatively short period compared with other industry sectors. In many developing countries, it is noted that tourism contributes up to 40% of GDP. While the export value of traditional agricultural products has declined in real terms, the sector of tourism has continually demonstrated an upward trend (Scheyvens, 2007). It is argued that tourism has merits in terms of being "labour-intensive, inclusive of women and the informal sector". It could be "based on natural and cultural assets of the poor", and could be "suitable for poor rural areas with few other growth options" (Ashley &

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<sup>7</sup>The partnership research was conducted by ICRT (the International Center for Responsible Tourism), IIED (the International Institute for the Environment and Development) and ODI (the Overseas Development Institute). ST-EP and WITEP are launched by the UNWTO, information see website: <http://step.unwto.org/content/st-ep-initiative-1> , and <http://ethics.unwto.org/content/women-tourism-empowerment-programme-witep>.

Roe, 2002 p.61). Owing to these advantages, through tourism development, the less developed countries and regions (LDCs) could have more employment generating abilities and get meaningful foreign exchange earnings which may in turn make contribution to battle against poverty. Moreover, women in these regions, who usually suffer more inequality and vulnerability, could also potentially benefit from tourism because tourism appears to offer more jobs and income earning opportunities to women, which may in turn further foster the advancement of women (Hemmati, 1999).

While proponents assert the advantages of tourism, there exists also considerable skepticism toward tourism's role amongst academics and development practitioners concerning tourism's negative social and environmental costs (Sharpley, 2002). Specifically in poverty issues, some researchers commented that the potentials of tourism in this field have been overstated. Despite the merits it may have, tourism could also play negative roles such as resulting in high leakages, increasing local economic disparity and local economic dependence on tourism (Clancy, 1999; Harrison, 2001; Scheyvens, 2000). In the area of gender issues, tourism may further enforce inequality between men and women given the fact that women tend to be employed in tourism sectors with the lowest paid jobs which have the lowest status, although they make up the majority of the tourism work force (UNWTO, 2010). It has been warned to be cautious when taking tourism as a panacea to meet sustainable development objectives (Chok, Macbeth & Warren, 2007). Similar to other development approaches, there exist also great challenges for tourism to play its potential roles in poverty reduction and women's empowerment. It is suggested to develop proper strategies regarding the complex contexts of each development issue, so as to really tap the desired development benefits from tourism.

### **3.2.2 Understanding of poverty alleviation**

It is necessary to understand firstly what poverty is if to understand what challenges the issue of poverty alleviation may confront. There is actually no agreement on how to define the term of poverty more precisely because poverty is a contested multidimensional concept which has varied meanings in different contexts and changes over time (Veit-Wilson, 2006). According to the IMF (International Monetary Fund) and IDA(International Development Association),

Poverty means a lack of basic capacity to participate effectively in society. It means not having enough to feed and clothe a family, not having a clinic or school to go to, not having the land on which to grow one's food or a job to earn one's living, not having access to credit. It means insecurity, powerlessness and exclusion of individuals, households and communities.  
(IMF & IDA, 1999; Cited from Goodwin, 2007, p.66)

Poverty could be observed in either objective or subjective manner. With number-based quantified indicators, poverty could be evaluated with objective measures and compared relatively easily. However, in some countries, it has been observed that even when standard of living evaluated as improved or poverty evaluated as decreased in terms of traditional objective measurement indicators, people do not necessarily think so. Therefore, subjective perceptions should not be ignored since society's perceptions could provide an important alternative which help to evaluate poverty according to people's opinion in a certain context (Wondon, 2007). Moreover, it should be noted that different societies have different perceptions of poverty given that there are different cultures, values and socio-economic situations.

Poverty is identified differently in terms of its nature and level. As an absolute or relative term, poverty exists almost in every country, and the nature of the poverty phenomenon may differ from nation to nation. Among the commonly mentioned terms,

the “absolute poverty” or “extreme poverty” is referred to the absence of enough resources to satisfy basic needs, including lack of water, food, clothing, housing and basic health care. It is usually measured by using a certain absolute poverty line which set a fixed cut off point in a form of income amount required to satisfy those needs. For instance, the usually cited international poverty line of the World Bank, roughly \$1 per person and day (adjusted mainly due to inflation to \$ 1.25 at 2005 Purchasing-Power Parity/PPP in 2008), is such a poverty threshold considering the minimal requirements necessary to afford minimal standards of needs in different countries (Ravallion, Chen & Sangraula, 2009). Moreover, there also exist different national poverty lines which vary greatly among countries since the amount of money required for basic needs is not the same in all places. On the other hand, rather than any absolute form, the term “relative poverty” or “moderate poverty” reflects more the situation with a contrast between the lives of the poor and the lives of those around them. Under this consideration, poverty is defined as being below some relative poverty threshold. For example, a person whose income falls markedly behind that of their community could be regarded as poverty stricken, even if the income may be adequate to satisfy basic needs (Galbraith, 1958).

In many cases, poverty has been identified from an “economic” perspective which is usually based on income and consumption, and mostly measured by using money as an indicator. However, many scholars argued that money may not be an appropriate indicator to measure the extent and the depth of poverty, given that not every person can get the same result, such as well-being, out of an equal amount of money. Hence it is suggested the “non-economic” dimensions of poverty should not be neglected. From this perspective the more comprehensive issues such as living standards, inequality or human development index need to be taken into account (Spenceley & Goodwin, 2007).

In development studies, Sen's Capability Approach has provided a good example to define poverty from such a perspective (Sen, 1985, 1993).<sup>8</sup> Different from the usual wealth and utility based concepts of well-being and poverty, this approach recognized freedom as an element of well-being and emphasized the value of freedom to choose. Hence poverty can be regarded as a lack of having opportunities to generate well-being. The Capability Approach, with crucial notions of "functioning" and "capability to function", is applied in a multidimensional way on end results and could be adapted to different societal understandings of poverty. At the same time, however, given the fact that nothing has been said about the characteristics of well-being and poverty within the Capability Approach, operation of measuring poverty with the concept of "capabilities" would be difficult. It has been commented by researchers that a list of relevant capability indicators would be helpful for evaluating well-being or poverty in a societal context.

Concerning the nature of poverty issues, researchers suggested poverty reduction could be achieved by economic growth and /or by the distribution of income (Kakwani, Khandker & Son, 2004). On the one hand, it is widely held that benefits of economic growth, especially in the early period of development economics, would diffuse automatically across all segments of society and "trickle down" to the poor people. On

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<sup>8</sup>According to Sen's Capability Approach, "A functioning is an achievement of a person: what he or she manages to do or to be. It reflects, as it were, a part of the 'state' of that person. It has to be distinguished from the commodities which are used to achieve those functionings" (Sen, 1985, p.10). Moreover, "The capability of a person reflects the alternative combinations of functionings the person can achieve, and from which he or she can choose one collection" (Sen, 1993, p. 31). The capability to function indicates the person is able to realize a certain achievement and has the freedom and opportunity to choose among a set of alternatives.



the other hand, there is an emerging consensus that growth alone is not enough for poverty reduction. Equity through a redistribution of income and assets should also be concerned if to achieve poverty reduction. Researchers argued that there are complex interrelations among growth, inequality and poverty. The relation between growth and poverty is largely determined by the situation in equality (Kakwani, et al., 2004). Under this consideration, issues related with the “pro-poor growth” have been widely debated in the development discourse. Under the “pro-poor” approach which emphasizes benefiting the poor, it is argued that not only the magnitude of growth but also the real benefit the poor receive from the growth should be concerned. However, no consensus has been reached about how to define pro-poor growth. For example, under the “undemanding definition” of the World Bank, a growth is pro-poor if it reduces poverty even if the level is quite small, so that most growth process could be considered as contributing to poverty reduction (Ashley, 2010, pp.10-11). However, stressing the advocate that the poor should receive more or at least not less benefits than the non-poor, some academic researchers proposed other restrictive definitions which emphasized a concurrent poverty and inequality reduction in economic growth (Ashley, 2010; Kakwani & Pernia, 2000; Ravallion, 2004; Kakwani, et al., 2004). Therefore, for poverty alleviation, approaches addressing overall growth and redistribution concerns should be taken into account.

Among the Millennium Goals initiated by the UN, poverty alleviation has been identified as the first important task (MDG1) on the development agenda. It is commented that progress in eliminating poverty in the past decades has been limited despite of various aid programmes, projects, loans or structural adjustment (Scheyvens, 2007). To facilitate poverty alleviation in practice, important action areas and operational strategies have been recommended by some leading organizations in

poverty alleviation, for example, the World Bank (World Bank 2000). Several determinants were highlighted as strategic principles including “promoting opportunity”, “facilitating empowerment” and “enhancing security”. Under this framework, the economic opportunity for poor people should be expanded through a combination of market and nonmarket actions by stimulating overall growth, building up their assets and increasing the returns on the assets. The participation of poor people should be strengthened in political processes and local decision making. The state institutions should be more accountable to poor people and the social barriers result from discrimination should be removed. Actions should be taken to reduce poor people’s vulnerability to adverse shocks and help them to cope with these shocks (World Bank 2000). As indicated by these recommended principles, emphasis should be paid on the income generation capacity building for the poor, so that they would no more become overly dependent on donations and lose their motivations to improve their life by themselves ( Zhao & Ritchie, 2007). Moreover, both political sense and economic sense of empowerment have been taken into concern. On the one hand, it aims to enhance the capacity of the poor to influence the state and social institutions; on the other hand, social barriers which hinder the marginalized poor are to be eliminated. These empowerment forms represented the essential process for the poor to pursue any economic opportunity (World Bank, 2000). However, simply expanding the opportunity and facilitating empowerment are insufficient, given that poor people have less diversified sources and hence could be easily thrown into despair (Dhanani & Islam, 2002). Therefore, effective safety nets should be established to consolidate what have been and to be achieved by poverty alleviation. It should be noted that to assist the poor getting the most desired effect of poverty elimination, all of the three dimensions need

to be concurrently strengthened since they build complementary areas and each enhances the others (World Bank, 2000).

### **3.2.3 The nexus between tourism and poverty alleviation**

Compared to other customary approaches, the tourism-based poverty alleviation approach has a relatively short history. While efforts have been widely endeavoured to make tourism work for poverty alleviation, it should also be recognized that tourism just serves as “one of the many development options” (Zhao & Ritchie, 2007, p.27). Zhao and Ritchie (2007) commented that tourism has both “competitive and complementary relations” with other conventional poverty alleviation approaches (p.28). Indeed, it should be cautious that “tourism is not suitable to all impoverished areas where tourism works”, and tourism should be “wisely combined with, rather than simply replace other effective poverty alleviation approaches” (p.28).

In the academic circle, research findings concerning tourism and poverty alleviation are still fragment till not long ago and cross-disciplinary in nature (Zhao & Ritchie, 2007). For fruitful research in this field, although some concepts and methods in the poverty studies could be “borrowed”, it is suggested that an adaption according to certain tourism context is necessary especially regarding the evaluation of tourism’s contributions to the reduction of poverty (Zhao & Ritchie, 2007, p.13). In the practice, however, within a not long period, tourism has enjoyed increasing popularity as a new alternative strategy for poverty reduction. Various programs have been initiated by some influential organizations such as the PPT (Pro-Poor Tourism) research by the PPT partnership and the ST-EP (Sustainable Tourism – Eliminating Poverty) by UNWTO. To fully tap the potential benefits of tourism for the poor, strategies and principles in the tourism context have been accordingly recommended. For example, the ST-EP initiative has identified seven mechanisms and action recommendations which stress channelling

“visitor spending and associated investment into improved income and quality of life for people in poverty” (UNWTO, 2007). Moreover, the large amount of PPT literature has provided inspiring discussions and strategy guidelines in this field although the pro-poor claims may sometimes stay under doubt of some researchers regarding their limitations in the commercial reality and power issues (Chok, et al., 2007; Reid, 2003).

To make a clear overview about the tourism-poverty nexus in the following text, it is inevitable to mention the term PPT which has been associated with broad or narrow meanings in the existing literature. PPT has currently been frequently used by many researchers referring to any tourism that may be associated with poverty reduction. Hence with the interpretation of a broader meaning, any tourism, if it helps poverty reduction in any form, could be regarded as PPT in the literature, only with “different banners” and “different approaches adopted by a range of agencies who do not share the same vision of poverty reduction through tourism” (Scheyvens, 2007, p.133). However, this does not really align with the core ideas proposed by the PPT partnership, who has coined this term since the end of 1990s.<sup>9</sup> According to the guiding PPT principles, the range of livelihood impacts from tourism should be emphasized rather than only focusing on narrow income generation. Negative environmental and social impacts of tourism should be addressed. Unlocking opportunities for the poor within tourism comes first rather than expanding the overall size of the sector. The participation of the poor should be enhanced through capacity building and skill transfer, as well as

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<sup>9</sup>PPT proposed by the PPT partnership is claimed to be able to contribute to pro-poor economic growth. Defined as an “approach” rather than any “specific product or niche sector”, PPT is tourism that “results in increased net benefits for poor people” (Ashley, 2002, p18). It has been emphasized that the resulted benefits in overall aspects (including economic, environmental, social and cultural dimensions) should outweigh costs (Chock et al. 2007).

reforming policies and decision-making processes. Besides, recognizing divergent situations, the PPT principles suggested that flexibility should be concerned so as to adapt the needed pace and scale, as well as develop appropriate strategies (Ashley, et al., 2000; Chok et al., 2007; Roe & Urquhart, 2004, Scheyvens, 2007). Hence narrowly speaking, the term PPT refers to tourism which targets only on the poor people. To avoid the confusing definition hurdle, therefore, the current study would under circumstances adopt another term “APT” (anti-poverty tourism), which is proposed by some other researchers to refer to “any tourism development in which poverty alleviation is set as the central or one of the central objectives” (Zhao & Ritchie, 2007, p.11).

Moreover, to observe tourism’s effects in poverty alleviation, some researchers argued that an identification of “who the poor are” and “what poverty alleviation means” in the context of anti-poverty tourism is necessary (Mitchell & Ashley, 2010). It has also been pointed out that the lack of careful definition would result in a weakness in the application of using tourism for mitigating poverty (Jamieson et al., 2004). However, it is not easy to apply a unified agreed benchmark, for example, the conventional international extreme poverty line, in relevant tourism studies given that poverty is multidimensional and there are indeed varied national poverty lines in different tourism destinations where the anti-poverty tourism is carried out (Mitchell & Ashley, 2010). Indeed, most research in the related tourism literature would address the problem by focusing on specific groups of people, such as rural residents who may act as proxies for the poor, and assuming that tourism growth would benefit the poor which is in the light of the afore mentioned undemanding definition of pro-poor growth (Mitchell & Ashley, 2010). Moreover, some authors also used an alternative method

stressing a “dynamic and self-categorizing definition of poverty” based on respondents’ estimation in a specific context (Mitchell & Ashley, 2010, p.12).

Concerning the link between tourism and poverty, Mitchell and Ashley (2010) have reviewed the research work in recent years drawing from case studies in various regions including Africa, Asia and Latin America. The authors reported the indications drawn from detailed research and confirmed that tourism could be an effective transmission mechanism for resource flows from rich tourists to the local poor. What should also be noted is that the extent to which destinations and the local poor benefit from tourism may vary greatly. Patterns of linkages between tourism and local economy across regions have been compared. It is observed that tourism in parts of Africa shows impressive rates of growth, but “the density of poverty-reducing local linkages is variable”. Meanwhile, other places such as some parts of Asia, “show a different pattern with much stronger links between tourism and poor people in the destination economy” (p.3). The authors reminded that the linkages between tourism and destination economy as well as the local poor are decisive to the effects. And the government policy issues which could influence the poverty effects of tourism should be concerned. In the conclusion, the authors argued that factors that influence impacts on poor people are “the economic, policy and cultural context, and specifics of implementation” rather than “the type of tourism” (p.134).

Mitchell and Ashley (2010) have pointed out that the understanding of tourism’s role in poverty alleviation should be related with the understanding of “linkages between tourism and the local economy and poor within it” (p.130). Three pathways have been identified through which tourism has affects on poor people. The first one has been categorized as the “direct effects of tourism on the poor” which includes “labor income and other forms of earnings”, as well as “non-financial livelihood changes from

the tourism sector” (p. 130). Pathway two has been called as the “secondary benefit flows from tourism to the poor”, which includes “indirect earnings (and non financial livelihood impacts) from non-tourism sectors that arise from tourist activity” and the effects from the re-spending in the local economy by the tourism workers (p.130). The third pathway has been referred to the “dynamic effects on macro and local economies” which include “long-term effects whether experienced in the macro-economy, or limited to the local economy at the destination” (p.131). Additionally, some environmental impacts could also be categorized as dynamic effects of the third pathway.

Evaluating the effects significance through the aforementioned pathways, Mitchell and Ashley (2010) have concluded that direct effects are usually the most evident but not always the most significant. Compared with direct effects, indirect impacts tend to reach large number of poor households and may constitute an effective way of transmitting the benefits to very poor people, and hence could be disproportionately pro-poor. Apart from that, most of the poverty reduction effects from tourism development in the long run are possibly derived from dynamic effects, such as the positive effects related with enhancement of infrastructure, public and social goods, as well as human resource development facilitated by tourism growth. However, the authors also cautioned that rapid tourism growth could also be harmful for vulnerable households if it leads to damaging the livelihoods of the poor with possible changes to the structure of the economy. Recognizing the importance of tourism sector size and pro-poor shares to local people, the authors stressed a combination of size and linkage strength in utilizing tourism for poverty alleviation. Hence for the destinations, where the pro-poor income share is still low in the local economy, it is important to build up effective linkages firstly rather than to expand the sector itself.

Among the linkages between tourism and other local economic sectors, it has been recognized that tourism development could influence the local agriculture greatly with its dynamic effects and further influence local poor household (Mitchell & Ashley, 2010; Torres & Momsen, 2004). Earlier research concerning relationships between the two sectors has provided quite mixed findings with both positive and negative impacts of tourism on agriculture (Meyer, 2006). On the one hand, the two sectors have been observed sharing reciprocal interests and could be mutually reinforcing. For example, the demand on agricultural products could be boosted by agriculture-focused tourism promotion, and tourism growth could be facilitated by the landscape-focused agricultural promotion (Knowd, 2006; Telfer & Wall, 2000). Especially local farmers could supply tourism industry food through the backward linkages and are encouraged to produce high-value, non-traditional agricultural products (Bowen et al. 1991; Torres & Momsen, 2004). On the other hand, the two sectors could compete against each other. For example, both of them need intensively land and labor resources. Moreover, a series of negative effects including changes in cropping pattern, decline in agricultural production, deterioration of the natural resources and etc. would be resulted (Meyer, 2006; Torres & Momsen, 2004). Hence it has been warned that the tourism promotion at the expense of local agriculture would lead to “patterns of dependent, uneven and spatially polarized development” which could ultimately increase the poverty of rural people (Torres & Momsen, 2004, p.299).

To effectively utilize tourism for poverty reduction, some researchers have highlighted the linkages between tourism and agriculture because agriculture is still the principal livelihood of most local people in regions being targeted for pro-poor development, (Mitchell & Ashley, 2010; Torres & Momsen, 2004). Research findings have shown that by weak linkages, tourism has only minimal economic impact on local



rural development (Mbaiwa, 2003). Considering the conflicting effects tourism has on agriculture, Torres and Momsen (2004) have examined the challenges and potential of pro-poor tourism in a mass tourism resort in Cancun, Mexico. The authors called for an “explicit creation of tourism and agriculture linkages” (p.294) for “reducing tourism’s negative impacts and maximizing benefits for the poor” (p.302). They pointed out that the successful linkages between the two sectors would facilitate the pro-poor objectives through various induced effects on the poor in rural communities, such as income improvement, productive asset enhancement, employment increase, out-migration reduction, and so on. Recognizing various factors which may constrain the building of such linkages, the authors suggested an approach which should consider an integration of all agriculture-related aspects and strong strategic alliances.

To make a brief summary, regarding tourism and poverty reduction, it should be recognized that poverty is a multidimensional concept which could be observed from an objective or subjective perspective. Tourism could be utilized as an alternative instrument facilitating poverty alleviation since it has positive and negative influences on poverty through direct, indirect and dynamic effects. To use tourism for poverty reduction, strategies should be developed to channel the tourism benefits to the rural poor people effectively and to avoid possible negative impacts on livelihood of the poor people. Effective linkages between tourism and other local economic sectors would facilitate tourism influencing the local poor people. In rural areas where anti-poverty tourism is concerned, linkages between tourism and agriculture are very meaningful because agriculture is still the principal livelihood for most of the rural residents.

### **3.2.4 Understanding of women’s empowerment**

The issue of promoting gender equality and empowering women has a great significance in its own right and has been set as one of the most crucial concerns in the

MDGs (often called as MDG3) by the United Nations. The MDG3 declared explicitly that women are to be empowered “to claim their internationally agreed rights in every development sphere” (UNDP, 2008, p.2). Besides, this development agenda is also considered having a great significance to the achievement of other goals such as poverty reduction. This argument has been underpinned by abundant research findings. It has been reported that women represent disproportionate percentages of the world’s poor (Chant, 2006). Poor women face marginalization and extreme obstacles to overcome and have far fewer resources. Since women’s productivity constitutes one of the greatest generators for economic development, economic growth is believed to be accelerated when women have equal access to opportunities, basic transport, energy infrastructure, health investment and etc. Apart from that, women acquiring equal access to education could participate more in public life, have stronger positive influence on their children’s education attainment, their health and nutrition outcomes. A mother’s economic empowerment, education improvement, for example, could be decisive to lowering child and maternal mortality. Women’s empowerment is also helpful for diseases control, environmental sustainability and promoting development cooperation (Grown et al., 2005).

In the development studies, women’s empowerment is a concept which is not easily to be defined in concrete terms and it could have different meanings to different people (Moser, 2007). Moreover, some researchers have suggested that women’s empowerment should be recognized as a slow and non-linear process of change, in which small successes could be achieved in unexpected places (Moser, 2007). The term “empowerment” has become an increasingly used word in the development discourse since the mid of 1980s. It has been used to refer to “the expansion in people’s ability to make strategic life choices in a context where this ability was previously denied to them”

(Kabeer, 2001, p.19). Empowerment is regarded as a complex and multidimensional process which comprises not only “forms of observable action”, for example, decision-making participation, but also “the meaning, motivation and purpose that individuals bring to their actions”, such as the sense of self-worth (Kabeer, 2005; Moser, 2007, p.26; Swain & Wallentin, 2008). The concept of empowerment has often been related with women and gender equality, whereby, “gender equality” implies “concern for both men and women, and the relationships between them” (UNDP, 2008, p.2), and women’s empowerment highlights “the ability of a woman to control her own destiny” (UNDP, 2008, p.71).<sup>10</sup> Indeed, it has been considered necessary to give “specific attention to women’s needs and contributions” so as to “address the array of gender gaps, unequal policies and discrimination that historically have disadvantaged women and distorted development in all societies” (UNDP, 2008, p.2). A review of the related research area shows that definitions of women’s empowerment have different versions.<sup>11</sup> Despite

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<sup>10</sup>According to UNIFEM (United Nations Development Fund for Women) and the UNGC (United Nations Global Compact), “gender equality describes the concept that all human beings, both women and men, are free to develop their personal abilities and make choices without the limitations set by stereotypes, rigid gender roles, or prejudices. Gender equality means that the different behaviors, aspirations and needs of women and men are considered, valued and favored equally. It does not mean that women and men have to become the same, but that their rights, responsibilities and opportunities will not depend on whether they are born female or male”(UNIFEM & UNGC, 2004, p.9).

<sup>11</sup>For example, Swain and Wallentin (2008) stated that “women empowerment is defined as the process in which women challenge the existing norms and culture of the society in which they live to effectively improve their well-being”(p.6). It has been argued that activities which could lead to women’s well-being increase are not necessarily always empowering in themselves. If the improvement is only related with enabling women to better perform their existing role in the household, it could only be regarded as creating conditions for women’s empowerment which could then be achieved, for example, through the related increase of women’s self-confidence. And according to ASPBAE (Asia-South Pacific Bureau of Adult Education), women’s empowerment has been defined as “the process, and the outcome of the process, by which

verified definitions, according to the GES (Gender Equality Strategy) of the UNDP, the main components of this concept generally include the following aspects, namely,

Women's empowerment has five components: Women's sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resources; their right to have the power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally.

(UNDP, 2008, p.71)

In research fields, for the proper evaluation of women's empowerment, it has been suggested that the understanding of the social interaction and gender relationships in a socio-cultural context is important. Hence some researchers argued to use qualitative methods to do related research (Pradhan, 2003). The research based on purely quantitative method has been criticized as reflecting hardly the inherent aspects in women's empowerment, such as gender power relations, or an individual's sense of agency or self-worth. Indeed, owing to the multi-dimensional nature and difficulty in using direct observable measurement indicators, the evaluation of women's empowerment has often been conducted through case studies applying qualitative analysis and self-reported and subjective measures (Pitt et al., 2006; Swain & Wallentin, 2008). Moreover, various conceptual frameworks for analysing women's empowerment with different dimensions have been applied in related research (see, e.g., Kabeer, 1999; Malhotra et al., 2003; Swain & Wallentin, 2008). According to the frequently applied Kabeer's framework in this research field, three inter-related dimensions should be taken into concern and need to be examined using multiple sources and methodologies.

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women gain greater control over material and intellectual resources, and challenge the ideology of patriarchy and the gender-based discrimination against women in all the institutions and structures of society" (Batiwala, 1995, cited from Moser, 2007, p.26).

These dimensions include: access to “resources” which is the preconditions for empowerment, “agency” which means the ability to use resources to bring new opportunities and “achievements” which indicate the outcomes (Kabeer, 1999, p.436). In another study, Swain and Wallentin (2008) proposed a women empowerment factor model and examined the significance of the economic/non-economic factors which are supposed to empower women through a microfinance programme in India. For the establishment of a structural equation model illustrating relations between the factors and empowerment, the authors have proposed several model constructs including economic and financial confidence, managerial control, behavioural changes, education and networking, communication and political participation and awareness. Moreover, Malhotra et al. (2003) have proposed to consider six dimensions by measuring women’s empowerment, including economic, socio-cultural, familial-interpersonal, legal, political and psychological aspects. The authors suggested that each of these dimensions needs to be measured with a multi-level approach concerning the household, community and broader contexts. <sup>12</sup>

In the practice, some strategic priorities for actions have been recommended to effectively achieve the goal of gender equality and women’s empowerment. For example, an operational framework proposed by the Millennium Project Task Force on Education and Gender Equality involves three “domains” (Grown et al., 2005; Moser, 2007). The domains include “the capabilities domain”, which represents the basic

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<sup>12</sup>For instance, indicators for the economic dimension could be women’s and men’s control over household income, access to job and markets, interests representation in economic policies, indicators for the psychological dimension could be self-esteem and psychological wellbeing, collective awareness of injustice, and acceptance of women’s entitlement and inclusion (Malhotra et al., 2003).

human abilities fundamental to individual well-being and necessary for achieving other forms of well-being; “the access to resources and opportunities domain”, which aims to assure women to use their capabilities; and “the security domain”, which aims to reduce vulnerability of women to violence and conflict (UNDP, 2008, p.72). The recommended action for women’s empowerment are related with education opportunities, sexual and reproductive health and rights, infrastructures for reducing time burden, property and inheritance rights, inequality in employment, political participation and violence against women (Grown et al., 2005). As could be seen, the operational strategies recommended for the two development goals of poverty reduction and women’s empowerment have been underpinned by similar considerations which stress the importance of capability, opportunity and security for the marginalized group of people.

### **3.2.5 The nexus between tourism and women’s empowerment**

Along with a series of emerging policy agendas, the advocacy of using tourism for women’s empowerment has been promoted relatively slowly by the UNWTO for moving forward gender mainstreaming in the tourism industry.<sup>13</sup> It has been criticized by some researchers that only limited resources in the institution have been allocated for developing and promoting a strong gender agenda (Ferguson, 2011). The gender issues were initially only incorporated in the ESDT (Ethical and Social Dimensions of Tourism Programme), and they have gradually become a widely visible concept in the institution since the World Tourism Day 2007 with a gender concern as its theme. In the

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<sup>13</sup>Gender mainstreaming or mainstreaming a gender perspective is “the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in any area and at all levels. It is a strategy for making women’s as well as men’s concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and social spheres, such that inequality between women and men is not perpetuated. The ultimate goal is to achieve gender equality” (ECOSOC, 1997).

“triple commitment” to the MDGs, the UNWTO has stated that tourism should benefit the poor, promote the protection of the environment and support the empowerment of women (UNWTO, 2008). Indeed, a number of activities have been carried out since then to bring women issue forefront in tourism. These actions include, for example, the development of an Action Plan under the collaboration of UNWTO and UNIFEM (which is part of UN Women since 2011), the Global Report on Women in Tourism 2010 (UNWTO & UN Women, 2011), and the newly initiated programme WITEP. Moreover, the poverty concerned ST-EP programme has also been engaged in exploring the gender dimensions of its activities. However, for effective moving forward the complex issues of gender equality and women’s empowerment in tourism, some experts concerned that more engagement of the UNWTO as a global leadership in the gender issues are still necessary (Ferguson, 2011)

In the Global Report on Women in Tourism 2010, it has been suggested that “tourism has the potential to be a vehicle for the empowerment of women in developing regions” (UNWTO & UN Women, 2011). The report has focused on facts about tourism in developing countries and presented preliminary findings which reflect both disadvantages and advantages of tourism in the gender issues. According to the report, women make up a large proportion of the tourism workforce of formal employment, but are mostly employed for service, clerical level and non-professional jobs. Women’s earnings in tourism are typically 10% to 15% less than that of the male counterparts. Women carried a large amount of unpaid work in family tourism business. As to the merits of tourism, this sector is observed having much more women employers and much higher proportion of own-account women workers than other sectors. Additionally, more women have leading positions in tourism sectors worldwide. The stated facts may have some regional variations, yet, generally speaking, tourism does

bring a range of opportunities for women through its income generation potential and the value chains it creates in the destination economy. What should also be noted is, gender stereotype and discrimination still persist widely in the tourism industry. Hence women in tourism need to be empowered, and tourism could facilitate the achievement of women's empowerment within household or wider society in broad areas, such as employment, entrepreneurship, education, leadership and community development, if a stronger gender perspective could be integrated into the development process of tourism (UNWTO & UN Women, 2011).

The global report also made some recommendations considering the crucial aspects in the operational areas for women's empowerment in tourism. The recommendations have stressed the need to better protect women's rights related with a series of issues such as wage, working hours and conditions, maternity health and childcare, education and training. It also called for providing women a wide range of opportunities to various kinds of resources. Furthermore, entrepreneurship, leadership of women in tourism need to be facilitated, as well as the awareness of women's contribution in tourism needs to be further promoted. In general, it has been suggested that women's empowerment in tourism needs to be approached by a wide collaboration of stakeholders in tourism development including private sector, public sector and tourism policy makers, as well as international organization and civil society.

In the academic field, tourism studies devoted to gender analysis dated back to decades ago and extensive literature has been accumulated till recent years (see, for example, Bronwnell, 1993; Ferguson, 2011; Gibson, 2001; Hemmati, 1999; Kinnaird & Hall, 1994; Swain 1995; Umbreit & Diaz, 1994; Wilkinson & Pratiwi, 1995). Among the various themes, women's employment in the tourism industry, with case studies across different regions in the world, has been widely examined as a hot topic within the



feminist discourse (Elmas, 2007). Contradictory findings of the research have led to a debate among researchers around tourism's impact on women and influence for women's empowerment. Indeed, it has been recognized that women's entry into the paid workforce and their participation in tourism activities could have complex effects on gender relations and the lives of women workers (Ferguson, 2011; Tinker, 2006).

As the most frequently discussed negative impact of tourism on women, the tourism employment is considered as exerting detrimental effects on gender equality and women's empowerment since it reinforces the existing gender relations and exacerbates the inequalities between women and men. (Chant, 1997; Elmas, 2007, Ferguson, 2011; Hennesy, 1994; Leontidou, 1994; Long & Kindon, 1997, Scott, 1997; Sinclair, 1997a). Concerning divisions which exist between tourists and workers, as well as between workers based on gender or race, Sinclair (1997a) stated that work in tourism should be understood as a reflection of wider inequalities in the tourism industry. The inequality between men and women has resulted in a clear segmentation of men's and women's work in tourism, with the majority of women's work being concentrated in seasonal, part-time and low-paid activities (Sinclair, 1997a). At the same time, Chant (1997) also criticized the "male-constructed and male-biased gender stereotypes" existing in the female recruitment in formal sector enterprises in tourism (p.161). Studies conducted in some non-western cultural regions also confirmed these arguments. For example, Elmas (2007) tried to explore the changing patterns of women's employment in a tourism resort in Turkey. The author found that the expansion of tourism did not change the situation for local women. Usually, women have been denied access to labor market on the same terms as men, which has been influenced by the continuation of traditional roles and the characteristics of local tourism. Moreover, it was also concluded that increased opportunities for women to

work outside the home as paid employees haven't fundamentally altered the domestic power balance since women haven't become decision makers for important family issues or property owners, and they still have little time and money for leisure activities. Hence the author argued "the paid employment in the tourism sector has increased the burden of the 'double shift' of local women" (p.313). Similar problems such as double workload, tension resulted from employment and role negotiating within household have also been reported in other studies (Duffy, Kline, Mowatt & Chancellor, 2015).

In a contrast to the negative opinions about tourism's effects on women and women's empowerment, however, some researchers have different comments which assert that the integration of women in tourism industry has involved complex challenges to traditional gendered power relations (Ferguson, 2011). Apart from the claim that women's participation in tourism could promote their employment opportunities, develop their skills and enhance their advancement, it has also been argued that paid work performed outside the home could increase women's economic independence and emancipate them from domestic domain as subsistence producers (Elmas, 2007). Indeed, while recognizing the concerned detrimental effects mostly associated with tourism sectors, many researchers also provided evidence suggesting important benefits of tourism for women who work outside home as paid employees. For example, Chant (1997) highlighted the potential that tourism women workers coming together demanding for fair treatment at home and work. Elmas (2007) reported the psychological and social benefits, such as self-esteem and social contact increase of the women. Other benefits concerning women's empowerment have also been explored in various studies (Duffy et al., 2015; Ferguson, 2010; Sinclair, 1997b; Tucker, 2007).

Ferguson (2011) has reviewed the research about the impacts of tourism employment on gender relations, as well as the tensions and complexities this presents.

She has cautioned that the promotion of tourism development in many countries is not a “gender-neutral”, but rather a “gender-blind” process (p.238). Indeed, the implicit assumptions about men’s and women’s work in tourism still dominate in the sector and the benefits of tourism employment “tend to be presented in gender-neutral ways” ignoring that “tourism is a highly gendered industry” (p. 237). Recognizing “development” today “takes place within a context of global restructuring, of which gender inequalities are a fundamental component” (p.240), Ferguson pointed out that the tourism industry is “embedded within these global dynamics of inequality and follows patterns that are similar to those identified in other industries” (p.237). Hence tourism employment, like many other industries, draws on “gender inequalities that provide a large global supply of highly flexibilised and low-paid female workers and potential tourism entrepreneurs” (p.237).

Despite the structural inequalities of women's participation in tourism production, Ferguson (2011) further confirmed the potential positive effect of tourism on women’s empowerment. As she stated

There is growing body of evidence to suggest that tourism employment does indeed have potential to contribute to MDG3. Although tourism work is highly stratified by gender due to the kinds of labor it requires and the ways in which such labor is to be performed, to some extent, it can be argued to have contributed to economic and personal empowerment. (p.239)

Concerning global gender and tourism policies, as well as policy implementations of some international institutions, the author reminded that no automatic correlation exists between women's economic empowerment through income-generating activities in the tourism industry and broader political and social empowerment. Hence a substantive

reframing of policies is essential for promoting the process if to maximize the potential of empowering women through tourism.

In recent years, along with the increasing popularity of some alternative forms of tourism in many developing countries, such as ecotourism or community-based tourism, many researchers have also explored the possibility of achieving women's empowerment through women's involvement in these alternative forms of tourism.<sup>14</sup> In contrast to the larger-scale tourism enterprises which have mostly been scolded for clear segmentation and structural inequality, the small-scale or family-run business of alternative tourism have often been considered relatively beneficial for women and hence having greater potential for contributing to women's empowerment (Gentry, 2007; Gibson, 2001; Scheyvens, 2000; Tucker & Boonabaana, 2012).

What should be noted is, however, even the assumed gender-neutral alternative tourism, could also "run the risk of disadvantaging and marginalizing local women" if it is developed in an inappropriate manner (Scheyvens, 2000, p.232). Various cases have showed that both disempowering and empowering impacts could occur to the women involved in such tourism. Taking ecotourism as an example, its development could bring positive benefits for empowering local community, such as promoting sustainable use of natural resources by local people, enhancing local people's control over their

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<sup>14</sup>The alternative tourism is considered to be differentiated from the mass tourism in many aspects such as their scales, tourist attractions, objectives and hence their impacts. Different interpretations have been given to the most mentioned term like ecotourism and community-based tourism. Basically, the alternative tourism stresses low visitor impacts and reservation of local culture, natural environmental surroundings. Moreover, many ecotourism and community-based tourism projects also claim that improving benefits shared by the local people, empowerment of women and marginalized groups, and empowerment of local community through participation are among the crucial aims of such alternative forms of tourism (see also Scheyvens, 2000) .

surroundings and facilitating development of the economically marginalized communities. However, in societies where women are denied to employment, education and other opportunities, or having no control of household finances and no influence in decision making, women could become victims in the development if benefits are biased against women (Scheyvens, 2000). Indeed, communities are usually consisted of heterogeneous groups of people with different interests (Moore, 1996). The activity of ecotourism may not be as gender neutral as it has claimed since the power of different member groups within a community would likely to be divided among them based on certain characters such as age, ethnic or gender, (Scheyvens, 2000). Hence gender-sensitivity in the planning and management of alternative tourism is also necessary so as to effectively empower women through tourism (Scheyvens, 2000).

Although disempowerment of women may occur under inappropriate tourism development, many researchers still encourage women to be involved in tourism for tapping the great potential of positive effects it may bring (Scheyvens, 2000). Many cases have shown that women could successfully take actions to ensure tourism progresses in their direct interests and hence benefit greatly in such well-planned initiatives. Positive evidence could be found in various studies in different regions. For example, women in Tanzania has increased their own economic benefits through retaining their income from tourism work which may be controlled by their husband (Van der Cammen, 1997); Women in the Caribbean region have achieved in challenging existing gender stereotype by running business of cooperative lodge and becoming no more restricted within household (Commonwealth Secretariat, 1996). Women in Samoa have helped to ensure the pride and dignity of their people, as well as the protection of traditions, and hence gained subsequently increased feelings of self-confidence (Fairburn-Dunlop, 1994). Other benefits have also been reported such as the expansion of opportunities for

gaining managerial skills and leadership, gaining respect and recognition within the community, gaining greater freedom or decision making power (Gurung, 1995; Mayo-Anda, Galit & Reyes, 1999; Scheyvens, 1999). Therefore, involvement of women in the appropriate developed tourism initiatives would significantly facilitate women to improve their benefits in various empowerment dimensions including economic, psychological, social and political aspects (Scheyvens, 2000).

To make a brief summary, considering tourism and women issues, it needs to be firstly noted that women's empowerment is a multi-dimensional and multi-level issue. The concept should be understood as both outcome and process highlighting women's ability to control their own lives and improve their well-being. Hence empowerment of women needs to be approached through enhancing women's capabilities and opportunities, increasing their access to resources, and reducing their vulnerabilities. Given that tourism is a highly gendered industry and women constitute a great proportion of working force in tourism, tourism could have both positive and negative effects on gender equality and women's empowerment. On the one hand, tourism employment pattern with gender stereotype may exacerbate gender inequality. On the other hand, tourism has a great potential in facilitating women's empowerment if it is developed with proper gender-sensitive policy planning and implementation. Indeed, some alternative forms of tourism are reported beneficiary for women's empowerment in developing regions. Concerning disempowerment and empowerment effects under circumstances, researchers have suggested women's involvement in well-planned tourism initiatives could promote women's empowerment in economic, psychological, social and political aspects.

## **Chapter 4**

### **Research on tourism development in China**

Since tourism impacts, residents' perceptions and attitudes are recognized as context sensitive, knowledge about the socio-cultural surrounding of a certain tourism destination would be helpful for gaining a better understanding about research results in the tourism destination. As some scholars commented, concentration upon the purely touristic without reference to wider frameworks of the society would lead to an incomplete interpretation of tourism development in China Today (Ryan & Gu, 2009). Hence in this chapter, a brief overview of research on tourism development in China needs to be made and some relevant research findings are reported. The review is based on both Chinese and English literature. Because there has been a lack of research on some specific themes, some contents in this chapter are only derived from grey literatures and some findings may not be based on research with rigorous approaches, however, the author of the current research still evaluate these materials as useful information which could help to provide a more comprehensive understanding about the research context of this study.

#### **4.1 Driving motives of domestic tourism development in China**

As a tourist generating country and tourism receiving destination, China has experienced an exceptional fast growth of tourism within the last three decades. The rapid development of tourism has both political and economic significance in current China. Indeed, in the first three decades since the foundation of the People's Republic of China, tourism was only taken as a political endeavor for promoting diplomatic ties. While some international tourists were seen coming to tourism destinations in China, domestic tourism hardly existed. Restrictions were loosened since the end of the 1970s and tourism in China began to get its impetus during the 7<sup>th</sup> Five Year Plan (7<sup>th</sup> FYP:

1986-1990). Since 1986 Tourism has been regarded as an important industry for the national economic development. With a promising potential of generating extra foreign exchange and stimulating domestic consumption, tourism received governmental support and priority of development in the 1990s.

Especially in recent years, tourism development of the domestic market has been promoted strongly by all levels of government in China. Tourism is no more only regarded as an important economic sector, but also a “strategic pillar industry” in the regional development plan of many western regions in China. With the wish to promote social development, the thought of utilizing tourism as a development tool is embraced by many Chinese regional governments. The enthusiasm is further strengthened by the Chinese central government. From 2009 to 2014, the Chinese State Council has released several special policy documents about enhancing tourism economy and implementing tourism reform in China. For the understanding of the motives behind this, the wide context within which Chinese tourism develops needs to be established. Indeed, with in a transition in the political and economic system, the needs for economic growth and sustainable development, improvement of people’s quality of life, integration of traditional values and modern culture, etc., all these issues have contributed to the boom of tourism economy in China (Ryan & Gu, 2009).

As what is happening in many developing countries, the Chinese society is experiencing a period of great social transition. Rapid economic growth in China during the transition from central planning to a market economy has brought great changes which are taking place across all regions in China. As have been observed, China has experienced an uneven development progress in the past decades. Economic discrepancies have been increased not only between the well-off eastern regions and the under-developed western regions, but also between urban and rural areas. since the



economic reform in 1979, taking advantages of a series of favorable financial and policy support offered by the Chinese central government, the eastern coastal regions or special opening-up economic zones raced ahead quickly in economic growth with the inland and western regions lagged behind severely. At the same time, the socio-economic gap between urban and rural areas has been further enlarged with the increasing difference of the average per capita disposable income of residents in these areas. Confronting these difficulties in the social development, the Chinese government has been making efforts to reverse the disproportional development of regions and reduce the inequality and social gap, so as to build up a “*He Xie*” society (“harmonious” society) and achieve a sustainable development of the Chinese society. In current China, tourism is regarded as one of the useful instruments which could help to achieve such a social development goal.

Tourism development has been associated with poverty alleviation in China since the late 1990s. In the process of uneven development, poverty alleviation in China remains an important but a difficult task in the economic backward regions. As some researchers observed, poverty in China is much associated with locations. Poverty in rural China is disproportionately concentrated to the western regions and to poor counties (Gustafsson & Zhong, 2000; Gustafson & Yue, 2006). Hence for the development strategies taken by many western regions in China, poverty alleviation is an important motive and a work of priority. To reverse the uneven development of regions, the Western China Development Strategy was implemented since 2000 by the Chinese State Council. A total of 12 western provinces and autonomous regions are included in the development program, which should catch up the economic growth pace of other regions under financial and policy support by the central government. Many western regions in China have been trying to take the opportunities to boost their regional

economy since the Western China Development. Tourism resources are abundant in many western regions and many national reserves or historical heritages are situated in these areas. Indeed, tourism belongs to the resources of comparative advantage for those regions. It is observed that in China there is a high overlap of regions which are poverty stricken, but boast affluent natural and cultural tourism resources (Cai, 2000; Ma, 2001; Xiao, 1997; Zeng & Ryan, 2012). In practice, some regions in China have tried to utilize tourism in poverty alleviation since the 1980s (Li, Zhong & Cheng, 2009; Yan & Wang, 2009). In academic research, some Chinese researchers began to suggest local government to implement policy of “*Lü You Fu Pin*” (using tourism as a tool for poverty alleviation) since the end of 1990s (Cai, 2000; Cai & Cheng, 1999; Lian & Cai, 1999; Zeng & Ryan, 2012).

For those western regions in China, apart from poverty alleviation, some other aspects of society development are also considered to be influenced by tourism. As a goal of a harmonious society, the “previously marginalized groups” in less developed regions need to be recognized and better integrated into the societal relationships (Ryan & Gu, 2009, Wang, et al., 2013). Since there is increasing demand in the diversification of tourism products on the tourism market in recent years, those dwelling places of minority ethnic people or places with religious faiths may possess advantages to become populous tourism destinations. By giving priority of promotion to these places, it is expected tourism development could help to bring economic revival and other development to the previously underdeveloped regions (Ryan & Gu, 2009).

Since 2007, tourism is entitled as a catalyst contributing to the construction of new socialist countryside in China (Chio, 2011). Considering the big challenges confronted by the rural areas in China, such as production stagnation, depopulation, degradation of natural environment, the Chinese government has begun to accelerate the

pace of urbanization and agricultural restructuring to cope with the problems. The government work focus has been adjusted on revitalizing rural economy and improving rural livelihoods in recent years. For the program of constructing new countryside, a series of favorable policies for rural areas have been introduced such as relief of agricultural tax, increase of subsidies of rural health insurance and assurance of free compulsory education. New villages with well-facilitated houses and improved living environment were built up in rural areas. More social services were provided in rural areas. The improved physical conditions in the countryside are expected to draw more urban tourists who have strong consumption ability. In the agricultural structural adjustment, rural tourism is becoming an important part of the rural economy. With a relatively low investment on the existing agricultural resources, tourism could bring promising extra income to rural residents (Bowden, 2005). For a further integration of tourism into rural area development strategies, the Chinese Ministry of Agriculture and the China National Tourism Administration signed an agreement in 2007 to jointly promote rural tourism and the construction of new socialist rural communities (Chio, 2011; Gao, Huang & Huang, 2009).

Although the growth of domestic tourism in China is strongly associated with the promotion of government with the overstated motives, what should not be overlooked is that the prosperity of tourism market in China is emerging with the economic boom of China in the last decades. In more than 30 years of rapid economic development, China has become one of the most important economies in the world. However, as mentioned, China has experienced an uneven economic development. With the concentration of the wealth into the eastern and urban regions, residents in these areas are enjoying their much improved standards of living. Besides, more flexible leisure time is available for urban people with the introduction of new regulation for paid vocational time.

Increasing demand on tourism market is created parallel to people's growing wish of having higher quality of life. On the international tourism market, increasing number of outbound tourists from China has evoked interest of many tourism destinations to expand their marketing focus on Chinese tourists. Domestically, tourism has become an economic engine and the most popular manner of consumption in the so-called "holiday economy" in China. Compared to the growth of inbound tourism, the domestic tourism market has got an even more impressive development (Ryan & Gu, 2009). Since the end of the 1990s, the dynamic of tourism development in China has penetrated into the rural countryside from the urban cities. Idyllic scenery, ethnic customs, agricultural productions, ancient villages, ecological fruit gardens, etc., all these elements to be found in the countryside have attracted increasing Chinese urban people to take tourism activities in rural areas.

#### **4.2 Development and characteristics of rural tourism in China**

This section examines the phenomenon of rapid rural tourism development in China and its influence. On tourism market or in tourism studies, terms like "eco-tourism", "agro-tourism" or "agricultural tourism" have been very frequently interchangeable used for "rural tourism". For the interest of clarity, it needs to be noted firstly that "rural tourism" in the current research simply refers to tourism activities taken place in the rural area. Indeed, on Chinese tourism market, one often mentioned term related with rural tourism is "*Xian Yu*" tourism, which sets a geographical area for certain tourism activities in a county and could be literally translated as "county based". Counties with rich natural or cultural tourism resources are usually promoted as distinguished popular rural tourism destinations of a region in China. Different from tourism taken place in the urban area, county based tourism is often related with activities in rural area. The tourism attractions could be of various themes such as agriculture, custom, leisure, culture, and

so on. Hence in this research, when “county based tourism” is used, the author also refer to rural tourism and other related tourism activities.

The development of rural tourism is promoted by all level of the Chinese government with both financial and policy support in recent years (Su, 2011; Wang, et al., 2013). A series of promotion activities was carried out by the China National Tourism Administration (CNTA) for rural tourism, which include, for example, “China Urban and Rural Tourism Year” in 1998, “China Eco-tourism Year” in 1999, “Chinese Life Tourism Year” in 2004, and “China Rural Tourism Year” in 2006. Responding to this, many regions began to create various rural tourism products and promoted the so-called county based tourism on the market. At the same time, the promotion is proved to be successful by the impressive growth of rural tourism economy in China. Statistics of 2011 issued by the CNTA show that rural tourism in China has created the revenue of more than 120000 million RMB Yuan and provided employment opportunities for over 15 million peasants. On the rural tourism market, it is estimated that tourist number of rural tourism could reach 771 million and the revenue could reach 114500 million RMB Yuan at the end of 2015. With that estimation, it is expected that 989 million direct jobs related with rural tourism would be created. The estimated average growth rate of per capita annual net income of peasants engaged in rural tourism business would reach 5% (Wang et al. 2013). Regarding the positive future of rural tourism, further promotion activities would be continued by the national tourism bureaus. In China’s 12<sup>th</sup> Five Year Plan/Guideline (12<sup>th</sup> FYP: 2011-2015), it is declared that domestic tourism would be comprehensively developed. Tourism infrastructure would be strengthened, new tourism routes would be constructed and eco-tourism would be further promoted. According to the plan made in The National Rural Tourism Development Program (2009-2015), about 10000 characteristic tourism villages and about 1000 tourist towns

and counties would be developed in rural areas till the end of 2015. Tax incentives, vocational training, and other support would be provided to facilitate the participation of local residents who are lack in money or skills. To further motivate the enthusiasm of rural area to be involved in tourism, a series of favorable measures, such as transition of the collective operation and land use policy, have been introduced in the Policy for Accelerating Tourism Reform released by the State Council in 2014.

Indeed, the rapid development of rural tourism in China is a result driven by factors including demand, supply and governmental promotion. Rural tourism development is firstly dependent on increasing demand for such products on the domestic market. At the same time, the rural residents are keen to improve their income when facing these new phenomena. With the arrival of the first group urban tourists in the rural communities, some peasants have seized the opportunity and got satisfying benefits which are even out of their expectation. This has greatly encouraged the supply of rural tourism. Rural residents became involved in tourism in various forms (Su, 2011; Wang, et al., 2013). Various kinds of “*Nong Jia Le*” (translated differently as “peasant family happiness”, “happy farmer’s home” or “agritainment”) with rural home stays and farm restaurants have quickly appeared across the rural communities in China (Chio, 2011; Gao et al., 2009; Wang, et al., 2013). Later, more external investors were drawn to this market and hence they also strengthen the supply on this market (Su, 2011).

As some scholars commented, rural tourism is largely a domestic phenomenon with a different nature across cultures (Gartner, 2004, Sharpley & Roberts, 2004). Although defined by different words, rural tourism in China is generally characterized by several components. Firstly, it is distinguished from activities taken place in a theme park. Secondly, its main attractions are dependent on the landscape, rural life, agriculture, etc. Thirdly, it should be sustainable and include making a contribution to

rural area development as its purpose (Wang, et al., 2013). As could be seen, the first two characteristics are decided by the market, while the third characteristic indicates that government has an important role of orientation in the rural tourism development in China. As mentioned, tourism is regarded as a significant driving force for the development in economic backward regions. It is expected that rural tourism could be utilized for facilitating poverty alleviation, environmental protection and other aspects of social development in rural areas in China (Davis & Morais, 2004; Gu & Ryan, 2009). Motivated by this purpose, the Chinese government is engaged in an active promotion for both demand and supply sides, which have made rural tourism in China thriving in a very short period. At the same time, the government needs to take measures to assure the rural tourism could make a contribution to the rural area development.

By observing China's tourism development in rural areas, especially concerning the areas where tourism is associated with poverty alleviation, researchers have commented that government has traditionally a dominant position (Zeng & Ryan, 2012). Government functions with multiple roles including policy maker, planer, operator or coordinator (Zhang, Chong & Ap, 1999). On the one hand, especially in the early stage of tourism development, the leading role of government could efficiently facilitate the grow-up of tourism initiatives. On the other hand, the strong government intervention in the process of tourism development could exclude involvement of some key stakeholders including private sectors and local communities, and hence cause inefficiencies and conflicts when other stakeholders are not satisfied with little benefits they get (Zeng & Ryan, 2012). Therefore, in the public and in academic research, the roles and works the government should take have been widely discussed. While some researchers advocate that government should play a leading role for rural tourism

development in practice, some other researchers suggest that the dominant role playing by the government should be adjusted to “government-oriented”. Government could still give support and orientation, but private sectors and local communities should be legitimized to participate more widely in management (Cao, 2002; Cao & Ding, 2003; Guo, 2003a, 2003b; Liu, 2004; Su, 2011; Yang, 2001). To be noted is that, it has been increasingly urged that other multi-stakeholders including the local rural residents should be involved in tourism development and the interests of peasants should have priority in rural tourism, so as to assure a sustainable development of rural tourism in China (Wang et al. 2013; Zeng & Ryan, 2012).

#### **4.3 Studies about influence of rural tourism in China**

The rapid rural tourism development in China has evoked researchers’ interest in various themes in relevant research fields. Influences of tourism on rural communities, especially concerning poverty alleviation and other aspects of social development, are getting more attention in tourism research and policy implementation. This section reviews some important findings relevant to the research theme of the current study. Apart from available English literature, Chinese literature of multi-disciplinary studies about tourism and development issues in China have also been searched mainly using the China Knowledge Resource Integrated Database (CNKI).<sup>15</sup> Large amount of research on impacts of tourism could be found. Especially studies about macro economic impacts of tourism could be found in the early stage of Chinese tourism research. Studies about environmental and socio-cultural impacts have risen in recent years. Research on rural tourism and poverty alleviation increased rapidly in the last

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<sup>15</sup>See the website of CNKI: <http://www.cnki.net/>. CNKI is a search engine for Chinese academic publications. Journal papers, degree theses, conference proceedings, books and newspaper articles are integrated into one database protocol.



decade, especially during 2006-2009 (Zeng & Ryan, 2012). Some researchers have also studied themes of tourism and quality of life, tourism and women. Moreover, the rural community in development is also becoming a focus of tourism research themes. Generally speaking, due to the wide range of themes, and some of them are still relative new in tourism academic research, there is still a lack of in-depth research in these aspects and more studies with rigorous methods and theory basis are still needed. However, as mentioned, findings of the previous studies could still serve as useful information which helps the current study making a more comprehensive research.

About rural tourism's influences in China, a number of studies have been carried out using various case studies in different destinations. Research shows that the generally observed tourism's impacts in economic, environmental and socio-cultural aspects have also been perceived by Chinese rural residents. Typically, the positively perceived influences include, for example, higher income, job creation, less hard agricultural work, better living environment, improved infrastructure, better health, creativity in artistic tradition. The negatively perceived influences include, for example, water pollution, crowding, noise, destruction of fields. Many researchers found that the positive impacts, especially due to the economic benefits, are usually perceived by rural residents exceeding the negative impacts (see, e.g., Gu & Ryan, 2010; Zhang, Yanyan & Liu, 2009). Meanwhile, it could be observed that tourism development has often been directly related with improvement of residents' quality of life, or related with its elements including income, residence quality, infrastructure, education, social security, public security, and health (see, e.g., Meng, Li & Uysal, 2010; Gu & Ryan, 2010).

About residents' attitudes under tourism's influences, researchers found that local villagers generally welcome the impacts to rural communities associated with tourism development. They are willing to accept the socio-cultural changes at least at the early

stage of tourism development (Cui & Ryan, 2011; Zeng & Ryan, 2012). In many instances of studies of residents' attitudes, it has been found that residents had enthusiasm for yet further development even where residents identified negative impacts or where initial expectations sometimes haven't been fulfilled (Gu & Ryan, 2010, Ryan, Gu & Fang, 2009). Tourism is considered as an easier means of earning extra income than the agricultural production (Gu & Ryan, 2010). Existing evidence indicated that residents would like to maintain the tourist destination's image and are optimistic about high benefits in future. Some researchers commented that many local rural residents usually have high sense of responsibility towards tourism and the support for rural tourism is community based. (Zhang, Yanyan & Liu, 2009). However, some researchers pointed out a possible problem that an unrealistic over-high expectation of benefits is risky. When only marginal benefits are paid back in a long term, the gap between high expectations and low benefits could significantly reduce residents' willingness to support and participate in tourism development (Cui & Ryan, 2011; Jim & Xu, 2002; Xiao & Li, 2004).

Reviewing studies of tourism and poverty alleviation in China, it is observed that research has been concentrated on themes such as implication and experiences of anti-poverty tourism, government roles or community participation. Studies of micro-economic analysis of tourism's poverty alleviation effects targeting poor people, case studies with anthropological analysis or quantitative research are still rare (Li, Zhong & Cheng, 2009; Zeng & Ryan, 2012). However, some important points have been generally recognized. Firstly, it is noted that the anti-poverty tourism developed in China has both similarities and differences with the notions of PPT or ST-EP advocated by western scholars. It is also initiated for making contribution to poverty alleviation and helping the poor, but it encourages the poor to be actively involved in tourism

through various forms so that they could benefit from tourism together with other stakeholders (Zeng & Ryan, 2012). Secondly, the poor could be benefited through various forms of anti-poverty tourism existing in current China. The main forms include involving villagers of rural tourism communities into direct households operation such as “*Nong Jia Le*”, being employed in rural tourism work in some collective operation, selling agricultural products in rural tourism and acquiring economic benefits from leasing land or other assets for tourism development or making investment as a shareholder (Li, Zhong & Cheng, 2009; Ryan, Gu & Fang, 2009). Merits and shortcomings of various forms and structures of benefits distribution have been discussed by a number of researchers in the academic research (see, e.g., Donaldson, 2007; Fu, 2009; Ma, 2009; Wen & Li, 2008). Thirdly, government still need to play a leading role in anti-poverty tourism development, while benefits of local communities need to be given more attention and they should be integrated into tourism development more actively. Moreover, it has been warned by a number of researchers to avoid the deficiency in using tourism for poverty alleviation considering problems existing in practice of rural tourism in China such as the inequality of accessibility to tourism resources in poverty stricken regions, high economic leakage, and the lack of private sector involvement (Lei, 2008; Zeng, 2008; Zhang, 2007). Generally, rural tourism is regarded as a potentially effective means helping to address rural poverty in China, however, subject to a need for overall planning and careful management (Bowden, 2005; Zeng & Ryan, 2012).

Tourism’s influences and development of rural women have also been studied by some researchers. Because of women’s skillfulness in service work and the feminization of agricultural labor in rural China, women in rural communities are inevitably involved in tourism work where tourism is emerging (Fan, Zheng & Ding, 2007). In some rural

tourism communities in China, women have been actively involved in household tourism operational activities (Wang, Wang & Wu, 2009). Women in many minority communities have also been involved in tourism. They have been active especially in preservation and communication of traditional ethnic cultures (Xiang & Chen, 2008). It is observed that tourism has brought changes in women's employment, income, life style, labour burden, child care, education and social net work. However, some authors pointed out that the changes in economic situation and other aspects haven't really resulted in substantial change concerning gender relations at the household and community level (Wang, Wang & Wu, 2009). Further support in education, training and financial facilities is still needed to enhance women's empowerment in tourism development (Wang, Wang & Wu, 2009; Xiang & Chen, 2008). Moreover, some researchers have also analysed the relations between women and the anti-poverty tourism in China (Fan, Zheng & Ding, 2007). It is commented that Women have played a significant role in the process of utilizing tourism for poverty alleviation. At the same time, they have been influenced inevitably by tourism positively and negatively.

## **Chapter 5**

### **Research methodology**

Issues of research methodology are illustrated in this chapter. An overview about research methods is firstly made. Then the conduction of the sample survey is detailed including sampling procedure, pretesting, the operation of formal survey and survey instrument. At last, the data analysis applied in the research is briefly reported.

#### **5.1 Research method**

By determining research methods for the current study, it is recognized that both the qualitative approach and the quantitative approach have their merits and weaknesses for a comprehensive research. Usually, qualitative research approaches have strengths in providing useful information for questions asking what, why and how. However, quantitative approaches with an application of various statistical analysis methods are useful for generating information for tasks searching for numerical degrees of observed phenomena. Meanwhile, qualitative and quantitative approaches are useful in both explorative and in-depth research. In the current research, some interested themes have been well studied within its research field, while some themes are still relatively new. Indeed, the current study has tasks of collecting and generating a wide range of information, such as specific impacts perceptions and opinions, differences of respondents, residents' perception-attitude relations. As a result, both qualitative and quantitative approaches were applied as complementary research methods in the current study.

Explorative and in-depth information of research interest in this study were acquired through various research methods including archive research, literature review, interviews, observation and survey with questionnaire instrument. The second-hand information derived mainly from literature, statistic yearbooks, documents from official

bureaus, reports in newspaper and internet, etc. The first-hand information was gained mainly from several interviews with local scholars, officials and resident, and the questionnaire survey conducted during the two fieldwork research periods in Guilin.<sup>16</sup> For analysing the enquired survey data, statistical software packages of the IBM SPSS V.17.0 and the IBM SPSS AMOS V. 17.0 were applied. Analysis results were based on data evaluation using various statistical analysis methods.

## **5.2 Sampling procedure**

For the survey of rural tourism communities in Guilin in this study, a procedure of sampling was applied, which allows researchers to make observations on the characteristics of a whole population through using a subset of individuals from a statistical population. Generally, issues to be considered in a sampling procedure include the population of concern, sampling frame, sampling method of selecting items, sample size, plan implementation and data collection. Aspects including survey implementation and data collection are to be reported in the following sections, this section firstly gives illustrations of other relevant aspects

The survey population of interest in this study consisted of all the rural residents from Guilin's counties, where the local tourism developed fast during the past decades. To obtain a representative sample, some certain selection criterions were applied in the current study. Based on a stratified sampling technique, three counties in Guilin, namely Yangshuo, Longsheng and Gongcheng were defined as the survey area for the current

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<sup>16</sup>The first fieldwork trip with a purpose of preliminary study on Guilin's rural tourism development was organized during a low tourism season from February to April in 2010. Preliminary information of local socio-economic development was collected. The second fieldwork was conducted during the peak season from August to November 2011, in-depth information were collected through a questionnaire survey and some complementary research methods such as interviews, observations.

research. Some key aspects of the counties concerning their characteristics, such as tourism development status, geographical location, ethnic composition, etc. were considered by deciding the study area. In an attempt to improve the representativeness of sample selected for the planned survey, experts and scholars from the local tourism industry and research institutes were contacted and consulted. According to their suggestions and operational feasibility, a total of 10 rural communities in three counties were included in this research. The geographical locations of all selected communities are distributed within or around Guilin's local scenery areas with high tourist concentration. Moreover, sample quotas for respondents from each of the selected rural communities and respondents from local minority ethnic groups were also estimated in advance according to their population and composition.

By determining the sample size for the survey, since one of the objectives of the current study is to apply structural equation modelling (SEM) analysis to test the proposed models and hypotheses, the sample size to be achieved need to fulfil the requirements of this statistical analysis technique so as to provide reliable analysis results. Generally speaking, larger samples are recommended by researchers in SEM analysis although there is no absolute correct sample size. Some studies suggested that certain ratios of respondents and estimated parameters should be achieved (see, e.g., Hair, Anderson, Tatham & Black, 1998; Hatcher, 1994). Moreover, some other factors also need to be taken into consideration such as model specification or estimation procedure (Hair, et al., 1998). As a usually recommended minimum of sample size, a usable sample size of 200 is considered acceptable for SEM analysis when applying the commonly used maximum likelihood estimation (MLE) method. Therefore, to achieve the recommended minimum of usable sample size, with an anticipated middle response

rate, a sample size of 450 was determined for the selected ten rural communities in the current research.

### **5.3 Pretesting**

An initial survey instrument of a semi-structural questionnaire was designed based on information of relevant literature, interviews and situations in the local context. Some open-ended questionnaires were also included to get some useful in-depth information or explorative information for research themes of interest. For improvement of the reliability and validity of survey questions and questionnaires, a pilot test was operated prior to the formal survey in the Li village in Yangshuo. Problems or experiences suggested by some researchers concerning social survey operation in Chinese rural communities were studied prior to pretesting. To assure a smooth process of conduction, necessary information about the Li village was in advance collected. The village committees' leader was contacted personally and asked for suggestions. Using the initially designed survey instrument, 30 questionnaires were distributed randomly to the Li residents who were willing to attend the pilot test.

By the practical conduction, problems which may affect the quality of the questionnaire and the conduction of the formal survey were searched. Some respondents were asked to finish the questionnaire firstly without interruption and then give their feedback, while some other respondents were asked to give their feedback or make comments about the questions when they were answering the questions of the questionnaire. Attention was paid to various aspects, such as the length of time for finishing the questionnaire, residents' ability to understand some questions, terms, concepts or answer choices, residents' interest in answering some of the questions and the completeness of the answers to the questionnaire when no further instruction was



given. Residents' feedback and comments about the issues of research interest were also noted.

Questionnaire revision was made according to the information collected in the pilot test. Considering the time length it took for completing the questionnaire, some contents evaluated as irrelevant were deleted from the survey. Orders of some questions were adjusted so as to improve the logical flow of the questionnaire. To avoid unclearness or difficulties in understanding of questions, some changes were also made concerning question wording. Moreover, some additional information relevant to research communities was obtained from the pretest. The information was added into questionnaire as new items for measurement scales or new answer choices to be considered.

#### **5.4 Operation of the formal survey**

Due to the practical matters, the formal survey was conducted in two manners in the three counties. While the survey in Yangshuo was operated in a form of interview, self-administered questionnaires were distributed and collected in Longsheng and Gongcheng.

The survey in Yangshuo was held in September 2011 before the "golden holiday week", so as to avoid the arrival of large amount of tourists and inconvenience. A team of 10 college students assisted the questionnaires distribution and interview conduction. All of them attended a short training before the survey conduction. By the conduction of the survey, the data collection methods suggested by other researchers were considered (see, e.g. Perdue, Long & Allen, 1990). Households sited in different parts of the communities and hence having probably different degrees of contact with tourists coming to community were intended to be included in the survey. According to specific community situations, certain selection intervals in each community were firstly

estimated, the interviewers were then instructed to use systematic sampling to select every n-th household with a randomly selected starting point in the community. When a house was vacant or nobody in the household could/would act as a respondent in the survey, an adjacent house would be visited. From each household only one family member was asked to participate in the survey.<sup>17</sup> The one who agreed to participate was asked to finish the questionnaire, whereby the interviewers tried to have a balanced rate of respondents regarding demographic characters such as gender, age, ethnic groups, so as to assure the acquired data could be in accordance with the prior determined sample quota. The age requirement of the respondents was of 18 years or older. To reduce non-response errors, the interviewers accomplished the questionnaires for the respondents by asking questions orally and noted down the answers.

Data collection in Longsheng and Gongcheng, held in September and October 2011, were conducted in a form of self-administered survey due to the difficulty of interview conduction, especially in the Longsheng County, which is located in mountain area and the community households are relatively widely dispersed. As an effort to increase the response rate, the researcher tried to firstly contact members of village committees in each survey communities for gaining their assistance. Volunteers in the communities who were willing to assist in the survey were searched. In each community at least two volunteers with at least middle school educational level or above were found to make a help by distributing and collecting questionnaires. In a form of group discussion or personal conversation, the volunteers were asked to answer the questionnaire prior to their distribution, so that they could gain a comprehensive understanding about the questionnaire and could then give explanation if any other

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<sup>17</sup> In the case of multiple family residences, one living unit was considered as one household (suggested by, e.g., Perdue, Long & Allen, 1990).

respondents having any understanding problems during the survey. Systematic sampling was also instructed to be applied by the distribution of the questionnaire. A questionnaire could be left to one respondent in one household, after he or she agreed to participate in the survey. The respondents were asked to contact the assisting person in the community if they have any questions. About one week after the questionnaire distribution, the answered questionnaires were then collected by the assisting persons in the communities and send back per post to the researcher.

### **5.5 Survey instrument**

For the development of measurement instrument, aspects considered include local contexts, relevant literature and local experts' comments. Moreover, the aforementioned pre-test also served as an important step to improve the validity of the survey instrument. Based on the results of this process for instrument development, a final survey instrument of the 8-page questionnaire using the Chinese language was decided for the formal survey (Appendix A). The corresponding English version of the questionnaire is also provided in the appendices of this paper (Appendix B). Detailed items in measurement scales or some concrete questions asked in the questionnaire are to be illustrated later in the analysis chapters. This section is only supposed to give a brief introduction about the seven parts included in the questionnaire for the survey.

Part one of the questionnaire asks for social demographic characteristics and personal information about the respondents in the survey.<sup>18</sup> Moreover, a scale of

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<sup>18</sup>This part was placed at the beginning, but not at the end of the survey as it usually is, for the purpose of making the respondents feeling relatively easy to answer the questions in this survey. Those concepts related questions, such as impacts perceptions or development effects, if asked at the beginning, could make the respondents reluctant to continue once they feel the contents may be abstract for their understanding.

community attachment and opinions about local economic situations is included at the end of this part.

Part two asks about attitude and participation of the respondents in the local tourism development. Respondents' supportive attitude and reasons, their participation willingness in tourism operation or management are enquired.

Part three is about the general tourism impacts in the studied region. Items used in the measurement scales for the concerned impacts, including economic, environmental and socio-cultural aspects, were adopted from relevant literature and adapted based on the local context.

Part four, part five and part six enquire information about respondents' opinions and perceptions concerning the interested development effects in this research, namely tourism influences on local agriculture and poverty alleviation related questions, tourism influences on women as well as tourism influences on quality of life in each section. To be noted is, some questions concerning understandings of poverty, opinions about women's role in tourism development, evaluations about some facilitating policies and measures are also included in each of the corresponding parts, so as to gain some in-depth information relevant to the interested issues.

The final section of the questionnaire asked respondents for their opinions about government's role in tourism development. Moreover, respondents are also asked to indicate their satisfaction with current government's work in tourism development.

The survey instrument used in the current study was designed to be a semi-structural questionnaire. For acquiring subjective information in interest, some open-ended questions were included in the above-illustrated parts in the questionnaire. For example, information was enquired concerning reasons about participation in local

tourism, understanding about poverty, understanding about women's empowerment, comments on local government's work, etc.

## **5.6 Data analysis**

In the current study, the collected empirical data were firstly analyzed by applying the software package of the IBM SPSS V.17.0. Beside the general information, results of the interested issues in each part of the questionnaire were acquired mainly through descriptive analysis, T-test and ANOVA-Test. In the second part of data analysis, the empirical data were used for structural equation modelling analysis assessing the specific residents' perception-attitude models proposed in the current study. Data reduction using factor analysis was conducted by applying the IBM SPSS V.17.0. Then SEM analysis was conducted by applying the software package of the IBM SPSS AMOS V. 17.0.

The descriptive analysis results are presented mainly with frequencies or values of means and standard deviations concerning each interested item in the questionnaire. Hence, the general information, respondents' supportive attitude and reasons, their participation willingness and their opinions about government's role in the local tourism development are interpreted mainly based on these results. By examining perceptions of various tourism impacts, beside the values of means and standard deviations, T-test and ANOVA-test were additionally conducted on respondents of various groups distinguished according to some selected factors, including demographic characteristics, tourism familiarity, community attachment and community concern, so as to make a preliminary observation on the influence of these factors to residents' impact perceptions. Since the research interests of the current study are the main constructs in the proposed models, namely, impacts perceptions and attitudes, the influential factors are not included in the model. Hence the analysis of residents' perceptions of tourism's

impacts on issues like agriculture and poverty reduction, women's empowerment and quality of life improvement are then presented again only with general descriptive results.

By assessing the specific perception-attitude models, results of data reduction are presented based on explorative factor analysis. Results of model assessments are reported based on the structural equation modelling analysis, which is to be illustrated in detail at the beginning of the analysis concerning its important issues. Briefly speaking, data normality assessments were conducted prior to further analysis of each model, so as to assure proper estimation method could be selected. Evaluation of the overall measurement model and assessment of the full structural equation model were presented with results of the model fit measures and some other important statistics. Model revisions were conducted with reference of modification indices and substantial justification. As the last step, hypotheses proposed in each specific model were examined concerning their statistical significance.

## Chapter 6

### Study area

Concerning tourism development in the study area, firstly, this chapter presents some general information about Guilin. Then situations in the surveyed counties and rural communities are also reported. The information collected for this chapter was mainly based on local documents, interviews, internet and observation in the field work.

#### 6.1 Introduction about Guilin

Guilin is a well-known cultural city with beautiful natural scenery in southern China and belongs to one of the most popular tourism destinations on the international tourism market. It is located at 109° E longitude and 24° N latitude in the northeast part of the Guangxi Zhuang Autonomous Region, China. Figure 6.1 shows the location of Guilin in Guangxi, China.



**Figure 6.1 Location of Guilin in Guangxi, China.**

Source: <http://www.lycheetravel.com/images/guide/map-of-guilin.gif>

The municipal city of Guilin covers an area of 27 809 km<sup>2</sup>. It administers six districts (Xiufeng, Xiangshan, Diecai, Qixing, Yanshan and Lingui), nine counties (Yangshuo, Lingchuan, Xing'an, Quanzhou, Yongfu, Ziyuan, Guanyang, Pingle and Lipu) and two autonomous counties (Gongcheng and Longsheng). According to the sixth national census in 2010 in China, Guilin has a population of about 4.99 million with about 975 thousand urban population.<sup>19</sup> As an important city in Guangxi, people of various ethnic groups are dwelling in Guilin.<sup>20</sup> The city's population includes about 735 thousand ethnic minority people, which accounts about 15.5% of the total population. Guilin has a humid subtropical climate with short mild winters and long hot summers. The peak season for local tourism is from April to October, with rainy spring, sunny summer and dry autumn. Cool wet weather and low water in winter months make the low tourism season in this region. Most urban area of the Guilin city is on the west bank of the Li River, which originates in the Mao'er Mountains in Xing'an County, flows in the southern direction through Guilin City as well as several counties, and falls into the western tributary of the Pearl River in Wuzhou city, Guangxi. The Li River cruise is one of the most attractive activities for tourists. It is famous for the unique beautiful scenery of hills and river sights, which is situated within a large area of karst topography, especially along the route between Guilin and Yangshuo.

Economic growth in Guilin is relative slow in a long period. Agriculture is traditionally the important economic sector in Guilin. Since the 1950s, industries including electronics, engineering, medicine, rubber, textile and food processing has been developing relative quickly and made a great contribution to the total GDP of the

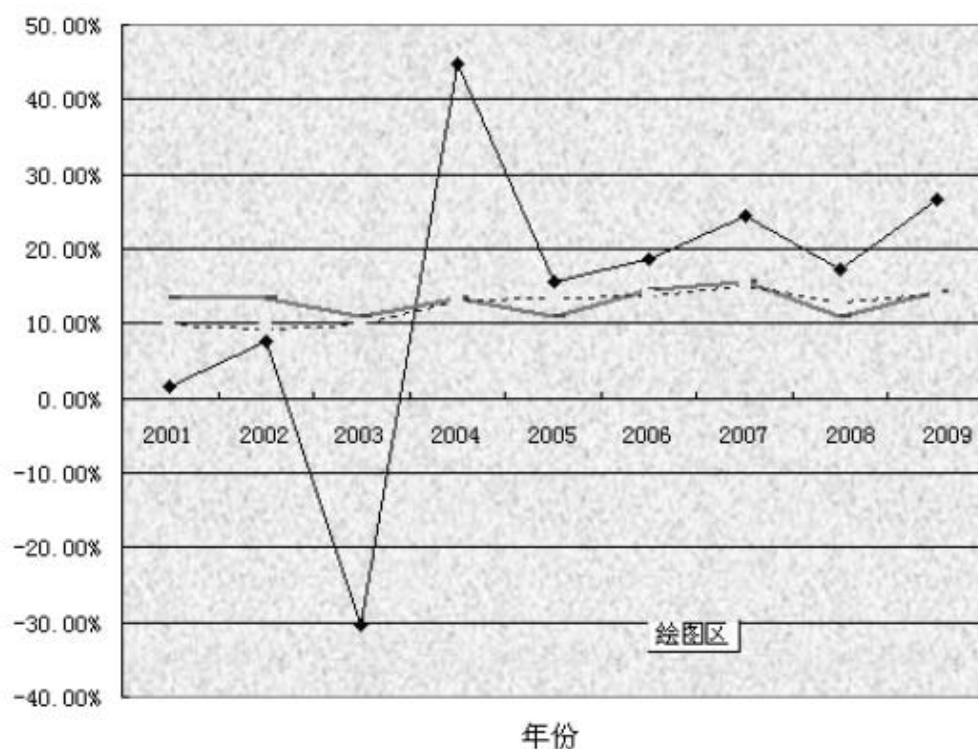
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<sup>19</sup>Data from website: <http://news.guilinlife.com/n/2011-07/27/186228.shtml>.

<sup>20</sup>Guangxi is one of the five autonomous regions of minority ethnics in China, with Zhuang people over 14 million. Other main minority ethnic groups in Guangxi include Dong, Miao, Yao etc.



city. In 1973, the city began to develop tourism services and received its first group of international tourists. It was designated as a tourism scenery city by the state council in 1979 and has received various financial supports under favorable policies from the national central government since the beginning of the 1980s. For a quick expansion of the local tourism, Guilin has experienced a series of infrastructural and supra-structural construction. According to the local statistics, till 2009, Guilin has more than 50 scenic areas which have a day reception capacity exceeding 10 000 tourists. The star hotels in the urban area could meet an accommodation need of about 22 000 tourists a day, and the guest houses of all levels also process an accommodation capacity of about 150 000 tourists a day. The international airport in Guilin has been constructed and expanded to



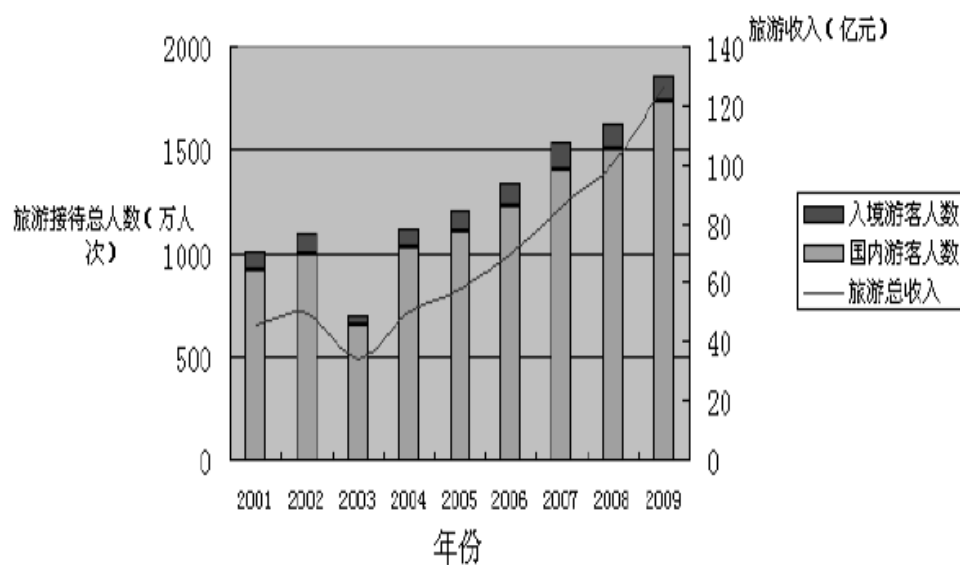
Source: Data from Development Research Center of Guilin

Note:

- ◆ Growth rate of tourism income
- Growth rate of the added value in the tertiary industry
- ..... Growth rate of the GDP (gross domestic product)

Figure 6.2 Tourism income growth rate in Guilin (2001-2009).

meet an annual throughput demand of 10 million passengers. The railway and road transport in Guilin are also to be improved to meet the increasing demand of tourists with the new construction of several high-speed railways and high ways in the next few years. With more than 30 years development, Guilin has become an important tourism destination in China with a relative strong reception capacity. And the local tourism has also experienced a continuing quick growth especially after 2000. Statistics from 2001 to 2009 show that tourism in Guilin generally had a sound growth with relatively high annual growth rate beside a sudden shock in 2003 resulted mainly by the bird influenza (Figure 6.2). Among the source markets, the domestic market has viewed a quick growth with continually increasing tourist numbers (Figure 6.3).



Source: Data from Development Research Center of Guilin

Note:

Left: tourist arrivals (in ten thousand)

Right: tourism income (in hundred million RMB Yuan)

■ International tourist arrivals

■ Domestic tourist arrivals

— Total tourism income

**Figure 6.3 Tourist arrivals and tourism income of Guilin (2001-2009).**

Like other provinces in western regions in China, Guangxi also has been trying to take advantage of the policy implementation of Western China Development and seek

to gain the political support of the central government and utilize their comparative advantageous resources to boost the regional economy. Owing to having unique tourism resources in the region, local governments in Guangxi and Guilin try to include tourism into their overall regional development plan. Indeed, tourism has been regarded as a “strategic pillar industry” for Guilin’s regional development. Statistics show that Guilin’s tourism during the five year period from 2006 to 2010 (the 11<sup>th</sup> FYP) has experienced an impressive rapid development, with an annual growth rate of 13.83% in tourist arrivals number (about 86 million tourists in total), and an annual growth rate of 25.08% in tourism revenue (about 55 000 million RMB Yuan in total). And for the five year period from 2011 to 2015 (the 12<sup>th</sup> FYP), it is expected that the annual growth rate in tourist number would exceed 10% and the annual growth rate in tourism revenue would exceed 15%. With that estimation, the tourism revenue would account for about 10% of the total GDP of Guilin, and employment opportunities relevant with tourism would reach 250 000, with 60 000 employees directly working in tourism sectors.<sup>21</sup>

In the early stage of tourism development, tourism attractions in Guilin were mostly concentrated in its urban area. With the increasing popularity of rural tourism in China, Guilin’s rural tourism has been developing very quickly in the past years. Especially after 2000, the “*Xian Yu*” tourism (“county based” tourism) products promoted by the counties in Guilin, which are mostly associated with diversified special tourism activities taking place in rural areas, such as various local festivals, ethnic cultural experience, scenery park visiting, karst caves adventure, river drifting and etc., have achieved a big success by purely viewing the tourist arrival numbers in these counties. Within a decade, the county-based tourism has become an important part of

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<sup>21</sup>Data from Guilin Tourism Bureau, The 12<sup>th</sup> Five-Year-Plan for Tourism Development in Guilin, 2010.

Guilin's tourism economy. Statistics show that on the county-based tourism market in Guilin, the tourist arrival numbers has increased from about 3 million in 2001 to about 8 million in 2009, which reached about 45% of tourist arrivals in Guilin in the same year; the tourism revenue has increased from about 590 million RMB Yuan in 2001 to about 4900 million RMB Yuan in 2009, which accounted for about 39% of tourism revenue of Guilin in the same year.<sup>22</sup>

As in other regions of China, big income gap exists in the local urban and rural areas of Guilin. The prosperity of county-based tourism in Guilin brings opportunities of income increase for local rural residents within those counties having tourism development plans. Being eager for improving the living standard and daily income, many rural residents here are involved in local tourism development in various forms directly or indirectly. Increasing home-stays, restaurants, shopping stands are operated by local rural residents near to a scenic spot. Hand crafts and souvenir selling by local peasants are quite often seen along the roads within a scenic area. Some local residents also earn money through working as a tour guide for a certain area or providing transportation vehicles such as leasing their own bicycles. Moreover, some tourist attractions are operated by a local corporation or by a non-local investor, which hire a large number of local residents as their employees. With the development of tourism in these counties, local rural residents' lives are inevitably influenced by various impacts of tourism. The influences to their lives are economically, environmentally and socially multi-faceted.

## **6.2 Surveyed counties and rural communities**

Three counties were selected in the current study as the representative sub-cases for studying Guilin's rural residents' perceptions and attitudes in its county-based tourism

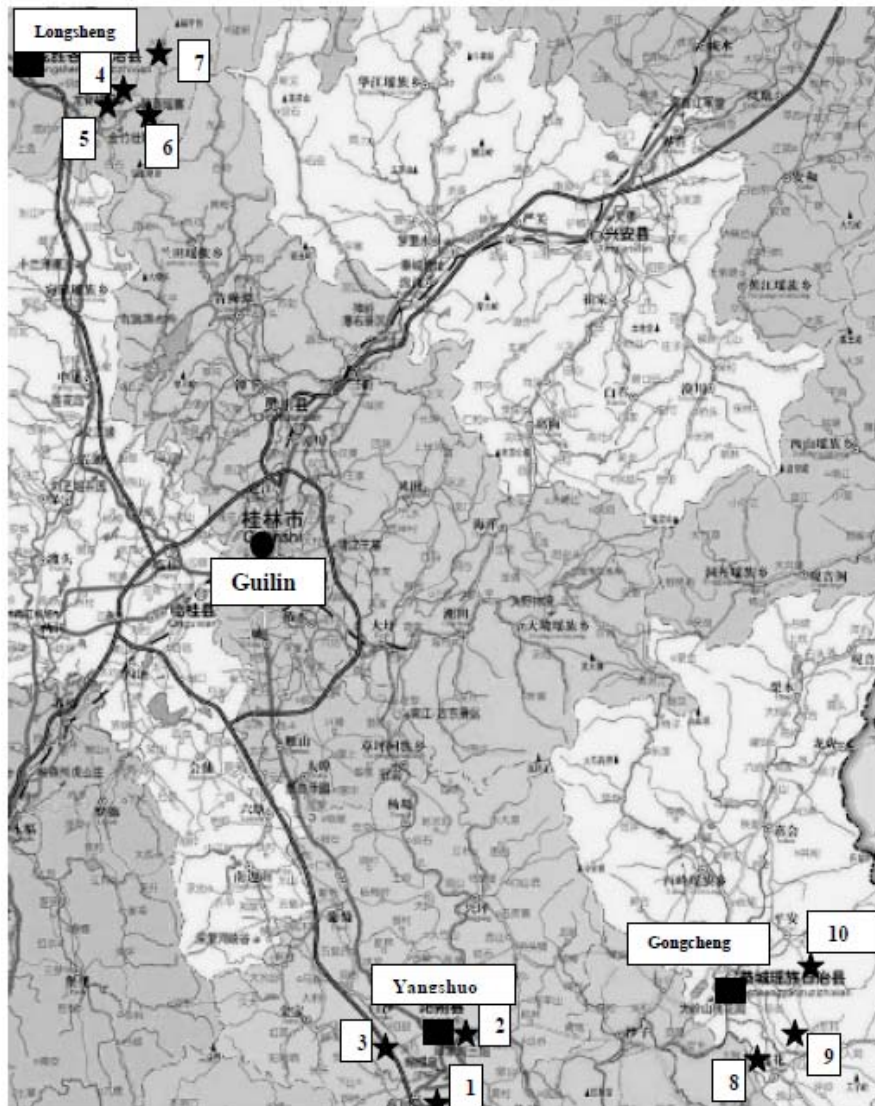
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<sup>22</sup>Data acquired from the Development Research Center of Guilin.

development. They are Yangshuo, Longsheng and Gongcheng. For empirical data collection, a total of ten rural villages in the three counties were defined as the tourism communities to be surveyed in the present research. The concrete local situations of rural tourism in Guilin are expected to be reflected by the three counties with the selected tourism communities. Hence the counties and the communities are to be introduced in this section. The locations of the three counties in Guilin and the ten villages are showed in Figure 6.4.

Some characteristics about these counties need to be noted. Firstly, all the three counties are important destinations in Guilin. With rapid local tourism development, many rural residents in these counties are engaged in some tourism operational activities. Meanwhile, it is advocated that rural residents should also keep on doing agriculture production (which is called as the mode of “*Yi Nong Yi Lü*”). Secondly, the counties have different development history. Yangshuo and Longsheng are the most visited county-based tourism destinations in Guilin and have been developed with a relatively longer period since the early 1990s. As a new-born eco-agricultural tourism destination in Guilin, Gongcheng experiences its quick tourism growth only in recent years in the fever of rural tourism in China. Thirdly, influences of tourism concerning poverty alleviation and women’s development in the counties are frequently reported. According to the information from the local official website, Longsheng belongs to the national level poor counties and Gongcheng was a regional level poor county. Even Yangshuo also had some poor villages to be supported. Moreover, active women’s involvement in tourism operation is observed in the three counties. Fourthly, both Longsheng and Gongcheng are autonomous counties of minority group people. Considering the population composition in Guilin, the under-representation of the minority ethnic people should be avoided in the study. Hence a survey including ethnic

counties may to some extent help to give more attention to minority ethnic people in the study area.



Source of the map: <http://www.chinawook.com/info/show.asp?id=368>

Note: ★ The selected communities

■ The selected counties: Yangshuo, Longsheng and Gongcheng

● Guilin city

**Figure 6.4** The locations of the selected counties and communities.

### Yangshuo

Yangshuo is located 65 Km south to the downtown Guilin. It is a county of Guilin covering an area of 1 428 km<sup>2</sup> with a population of about 310 thousand in 2009. It is traditionally an economically underdeveloped area mainly depending on the agricultural

economy and its agricultural population takes about 90%. Situated within a large area of the Karst topography, Yangshuo has more than 20 000 limestone peaks rising vertically out of a flat plain and lining the Li River. Figure 6.5 shows the typical topography in Yangshuo. Tourism in Yangshuo developed in its initial stage slowly in the late 1970s and the rapid growth began in the 1990s. Statistics shows that the total tourist received in 2009 was about 7.2 million and the tourism revenue counts for 56% of the total county GDP. Beside the famous West Street, which serves as a business centre lying in the town area, settings of main attractions in Yangshuo are mostly located in the rural area of the county. Popular tourism activities include cruises and rafting down the Li River, cycling around local villages, rock climbing. Besides, a night performance “*Impression Sanjie Liu*” showed on a natural Hill-River stage involving more than six hundred actors also attracts lots of visitors who stay overnight. With the prosperity of tourism, local rural residents are involved in tourism business actively. According to the information of local tourism bureau, the number of peasants who are involved in rural tourism exceeded 50 thousand till 2010. More than 300 farmhouse restaurants and more than 100 rural home-stays were registered in operation when the current study was taking place. For its impressive tourism development process, the first China’s sustainable tourism observatory was established there in 2005 by the UNWTO.<sup>23</sup> At the same time, the rapid growth of tourism was also assessed as bringing both opportunities and threats to Yangshuo (UNWTO, 2005).

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<sup>23</sup>“Sustainable tourism observatory” is part of the program of “Global Observatory on Sustainable Tourism” initiated by UNWTO to support development of sustainable tourism policies. A Sustainable Tourism Observatory is established to monitor the environmental and socio-economic impacts of tourism in a destination. With technical support from some academic research institutes, data of selected sustainable tourism indicators suggested by UNWTO are to be collected and reported regularly.



**Figure 6.5 The typical topography in Yangshuo with karst hills**  
(Photographed by the author).

Three rural communities were surveyed in Yangshuo including Li (1), Mushan (2) and Chaoyang (3) (see Figure 6.4). The Li village is about 7 km away from the Yangshuo town and located within the Gaotian Scenic Area with the famous Moon Hill, Big Banyan Tree and several mud bath caves. Since the 1980s, Li village became one of the few communities which got involved in tourism. With quick expansion of rural tourism in Yangshuo in recent years, the domestic tourists increased dramatically and created a huge demand for accommodation, catering and tour guide service. It was reported that the consumption of tourism service by the large amount of tourists have brought great economic benefits to many of the residents who do tourism businesses. Hence the economic gains draw increasing villagers to become involved in tourism. Interview information shows that many residents in Li village who were previously engaged in agricultural production began gradually to drop their farming production. Tourism involvement of Mushan residents is closely related to an outdoor cultural performance *Impression Sanjie Liu*, which was directed by a famous Chinese film



director and was promoted since 2004 by the local government with a direct financial investment. More than 300 performers were employed from the surrounding rural communities for the cultural performance. The resident actors perform their own daily life of fishing and rafting on the water stage and help to create an authentic tourism product which reflects a harmonious local rural lifestyle. The Mushan village is near to the performing site and hence provided most resident actors. Other tourism services including accommodation, catering, fruit sale, traffic and guide service were also provided by Mushan residents. The Chaoyang village is located within the Yulong River Scenic Area. Tourists coming to Yangshuo usually take a waterway trip drifting with a bamboo raft downstream the Yulong River. Being near to the Chaoyang dock, which is an important transfer station in the middle of the drifting route, Chaoyang village is one of the communities which are actively involved in tourism traffic service on the river since the early 2000's. Besides, women in the village are involved in catering service, souvenirs selling and tour guiding.

### Longsheng

Longsheng is about 88 Km north to the downtown Guilin. The county covers an area of 2 538 km<sup>2</sup> with a population of about 174 thousand in 2009. The main minority ethnics in Longsheng include Zhuang, Yao, Miao and Dong, which are about 141 thousand in total. Many local ethnic villages are located in the mountainous area with the mountains of an average altitude of 600 to 800 meters. Generation to generation in the past 650 years, residents in local villages have built up large area of terraced rice fields along the mountain slope, from the riverside up to the mountain top. The scenery of the terraced fields becomes the most classical icon for Longsheng. Figure 6.6 shows the terraced rice fields in Longsheng. Tourism in Longsheng began in the 1990s and developed fast during the last decade. Beside the agro-culture of terraced fields, the main tourism

highlights in Longsheng include the diverse social customs of the local ethnic groups, local hot springs, and a national park reserve. Statistics shows that Longsheng is still very dependent on its second industry and agriculture, although tourism is becoming an important sector in the local economy. With a total of 2500 million RMB Yuan, the contribution of the second industry counted about 58% to the total county GDP in 2009. In the tourism sector, the county received about 1 million tourists who brought tourism revenue of about 413 million RMB Yuan in 2009.



**Figure 6.6 The terraced rice fields in Longsheng** (Photographed by the author).

Four rural communities were surveyed in Longsheng including two Zhuang villages and two Yao villages, they were Ping'an (4) and Longji (5), Huangluo (6) and Dazhai (7) (see Figure 6.4). In the two villages of Zhuang People, Ping'an was involved in the local tourism development in the earliest stage. With the arrival of increasing backpacker tourists in the village, residents in the village began to take a minimum of ticket fee since 1994. To further tap the benefits of tourism, necessary infrastructures were built up under the support of local government. The Longji Terraced Field Scenic Area surrounding the village came into operation in 1998 under the management of a

local tourism corporation, which attracted a large number of tourists to the village. Increasing small hotels and cafes are run by the residents in the village. Some residents dropped the agricultural production and rent residents from neighbor villages for keeping the field to be cultivated. The other Zhuang village is Longji, which is also located within the same scenic area. However, few tourists stayed in Longji because its location may not be so convenient for tourists to reach the main scenic spots, and hence the economic situation here is quite different from that in Ping'an. With the expansion of the local tourism scale, financial support for developing tourism is now also allocated to the Longji village. Residents in the village began to provide service for tourists since about 2009. In the two villages of Yao people, Huangluo has a relative longer history of tourism development. It is situated at a lower location of Lonji Mountain with a river flowing around the village. Women in the village play an important role in tourism development because the village is famous for the very long hair of women. The cultural performance by the Yao women such as folklore singing, dancing and delicious ethnic food cooked by Yao women also attract lots of tourists. Dazhai is a Yao village located near to another famous "Jingkeng" terraced fields. It was still a poor village with an average income per capita per year of about 700 RMB Yuan in 2000. With the arrival of tourists since 2003, it was reported that the average income per capita per year reached about 4000 RMB Yuan in 2010. Under the support of the local tourism bureau and a tourism corporation, some necessary infrastructures were finished in 2003. Financial support for women was in 2010 allocated to the village to build up a cultural performance stage. By getting involved in tourism under regulation, many residents in the villages provide dinner or accommodation for tourists in their family-run home-stays, or provide services such as tour guiding, baggage taking and hand crafts selling.

Besides, residents receive a certain proportion of tickets revenues from the tourism corporation.

### Gongcheng

Gongcheng lies about 108 km southeast to the downtown Guilin. It covers an area of 2149 Km<sup>2</sup> with a population of about 290 thousand in 2009. Gongcheng is not a traditional tourism destination in Guilin. The local economy is dependent mainly on agriculture and industry. Statistics for 2009 show that its revenue of agricultural sectors was about 1950 million RMB Yuan and its revenue of the second industry was 3200 million RMB Yuan. Gongcheng was a poor city in Guilin before the introduction of new technologies in local agricultural in the 1990s. With the development of pig farming, biogas production and fruit planting, the county has experienced a quick economic growth in the past two decades. Gongcheng is now a national fruit production base with citrus and persimmon as the main fruits production. Moreover, it is a national ecological agricultural demonstration county in Guangxi. As a modern agricultural well-off county, Gongcheng began to develop local tourism on the basis of its agricultural success in recent years. Beside the historic heritage sites in the county, the eco-agricultural tourism is strongly promoted on the local county-based tourism market. Various local festivals with agricultural themes are regularly held to draw tourists who are interested in rural tourism. Residents in rural villages are actively engaged in providing tourism services. Statistics show that with a growth rate of 84.2%, the county received about 900 thousand tourists in 2009, and the tourism revenue in the year was about 242 million RMB Yuan. Figure 6.7 shows rural home-stays in Gongcheng.



**Figure 6.7 Rural home-stays in Gongcheng** (Photographed by the author).

Three rural communities were surveyed in Gongcheng including Hongyan (8), Hengshan (9) and Beidongyuan (10) (see Figure 6.4). With the title of “national eco-agricultural tourism demonstration site”, the Hongyan village is the most popular tourism community in Gongcheng. It began to develop tourism since 2003, in the fever of rural tourism in China, residents are interested in earning extra income from agriculture tourism. The investment was made for building up some entertainment facilities around the village, so that urban tourists could come here to enjoy rural life in their leisure time by taking activities such as fishing, fruit collecting, boat drifting or attending the persimmon festival held annually in the community. In about three years, about a half of the households in the village became involved in the operation of farm restaurants or home-stays. Compared to Hongyan, the other two communities do not possess very competitive tourism resources. For expanding local tourism scale, both of them are promoted on the local tourism market as new destination communities located in idyllic scenic areas. Infrastructure improvement and building of tourism facilities have been taken place in Hengshan around 2004. Beidongyuan is a newly built rural

community combining four natural villages in 2007. New buildings with modern facilities and infrastructures were constructed for the village. Residents in both Hengshan and Beidongyuan acquire their income mainly from citrus planting and sale. After the tourism development in the communities, some residents began to provide home-stays to tourists.

## **Chapter 7**

### **Descriptive analysis results of empirical data**

The information collected with the questionnaire survey in the current study is firstly analyzed in this Chapter mainly using descriptive statistics. After an overview of general information, perceptions of complex tourism impacts are reported. Residents' perceptions toward various categories of tourism impacts were presented in positive and negative aspects separately. Meanwhile, to test some factors which may influence residents' impact perceptions, differences among various groups of respondents distinguished according to some selected factors were also examined. Following analysis of general tourism impacts, results of investigation concerning tourism and poverty reduction, tourism and women, as well as tourism and quality of life improvement are illustrated. Respondents' supportive attitude, their participation willingness and their opinions about government's role in the local tourism development are revealed at the end of this chapter.

#### **7.1 General information**

Response rate of the current survey is firstly reported in this part. Respondents' demographic profiles, household characteristics are then described. A data comparison between the demographic information in current study and the rural household information provided in Guilin's statistical yearbook reveals some further characters of the sample data. Moreover, information concerning respondents' tourism relevance and tourism involvement, as well as community attachment and community concern are also illustrated.

##### **7.1.1 Response rate**

Out of 450 questionnaires distributed, 395 questionnaires were collected back and coded firstly. Based on the initial data assessment, 49 of the returned questionnaires

were eliminated due to a large percentage of missing values and 346 questionnaires were usable for the general analysis in this study (N=346). This yielded an initial valid response rate of 76.89% of the survey. Table 7.1 reports the detailed information of response sorted according to the ten communities in the surveyed three counties in this study. As shown in the table, the survey in some of the communities obtained a quite high response rate such as in Hongyan, Dazhai, and Li. This could be interpreted as an active response of the residents in these communities to the tourism related issues. Tourism in these villages has indeed played very important roles in their community development in the recent years, and many of the respondents also expressed their familiarity with such kind of tourism surveys. The Longji village had a lowest response rate, which may be explained with a similar logic since the community was still at the initial stage of tourism development when the survey was conducted. According to the interviewed information, although the village is located relatively near to the local tourism scenery centre and some of the neighbouring villages have been actively involved in tourism development, only several farm home-stays have been operated by a few residents here, and most of the residents were still taking planting and breeding work as their important livelihood. However, the comparatively low response rate of the Ping'an village in the study is hardly to be explained with the same logic. The village was actually a very important tourism community in the Longsheng County with many of the residents engaged in tourism. Nonetheless, many of the contacted respondents were not interested in giving information for this study.

Moreover, what also to be noted is that for the structural equation model analysis to be conducted in this study, the 346 usable questionnaires have to be further evaluated because some of the respondents failed to provide necessary information for the a certain specific model proposed in this study. Based on an evaluation process watching



on the problem of missing data for model establishment, some respondents were further dropped out from the total usable 346 cases. Due to the potential variance between the data included in the general descriptive analysis and in the analysis using specific models, some important profiles of the respondents included in each of the specific models are to be briefly reported in each part respectively as the necessary complementary information to the preliminary analysis based on the total usable questionnaires.

**Table 7.1 Information of response sorted according to communities.**

County	Communities	Households <sup>a</sup>	Distributed questionnaires	Usable sample	Response rate %
	Chaoyang	160	65	54	83,08
	Li	110	30	26	86,67
	Mushan	140	55	45	81,82
	Yangshuo (County sum)	410	150	125	83,33
	Longji	200	50	24	48,00
	Huangluo	60	25	21	84,00
	Ping'an	170	50	25	50,00
	Dazhai	290	25	23	92,00
Longsheng (County sum)	720	150	93	62,00	
	Beidongyuan	(530) <sup>b</sup>	55	45	81,82
	Hengshan	58	30	21	70,00
	Hongyan	95	65	62	95,38
Gongcheng (County sum)	683	150	128	85,33	
Total		1813	450	346	76,89

a. The data of household number is acquired from the interview information. No such official statistics available at the village level.

b. The household number of Beidongyuan is only available for the administrative unit of Beidongyuan which include 4 natural village units. Household numbers of other communities are of natural village unit.

### 7.1.2 Demographic profiles of the respondents

The demographic profiles of respondents in the present survey are detailed in Table 7.2.

Information about residence location show that 36% of respondents were from Yangshuo and 37 % were from Gongcheng, while residents from Longsheng appeared proportionally underrepresented with about 27%. The survey data obtained a gender proportion with about 53% male and 47% female which was also in accordance with the

gender ratio of local population. Regarding representation of minority ethnic groups, information show that about 40% of respondents were Han people and 60% were minority ethnic people. Since the surveyed four communities in Longsheng county are mainly dwelled by Zhuang and Yao ethnic people and Gongcheng is a Yao autonomous county, Yao people counted a relative larger proportion in this sample.

**Table 7.2 Demographic profiles (Personal information) (N=346).**

Variables	Frequency	Valid Percent %	Variables	Frequency	Valid Percent %
<b>County</b>			<b>Occupation</b>		
Yangshuo	125	36,1	Peasant	273	80,5
Longsheng	93	26,9	Worker	4	1,2
Gongcheng	128	37,0	Vocational technician	7	2,1
<b>Gender</b>			Firm employee	7	2,1
Male	179	52,8	Educator	3	,9
Female	160	47,2	Civil servant	2	,6
<b>Ethnic group</b>			Student	18	5,3
Han	131	39,5	Tertiary sector worker	10	2,9
Zhuang	65	19,6	Retiree	1	,3
Yao	135	40,7	Other	14	4,1
Other	1	,3	<b>Length of residence</b>		
<b>Age</b>			<5 years	18	5,6
18-24	56	16,5	5 -10 years	17	5,3
25-34	78	22,9	11-15 years	13	4,0
35-44	78	22,9	>15 years	273	85,0
45-54	72	21,2			
55-64	40	11,8			
65 or above	16	4,7			
<b>Education</b>					
No school education	24	7,1			
Elementary school	72	21,2			
Middle school	146	43,1			
High or vocational school	78	23,0			
College	11	3,2			
University or higher	8	2,4			

The young participants in the survey aged from 18 to 34 years old (about 40%) counted a little bit less than the middle aged participants who were from 35 to 54 years old (44%), and the elder participants of 55 years or above were much less than the younger residents in the communities. Information of residence length indicates that most of the respondents have been living in their communities for more than 15 years (85%), new comers who lived less than 5 years counted only about 6%.

The overall education level of the rural community residence was relatively low. Information reveals that respondents who have attended middle school accounted a large proportion (43%). More than a fifth of participants have only acquired a fundamental education or no school education. Participants with higher education in college or university counted about 6% in the sample. Concerning the usual categories of occupation, more than 80% of the respondents were still doing agricultural farming work, and about 5% were students. Others were engaged in various economic sectors.

### **7.1.3 Household information of the respondents**

Table 7.3 shows some household information of the respondents. Family composed of parents with one or two children counted about a half of the surveyed households (51%). Moreover, bigger families with more than 5 persons, which had usually several generations under one roof, counted also a large proportion (46%). About the main source of household income, survey results revealed that the most important resource was still agricultural production such as planting and breeding. Following that were do business and work locally. Moreover, work at other places could also generate extra income for the whole family. About household income, respondents of the median income range between 3000 to 5000 RMB Yuan counted about 20% of the participants. About 41% of the respondents declared that they earned less than 3,000 Yuan, and 18% quantified an income level higher than the median range but not exceeding 10,000Yuan.

Besides, a proportion of 21 % respondents indicated their income higher than 10,000Yuan.

**Table 7.3 Household information (N=346).**

Variables	Frequency	Valid Percent %
<b>Number of family member</b>		
5 persons or more	153	46,2
2-4 persons	170	51,4
1 person	8	2,4
<b>Annual income per capita of the household (in RMB Yuan)</b>		
< 1,200	47	14,1
1,200-1,500	55	16,5
1,501-3,000	35	10,5
3,001-5,000	67	20,1
5,001-10,000	60	18,0
10,001-20,000	25	7,5
20,001-30,000	16	4,8
30,001-50,000	9	2,7
>50,000	20	6,0
<b>Main source of the household income (Multiple choices possible)</b>		
Planting or breeding	159	46,9
Work at other places	54	15,9
Work locally	88	26,0
Do business	90	26,5
Other	24	7,1

#### **7.1.4 Data comparison with Guilin statistical yearbook**

To gain further knowledge about the conditions of local social economy in recent years, information provided in the officially issued archives of Guilin were also collected. Some basic information of the three interested counties are summarized in Table 7.4, which was derived from the statistical survey on rural households conducted by Guilin's statistical bureau in 2003.

**Table 7.4 Information of rural households in Guilin's yearbook.**

	Percentage %
<b>Gender</b>	
Male	51,9
Female	48,1
<b>Age</b>	
19-30	28,57
31-50	44,23
51-60	14,5
60 above	12,7
<b>Education</b>	
Illiteracy	5,68
Primary school	37,31
Middle school	45,21
High and vocational school	11,47
College or above	0,33
<b>Family size</b>	
Family with 1-2 children	46
Family with 3 children or several generations	41,33
Othr	12,67

Source: Guilin economic and social statistical yearbook 2004

(Self calculated according to data of Yangshuo, Longsheng and Gongcheng)

A comparison of the sample in the current study with the information in the economic and social statistical yearbook of Guilin indicated that the sample data achieved a good representation of the local rural residents' demographic and household profiles. Generally, there was no significant difference with respect to the proportion of gender, age structure, as well as the family size. There could be some similarities and dissimilarities concerning education level. Although the general education level of rural residents were not high and the larger proportion of the respondents were of middle school education level, the proportion of respondents with higher education levels (about 29%) in the sample were much higher than that of the general population (about 12%).

**Table 7.5 Income and consumption of residents in Guilin in 2009 (in RMB Yuan).**

Average annual income or consumption (per capita)	Guilin <sup>a</sup>		Yang-shuo <sup>b</sup>	Long-sheng <sup>b</sup>	Gong-cheng <sup>b</sup>
	Urban	Rural			
Total disposable income	16173	4849			
Total income of rural residents in counties			6899	4145	6018
Cash income of rural residents in counties			6139	2882	5282
Total consumption expenditure	10449	3623			
Total consumption expenditure of rural residents in counties			3609	2880	3621
Food consumption expenditure of rural residents in counties			1655	1641	1632

Source: a. online statistical bulletin

[http://www.guilin.gov.cn/ndgb/tjgb/201011/t20101119\\_266427.htm](http://www.guilin.gov.cn/ndgb/tjgb/201011/t20101119_266427.htm)

b. Guilin economic and social statistical yearbook 2010, according to data of rural economy in Part IV (self made table)

Moreover, when the survey for the current study was conducted in 2011, the available Guilin urban and rural residents' income and consumption information in recent years were also collected. Table 7.5 reports the average annual income and consumption of residents in Guilin for the year 2009. Compared to the data, the respondents in the survey had a similar median income range. What to be noted is that there were a large proportion of respondents declared that they earned less than the median income range in the survey. Their declared average income level was less than the reported average income level of the general population in the three counties. As could be seen, there were big income gaps existing between urban and rural residents, and also between rural residents in communities. Therefore, these sample characters should be kept in mind when reading the results of this study.

### 7.1.5 Relevance to tourism and tourism involvement

Table 7.6 shows information of respondents' relevance to tourism. A large proportion of the participants perceived living near to the local tourism centre and many of the households in the survey had one or more family member having tourism relevant work.

About 78% of respondents considered that they have a certain or high contact frequency with tourists in their daily life. More than a half of the respondents believed that they were familiar with tourism.

**Table 7.6 Tourism relevance (N=346).**

Variables	Frequency	Valid percent %
<b>Any family members doing tourism work</b>		
0	120	38,7
1	53	17,1
2	65	21,0
≥3	39	12,6
All family members	33	9,5
<b>Personal contact with the tourists</b>		
High frequent	101	34,0
Some contact	132	44,4
Low frequent or no contact	64	21,5
<b>Self-reported familiarity</b>		
Very familiar	53	18,3
familiar	103	35,5
Not so familiar	98	33,8
Very unfamiliar	36	12,4
<b>Distance from local tourism center</b>		
Near	124	45,9
Neither near, nor far	118	43,4
Far	29	10,7

Table 7.7 shows information of the respondents who declared that they were doing some tourism relevant work. Most of them were involved in informal tourism sectors as self-employed (73%), and about 27% of the respondents mentioned that they belonged to some of the local tourism organizations. Regarding tourism work type, farm home stay or farm restaurant appeared most popular among the participants. Moreover, selling souvenir or goods to tourists counted also as an important tourism work. Although there was a relative high tourism involvement of residents as indicated from the data, tourism still counted only as a complementary income source for many households, only about 15% of the respondents took tourism as their main household

income source, while about a half of the respondents calculated the tourism income less than 20% in their total household income.

**Table 7.7 Tourism involvement (N=346).**

Variables	Frequency	Valid Percent %
<b>Tourism Employment</b>		
Self-employee	193	72,8
Firm employee	72	27,2
<b>Tourism work type (Multiple choices possible)</b>		
Farm home-stay	150	54,9
Farm restaurant	136	50,0
Retail of souvenir or goods (incl. agricultural goods)	70	25,7
Traffic service	26	9,6
Tourist planting farm operation	51	18,8
Entertainment show	15	5,5
Tour guide	40	14,7
<b>Annual household tourism income (RMB Yuan)</b>		
<1,000	88	30,9
1,000 -3,000	56	19,6
3,001 -5,000	41	14,4
5,001-10,000	24	8,4
10,001-20,000	38	13,3
>20,000	38	13,3
<b>Proportion of tourism income in household income</b>		
<10%	100	34,8
About 10% - 20%	44	15,3
About 21% - 50%	62	21,6
About 51% -80%	38	13,2
≥80%	43	15,0
<b>Member of local tourism organization</b>		
Yes	73	26,7
No	199	72,9

Reasons for not involving in tourism works were searched and are summarized in Table 7.8. As could be seen, the lack of financial support counted as the biggest problem (Table 7.8). Respondents who indicated no interests of tourism work counted only a small proportion of about 10%.



**Table 7.8 Reasons for not doing tourism work (N=346).**

Reasons (Multiple choices possible)	Frequency	Valid percent %
Lack of time	70	23,1
Lack of financial support	117	38,6
Lack of necessary knowledge	55	18,2
Lack of interest	30	9,9
Inconvenience of geographical location	62	20,5
Other reasons	53	17,5

### **7.1.6 Community attachment and community concern**

The level of community attachment and community concern of residents have been identified by researchers as factors which have relations with residents' willingness to support tourism (Gursoy et al. 2002; Jurowski et al 1997; McCool & Martin 1994; Um & Crompton, 1987). As aforementioned, contradictory relations have been found concerning this two variables in different studies. The current study also tried to collect relevant information in the survey. Respectively, a total of 6 attachment-items using value statements and 4 concern-items reflecting the frequently mentioned local issues were measured with a four-point Likert scale ranging from 1 being strongly disagree to 4 being strong agree. The neither nor choice was purposely left out in attempting to distinguish respondents into groups of the attached or the non-attached and the concerned or the non-concerned.

Regarding community attachment, information in Table 7.9 reveals that among the items which had similar high mean values, the two statements "I would be glad to make some contribution to the development of my community" and "I pay a lot of attention the changes in my community" were highest rated with 3.48 and 3.47 respectively. The statement "I would not like to move to other places" got a relatively lower score but still above the value of 3, about 20% of the respondents indicated they

were non-attached in this respect. Generally, the descriptive analysis and the grand mean value of the attachment items (M=3.39) indicate that the community attachment level of total respondents in the survey were moderately high.

**Table 7.9 Results of community attachment.**

Attachment items	Non-attached Frequency (%)	Attached Frequency (%)	Mean (S.D.)
1. I am very proud of the community (village) where I live.	28 (8,2)	314 (91,8)	3,40 (.738)
2. I feel comfortable of being living here.	30 (8,8)	310 (91,2)	3,36 (.741)
3. I would not like to move to other places.	67 (19,9)	270 (80,1)	3,14 (1,026)
4. I pay a lot of attention to the changes in my community.	22 (6,5)	314 (93,5)	3,47 (.682)
5. I would be glad to make some contribution to the development of my community.	16 (4,7)	323 (95,3)	3,48 (.663)
6. I follow the local community tourism development with interest.	22 (6,5)	316 (93,5)	3,43 (.695)
<b>Grand mean</b>			<b>3,39</b>

Note: 1= strongly disagree, 2= disagree, 3= agree, 4= strongly agree  
Non-attached:  $\leq 2$ , Attached:  $\geq 3$ .

Regarding local social and economic development needs, information in Table 7.10 show that three of the selected issues were agreed by most of the respondents, only the statement “ the loss of the local labours should be prevented” were not agreed by many respondents. A further investigation reveals that this problem was especially not concerned in Yangshuo, where about 49% of the respondents from this county were not agreed with it, while in Longsheng and Gongcheng the corresponding proportions were

27% and 24% respectively. Moreover, all of the respondents from Longsheng agreed that the local communities need more cultural life diversification, and about 98% of them also expressed their concerns on education conditions in their communities. With the problem of local labour loss as an exception, the mean values of each item and the grand mean of the concern items (M=3.32) indicate that the investigated local development issues were indeed concerned by most of the respondents in the survey.

**Table 7.10 Results of community concern.**

Concern items	Non-concerned Frequency (%)	Concerned Frequency (%)	Mean (S.D.)
1. It is necessary to increase the local employment opportunity.	37 (11,1)	295 (88,9)	3,30 (.776)
2. The loss of the local labors should be prevented.	115 (33,8)	225 (66,2)	2,84 (.979)
3. The local educational conditions should be enhanced.	16 (4,7)	323 (95,3)	3,56 (.624)
4. The local cultural life should be more diversified.	14 (4,1)	326 (95,9)	3,61 (.645)
Grand mean			3,32

Note: 1= strongly disagree, 2= disagree, 3= agree, 4= strongly agree  
Non-concerned:  $\leq 2$ , Concerned:  $\geq 3$ .

## 7.2 Perceptions of general impacts

In the current study, complex tourism impacts were observed in both positive and negative aspects regarding tourism's economic, environmental and social cultural influences. Items in the measurement scales were adopted from the relevant literature and modified based on the local contexts. A five point Likert scale was used for measuring residents' perceptions on the impacts ranged from 1 being strongly disagreed to 5 being strongly agreed. Hence a score of 3 indicated a neutral perception to the

related item and a score above 3 in positive impacts or negative impacts indicates a corresponding positive or negative perception toward tourism. Descriptive analysis of various impacts regarding economic, environmental and socio-cultural categories was conducted separately and reported using mean value, standard deviation and grand mean. Moreover, T-test and One-Way Analysis of Variance (ANOVA) were also applied to investigate differences of perceptions existed among the heterogeneous community residents.<sup>24</sup> The relevant variables used for differentiating groups of residents included intrinsic and extrinsic factors such as demographic characteristics, self-assessed tourism familiarity, community attachment and community concern. Results of the analysis are reported in the following text.

### **7.2.1 Positive economic impacts**

Statements adopted for positive economic impacts are shown in Table 7.11. The descriptive analysis for the 10 corresponding items used in the measurement scale are reported in Table 7.12. Based on the mean values of total respondents, it could be seen that respondents' positive perceptions regarding both personal income increase and urbanization process were most strongly indicated with their highest values ( $M=4.19$ ). Respondents also confirmed that tourism could promote some particular industries which enjoy local comparative advantages ( $M=4.17$ ) and make great contribution to the local GDP growth ( $M=4.15$ ). Positive impacts of tourism on other industry sectors in local economy have also been confirmed although the perceptions about impacts on agriculture may be more divergent. Income increase especially in tourism sectors were

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<sup>24</sup>Independent samples T-test was conducted between every two groups of respondents such as male or female. One-way ANOVA was conducted on respondents from the three counties. Further comparisons of the groups were based on the test results of homogeneity of variances, LSD method was used when equal variances assumed and Tamhane's T2 method was used when equal variances not assumed.

**Table 7.11 Measurement of positive economic impacts.**

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Positive economic impacts

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1. Tourism increases local residents' personal income.
2. Tourism increases local residents' work opportunity.
3. Tourism contributes to local economic development (local GDP growth).
4. Tourism enhances the process of urbanization of the local area.
5. Tourism enhances the particular industries which could make use of the local comparative advantages.
6. Tourism development increases personal income of the employees in tourism sectors.
7. Tourism gives impetus to local agricultural development.
8. Tourism gives impetus to local tertiary industry development.
9. Tourism attracts more people come to do small business.
10. Tourism attracts investment from large firms.

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Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

highlighted (M=4.12). Comparatively, stimulation of small business were more obvious than drawing investment from large firms. Generally, the grand mean of items (M=4.075) shows that the respondents had overall moderately strong perceptions to these positive economic impacts in the local tourism development.

Regarding perceptions among different groups of residents, no significant difference was found between male and female respondents although female respondents rated generally higher scores than man with more of the mentioned items. In different ethnic groups, significant differences were found concerning items 1,3,5,7,8 which were mainly about personal income and local GDP increase as well as positive stimulation on other industrial sectors in the local economy. The mean values of these items indicate that the minority group people had much more positive perceptions in the

related aspects than the Han people. Moreover, results show that significant differences in various respects also existed among respondents with different levels of tourism familiarity, community attachment and community concern. For example, it could be found that respondents in the community attached group gave overall higher scores than those non-attached respondents. Similar positive relations were also found with the respondents who were concerned about the community issues. Hence the more attached and more concerned respondents seemed to have overall stronger perceptions on positive economic impacts in the study. Results of ANOVA conducted on respondents from different counties also reveal significant different perceptions regarding the positive impacts. For example, regarding personal income increase and GDP growth, respondents from Longsheng and Gongcheng had much more stronger positive perceptions than those from Yangshuo, while concerning enhancement of industry with local competitive advantages, statistically significant differences existed between each two of the counties, whereby Gongcheng residents had evaluated the item with highest degree of agreement ( $M=4.47$ ), Longsheng and Yangshuo residents had the lower degree of agreement.

**Table 7.12 Positive economic impacts (N=346).**

Items	Total Mean (S.D.)	Gender				Ethnic groups				County				
		Male	Female	T-test		Zhuang Yao and Other	Han	T-test		Yang-shuo	Long-sheng	Gong-cheng	Anova-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
1. Income increase	4,19 (,866)	4,16 (,927)	4,24 (,799)	-,830	,407	4,31 (,744)	4,01 (1,004)	3,137	,002*	3,94 (,994)	4,22 (,858)	4,40 (,658)	9,295	,000*
2. Employ. opportunity	4,09 (,891)	4,06 (,922)	4,14 (,860)	-,762	,447	4,16 (,856)	4,00 (,953)	1,615	,107	3,88 (1,005)	4,01 (,928)	4,35 (,659)	9,551	,000*
3. GDP growth	4,15 (,808)	4,18 (,822)	4,13 (,798)	,644	,520	4,26 (,724)	3,98 (,914)	3,072	,002*	3,88 (,950)	4,19 (,709)	4,37 (,640)	12,144	,000*
4. Urbanization enhancement	4,19 (,859)	4,16 (,921)	4,24 (,783)	-,890	,374	4,22 (,879)	4,15 (,821)	,785	,433	4,08 (,833)	4,01 (1,044)	4,41 (,681)	7,207	,001*
5. Enhancement of competitive industry	4,17 (,878)	4,15 (,953)	4,21 (,785)	-,670	,503	4,31 (,782)	3,98 (,984)	3,388	,001*	3,84 (,983)	4,19 (,842)	4,47 (,666)	17,237	,000*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.12 Positive economic impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Gender			Ethnic groups				County					
		Male	Female	T-test	Zhuang Yao and Other	Han	T-test	Yang-shuo	Long-sheng	Gong-cheng	Anova-test			
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
6. Tourism income increase	4,12 (,866)	4,11 (,952)	4,15 (,748)	-,442	,659	4,17 (,804)	4,04 (,963)	1,365	,173	3,99 (,962)	4,17 (,783)	4,20 (,817)	1,966	,142
7. Agric. stimulation	4,00 (1,030)	4,02 (1,045)	4,02 (,997)	,033	,973	4,09 (,967)	3,84 (1,127)	2,125	,034*	3,70 (1,200)	3,98 (1,017)	4,30 (,755)	10,843	,000*
8. Tertiary Industry stimulation	4,07 (,942)	4,09 (,987)	4,08 (,885)	,114	,910	4,17 (,868)	3,90 (1,052)	2,521	,012*	3,75 (1,116)	4,14 (,847)	4,32 (,714)	12,242	,000*
9. Small business stimulation	3,81 (1,029)	3,78 (1,080)	3,86 (,974)	-,719	,473	3,79 (1,068)	3,81 (,998)	-,214	,831	3,74 (1,045)	3,79 (1,071)	3,88 (,985)	,570	,566
10. Large firm's investment	3,66 (1,140)	3,60 (1,133)	3,73 (1,153)	-1,075	,283	3,70 (1,118)	3,62 (1,190)	,560	,576	3,68 (1,166)	3,79 (1,050)	3,54 (1,174)	1,215	,298
<b>Grand mean</b>	4,075													

\*Statistically significant at the 0.05 level (2-tailed).



**Table 7.12 Positive economic impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
1. Income increase	4,19 (,866)	4,11 (,838)	4,34 (,803)	-2,358	,019*	4,30 (,770)	3,69 (,962)	4,903	,000*	4,28 (,755)	3,58 (1,096)	4,029	,000*
2. Employ. opportunity	4,09 (,891)	3,99 (,899)	4,22 (,858)	-2,139	,033*	4,23 (,790)	3,45 (1,062)	4,887	,000*	4,16 (,826)	3,63 (1,092)	3,063	,004*
3. GDP growth	4,15 (,808)	4,03 (,787)	4,31 (,774)	-2,998	,003*	4,28 (,693)	3,60 (,917)	4,851	,000*	4,21 (,736)	3,66 (1,087)	3,154	,003*
4. Urbanization enhancement	4,19 (,859)	4,13 (,823)	4,29 (,858)	-1,603	,110	4,31 (,770)	3,73 (,974)	4,586	,000*	4,27 (,769)	3,72 (1,141)	3,069	,004*
5. Enhancement of competitive industry	4,17 (,878)	4,16 (,805)	4,32 (,837)	-1,719	,087	4,32 (,756)	3,63 (1,003)	4,564	,000*	4,23 (,819)	3,74 (1,106)	2,792	,007*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.12 Positive economic impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
6. Tourism income increase	4,12 (,866)	4,11 (,781)	4,20 (,906)	-,870	,385	4,25 (,783)	3,44 (1,009)	5,278	,000*	4,17 (,842)	3,69 (,924)	3,408	,001*
7. Agric. stimulation	4,00 (1,030)	3,93 (,921)	4,18 (1,030)	-2,120	,035*	4,18 (,911)	3,24 (1,158)	5,215	,000*	4,10 (,946)	3,29 (1,250)	3,993	,000*
8. Tertiary Industry stimulation	4,07 (,942)	3,99 (,861)	4,22 (,968)	-2,110	,036*	4,24 (,807)	3,31 (1,176)	5,335	,000*	4,16 (,880)	3,43 (1,129)	4,006	,000*
9. Small business stimulation	3,81 (1,029)	3,72 (,974)	3,94 (1,044)	-1,864	,063	3,94 (,973)	3,37 (1,093)	3,689	,000*	3,93 (,970)	3,14 (1,187)	4,794	,000*
10. Large firm's investment	3,66 (1,140)	3,50 (1,206)	3,80 (1,090)	-2,145	,033*	3,76 (1,114)	3,41 (1,189)	2,034	,043*	3,73 (1,125)	3,26 (1,197)	2,543	,011*
Grand mean	4,075												

\*Statistically significant at the 0.05 level (2-tailed).

### 7.2.2 Negative economic impacts

Statements adopted for negative economic impacts are showed in Table 7.13. The descriptive analysis for the 5 corresponding items used in the measurement scale are reported in Table 7.14. The mean values show that respondents' most obvious negative perception was the higher cost of living, the item was however only moderately high rated (M=3.66). Negative perceptions followed were seasonal income difference and over dependence on tourism (M=3.49) as well as intensified competition resulted by increasing outsiders (M=3.39). Generally, respondents' opinions about each of the items were quite divergent and the grand mean (M=3.346) indicates that all of the listed negative impacts were hold as true by respondents in the local communities, however they were perceived with a much weaker degree compared with the perceptions of the positive economic impacts.

**Table 7.13 Measurement of negative economic impacts.**

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Negative economic impacts
1. Tourism brings benefits only to a few people in the local area.
2. Tourism draws outsiders who intensify competition in the local market.
3. Tourism leads to larger income gap.
4. Tourism causes prices increase and higher cost of living in the local area.
5. Tourism aggravates seasonal income difference of the local residents who are over-dependent on tourism income.

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Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

Results of T-tests indicate no statistical difference between male and female respondents although female respondents had generally higher mean values with each item than male respondents. Factors such as familiarity or community attachment didn't have any relations with respondent's negative perceptions either. Regarding seasonal income and overdependence, significant difference existed between respondents who

were distinguished by level of community concern, whereby the concerned respondents were obviously more agreed with this problem. Moreover, more significant differences were found between Han people and minority groups. Lower mean values rated by the minority ethnic people indicate that they perceived less strongly the negative impacts concerning competition of outsiders, income gap and higher cost of living than the Han people. Based on the results of ANOVA, significant differences of negative economic perceptions were found existing among respondents from different counties. Generally, most of the problems mentioned were most strongly perceived in Yangshuo and least strongly perceived in Gongcheng. Particularly, the mean values for income gap show residents' disagreement with the statement in Longsheng and Gongcheng ( $M=2.91$  and  $M=2.84$  respectively), which was also in accordance with the value rated by minority ethnic respondents for the corresponding item ( $M=2.90$ ). Besides, the item "Tourism brings benefits only to a few people in local area" was agreed with mean values higher than 3 in Longsheng than in Yangshuo, on the contrast, the respondents from Gongcheng were not agreed with this item ( $M=2.76$ ).

**Table 7.14 Negative economic impacts (N=346).**

Items	Total Mean (S.D.)	Gender				Ethnic groups				County				
		Male	Female	T-test		Zhuang Yao and other	Han	T-test		Yangshuo	Longsheng	Gongcheng	Anova-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
1. Benefits only for few people	3,10 (1,302)	3,02 (1,383)	3,18 (1,217)	-1,132	,258	3,06 (1,346)	3,15 (1,253)	-,564	,573	3,24 (1,235)	3,40 (1,338)	2,76 (1,275)	7,618	,001*
2. Competition of outsiders	3,39 (1,243)	3,32 (1,253)	3,45 (1,221)	-1,007	,315	3,25 (1,265)	3,57 (1,198)	-2,235	,026*	3,69 (1,071)	3,31 (1,295)	3,15 (1,305)	6,418	,002*
3. Income gap	3,06 (1,373)	2,94 (1,415)	3,20 (1,313)	-1,770	,078	2,90 (1,384)	3,25 (1,315)	-2,278	,023*	3,40 (1,238)	2,91 (1,458)	2,84 (1,379)	6,194	,002*
4. Higher cost of living	3,66 (1,264)	3,56 (1,314)	3,76 (1,204)	-1,469	,143	3,46 (1,275)	3,96 (1,190)	-3,590	,000*	4,14 (1,023)	3,70 (1,200)	3,17 (1,341)	20,456	,000*
5. Seasonal income and over dependence	3,49 (1,256)	3,35 (1,304)	3,62 (1,200)	-1,951	,052	3,39 (1,280)	3,66 (1,214)	-1,879	,061	3,76 (1,102)	3,68 (1,140)	3,09 (1,375)	11,109	,000*
Grand mean	3,346													

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.14 Negative economic impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
1. Benefits only for few people	3,10 (1,302)	3,28 (1,228)	3,01 (1,370)	1,787	,075	3,06 (1,318)	3,33 (1,179)	-1,305	,193	3,09 (1,299)	3,05 (1,308)	,201	,841
2. Competition of outsiders	3,39 (1,243)	3,38 (1,186)	3,42 (1,301)	-,246	,806	3,40 (1,242)	3,33 (1,209)	,344	,731	3,46 (1,231)	3,07 (1,218)	1,898	,059
3. Income gap	3,06 (1,373)	3,19 (1,354)	3,02 (1,426)	1,030	,304	3,03 (1,399)	3,27 (1,221)	-1,122	,263	3,09 (1,358)	2,88 (1,418)	,901	,368
4. Higher cost of living	3,66 (1,264)	3,62 (1,278)	3,81 (1,232)	-1,274	,204	3,68 (1,254)	3,67 (1,231)	,048	,962	3,71 (1,252)	3,42 (1,277)	1,438	,151
5. Seasonal income and over dependence	3,49 (1,256)	3,44 (1,256)	3,66 (1,236)	-1,492	,137	3,52 (1,257)	3,45 (1,174)	,379	,705	3,55 (1,241)	3,12 (1,295)	2,130	,034*
Grand mean	3,346												

\*Statistically significant at the 0.05 level (2-tailed).

### 7.2.3 Positive environmental impacts

A total of 9 statements for positive environmental impacts are showed in Table 7.15. The descriptive analysis with coresponding items used in the measurement scale are reported in Table 7.16. Comparison of the mean values shows that residents' most strong perceptions on tourism's positive environmental imapcts were related with improvement in the living environment. Enhancement of infrastructure concerning the

**Table 7.15 Measurement of positive environmental impacts.**

Positive environmental impacts
1. Tourism improves local natural environment by encouraging environmental protection.
2. Tourism restrains activities of over-exploitation of local water and forest resources.
3. Tourism stimulates improvement of local traffic and transport infrastructure.
4. Tourism stimulates improvement of local public utilities infrastructure, such as water and electricity supply and communication services.
5. Tourism pushes improvement of local hygiene situation.
6. Tourism enhances the local residents' environmental protection awareness.
7. Tourism draws more attention of government work on environment.
8. Tourism stimulates preservation of the human environment.
9. Tourism enhances protection of local architectures and authenticity of area appearance.

Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

local public utilities in water, electricity supply and communication services got the highest rate (M=4.08). Moreover, intensiver environmental protection work of government, improvement in transport infrastructure and local hygine situation, as well as enhanced environment awareness of residents were also confirmed with relative higher ratings. Concerning the natural environment, it was generally agreed that tourism could heip to improve local natural environment through encouragement for

environmental protection, and the over-exploitation of natural resources could be restrained because of tourism development. However, a relative big discrepancy of opinions was found among the residents. . Generally, the grand mean of items ( $M=3.93$ ) shows that the respondents perceived only a moderate degree of tourism's positive environmental impacts.

By examining perceptions among different group of residents, results of T-test show that no significant difference was found between male and female respondents, or between respondents with different levels of tourism familiarity. In different ethnic groups, significant differences were found concerning most of the listed items, but no significant difference was found concerning items about natural environment. The Zhuang and Yao people had generally stronger perceptions of improvement in living environment. Moreover, results of comparison show that statistical significant differences existed among respondents with different levels of community attachment and community concern. Similar to perceptions on positive economic impacts, respondents in the community attached group and respondents who were concerned about the community issues gave overall higher scores. Hence the more attached and more concerned respondents seemed to have overall stronger perceptions on positive environmental impacts in the study. Results of ANOVA reveal significant different perceptions among respondents from different counties. As could be seen from Table 7.16, residents in Gongcheng County gave generally higher scores concerning all items and hence had overall stronger perceptions than residents in other two counties on tourism's positive natural and living environmental impacts in their communities.



**Table 7.16 Positive environmental impacts (N=346).**

Items	Total Mean (S.D.)	Gender			Ethnic groups				County					
		Male Mean (S.D.)	Female Mean (S.D.)	T-test t	P 2-tailed	Zhuang Yao and other Mean (S.D.)	Han Mean (S.D.)	T-test t	P 2-tailed	Yang-shuo Mean (S.D.)	Long-sheng Mean (S.D.)	Gong-cheng Mean (S.D.)	Anova-test F	P 2-tailed
1. Enhanced natural environmental protection	3,69 (1,202)	3,73 (1,271)	3,69 (1,096)	,304	,762	3,77 (1,202)	3,55 (1,221)	1,667	,097	3,38 (1,215)	3,43 (1,411)	4,17 (,827)	18,211	,000*
2. Restraint of over-exploitation	3,80 (1,069)	3,74 (1,173)	3,90 (,925)	-1,400	,162	3,86 (1,065)	3,72 (1,107)	1,137	,256	3,63 (1,144)	3,55 (1,197)	4,15 (,777)	11,395	,000*
3. Improved infrastructure	3,99 (1,063)	4,03 (1,063)	3,96 (1,071)	,569	,569	4,19 (,871)	3,67 (1,270)	4,055	,000*	3,48 (1,272)	4,02 (,977)	4,45 (,587)	30,312	,000*
4. Improved pub. utilities	4,08 (,923)	4,09 (,955)	4,08 (,900)	,152	,879	4,26 (,757)	3,81 (1,089)	4,121	,000*	3,66 (1,078)	4,13 (,842)	4,45 (,599)	26,395	,000*
5. Improved hygiene	3,95 (1,049)	3,97 (1,077)	3,94 (1,036)	,253	,800	4,11 (,984)	3,71 (1,126)	3,333	,001*	3,51 (1,108)	3,76 (1,139)	4,50 (,589)	35,324	,000*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.16 Positive environmental impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Gender			Ethnic groups				County					
		Male	Female	T-test	Zhuang Yao and other	Han	T-test	Yang-shuo	Long-sheng	Gong-cheng	Anova-test			
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
6. Resident's environmental awareness	3,96 (1,024)	3,97 (1,063)	3,95 (,996)	,198	,843	4,07 (,918)	3,76 (1,171)	2,598	,010*	3,54 (1,140)	3,85 (1,021)	4,43 (,650)	28,104	,000*
7. Government work for environment	4,01 (1,015)	3,98 (1,079)	4,06 (,922)	-,672	,502	4,17 (,893)	3,77 (1,167)	3,304	,001*	3,62 (1,195)	4,01 (,937)	4,38 (,701)	19,065	,000*
8. Human environment preservation	3,86 (1,071)	3,79 (1,141)	3,94 (,995)	-1,323	,187	3,99 (1,003)	3,64 (1,165)	2,808	,005*	3,48 (1,181)	3,82 (1,034)	4,24 (,840)	16,759	,000*
9. Architectures and authenticity	3,78 (1,133)	3,73 (1,203)	3,84 (1,063)	-,875	,382	3,92 (1,017)	3,58 (1,299)	2,512	,013*	3,40 (1,261)	3,73 (1,058)	4,18 (,903)	16,365	,000*
Grand mean	3,934													

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.16 Positive environmental impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
1. Enhanced natural environmental protection	3,69 (1,202)	3,68 (1,093)	3,71 (1,284)	-,190	,850	3,82 (1,169)	3,20 (1,241)	3,359	,001*	3,78 (1,172)	3,14 (1,265)	3,308	,001*
2. Restraint of over-exploitation	3,80 (1,069)	3,78 (1,021)	3,87 (1,091)	-,746	,456	3,93 (1,009)	3,35 (1,091)	3,668	,000*	3,86 (1,037)	3,51 (1,183)	1,995	,047*
3. Improved infrastructure	3,99 (1,063)	3,98 (1,088)	4,01 (1,048)	-,172	,864	4,13 (,933)	3,37 (1,253)	4,062	,000*	4,04 (1,036)	3,49 (1,142)	3,223	,001*
4. Improved pub. utilities	4,08 (,923)	4,11 (,914)	4,09 (,910)	,147	,883	4,22 (,784)	3,51 (1,244)	3,874	,000*	4,12 (,880)	3,79 (1,081)	2,244	,025*
5. Improved hygiene	3,95 (1,049)	3,99 (1,034)	3,92 (1,082)	,558	,577	4,11 (,928)	3,33 (1,136)	4,466	,000*	4,01 (1,021)	3,43 (1,151)	3,101	,003*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.16 Positive environmental impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
6. Resident's environmental awareness	3,96 (1,024)	4,03 (,984)	3,97 (1,053)	,518	,605	4,13 (,916)	3,24 (1,071)	5,410	,000*	4,02 (,998)	3,44 (1,140)	3,153	,003*
7. Government work for environment	4,01 (1,015)	4,08 (,860)	4,01 (1,85)	,605	,546	4,17 (,912)	3,35 (1,139)	4,683	,000*	4,07 (,963)	3,64 (1,206)	2,198	,033*
8. Human environment preservation	3,86 (1,071)	3,88 (,945)	3,88 (1,149)	-,042	,966	4,00 (1,011)	3,19 (1,085)	5,072	,000*	3,98 (1,003)	3,15 (1,131)	4,858	,000*
9. Architectures and authenticity	3,78 (1,133)	3,86 (,998)	3,76 (1,202)	,720	,472	3,96 (1,052)	2,88 (1,196)	6,430	,000*	3,88 (1,087)	3,16 (1,214)	3,948	,000*
Grand mean	3,934												

\*Statistically significant at the 0.05 level (2-tailed).

#### 7.2.4 Negative environmental impacts

Statements adopted for negative environmental impacts are showed in Table 7.17. The descriptive analysis for the 10 corresponding items used in the measurement scale are reported in Table 7.18. Based on the mean values of total respondents, it could be seen that the pollutions caused by tourism traffic, improper tourism business operation and increased noise and litter werer confirmed by residents, other kind of negative environmental impacts of tourism were not agreed given that the mean values rated for the relative items didn't exceed the value of 3. The grand mean (M=3.01) shows that

**Table 7.17 Measurement of negative environmental impacts.**

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Negative environmental impacts
1. Tourism traffic brings more natural environmental pollution (air or water, etc).
2. Improper operational practices in tourism sectors bring pollution (unqualified sewage treatment, etc.).
3. Tourism deteriorates living environment such as noise and litter increases.
4. Tourist increase intensifies risks of diseases spread.
5. Tourism decreases access opportunities to recreation utilities of local residents.
6. Tourism leads to local traffic congestion and crowding.
7. Large number of tourists causes tension in water and electricity consumption.
8. Tourism facilities causes discord of local traditional appearance.
9. Tourism intensifies overexploitation of local resources.
10. Large number of tourists intensifies difficulties of farm field protection.

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Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree

the negative environmental impacts of tourism were perceived by the local residents with a weak strength. However, as could be seen, values of the standard deviations show that there existed indeed great discrepancies of opinions concerning these negative

impacts. This indicates that the negative environmental impacts were perceived obviously stronger by some of the respondents in the current study.

By examining the heterogeneous perceptions of respondents grouped by various intrinsic or extrinsic variables, statistically significant differences were found concerning specific items within specific groups. For example, female respondents had generally stronger perceptions about the negative environmental impacts, especially concerning the problem of various pollutions, diseases, and decreased access of residents to local utilities. The mean values show that Han people perceived the negative environmental impacts stronger than minority ethnic groups of people and statistically significant differences were found with most of the mentioned impacts. Results of ANOVA reveal significant differences in perceptions of residents from different counties concerning the overall negative environmental impacts. Again, residents in Yangshuo agreed with the existence of the negative impacts with higher rating values, and residents in Gongcheng didn't agree with most of the listed impacts items hence they perceived the negative environmental impacts most weakly. Situations in Longsheng rated by their residents were positioned at a middle level in the current study. Besides, results of T-test show that no statistical significant differences were found concerning most of the negative environmental impacts perceptions among respondents of different groups characterized by tourism familiarity, community attachment and community concern. The only exception was the problem of resources overexploitation. With statistically significant difference, resources overexploitation was much stronger perceived by residents with higher level of community concern.

**Table 7.18 Negative environmental impacts (N=346).**

Items	Total Mean (S.D.)	Gender			Ethnic groups				County					
		Male Mean (S.D.)	Female Mean (S.D.)	T-test t	P 2-tailed	Zhuang and other Mean (S.D.)	Han Mean (S.D.)	T-test t	P 2-tailed	Yang-shuo Mean (S.D.)	Long-sheng Mean (S.D.)	Gong-cheng Mean (S.D.)	Anova-test	
													F	P 2-tailed
1. Tourism traffic caused environmental pollution	3,47 (1,233)	3,28 (1,288)	3,66 (1,163)	-2,804	,005*	3,38 (1,260)	3,58 (1,206)	-1,408	,160	3,78 (1,117)	3,55 (1,413)	3,12 (1,120)	9,708	,000*
2. Improper tourism operation resulted pollution	3,32 (1,296)	3,21 (1,340)	3,44 (1,244)	-1,669	,096	3,13 (1,297)	3,56 (1,266)	-2,974	,003*	3,74 (1,172)	3,40 (1,452)	2,85 (1,141)	16,344	,000*
3. Noise and litter pollution	3,28 (1,323)	3,11 (1,368)	3,46 (1,264)	-2,417	,016*	3,06 (1,317)	3,60 (1,277)	-3,717	,000*	3,83 (1,160)	3,21 (1,473)	2,80 (1,164)	20,902	,000*
4. Diseases increase	2,98 (1,263)	2,82 (1,264)	3,14 (1,253)	-2,334	,020*	2,86 (1,288)	3,15 (1,201)	-2,040	,042*	3,37 (1,194)	3,08 (1,383)	2,55 (1,107)	14,675	,000*
5. Decreased access to utilities	2,92 (1,269)	2,78 (1,242)	3,06 (1,298)	-2,010	,045*	2,76 (1,270)	3,17 (1,254)	-2,829	,005*	3,37 (1,187)	3,02 (1,307)	2,43 (1,144)	19,513	,000*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.18 Negative environmental impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Gender				Ethnic groups				County				
		Male	Female	T-test		Zhuang Yao and other	Han	T-test		Yang-shuo	Long-sheng	Gong-cheng	Anova-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
6. Congestion and crowding	2,98 (1,324)	2,89 (1,277)	3,05 (1,372)	-1,135	,257	2,78 (1,317)	3,28 (1,282)	-3,396	,001*	3,48 (1,241)	3,12 (1,297)	2,41 (1,200)	24,316	,000*
7. Tension of water and electricity consumption	2,84 (1,262)	2,75 (1,258)	2,93 (1,273)	-1,301	,194	2,69 (1,282)	3,07 (1,221)	-2,665	,008*	3,20 (1,183)	2,96 (1,323)	2,41 (1,174)	13,458	,000*
8. Disorder of traditional appearance	2,81 (1,264)	2,72 (1,307)	2,90 (1,228)	-1,289	,198	2,62 (1,242)	3,06 (1,262)	-3,095	,002*	3,24 (1,213)	2,86 (1,337)	2,38 (1,115)	15,898	,000*
9. Resources overexploitation	2,86 (1,250)	2,85 (1,298)	2,86 (1,211)	-,096	,923	2,66 (1,254)	3,15 (1,187)	-3,505	,001*	3,34 (1,122)	2,96 (1,315)	2,34 (1,125)	22,606	,000*
10. Damage of farm land	2,85 (1,299)	2,82 (1,352)	2,85 (1,258)	-,162	,871	2,74 (1,282)	2,95 (1,302)	-1,399	,163	3,20 (1,303)	2,92 (1,352)	2,46 (1,156)	10,814	,000*
Grand mean	3,013													

\*Statistically significant at the 0.05 level (2-tailed).



**Table 7.18 Negative environmental impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
1. Tourism traffic caused environmental pollution	3,47 (1,233)	3,62 (1,126)	3,41 (1,295)	1,483	,139	3,47 (1,210)	3,45 (1,276)	,131	,896	3,46 (1,220)	3,60 (1,237)	-,719	,473
2. Improper tourism operation resulted pollution	3,32 (1,296)	3,46 (1,194)	3,29 (1,336)	1,155	,249	3,33 (1,280)	3,39 (1,351)	-,302	,763	3,35 (1,304)	3,09 (1,269)	1,219	,224
3. Noise and litter pollution	3,28 (1,323)	3,38 (1,268)	3,22 (1,353)	1,019	,309	3,28 (1,317)	3,43 (1,339)	-,738	,461	3,31 (1,326)	3,17 (1,286)	,675	,500
4. Diseases increase	2,98 (1,263)	3,01 (1,199)	2,93 (1,331)	,482	,630	2,97 (1,267)	3,04 (1,241)	-,379	,705	2,97 (1,248)	2,98 (1,336)	-,009	,993
5. Decreased access to utilities	2,92 (1,269)	2,99 (1,262)	2,84 (1,280)	1,029	,304	2,87 (1,281)	3,19 (1,197)	-1,579	,115	2,97 (1,277)	2,67 (1,183)	1,439	,151

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.18 Negative environmental impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
6. Congestion and crowding	2,98 (1,324)	3,02 (1,333)	2,87 (1,352)	,954	,341	2,94 (1,348)	3,24 (1,217)	-1,474	,142	2,96 (1,334)	3,05 (1,308)	-,393	,695
7. Tension of water and electricity consumption	2,84 (1,262)	2,92 (1,207)	2,77 (1,313)	1,054	,293	2,82 (1,313)	2,94 (1,107)	-,682	,497	2,85 (1,280)	2,81 (1,239)	,158	,874
8. Disorder of traditional appearance	2,81 (1,264)	2,84 (1,195)	2,77 (1,308)	,482	,630	2,75 (1,280)	3,12 (1,130)	-1,920	,056	2,83 (1,267)	2,76 (1,284)	,310	,757
9. Resources overexploitation	2,86 (1,250)	2,88 (1,145)	2,76 (1,338)	,847	,398	2,84 (1,295)	2,92 (1,096)	-,400	,689	2,93 (1,262)	2,47 (1,162)	2,284	,023*
10. Damage of farm land	2,85 (1,299)	2,88 (1,248)	2,78 (1,378)	,641	,522	2,80 (1,313)	3,08 (1,239)	-1,411	,159	2,84 (1,290)	2,91 (1,377)	-,312	,755
Grand mean	3,013												

\*Statistically significant at the 0.05 level (2-tailed).

### 7.2.5 Positive socio-cultural impacts

Statements for positive socio-cultural impacts are showed in Table 7.19. The descriptive analysis for the 11 corresponding items used in the measurement scale are reported in Table 7.20. Results of mean values show that the most strong perceptions of positive socio-cultural impacts among the respondents were the improved polite behaviors of residents in daily life and the enhanced image of local area. Positive impacts like cultural exchange between hosts and guests, transformation of local resident's conservative thinking, and increased local hospitality were also acknowledged by respondents with rating scores higher than the value of 4. Other positive impacts were also agreed by respondents with different degrees of strength. Generally speaking, the

**Table 7.19 Measurement of positive socio-cultural impacts.**

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Positive socio-cultural impacts
1. Tourism encourages preservation of important local historic sites.
2. Tourism promotes conservation and development of local traditional arts and crafts.
3. Tourism deepens the residents' understanding on local culture and traditions.
4. Tourism enhances residents' awareness of their own cultural identity and living style.
5. Tourism increases hospitality of local host to outside strangers.
6. Tourism changes conservative thinking of local residents.
7. Tourism helps to improve residents' polite behaviors in daily life.
8. Tourism enhances image and popularity of the local area.
9. Tourism promotes cultural exchange between hosts and guests.
10. Tourism increases opportunities of local residents absorbing positive elements from other cultures.
11. Tourism increases trans-regional and transnational marriages in local area.

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Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

grand mean of the items (M=4.02) reveals that the residents had moderately strong perceptions on the positive socio-cultural impacts of tourism.

Regarding perceptions of heterogeneous residents, factors such as gender or tourism familiarity didn't have obvious influence. No statistically significant difference was found between male and female respondents. As to respondents with different levels of tourism familiarity, the only significant difference found was related with the impact of hospitality increase. Respondents with self-reported higher level of tourism familiarity perceived this impact relatively stronger. However, other examined factors in the current study were found having noticeable influences on resident's positive socio-cultural perceptions, which is indicated by the statistically significant differences found in ANOVA and T-test. Concerning most of the listed impacts, differences were found between Han people and ethnic minorities, with overall higher rating scores made by the minority residents. Mean values acquired from the three counties reveal that residents from Longsheng and Gongcheng perceived these positive impacts generally stronger than residents from Yangshuo. Besides, similar to perceptions on other positive impacts, respondents with higher level of community attachment or community concern seemed to have overall much stronger perceptions on the listed positive socio-cultural impacts in the local communities.

**Table 7.20 Positive socio-cultural impacts (N=346).**

Items	Total Mean (S.D.)	Gender				Ethnic groups				County				
		Male	Female	T-test		Zhuang Yao and other	Han	T-test		Yang-shuo	Long-sheng	Gong-cheng	Anova-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
1. Historic sites protection	3,79 (1,096)	3,82 (1,154)	3,75 (1,042)	,559	,576	3,96 (1,034)	3,50 (1,163)	3,651	,000*	3,30 (1,133)	3,88 (1,009)	4,19 (,932)	24,017	,000*
2. Traditional arts conservation	3,92 (,938)	3,99 (,980)	3,82 (,892)	1,664	,097	4,10 (,826)	3,63 (1,048)	4,324	,000*	3,49 (1,035)	4,03 (,775)	4,25 (,776)	24,672	,000*
3. Better understanding of local tradition	3,99 (1,000)	3,98 (1,098)	3,99 (,885)	-,152	,879	4,17 (,858)	3,71 (1,154)	3,926	,000*	3,60 (1,192)	4,06 (,803)	4,33 (,767)	18,593	,000*
4. Awareness of conserving living style	3,98 (,930)	3,96 (1,055)	3,99 (,783)	-,333	,740	4,08 (,866)	3,82 (1,025)	2,443	,015*	3,69 (1,040)	3,92 (,834)	4,28 (,786)	13,600	,000*
5. Hospitality increase	4,02 (,935)	4,00 (1,042)	4,04 (,808)	-,375	,708	4,15 (,837)	3,86 (1,033)	2,818	,005*	3,77 (1,037)	4,02 (,830)	4,25 (,845)	8,424	,000*
6. Transformation of conservative thinking	4,09 (,855)	4,16 (,915)	4,04 (,785)	1,242	,215	4,20 (,853)	3,95 (,852)	2,595	,010*	3,81 (,888)	4,00 (,887)	4,43 (,672)	18,907	,000*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.20 Positive socio-cultural impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Gender				Ethnic groups				County				
		Male	Female	T-test		Zhuang Yao and other	Han	T-test		Yang-shuo	Long-sheng	Gong-cheng	Anova-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
7. Polite behaviors	4,19 (,846)	4,21 (,875)	4,20 (,807)	,088	,930	4,28 (,795)	4,09 (,909)	1,901	,058	3,95 (,919)	4,11 (,867)	4,47 (,665)	13,163	,000*
8. Image enhancement	4,23 (,821)	4,23 (,845)	4,23 (,792)	-,023	,982	4,31 (,783)	4,13 (,866)	1,938	,054	3,96 (,957)	4,29 (,797)	4,45 (,600)	12,125	,000*
9. Cultural exchange	4,09 (,890)	4,09 (,908)	4,11 (,855)	-,234	,815	4,21 (,855)	3,94 (,913)	2,681	,008*	3,84 (,965)	4,14 (,860)	4,31 (,772)	9,300	,000*
10. Opportunities for positive social contact	4,00 (,979)	3,99 (1,031)	4,03 (,933)	-,400	,689	4,08 (,974)	3,91 (,972)	1,535	,126	3,69 (1,092)	4,06 (,976)	4,27 (,763)	11,817	,000*
11. Opportunities for trans-regional marriage	3,65 (1,155)	3,68 (1,194)	3,63 (1,131)	,418	,676	3,66 (1,219)	3,63 (1,069)	,285	,776	3,63 (1,046)	3,69 (1,224)	3,64 (1,213)	,074	,929
Grand mean	4,021													

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.20 Positive socio-cultural impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
1. Historic sites protection	3,79 (1,096)	3,85 (1,005)	3,89 (1,054)	-,297	,767	3,95 (,995)	3,06 (1,210)	4,811	,000*	3,89 (1,051)	3,07 (1,121)	4,720	,000*
2. Traditional arts conservation	3,92 (,938)	3,92 (,900)	4,00 (,919)	-,707	,480	4,07 (,828)	3,25 (1,101)	4,942	,000*	4,01 (,873)	3,29 (1,043)	4,267	,000*
3. Better understanding of local tradition	3,99 (1,000)	4,06 (,909)	4,05 (,969)	,081	,935	4,14 (,861)	3,47 (1,209)	3,739	,000*	4,12 (,879)	3,14 (1,320)	4,700	,000*
4. Awareness of conserving living style	3,98 (,930)	3,89 (,874)	4,09 (,920)	-1,799	,073	4,13 (,820)	3,45 (1,062)	4,271	,000*	4,08 (,842)	3,33 (1,119)	4,165	,000*
5. Hospitality increase	4,02 (,935)	3,93 (,879)	4,16 (,910)	-2.129	,034*	4,14 (,866)	3,65 (1,071)	2,982	,004*	4,10 (,877)	3,51 (1,121)	3,220	,002*
6. Transformation of conservative thinking	4,09 (,855)	4,05 (,816)	4,22 (,826)	-1,713	,088	4,25 (,754)	3,61 (,909)	5,235	,000*	4,16 (,789)	3,74 (1,061)	2,499	,016*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.20 Positive socio-cultural impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
7. Polite behaviors	4,19 (,846)	4,25 (,800)	4,21 (,838)	,427	,670	4,30 (,760)	3,79 (,977)	4,065	,000*	4,27 (,792)	3,76 (,983)	3,717	,000*
8. Image enhancement	4,23 (,821)	4,24 (,785)	4,27 (,845)	-,311	,756	4,36 (,692)	3,73 (1,095)	3,886	,000*	4,30 (,735)	3,84 (1,132)	2,611	,012*
9. Cultural exchange	4,09 (,890)	4,08 (,829)	4,18 (,907)	-,975	,330	4,21 (,835)	3,57 (1,000)	4,733	,000*	4,16 (,839)	3,64 (1,055)	3,061	,004*
10. Opportunities for positive social contact	4,00 (,979)	4,00 (,964)	4,11 (,943)	-,978	,329	4,14 (,867)	3,47 (1,209)	3,721	,000*	4,09 (,879)	3,49 (1,316)	2,914	,005*
11. Opportunities for trans-regional marriage	3,65 (1,155)	3,57 (1,161)	3,82 (1,121)	-1,882	,061	3,71 (1,139)	3,52 (1,130)	1,088	,277	3,70 (1,138)	3,44 (1,119)	1,413	,159
Grand mean	4,021												

\*Statistically significant at the 0.05 level (2-tailed).



### 7.2.6 Negative socio-cultural impacts

Statements of negative socio-cultural impacts are showed in Table 7.21. The descriptive analysis for the 13 corresponding items used in the measurement scale are reported in Table 7.22. Noticeably, the mean values of the items show that respondents in the study were not agreed with most of the listed negative socio-cultural impacts with only one exception concerning the impact of great changes in the local traditional lifestyle.

**Table 7.21 Measurement of negative socio-cultural impacts.**

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Negative socio-cultural impacts
1. Tourism greatly changes the traditional lifestyle of local residents.
2. Tourism causes deterioration of local business ethnics.
3. Tourism causes deterioration of local society's traditional moral value.
4. Tourism results in honesty decrease of local people.
5. Tourism brings more materialism in local residents' relationships.
6. Tourism causes distrust estrangement in local residents' relationships.
7. Tourism stimulates criminality in the local area.
8. Tourism intensifies social problems such as drug abuse, prostitution and illegal gambling.
9. Tourism stimulates the increase of divorce cases in the local area.
10. Commercialized performances in tourism change local folk customs.
11. Tourism causes deterioration of traditional techniques used to create local arts and cultural objects.
12. Tourist's different behavior increases host-guest conflicts.
13. Tourism development causes relocation and disputable eviction of local residents.

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Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

Overall, the grand mean of the items ( $M=2.58$ ) also indicates that most of the respondents were generally not agreed with the negative socio-cultural impacts

concerned in the current study. However, again, great discrepancy of opinions among residents are indicated by the relative high S.D. values.

By examining the divergency of opinions among heterogeneous residents, obvious discrepancy were found among residents from different counties. Although no statistically significant difference was found among the three counties concerning the impact of changes in lifestyle, results of ANOVA reveal statistically significant differences among the three counties concerning most of the negative socio-cultural impacts. Based on the mean values, the mentioned socio-cultural problems were found most strongly perceived in Yangshuo. Problems such as materialism of relationships, distrust and estrangement, social problems and commercialized performances were especially admitted by respondents from this county whereas not by respondents from other two counties. In general, residents from Longsheng and Gongcheng didn't agree with most of the socio-cultural concerns in their counties. Moreover, by some specific impacts, such as materialism in relationships, increase of criminal social problems, significant differences were found between each two of the three counties. As could be seen, residents from Gongcheng were most strongly disagreed with the generally concerned negative impacts. Besides, T-test results reveal that ethnic minorities were significantly less concerned about materialism of personal relationships and social criminal problems than Han people. And female residents perceived some problems significantly stronger than male residents such as deterioration in business ethnics and traditional art technique, and increasing host-guest conflicts. Results of T-test indicate no obvious influence of other factors including levels of tourism familiarity, community attachment and community concern. The only exception was concerning changes in local folk customs. Residents with higher level of community concern rated this negative impact with significantly higher score.

**Table 7.22 Negative socio-cultural impacts (N=346).**

Items	Total Mean (S.D.)	Gender				Ethnic groups				County				
		Male	Female	T-test		Zhuang Yao and other	Han	T-test		Yang-shuo	Long-sheng	Gong-cheng	Anova-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	F	P 2-tailed
1. Change of traditional lifestyle	3,55 (1,169)	3,58 (1,169)	3,54 (1,185)	,351	,726	3,51 (1,235)	3,60 (1,065)	-,662	,508	3,70 (1,016)	3,43 (1,254)	3,50 (1,240)	1,637	,196
2. Business ethnics deterioration	2,68 (1,372)	2,52 (1,339)	2,86 (1,398)	-2,246	,025*	2,69 (1,456)	2,64 (1,259)	,348	,728	2,94 (1,339)	2,81 (1,469)	2,34 (1,269)	6,898	,001
3. Moral value deterioration	2,62 (1,300)	2,51 (1,302)	2,71 (1,298)	-1,381	,168	2,62 (1,385)	2,59 (1,166)	,176	,860	2,87 (1,233)	2,84 (1,413)	2,23 (1,192)	9,856	,000*
4. Honesty decrease	2,62 (1,322)	2,48 (1,298)	2,76 (1,342)	-1,935	,054	2,55 (1,347)	2,72 (1,265)	-1,100	,272	3,00 (1,271)	2,72 (1,398)	2,20 (1,195)	12,564	,000*
5. Materialism in relationships	2,83 (1,335)	2,74 (1,337)	2,91 (1,352)	-1,165	,245	2,68 (1,337)	3,05 (1,299)	-2,458	,015*	3,34 (1,255)	2,87 (1,447)	2,31 (1,128)	20,574	,000*
6. Distrust and estrangement	2,61 (1,307)	2,58 (1,312)	2,66 (1,310)	-,556	,579	2,43 (1,285)	2,87 (1,308)	-2,975	,003*	3,16 (1,301)	2,72 (1,353)	2,02 (1,004)	28,550	,000*
7. Crime increase	2,42 (1,352)	2,32 (1,304)	2,54 (1,394)	-1,481	,140	2,30 (1,355)	2,58 (1,327)	-1,819	,070	2,93 (1,361)	2,58 (1,491)	1,84 (,984)	23,401	,000*

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.22 Negative socio-cultural impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Gender				Ethnic groups				County				
		Male	Female	T-test		Zhuang Yao and other	Han	T-test		Yang-shuo	Long-sheng	Gong-cheng	Anova-test	
				t	P 2-tailed			t	P 2-tailed				F	P 2-tailed
		Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)
8. Social problems increase(drug, gambling)	2,53 (1,393)	2,47 (1,345)	2,60 (1,449)	-.811	,418	2,31 (1,354)	2,84 (1,394)	-3,468	,001*	3,10 (1,405)	2,47 (1,469)	2,02 (1,104)	20,860	,000*
9. Divorce increase	2,36 (1,297)	2,28 (1,214)	2,45 (1,375)	-1,232	,219	2,28 (1,360)	2,46 (1,198)	-1,225	,222	2,76 (1,329)	2,59 (1,490)	1,82 (,882)	20,326	,000*
10. Commercialized performance	2,63 (1,280)	2,52 (1,265)	2,74 (1,288)	-1,558	,120	2,52 (1,367)	2,78 (1,145)	-1,890	,060	3,10 (1,174)	2,72 (1,522)	2,11 (,974)	21,250	,000*
11. Traditional art techniques deterioration	2,50 (1,233)	2,35 (1,200)	2,64 (1,258)	-2,171	,031*	2,44 (1,323)	2,58 (1,113)	-1,024	,307	2,91 (1,188)	2,60 (1,434)	2,04 (,951)	17,342	,000*
12. Host guest conflicts	2,41 (1,244)	2,27 (1,212)	2,57 (1,256)	-2,175	,030*	2,36 (1,278)	2,46 (1,195)	-,696	,487	2,79 (1,261)	2,63 (1,435)	1,90 (,859)	19,747	,000*
13. Relocation and eviction	2,23 (1,274)	2,16 (1,224)	2,30 (1,320)	-,941	,347	2,21 (1,318)	2,21 (1,203)	-,039	,969	2,48 (1,333)	2,50 (1,493)	1,80 (,882)	12,575	,000*
Grand mean	2,576													

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.22 Negative socio-cultural impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
1. Change of traditional lifestyle	3,55 (1,169)	3,54 (1,125)	3,58 (1,196)	-,234	,815	3,61 (1,185)	3,43 (1,021)	1,008	,314	3,61 (1,161)	3,26 (1,177)	1,837	,067
2. Business ethnics deterioration	2,68 (1,372)	2,71 (1,383)	2,76 (1,377)	-,317	,752	2,69 (1,373)	2,69 (1,342)	-,011	,991	2,69 (1,358)	2,65 (1,429)	,175	,861
3. Moral value deterioration	2,62 (1,300)	2,60 (1,294)	2,73 (1,314)	-,838	,403	2,58 (1,313)	2,81 (1,266)	-1,155	,249	2,66 (1,311)	2,53 (1,279)	,577	,564
4. Honesty decrease	2,62 (1,322)	2,60 (1,311)	2,72 (1,355)	-,777	,438	2,61 (1,311)	2,79 (1,352)	-,859	,391	2,68 (1,323)	2,45 (1,339)	1,016	,311
5. Materialism in relationships	2,83 (1,335)	2,79 (1,299)	2,96 (1,390)	-1,036	,301	2,80 (1,338)	3,10 (1,311)	-1,476	,141	2,87 (1,345)	2,69 (1,259)	,808	,420
6. Distrust and estrangement	2,61 (1,307)	2,56 (1,290)	2,68 (1,349)	-,757	,450	2,56 (1,318)	2,92 (1,256)	-1,764	,079	2,63 (1,328)	2,67 (1,248)	-,223	,824
7. Crime increase	2,42 (1,352)	2,39 (1,369)	2,52 (1,396)	-,745	,457	2,38 (1,365)	2,78 (1,295)	-1,859	,064	2,46 (1,372)	2,28 (1,260)	,816	,415

\*Statistically significant at the 0.05 level (2-tailed).

**Table 7.22 Negative socio-cultural impacts (N=346) (Continued).**

Items	Total Mean (S.D.)	Tourism familiarity				Community attachment				Community concern			
		No	Yes	T-test		Yes	No	T-test		Yes	No	T-test	
		Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed	Mean (S.D.)	Mean (S.D.)	t	P 2-tailed
8. Social problems increase(drug, gambling)	2,53 (1,393)	2,55 (1,415)	2,66 (1,428)	-,677	,499	2,49 (1,377)	2,84 (1,434)	-1,624	,105	2,56 (1,411)	2,43 (1,328)	,577	,564
9. Divorce increase	2,36 (1,297)	2,22 (1,242)	2,53 (1,357)	-1,960	,051	2,35 (1,312)	2,47 (1,260)	-,567	,571	2,40 (1,322)	2,12 (1,152)	1,282	,201
10. Commercialized performance	2,63 (1,280)	2,54 (1,168)	2,73 (1,374)	-1,274	,204	2,61 (1,299)	2,63 (1,214)	-,069	,945	2,70 (1,285)	2,21 (1,159)	2,290	,023*
11. Traditional art techniques deterioration	2,50 (1,233)	2,49 (1,219)	2,56 (1,278)	-,469	,639	2,46 (1,235)	2,77 (1,237)	-1,553	,121	2,53 (1,239)	2,36 (1,165)	,825	,410
12. Host guest conflicts	2,41 (1,244)	2,41 (1,182)	2,52 (1,336)	-,698	,486	2,35 (1,255)	2,65 (1,234)	-1,550	,122	2,45 (1,265)	2,12 (1,179)	1,644	,101
13. Relocation and eviction	2,23 (1,274)	2,20 (1,288)	2,31 (1,290)	-,658	,511	2,20 (1,278)	2,37 (1,302)	-,841	,401	2,25 (1,289)	2,12 (1,199)	,631	,529
Grand mean	2,576												

\*Statistically significant at the 0.05 level (2-tailed).

### **7.3 Effects of tourism on poverty alleviation**

In the current research, a part of survey was designed for an explorative investigation on some themes concerned about tourism and poverty issues in the local region. Several specific questions were asked. Firstly, residents' understanding of poverty in the rural tourism communities was enquired. Compared to urban areas and eastern regions in China, social and economic conditions of rural communities in southwest China are still underdeveloped. As host in a rural tourism destination, residents in the studied rural tourism communities have more or less contact with the better-off domestic and foreign tourists from other regions in China or around the world, which may directly influence their understanding of poverty. Hence residents' perception of poverty in these tourism communities is worth a closer look concerning this socio-economic background.

Secondly, residents' perceptions on tourism's impacts on local agriculture sector, and their subjective evaluation on policy measure implementation targeting on using tourism in poverty alleviation were examined in this part. As pointed out in relevant literature, establishing linkages between tourism and agriculture, which were to be strengthened by supportive strategic alliances including government and other organizations, has been regarded as one of the most important factors for generating dynamic effects on poverty alleviation in a tourism destination (Mitchell & Ashley, 2010; Torres & Momsen, 2004). Therefore, it is important to observe tourism's impacts on local agriculture sector and some relevant local policy implementation from the perspective of residents, so as to gain certain knowledge about the relevance between tourism and poverty alleviation in the surveyed destination in the present study. Besides, residents' perceptions on tourism's effects on poverty alleviation in the local region were inquired by asking their perceived changes brought by local tourism development. Changes in economic conditions of daily life and changes in the ability of reducing social gap were concerned. All of the concerned definition dimensions, factors, and

items of measurement scales used in the current study were adopted from relevant literatures and adapted based on the local contexts. Results of the related investigations are reported in the following text.

### 7.3.1 Understanding about poverty

Statements describing various situations of being poor from different perspectives and the relevant analysis results are shown in Table 7.23. As could be seen, the poor situations were identified with economic or non-economic dimensions concerning, for example, national poverty line, daily consumption or ability issues. About 77% of the respondents (267 respondents) reported their understanding about poverty. Based on the valid answers, it is noticeable that a large amount of the respondents considers poverty indeed associated with lack of family income for covering important daily life expense (58.8%) and lack of ability acquiring a normal living standard which most people in current China's society enjoy (46.8%). Factors such as the national poverty line or insufficient food storage were only mentioned by less than a third of the respondents.

**Table 7.23 Perceptions of poverty (Multiple choices possible).**

Situations evaluated as being poor	Frequency	Valid percent %
1. Personal income is lower than the national poverty line (1196 RMB Yuan per capita/ year).	83	31,1
2. Insufficient food storage for the family.	71	26,6
3. Family income cannot cover daily life expense (include food, clothes, house renovation, necessary trip, children education, medical treatment etc.).	157	58,8
4. Lack of ability acquiring a normal living standard which most people in current China's society enjoy.	125	46,8
5. Other situation/situations.	23	8,6



Besides, to investigate the self-reported poverty situation of the respondents in the current study, respondents were asked whether any of such situations existed in their family especially prior to the tourism development in the local region. About 72% of the respondents (249 respondents) answered the question. Among them, 52.6% of the respondents (131 respondents) considered themselves as being poverty stricken families.

### **7.3.2 Perceptions of tourism’s impacts on agriculture**

Statements describing positive impacts of tourism on local agricultural sectors are shown in Table 7.24. The descriptive analysis of mean values and frequencies for the corresponding items used in the measurement scale are reported in Table 7.25. Based on

**Table 7.24 Measurement of positive tourism impacts on agriculture.**

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Positive tourism impacts on agriculture
1. Tourism brings peasants satisfying extra income to agricultural income.
2. Local agricultural products acquire more added values through tourism market.
3. Tourism stimulates diversification of sorts of local agricultural products.
4. Tourism stimulates improvement of local agricultural production methods.
5. Tourism brings structural adjustment of local agricultural economy.
6. Reinvestment of tourism income into agriculture enhances local agricultural development.
7. Tourism offers local work opportunities and mitigates agricultural labor loss.
8. Tourism expands sales channel for local special agricultural products.

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Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

the mean values, the most strong perceptions of positive impacts of tourism on the local agriculture sector were related with satisfying extra agricultural income, added values and sales channel expansion of local agricultural products. Impacts concerning

reinvestment of tourism income for agriculture and tourism driven agricultural economy structural adjustment were perceived relatively weaker. Generally speaking, about 70% to 83% of the respondents agreed that tourism has positive impacts on the local agricultural development in the concerned aspects.

**Table 7.25 Positive tourism impacts on agriculture (N=346).**

Items	Mean (S.D.)	Frequency (Valid percent %)		
		not agreed	neutral	agreed
1. Satisfying extra income	4,12 (,913)	19 (5,5)	41 (11,8)	286 (82,7)
2. More added values of agricultural products	4,09 (,867)	14 (4,0)	52 (15,0)	280 (81,0)
3. Diversification of agricultural products	3,94 (,981)	31 (9,0)	55 (16,0)	258 (75,0)
4. Improvement of production methods	3,91 (,991)	32 (9,3)	60 (17,4)	252 (73,3)
5. Agricultural economy structural adjustment	3,86 (1,012)	34 (9,9)	68 (19,8)	242 (70,3)
6. Reinvestment from tourism into agriculture	3,88 (1,065)	37 (10,8)	62 (18,0)	235 (71,2)
7. Labor gain through local work opportunities	3,93 (1,014)	32 (9,3)	59 (17,2)	252 (73,5)
8. Sales channel expansion for local special products	4,09 (,915)	21 (6,1)	58 (16,9)	265 (77,0)

Note: Rating scale is ranged from 1= strongly disagree to 5= strongly agree.

Statements applied for negative effects of tourism on local agricultural sectors are shown in Table 7.26. The descriptive analysis for the corresponding items used in the measurement scale are reported in Table 7.27. The mean values show that some of the concerned negative tourism impacts on agriculture such as adverse effects of products change, uncultivation of arable land and intensified market competition of non-local goods were not agreed by the residents. Meanwhile, the impacts of competition in natural resources and labor resources were perceived with certain degree of strength. It is worth noting that residents' perceptions of the negative impacts of tourism on

agriculture in the current study were quite divergent, which could be observed through the standard deviation values.

**Table 7.26 Measurement of negative tourism impacts on agriculture.**

Negative tourism impacts on agriculture	
1.	Tourism competes against agriculture for natural resources (water, lands, etc.).
2.	Tourism competes against agriculture for labor during busy times of the year.
3.	Tourism changes traditional products with adverse effects on local agriculture.
4.	Tourism resulted in arable land uncultivated when too many peasants do tourism work.
5.	Local goods face intensified competition against goods of other regions which are introduced to local market due to tourists' demand.

Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

**Table 7.27 Negative tourism impacts on agriculture (N=346).**

Items	Mean (S.D.)	Frequency (Valid percent %)		
		not agreed	neutral	agreed
1. Natural resources competition	3,28 (1,281)	106 (30,7)	74 (21,4)	165 (47,9)
2. Labor resources competition	3,33 (1,192)	88 (25,4)	91 (26,3)	167 (48,3)
3. Change of traditional important products	2,64 (1,249)	176 (51,3)	76 (22,2)	91 (26,5)
4. Arable land uncultivated	2,88 (1,253)	131 (38,1)	95 (27,6)	118 (34,3)
5. Intensified market competition against local products	2,90 (1,227)	125 (36,7)	108 (31,7)	108 (31,6)

Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

### 7.3.3 Evaluation of policy measures supporting tourism in poverty alleviation

As mentioned, researchers have proposed various measures for utilizing tourism for poverty alleviation. The measures are considered inevitable to facilitate tourism exerting its positive effects in poverty alleviation. According to interview information acquired in the current study, some supportive policy measures have also been adopted by the local government in the studied areas for reducing poverty through tourism.

**Table 7.28 Evaluation on measure implementation of anti-poor tourism (N=346).**

Items	Mean (S.D.)	Frequency (Valid percent %)		
		inefficient	neutral	efficient
1. Assuring compensation for economic loss due to environmental protection	3,40 (1,342)	76 (22,2)	84 (24,5)	183 (53,4)
2. Assuring local employment priority	3,78 (1,038)	41 (11,9)	66 (19,1)	238 (69)
3. Supporting sales expansion	4,01 (,915)	24 (7,0)	53 (15,5)	264 (77,5)
4. Encouraging consumption of local service supply	4,10 (,840)	16 (4,7)	45 (13,1)	283 (82,2)
5. Increasing vocational training	3,88 (1,019)	30 (8,7)	71 (20,7)	242 (70,6)
6. enhancing local managerial participation	3,80 (1,073)	41 (11,9)	65 (18,9)	238 (69,2)
7. Assuring infrastructure improvement which facilitate tourism	3,88 (1,048)	37 (10,9)	53 (15,5)	251 (73,6)
8. Increasing financial support for entrepreneurship	3,98 (1,011)	23 (6,7)	67 (19,5)	253 (73,8)
9. Enhancing women's role in poverty alleviation	3,92 (,994)	27 (8,0)	56 (16,5)	256 (75,5)
10. Helping increase tourism income for poor women	3,85 (1,059)	32 (9,3)	59 (17,2)	252 (73,5)
11. Assuring compensation for remove due to tourism development	3,63 (1,143)	47 (13,7)	91 (26,5)	206 (59,8)

Note: Measurement scale from 1=Very inefficient to 5=Very efficient.

To investigate residents' perceptions on the implementation efficiency of these APT-measures in local tourism development, questions relating to these measures were asked.

Table 7.28 shows the adopted measures based on the local contexts and reports resident's subjective evaluation of the implementation efficiency.

As shown in Table 7.28, all of the concerned measures were evaluated with means above the value of 3, which could be interpreted as a generally confirmative perception of the measure implementation efficiency. Particularly, measures included encouraging consumption of local service supply and supporting products sales expansion were perceived as efficiently implemented with their means greater than the value of 4. Besides, measure related with enhancing women's role in poverty alleviation was also evaluated as efficiently implemented by more than 75% of the respondents. Meanwhile, what worth of noting are evaluations on measures concerning compensation for residents' economic loss due to tourism related environmental protection and eviction were rated with relative lower scores. And greater degree of discrepancy could also be observed here. Hence issues related with economic compensations may need more attention in the implementation of facilitating APT-measures.

#### **7.3.4 Perceptions on economic and ability changes through tourism**

Residents' perceptions on tourism induced changes in their daily life situations, as well as changes in abilities to reduce social gap with others were enquired in the survey as a general opinion about tourism's effects on poverty alleviation. The rating scale was a five-point Likert type scale ranged from the value of 1, which indicated becoming much worse, to the value of 5, which indicated becoming much better. A rating score of 3 indicated no change. The examined perception of this effect was considered as deriving from personal or non-personal experience. When a respondent was indeed engaged in tourism work, their perceptions could be interpreted as their personal experience. In the

case that a respondent was not doing tourism work, he or she was asked to give their relevant opinion supposing that if they have some tourism involvement. Their opinions could be given based on non-personal experience like that of their family members, neighbours or friends.

Analysis results show that more than 90% respondents gave their feedback to this investigation. Among the residents who had tourism involvement, about 83.0% of the respondents reported about their improved daily life situations and about 83.5% of the respondents reported about their improved abilities. Shares of respondents who perceived their situations became worse in these two aspects were 5.0% and 4.8% respectively. Meanwhile, among the residents without tourism involvement, about 80.6% of the respondents reported about their expectation of improved daily life situations and about 83% of the respondents reported about their expectation of improved abilities. Shares of respondents who expected their situations would become worse in these two aspects were 5.1% and 2.6% respectively. Means of the related items were ranged from 3.80 to 3.86. Besides, perceptions of the respondents belonging to the self-reported poverty-stricken families were of special interest concerning the “pro-poor-tourism” concept stressed by some researchers. Results show that within this group, respondents who confirmed tourism’s poverty alleviation effects concerning improved daily life situation and improved abilities accounted more than 82%, and the mean values of the related items were ranged from 3.87 to 3.96. T-test result indicates no statistically significant difference between the poor or the non-poor respondents. Based on these analysis results, it could be observed that tourism’s effects on poverty alleviation were widely positively perceived by respondents, the effect strength was of a moderate degree in the current study.

#### **7.4 Effects of tourism on women's empowerment**

Beside the poverty issues, the survey in the current research also tried to collect information about another relevant development issue in the local tourism destination, namely, tourism and women's empowerment. Likewise, residents' understanding about gender equality and women's empowerment was firstly enquired. Moreover, perceptions about women's roles in local tourism development were also investigated from the perspective of local residents. Answers to these questions could give useful information about resident's values and criteria concerning women development issues in the local socio-economic context. For the analysis of tourism's impacts on women, relevant impacts were also examined from both positive and negative perspectives concerning various aspects. Besides, similar to utilizing tourism for poverty alleviation, tourism's effects of women's empowerment need to be strengthened through facilitating actions. To gain knowledge about residents' perceptions of tourism relevant policy implementation targeting on women's empowerment, their subjective evaluations about the implementation efficiency were also examined in this part. At last, respondents were asked to evaluate their perceived changes of local women's rights in tourism development, which indicated resident's perceptions on local tourism's effects on women's empowerment. All of the concerned definition dimensions, factors, and items of measurement scales used in the current study were adopted from relevant literatures and adapted based on the local contexts. Investigations results of these themes are reported in the following text.

##### **7.4.1 Understanding about gender equality and women's empowerment**

Statements of various dimensions reflecting gender equality and women's empowerment, and the descriptive analysis results of mean values and frequencies for the corresponding items are represented in Table 7.29. About 92% of the respondents

(318 respondents) gave a feedback about their understanding of this gender issue. Based on the valid answers, it could be seen that about a half of the respondents considered women getting higher payment should be regarded as evidence for women's empowerment. Meanwhile, some other factors concerning improvement of women's rights were also obviously agreed by relatively large shares of respondents. These widely agreed evidences include, for example, acquirement of more education and training opportunities, gaining more social recognition, increased decision making power over income allocation and psychological enhancement of increased self-confidence and self-awareness.

**Table 7.29 Understanding of women's empowerment (Multiple choices possible).**

Situations evaluated as gender equality and women's empowerment	Frequency	Valid percent %
1. Women could go outside for work.	74	23,3
2. Women could get higher payment.	160	50,3
3. Women could decide the allocation of her own income.	132	41,5
4. Women could make important family decisions.	107	33,6
5. Women's abilities get recognition of the whole society including that of men.	134	42,1
6. Women could get more education and training opportunities .	140	44,0
7. Women have more self-confidence and self-awareness.	126	39,7
8. More women have managerial positions.	54	17,0
9. Women have more political participation (e.g. be voted as community committee member).	98	30,8
10. Others.	4	1,3

Besides, respondents were also asked about their opinions on women's roles in local tourism development in order to investigate the connections between women and



tourism development in the local region. Strength of women in tourism work concerning their traditional roles in service works and some non-traditional roles for cultural preservation and environmental protection were represented. Table 7.30 lists various women's roles in the local tourism development and reports residents' opinions about these statements. The mean values of items indicate that all of these mentioned women's roles in tourism development associated with women's strength were indeed confirmed by the respondents. As could be seen, women's great contributions to the local tourism development were acknowledged by respondents with the highest rating score. Hence residents' perceptions in the current study confirmed women's positive roles in tourism, which also indicates the importance of active women's involvement in local tourism development.

**Table 7.30 Women's role in tourism development.**

Opinions	Mean	S.D.
1. Women are skillful in service work and management aspects in many tourism works.	3,90	,940
2. Women play important role in environmental protection.	3,79	,876
3. Women preserve and develop local culture through their crafts making and performance.	3,89	,921
4. Women do a lot of work in local tourism.	3,77	,996
5. Women make a great contribute to local tourism development.	4,01	,925

Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

#### **7.4.2 Perceptions of tourism's impacts on women**

Statements representing positive impacts of tourism on women are shown in Table 7.31. The descriptive analysis of mean values and frequencies for the corresponding items used in the measurement scale are reported in Table 7.32. Analysis results indicate that

**Table 7.31 Measurement of positive tourism impacts on women.**

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Positive tourism impacts on women

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**Economic**

1. Tourism gives local women more employment opportunities.
2. Local women acquire increased income through tourism.
3. Tourism enhances economic independence of local women.

**Management and decision making**

4. Women acquire more managerial experiences and organizational abilities through tourism involvement.
5. Tourism has inspired entrepreneurship of local women.
6. Local women gain more decision making power in tourism management.

**Social contact, self-assurance and political participation**

7. Women have extended social contact in tourism development.
8. Women involved in tourism have increased contact with management sectors.
9. Tourism involvement gives local women more self-confidence.
10. Tourism involvement enhances self-awareness and self-dependence of women.
11. Tourism involvement help women acquire more development opportunities which were mostly provided to men.
12. Women involved in tourism get more recognition.
13. Tourism encourages political participation of women such as work in community committee.

**Behavior/role changes**

14. Tourism stimulates changes of traditional role of women in family and distribution of house work.
15. Women gain family support for their tourism involvement.
16. Women involved in tourism have enhanced family status which furthers harmonious family atmosphere.
17. Women involved in tourism have more opportunities to make important decisions in family (children's education, investment, etc.).
18. Women's involvement in tourism reverses the old thinking that men are superior to women.

**Education**

19. Tourism development stimulates more awareness on self-education and training among local women.

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Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

**Table 7.32 Positive tourism impacts on women (N=346).**

Items	Mean (S.D.)	Frequency (Valid percent %)		
		not agreed	neutral	agreed
1. More employment opportunities	4,19 (,844)	15 (4,7)	29 (9,1)	274 (86,2)
2. Increased income through tourism	4,07 (,842)	16 (4,7)	42 (12,2)	286 (83,1)
3. Increased economic independence	4,03 (,865)	15 (4,4)	56 (16,5)	269 (79,1)
4. Enhanced managerial experiences and abilities	3,90 (,937)	29 (8,4)	69 (20,0)	247 (71,6)
5. Inspired entrepreneurship	3,98 (,878)	20 (5,8)	67 (19,5)	256 (74,7)
6. More decision making power in management work	3,83 (,914)	25 (7,3)	85 (24,8)	233 (67,9)
7. Extended social contact	4,07 (,862)	19 (5,5)	48 (13,9)	278 (80,6)
8. increased contact with management sectors	3,90 (,889)	20 (5,8)	73 (21,2)	252 (73,0)
9. More self-confidence	4,01 (,849)	19 (5,5)	53 (15,4)	273 (79,1)
10. Increased self-awareness and self-dependence	4,01 (,848)	16 (4,7)	64 (18,6)	264 (76,7)
11. More development opportunities	3,95 (,897)	22 (6,4)	68 (19,8)	253 (73,8)
12. More social recognition	3,92 (,931)	24 (7,0)	73 (21,2)	248 (71,8)
13. Increased political participation	3,81 (,987)	29 (8,4)	85 (24,7)	230 (66,9)
14. Changes of traditional role in family	3,64 (1,068)	50 (14,5)	81 (23,5)	213 (61,9)
15. Gaining of family support in tourism involvement	3,95 (,874)	20 (5,8)	62 (18,1)	261 (76,1)
16. Enhanced status and harmonious family atmosphere	3,91 (,945)	26 (7,5)	71 (20,6)	248 (71,9)
17. More decision making power in family issues	3,93 (,902)	23 (6,7)	66 (19,2)	255 (74,1)
18. Reverses of idea that men superior to women	3,78 (1,112)	46 (13,3)	64 (18,6)	235 (68,1)
19. Enhanced awareness on self-education	4,03 (,913)	20 (5,8)	54 (15,6)	272 (78,6)

Note: Rating scale is ranged from 1= strongly disagree to 5= strongly agree.

residents' moderately strong perceived positive tourism impacts on women include economic benefits (such as increased employment opportunities, income, and economic independence), extended social contact, psychological benefits such as enhanced self-confidence, self-awareness and self-dependence, as well as awareness on self-education. The means of these items are all above the value of 4. On the other hand, what could also be noted is that there existed quite divergent perceptions concerning the impact of changing in women's traditional role in family and the impact of idea reverse about men's superior or women's inferior status. The two items in the rating scale got the lowest mean values ( $M=3.64$  and  $M=3.78$ ) and the discrepancy of opinions could be observed through the comparatively higher S.D. values ( $S.D.= 1.07$  and  $S.D.=1.11$ ). Results of frequency analysis show that the shares of the respondents who agreed with these statements were less than 70%, which is obviously lower than the share of respondents who agreed with the statements describing economic benefits. Moreover, shares of the respondents who perceived tourism's positive impacts on women concerning increased decision making power in management work and increased political participation were also less than 70%. Therefore, it could be seen that women's empowerment through tourism related with positive tourism impacts on women are perceived by the residents more in economic aspects in the current study.

Table 7.33. represents statements applied for observing negative effects of tourism on women. The descriptive analysis for the corresponding items used in the measurement scale are reported in Table 7.34. Means of the items indicate that residents in the current study were generally disagreed with the concerned negative impacts of tourism on women. Mean values of the items used in the measurement scales were all under the value of 3. Again, relative big discrepancy of opinions existed among respondents. The most disputable negative impacts is concerned about higher risk of

sexual harassment, respondents who agreed with the corresponding item counted for less than 20%. Comparatively, more respondents were intended to agree with the negative impacts that tourism increased workloads of women, who accounted for about a third of the respondents in the current study.

**Table 7.33 Measurement of negative tourism impacts on women.**

Negative tourism impacts on women	
1. Tourism involvement results in increase of workloads of women.	
2. Women often get no payment for their work in their family operated tourism business.	
3. Women have no control over the most part of her own income earned through tourism.	
4. Land expropriation in tourism development intensifies women's vulnerability to poverty.	
5. Women face higher risks of sexual harassment in tourism service work.	

Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

**Table 7.34 Negative tourism impacts on women (N=346).**

Items	Mean (S.D.)	Frequency (Valid percent %)		
		not agreed	neutral	agreed
1. More workloads	2,80 (1,207)	152 (43,9)	82 (23,7)	112 (32,4)
2. No or very few payment in family run business	2,54 (1,190)	185 (54,1)	82 (24,0)	75 (21,9)
3. No control over her own tourism income	2,49 (1,245)	193 (56,3)	79 (23,0)	71 (20,7)
4. Higher vulnerability to poverty	2,52 (1,243)	185 (53,8)	88 (25,6)	71 (20,6)
5. Higher risks of sexual harassment	2,34 (1,276)	198 (56,1)	87 (25,3)	64 (18,6)

Note: Rating scale is ranged from 1= strongly disagree to 5= strongly agree.

### 7.4.3 Evaluation of policy measures supporting tourism in women's empowerment

Similar to using tourism in poverty alleviation, various facilitating policy measures are also inevitable by utilizing tourism for enhancing gender equality and women's empowerment. Based on relevant literatures and interview information in the studied region, residents' perceptions on implementation efficiency of some local measures, which are generally suggested as important facilitating policies for promoting women's empowerment through tourism, were also enquired in the survey. The concerned policy measures and the descriptive analysis results of residents' subjective evaluation are reported in Table 7.35.

**Table 7.35 Evaluation on measure implementation of using tourism for women development (N=346).**

Items	Mean (S.D.)	Frequency (Valid percent %)		
		very inefficient	neutral	very efficient
1. Creating more employment opportunities for women in tourism sectors	4,10 (,923)	21 (6,1)	34 (9,9)	288 (84,0)
2. Assuring a more favorable working environment for women in tourism sectors	4,06 (,855)	17 (5,0)	38 (11,1)	288 (84,0)
3. Enhancing social attention on women rights and health in tourism sectors	3,95 (,946)	21 (6,1)	63 (18,4)	259 (75,5)
4. Increasing vocational training opportunities for women in tourism sectors	3,93 (,999)	22 (9,3)	52 (15,1)	260 (75,6)
5. Encouraging women participation in management of tourism organizations	3,85 (1,022)	37 (10,9)	63 (18,5)	241 (70,6)
6. Giving more attention on opinions of local women	3,85 (1,039)	32 (9,4)	76 (22,2)	234 (68,4)
7. Increasing financial support for local women's entrepreneurship in tourism involvement	4,01 (1,013)	26 (7,6)	55 (16,0)	263 (76,4)

Note: Measurement scale from 1=Very inefficient to 5=Very efficient.

As indicated by the mean values, the implementation efficiency of all the concerned measures was generally perceived with confirmative evaluations given that all the means were above the value of 3. Particularly, measures for creating more employment opportunities, assuring more favourable working environment, and increasing financial support for entrepreneurship were perceived as efficiently implemented with their means greater than the value of 4. However, opinions concerning financial support appeared more divergent than the opinions with other two measures. Besides, evaluations on measures concerning encouragement of women participation in management and raise of attention on women's opinions were rated with relative lower scores. Greater opinion discrepancies are also indicated by the S.D. values here. Hence more attention could be paid to the related issues in the implementation of measures facilitating women's empowerment through tourism.

#### **7.4.4 Perceptions on changes of local women's rights through tourism**

In order to investigate residents' perceptions on tourism's effects of enhancing gender equality and women's empowerment, respondents were asked to evaluate their perceived changes of local women's rights through tourism. The rating scale was a five-point Likert type scale ranged from the value of 1, which indicated becoming much worse, to the value of 5, which indicated becoming much better. A rating score of 3 indicated no change. What to be noted is that since gender proportion achieved in the sample data were quite balanced and almost a half of the respondents in the survey were male, the acquired perceptions on tourism effects on women's empowerment were not necessarily self-experience based. Hence the answers should be interpreted as personal or non-personal experience based perceptions. Non-personal experience could be derived from that of their family members, neighbours or friends.

Results show that only about 72% of the respondents gave their feedback to this question. Among them, about 4.8% of the respondents perceived that local women's rights became worse, and about 75.4% of the respondents confirmed that local women's rights got improvement through tourism development. The mean value ( $M=3.79$ ) indicates that respondents in the current study had a positive perception of tourism's effects on women's empowerment, however, only with a moderate degree.

### **7.5 Effects of tourism on quality of life**

Information about residents' perceptions of tourism's impacts on quality of life change were also enquired in the current study. The items of the QOL-elements were adopted according to indicators discussed in relevant literatures and adapted based on the local contexts. The tourism induced effects on quality of life (TIQOL) was investigated with a modified method adapted from several previous studies, which has been reviewed in Chapter 3 (see, Andereck & Nyaupane ,2011; Brown, et al., 1998; Yu, Cole & Chancellor 2014). As argued by some researchers, a proper measure concerning tourism and quality of life issues need to incorporate measures of personal value of importance and satisfaction regarding a number of subjective characteristics of a life circumstance and perceptions of the way tourism affects these characters. If an individual has a feeling that tourism has some influences on certain aspects of the life circumstance, unless when the characteristic is evaluated as personally important, the individual is unlikely to attribute any meaning to how tourism affects that attribute and quality of life change (Andereck & Nyaupane, 2011). According to this consideration, respondents in the current study were asked to rate the selected items reflecting QOL issues with two sets of scales indicating their importance (I) and satisfaction (S) evaluations. The measurement scales were ranged from 1 (very unimportant /unsatisfied) to 5 (very important/ satisfied).



Specifically, with the rating scores of importance, the respondents could evaluate how important the items are for them as QOL-elements according to their personal feelings. With the rating scores of satisfaction, the respondents could express their satisfaction with the changes of the concerned QOL-elements. Here it was supposed that the satisfaction assessment results comprise both belief and evaluation components. Respondents would make a judgment about the tourism caused change for each QOL-element and then assess how satisfied they are about each perceived change. A score above the neutral value of 3 indicates a confirmative positive perception of change, which means the change is positive and the change level is satisfying. Whereas, a score under the value of 3 indicates a negative feeling about tourism's effects on QOL-change, which could mean the change is negative or the change level may be perceived insufficient even when the change is positive. Based on the scores of importance and satisfaction, the interested TIQOL scores in this section are computed according to the calculation equation  $TIQOL = I \times (S-3)$ . This calculation method is a modification of the QOL calculation initially proposed by Brown et al. in their study of QOL and then applied or modified by some other researchers in their tourism studies (Andereck & Nyaupane, 2011; Massam, 2002). Because tourism's effects on the QOL-change are modified to be incorporated into respondents' satisfaction evaluations, the finally acquired TIQOL scores could then reflect residents' positive or negative perceptions of the tourism effects on the QOL-change.

For the interpretation of the acquired TIQOL scores, some points need to be noted. The calculated TIQOL scores according to the calculation equation  $TIQOL = I \times (S-3)$  are ranged from -10 to +10. The calculation method has its merit that the acquired results with plus or minus sign could clearly indicate respondents' positive or negative perceptions of the effective QOL-improvement caused by tourism. For example, an item

rated as very important and very satisfied received a score of +10, which indicates the strongest positive perception of effective QOL-improvement, since the change is positive and related with high degree of importance and satisfaction. On the contrary, an item rated as very important but very unsatisfied would receive a score of -10, which indicates the strongest negative perception concerning QOL-change, since the change related with highly important attribute of QOL is very unsatisfying. The negative perception could mean an insufficient QOL-improvement or even a QOL-decline.

Table 7.36 lists the 16 items of the QOL-elements in the survey and reported the descriptive analysis results, including the mean values of respondents' evaluations for importance, satisfaction, and the TIQOL scores. Based on the general mean values, all of the concerned elements of QOL were evaluated as important by respondents in the current study, given that the means of all the items are above the value of 4. Some of them were evaluated with relatively higher degree of importance, including "fundamental education in local region" (M=4.56), "health care and medical security" (M=4.53), "prevention and reduction of disasters risk" (M=4.52), "social order and public safety" (M=4.51) and "local natural environment" (M=4.51). Besides, the means of residents' satisfaction about QOL-changes are ranged between the values of 3 and 4, which indicate that residents in the current study generally had positive perceptions with the changes in the concerned QOL issues brought by local tourism development, however, with a relative low degree of satisfaction. Among the concerned QOL-elements, changes in the "image of local region" have got the highest degree of satisfaction (M=3.90), and changes in the "distribution of tourism benefits among local stakeholders" have got the lowest degree of satisfaction (M=3.37). According to the TIQOL scores which incorporate respondents' importance and satisfaction evaluations, it is found that the residents in the current study had generally positive perceptions

about effective QOL-improvement caused by tourism, given that the means of TIQOL scores are all positive.

**Table 7.36 Resident's perceptions of tourism impacts on QOL-change (N=346).**

Elements of QOL	Importance <sup>a</sup>	Satisfaction <sup>b</sup>	TIQOL Score <sup>c</sup>
1. Wealth of local residents on average	4,40	3,65	3,093
2. Economic prosperity of local communities	4,42	3,69	3,226
3. Quantity and quality of local employment opportunities	4,32	3,67	3,091
4. Local natural environment (rivers, air, vegetation, etc.)	4,51	3,74	3,432
5. Local living environment (infrastructure, communities' appearance, etc.)	4,49	3,76	3,530
6. Local social environment (cultural solidarity, interpersonal relationships, etc.)	4,39	3,76	3,653
7. Fundamental education in local region	4,56	3,60	2,852
8. Health care and medical security in local region	4,53	3,68	3,324
9. Prevention and reduction of disasters risk in local region	4,52	3,73	3,507
10. Social order maintenance and public safety	4,51	3,67	3,475
11. Shopping opportunities in local region	4,27	3,62	3,014
12. Richness of leisure activities in local region	4,31	3,65	3,180
13. Tranquility and comfort in daily life	4,48	3,81	3,587
14. Image of local region	4,40	3,90	4,095
15. Happiness of local residents	4,35	3,85	3,902
16. Tourism benefits distribution among local stakeholders	4,20	3,37	1,871

Note: The reported values in the table are the mean values of the variables.

<sup>a</sup> Importance of the QOL-elements:

measurement scale from 1=very unimportant to 5=very important.

<sup>b</sup> Satisfaction with tourism induced QOL-change:

measurement scale from 1=very unsatisfied to 5=very satisfied.

<sup>c</sup> TIQOL Score= Importance×(Satisfaction-3), the calculated scores range: -10 to +10, -10=very important and very unsatisfied, +10=very important and very satisfied.

Among the concerned QOL-elements, as indicated by the means of TIQOL scores, “image of local region” and “happiness of local residents” were perceived as having greatest improvement (M=4.095 and M=3.902 respectively). Comparatively, it is found that “distribution of tourism benefits among local stakeholders” and “fundamental education in local region” were perceived as having smallest improvement (M=1.871 and M=2.852 respectively). A further closer examination on perceptions of the two elements evaluated with lower TIQOL scores showed that the percentages of unsatisfied respondents concerning the changes in the tourism benefits distribution and fundamental education were relatively higher than other elements, the unsatisfied respondents counted for 23.5% and 17.4% respectively.

Finally, to get a general opinion, respondents were also asked to rate their perceived general changes in QOL brought by local tourism development. The rating scale was a five-point Likert type scale ranged from 1, which indicated becoming much worse, to 5, which indicated becoming much better. A rating score of 3 indicated no change. Results show that about 67% of respondents answered the question. Based on the valid answers, about 1.7% of the residents perceived that their QOL became worse, and about 92.6% of respondents perceived that their QOL became better. The mean value indicates that residents’ perception of tourism’s effects on quality of life is generally positive and moderately strong (M=4.01).

## **7.6 Attitudes and reasons for supportative attitude**

Residents’ attitude toward further tourism development and their willingness to participate in tourism development constitute important sustainability issues for tourism development of a destination. Investigation concerning these issues was included in the current study. Moreover, respondents were asked to indicate the potential reasons for

their supportive attitude in the survey. Analysis results of residents' attitude, willingness and the potential reasons for their supportive attitude are reported in this section.

### 7.6.1 Attitude toward tourism development and tourism participation

Table 7.37 summarizes attitudes of respondents toward further tourism development, their willingness of doing general tourism related work or even taking managerial work in the local tourism development. As could be see, the respondents had overwhelmingly supportive attitude for further tourism development in the local region and were keen on tourism participation. Comparatively, it seemed that respondents were more interested in doing general tourism work than taking managerial work. Information from the open-ended question asking for reasons reveals that some of respondents thought the managerial work of tourism in local community were much more complicated than providing service work.

**Table 7.37 Supportive attitude and participation willingness (N=346).**

	Frequency	Valid percent %
<b>Supportive attitude</b>		
No	1	,3
Yes	326	99,7
<b>Willingness to do general tourism work</b>		
No	12	3,7
Yes	311	96,3
<b>Willingness to take tourism managerial work</b>		
No	25	7,9
Yes	292	92,1

### 7.6.2 Reasons for supportive attitude

Various reasons for a supportive attitude of community residents toward a further development of local tourism are listed in Table 7.38. Items for this section were derived from literatures of residents' attitudes and some local studies related to such topics (McGehee & Andereck, 2004; UNWTO, 2005; Wang & Pfister, 2008). These statements are generally value related, which indicate some generally recognized

benefits tourism could bring to the residents, significance of tourism in the local economy and potential contribution tourism could make to sustainable development in the local communities. Other potential reasons were inquired with an open-ended question. Results show that the supportive attitude of respondents was mainly based on these listed reasons.

**Table 7.38 Reasons for supportive attitude toward tourism development.**

Items	Mean (S.D.)
1. I am hospitable and welcome the tourists coming to my community.	4,48 (.081)
2. The local tourism development provides personal employment opportunities.	4,17 (.991)
3. In general, the jobs in local tourism sectors are satisfying (income, conditions, etc.).	3,98 (.995)
4. The social and environmental positive changes are more important than the economic growth brought by tourism development.	4,22 (.957)
5. The local tourism development brings more advantages than disadvantages.	4,13 (.917)
6. The tourism development causes little damage to the local natural environment.	3,75 (1,127)
7. Tourism development may enhance the quality of life of local residents.	4,25 (.828)
8. Tourism development may contribute to the poverty reduction in the local area.	4,08 (.908)
9. Tourism development may contribute to the women's empowerment and local gender equality.	3,97 (.992)
10. Local community residents have influences in decision making in tourism development.	3,87 (1,003)
11. Tourism is an important local economic sector.	3,96 (1,024)

Note: Measurement scale from 1=Strongly Disagree to 5=Strongly Agree.

Based on the mean values and standard deviations of the scores reported in Table 7.38, it could be seen that respondents generally confirmed that tourism could bring more advantages than disadvantages (M=4.13). Among the mentioned items, support based on the personal emotional reason of hospitality got the highest mean value (M=4.48). Besides, support based on aspects such as employment opportunity (M=4.17), quality of life improvement (M=4.25), environmental and social cultural benefits (M=4.22), poverty reduction (M=4.08) were also rated with relative high mean values.

Supportive attitude based on gender equality and women's empowerment was rated as a generally agreed opinion, but with a mean value a little bit lower than the value of 4 (M=3.97). Meanwhile, supportive attitude concerning the harmlessness of tourism on natural environment or tourism's influence on residents' decision making power appeared more divergent, and were rated with relative lower scores.

Among the listed benefits underlying for residents' supportive attitudes, some of them are of special interest for the current study and were further examined with a closer look. About 80% of respondents expressed their support when they feel tourism bring more advantages than disadvantages. Compared with economic growth, about 79.3% of the respondents considered social and environmental benefits more important and hence would support further tourism development based on this reason. Besides, respondents who confirmed their support based on aspects of quality of life improvement, poverty alleviation and women's empowerment accounted for about 85%, 80%, and 72% respectively. What worth to be noted is that by examining attitudes among respondents characterized as being self-reported "non-poor", it is found that still about 80.5% of them expressed their supportive attitude related with poverty alleviation, although this benefit could be interpreted as "non-personal" for them. Likewise, about 70.1% of the male respondents agreed with their supportive attitude based on women's empowerment, even if the concerned benefit could be "non-personal". Hence, information from this part of investigation provides evidences for assertions argued by researchers in some recent studies. Namely, benefits which explain residents' supportive attitude toward tourism development could be economic factors, but they could also be commonly held consensus and "value domains" which are non-economic in nature. These benefits could derive from personal experience, but they could also be related

with socio-cultural context (Jurowski, et al., 1997; Shaprly, 2014; Wang & Pfister, 2008, p.92).

### 7.7 Opinions about government's role in tourism development

As mentioned previously, in tourism development in China, governments at different levels usually have imperative power. Given that government has special responsibility for improving all-round well-being of local communities, information concerning opinions about government's role in tourism development from the perspective of local residents, who belong to the most important stakeholders in local tourism development, could be useful for an effective destination management in local tourism development.

**Table 7.39 Expectation on government's work in tourism development.**

Suggestions on government's work in tourism development	Mean (S.D.)	Frequency (Valid percent %)		
		not agreed	neutral	agreed
1. Supporting marketing operations to draw more tourists	4,06 (1,023)	26 (7,7)	41 (12,2)	270 (80,1)
2. Improving local natural environmental protection through controlling tourist arrivals	3,98 (,958)	28 (8,2)	51 (15,0)	262 (76,8)
3. Watching on the multi-faceted social influence of tourism development	4,09 (,916)	18 (5,3)	56 (16,5)	266 (78,2)
4. Supporting local small and middle sized tourism firms through financial policies	4,01 (1,016)	26 (7,6)	59 (17,3)	256 (75,1)
5. Enhancing vocational training and education in local tourism sectors	4,17 (,914)	19 (5,6)	39 (11,5)	280 (82,9)
6. Coordinating benefits distribution among local tourism stakeholders	4,04 (1,007)	25 (7,4)	61 (17,9)	254 (74,7)
7. Supporting local poverty alleviation through tourism	4,18 (,902)	14 (4,1)	51 (14,9)	277 (81,0)
8. Enhancing local gender equality and women's empowerment through tourism	4,22 (,890)	14 (4,1)	46 (13,4)	283 (82,5)

Note: Rating scale is ranged from 1= strongly disagree to 5= strongly agree.



Concerning some important issues related with local tourism development and community development, suggestions proposed for government's work in facilitating sustainable tourism development were collected in the current study. Table 7.39 shows some suggested work focus of the local government on a macro management level, such as providing financial, policy and capacity building supports, which were adopted from relevant literature and based on the local context. Respondents were asked to illustrate their expectations on government's work by indicating their opinions about these suggestions. Descriptive analysis results are provided in Table 7.39. As could be seen, more than 80% of respondents indicated their expectations on government work in aspects concerning enhancing gender equality and women's empowerment, supporting poverty alleviation and enhancing vocational training and education in tourism development. All of these expectations got relative higher means of about the value of 4.2. Besides, about 80% of respondents also considered that government should support marketing operations for local tourism destination.

By investigation on residents' satisfaction with current government's work in tourism development, results show that about 26.4% of the respondents were unsatisfied, about 61.8% of the respondents were satisfied, and about 11.8% of the respondents didn't give their feedback. As to the government work to be improved, results reveal that the most mentioned aspects include support for marketing, support for poverty alleviation and support for vocational training and education. Residents' comments on government work were also enquired with an open-ended question in the questionnaire. Various opinions were expressed by respondents from different communities. Generally speaking, residents from Gongcheng hoped more support in aspects of financial facilities and capacity building for a further tourism development in their communities. It could be seen that residents had relative higher expectations in tourism development.

Meanwhile, some residents mentioned some negative aspects government should help to avoid. Residents from Yangshuo were more concerned about some negative influences in tourism development in their communities. They hoped local government could take more efficient activities in aspects such as environmental protection, infrastructure improvement, coordination of benefits distribution and support for entrepreneurship. Comparatively comments of residents in Yangshuo reflected more problems which also exist in other mature tourism destinations, and the local government was criticized for their inefficiency of dealing with these problems. Residents from Longsheng considered the urgent work for the local government was taking measures to improve protection of the rice terrace in communities during tourism development. Moreover, it was also hoped government could make efforts in solving problems existed in benefits distribution, infrastructure inefficiency and capability building. Communication between government and local communities should be strengthened, and opinions and benefits of residents should be more concerned.

## **Chapter 8**

### **SEM analysis results of residents' perception-attitude models**

As introduced in the research design, one of the objectives of the current study is to test the proposed residents' perception-attitude models and related hypotheses using empirical data. Three specific models, namely, the TIQOL-Model (Model I), the TIPA-Model (Model II) and the TIPAWE-Model (Model III), are derived from a general causal structural model (G-Model). By hypothesizing relations of residents' impacts perceptions and their supportive attitudes toward further tourism development, Model I is concerned about perceptions of tourism induced benefits of QOL, while Model II and Model III are concerned about perceptions of tourism induced benefits of poverty alleviation and women's empowerment. Whereby, Model II solely adopts poverty alleviation as the beneficiary development effect of tourism and Model III integrates poverty alleviation and women's empowerment as a complex beneficiary development effect considering the close relationships of the two issues in the development of the studied region. Model III could be regarded as a further development of Model II. And the same dataset has been applied in the analysis of the two models.

Within the framework of the G-Model, relationships between constructs proposed in each of the specific models are based on findings in previous studies. The specific models integrate tourism's development effects on socio-economic issues as important constructs representing tourism's potential beneficiary effects. Theoretical aspects concerning the constructs proposed in the specific models as well as the related indicators have been discussed in previous chapters in the current study. Moreover, analysis results of the current survey reported in the former chapter could also provide complementary justification for the hypothesized structural model. Thus, the proposed models are conceptualized on the basis of the theoretical and empirical reviews.

Concerning the proposed G-Model, some important elements need to be reviewed here for the interest of clarity. The G-Model hypothesizes the causal relationships among residents' perceptions of positive and negative tourism impacts, perceptions of tourism induced benefits and their supportive attitude to further tourism development based on the relevant benefits. The construct of tourism induced benefits is assumed to be the mediating factors between residents' perceptions of tourism impacts and their supportive attitude.

Concerning the three specific models, data issues used in the models should be noted. Given that analysis using structural equation modeling does not allow missing values, the 346 usable questionnaires adopted for a general descriptive analysis were further evaluated because some of the respondents failed to provide necessary information for a certain specific model proposed in this study. Since the problem of miss data is not allowed in SEM analysis, cases with severe missing information were firstly deleted. Then some random missing data were replaced with mean values. The general selection criterion for information completeness was that the continually unanswered items in any measurement scale of the three specific models should not exceed 5 questions, so that the important information for the interested impacts perceptions could be guaranteed. Besides, for the subjective evaluation of poverty alleviation, at least one of the four related questions needs to be answered. Based on this evaluation process, different sample datasets were acquired and applied in the specific models. Out of the data set of the 346 cases for general descriptive analysis, 92 respondents were dropped out by establishing the TIQOL-Model and 12 respondents were dropped out by establishing the TIPA-Model and the TIPAW-Model. Regarding the response rate of the 450 questionnaires distributed in the survey, the TIQOL-Model included 254 usable questionnaires and hence obtained a 56.44% response rate

(N1=254), the TIPA-Model and the TIPAWE-Model included 334 usable questionnaires and hence obtained a 74.22% response rate (N2=334).

Moreover, concerning score calculations applied in the specific models, some points are also need to be noted. In the TIQOL-Model (Model I), the perception of tourism induced QOL-change was still evaluated with the two sets of scales including importance and satisfaction. For the purpose of keeping interval consistency with indicator values of other constructs in the model, the scores of the TIQOL were computed using the calculation equation:  $QOL = \sqrt[2]{S \times I}$ , which was modified from calculation methods of some previous studies (see, Yu et al., 2014). By using the square root of the multiplied results, the acquired TIQOL scores were ranged from 1 to 5. In the TIPA-Model (Model II) and the TIPAWE-Model (Model III), by assessing tourism induced effects of poverty alleviation, mean values of respondents with and without tourism involvement were calculated concerning the two aspects of the issue, namely, changes in economic situations in daily life, and changes in abilities for reducing social gap with others. Hence the perceptions of tourism induced poverty alleviation in the model consider both economic and non-economic aspects based on personal experience and non-personal experience.

In this chapter, some important aspects related to the procedure of structure equation modeling (SEM) are firstly illustrated. Following that the hypothesized relationships in the specific models are examined with SEM using empirical data. The models integrated respectively beneficiary constructs concerned about issues of quality of life improvement, poverty alleviation and women empowerment.

### **8.1 Structural equation modelling**

Structural equation modelling (SEM) is a statistical method combining confirmatory factor analysis and regression analysis for modelling a variety of relationships (Byrne,

2010; Hoyle 1995; Jöreskog & Sörbom, 1993 ). According to Byrne (2010), SEM conveys two important aspects of the analysis procedure. Firstly, the causal processes are represented by a series of structural equations. Secondly, the structural relations could be modelled pictorially to enable a clearer conceptualization of the theory. Compared to the traditional multivariate procedures, SEM takes a confirmatory approach to the data analysis for inferential purpose rather than an exploratory approach which are essentially descriptive by nature. The method could provide estimates of error variance parameters, which is different from the traditional procedures that are usually incapable of assessing or correcting for measurement error. Moreover, both unobserved and observed variables could be incorporated into SEM analysis based on observed measurements (Byrne, 2010).

Due to the highly desirable characteristics, SEM has been increasingly used as a popular methodology for non-experimental studies in the social science research to test relationships which may exist among elements of systems (Byrne, 2010; Reisinger & Turner, 1999). This technique could simultaneously estimate the relationships between observable and unobservable (latent) variables, as well as the relationships among latent variables (Reisinger & Turner, 1999). It could help to evaluate how well a proposed conceptual model explains or fits the collected empirical data (Bollen, 1989a, 1989b; Hoyle 1995). As mentioned in the former text, since the end of 1990s and especially in recent years some tourism researchers began to examine the residents' perceptions and attitudes as well as support toward tourism based on structural equation model analysis. Indeed, many elementary factors or construct variables in residents' attitudes studies are not directly observable, thus SEM method could be used efficiently in such studies to help to evaluate these factors on the basis of sets of observed or measured variables which serve as indicators of the latent variables (Lindberg & Johnson, 1997).

Increasingly, the application of SEM has been proposed as an important research method in tourism and human geography studies so as to promote research quality (Reisinger & Turner, 1999).

To proceed with SEM analysis in the following part of this chapter, explanation here about some basic concepts and important aspects related to SEM methodology would be helpful for the understanding of the analysis procedure in the current research using this technique.

A general structural equation model is composed of two basic components: a measurement model and a structural model. The measurement model defines relations between the observed indicator variables and their underlying latent variables. These prior hypothesized relationships could be evaluated with confirmatory factor analysis. In contrast, the structural model defines relations among the unobserved latent variable constructs. Path coefficients could be provided for research hypotheses to specify the manner by which particular latent variable constructs influence changes in the values of other latent constructs in the model. Among the unobserved construct variables in the structural model, exogenous and endogenous latent variables need to be distinguished when working with SEM models (Byrne, 2010). The exogenous latent variables are referred to the independent variables which cause value changes of other latent variables in the model; and the endogenous latent variables are referred to dependent variables which are influenced by the exogenous variables directly or indirectly. A SEM model could only explain values changes of endogenous variables but not that of exogenous variables.

Usually, the hypothesized models based on SEM approach are mostly schematic portrayed with path diagrams which represent the graphical equivalent of its mathematical representation where by dependent and explanatory variables are related

by a set of equations (Byrne, 2010). Thus the meanings of some commonly used geometric symbols need to be understood. In the path diagram of a particular SEM model, ellipses or circles represent unobserved latent variables and rectangles represent observed indicator variables. The impact of one variable on another would be represented with single-headed arrows and the correlations between pairs of variables would be represented with double-headed arrows. Using these symbols, path coefficients for regression of indicators onto latent variables, path coefficients for regression of latent variables, indicators' measurement error and latent variables' residual error could all be schematically represented in path diagrams of SEM models (Byrne, 2010).

In the analysis of full latent variable models, the test for the validity of the measurement model was suggested by researchers as an important preliminary step so as to ensure the operating adequacy before the further evaluation of the structural model (Anderson & Gerbing, 1988; Byrne, 2010). Indeed, constructs in a SEM model should be evaluated to assure that the observed indicators do measure its underlying structure which is pre-specified based on related theory. This indicated that each construct of a particular model needs to be analyzed separately before testing the measurement models overall. Moreover, measurement models should be evaluated before the simultaneous examination of measurement and structural equation models. Properties of each latent construct could be evaluated based on the overall measurement model. Hereby some statistical estimates such as the completely standardized loading, the error variance, the composite construct reliability and the variance extracted need to be checked. To acquire a proper acceptable model of interest for a study, many empirical study researchers have adopted a model generating approach (Byrne, 2010). Most commonly a default theoretically derived model could be modified based on indices and a



generated final model should be theoretically meaningful, statistically acceptable and meet the criteria of goodness-of-fit statistics.

To examine the extent to which a hypothesized model adequately describes the sample data, evaluation of model fit should be based on several criteria which particularly focus on the adequacy of the parameter estimates and the model as a whole (Byrne, 2010). These evaluation criteria need to be illustrated next to provide further important information of SEM analysis in the current study.

Briefly speaking, parameter estimates should be reasonable and be consistent with the underlying theory. They should demonstrate the correct sign and size. Standard errors which reflect the precision of parameter estimates should not be excessively large or small. Important parameter estimates of a model should exhibit statistical significance.

Moreover, to determine the goodness-of-fit of the model as a whole, a variety of statistical criteria have been suggested to be applied in SEM analysis. Three types of indices for overall model fit measures have been developed, including absolute fit measures (AFM), incremental fit measures (IFM) and parsimonious fit measures (PFM) (Byrne, 1998; Byrne, 2010; Hair, Anderson, Tatham & Black, 1998; Hu & Bentler, 1995). The first type of AFM indices could be directly used to assess the fit between the model and the data. The commonly used indices of this category include the p value of Chi-square ( $\chi^2$ ) test, the Goodness-of-Fit index (GFI), the noncentrality parameter (NCP), the root mean square residual (RMR), the standardized root mean square residual (SRMR) and the root mean square error of approximation (RMSEA). To be noticed is that the Chi-square statistics is very sensitive to the sample size, to address the limitation, the value of  $\chi^2/\text{degrees of freedom}$  (CMIN/DF) have been typically used as adjuncts to the Chi-square statistics. Moreover, it has been suggested that other

indices are more pragmatic by model evaluation in most SEM empirical research. The second type of IFM indices could be used to determine the proportionate fit by comparing a target model with some baseline model. The commonly used indices of this type statistics include the Adjusted Goodness-of-Fit Index (AGFI), the Tucker-Lewis Index (TLI), the Incremental Index of Fit (IFI), the Normed Fit Index (NFI), the Relative Fit Index (RFI), and the Comparative Fit Index (CFI). Finally, the third type of the PFM indices could be used to examine whether model fit has been achieved by over-fitting the data with excessive coefficients. The commonly used indices of this category measures include the Parsimonious Normed Fit Index (PNFI) and Parsimony Goodness-of-Fit Index (PGFI).

**Table 8.1 Selected fit indices and recommended threshold.**

Goodness-of- fit indices	Acceptable threshold
Absolute fit measures	
p value of the model's Chi-Square ( $\chi^2$ )	$\geq 0.05$ , the closer to 1.00 the better (Bollen, 1989; Wu, 2010)
CMIN/DF	$\leq 3.00$ (Hair, et al, 1998)
SRMR	$\leq 0.10$ (Byrne, 2010, p194)
RMSEA	$\leq 0.06$ good fit (Hu and Bentler, 1995) ranging from 0.08 to 0.10 mediocre fit (Byrne, 2010; MacCallum et al. 1996)
Incremental fit measures	
CFI	$\geq 0.90$ (Bentler, 1992)
IFI	$\geq 0.90$ (Bentler, 1992)
Parsimonious fit measures	
PGFI	$\geq 0.50$ (Byrne, 2010; Wu, 2010)

$\chi^2$ : Chi-square; CMIN/DF:  $\chi^2$ /degrees of freedom; SRMR: standardized root mean square residual; RMSEA: root mean square error of approximation ; CFI: comparative fit index; IFI: incremental index of fit; PGFI: parsimony goodness-of-fit index .

By model evaluation based on the goodness-of-fit measures, it has been suggested by researchers that a model doesn't have to exhibit all of the above mentioned characteristics in order to be acceptable (see, e.g., Hatcher, 1994). In the current study, results of some major indices are compared and reported. Table 8.1 listed the selected fit measures applied in the current study and their commonly used threshold for the model evaluation (Table 8.1).

In the following part of this chapter, the three specific structural models proposed in the current study are examined respectively. For the establishment and evaluation of the models, the main operations applied need to be illustrated here.

Firstly, by the establishment of Model I (TIQOL) and Model III (TIPAW), considering the large number of items used for measuring the effects constructs in these two models, exploratory factor analysis (EFA) was conducted on each of the multi-item measurements of impacts perceptions for the purpose of data reduction.<sup>25</sup> This procedure was performed using IBM-SPSS 17.0. The operation of EFA in the context of the current study was intended to help to reduce the variables number of constructs integrated in the models, and hence decrease multicollinearity or error variance correlations among indicators in the confirmatory factor analysis (CFA) of the measurement model in the next SEM procedure.<sup>26</sup> The use of this method has been

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<sup>25</sup> The exploratory factor analysis (EFA) is usually applied to identify complex interrelationships among items and group items which are part of unified concepts. Thus the technique could be used for testing construct validity of a scale and grouping items which are highly correlated with each other (see, e.g. Polit & Beck, 2008). The principle component extraction and varimax rotation method was used for the EFA performed in the current study.

<sup>26</sup>The problem of multicollinearity arises when “two or more variables are so highly correlated that they both essentially represent the same underlying construct” (Byrne, 2010, p.168). Such

suggested by several authors in such tourism studies for reducing number of variables and acquiring proper observed variables of relevant latent variables (see, e.g., Yoon & Uysal, 2005). On the basis of the results of EFA, the mean scores of the acquired factors which usually include several items were calculated and applied as values of indicators (observable variables). They were used to measure the not directly observable latent variables which were proposed as constructs in the models.

Secondly, using IBM-AMOS 17.0, the structural equation modelling analysis in the current study was conducted in several steps considering the aforementioned important aspects related to general SEM procedure. Confirmatory factor analysis (CFA) was firstly performed in this procedure to examine the measurement scale properties in the model prior to the test of the full structural equation model.<sup>27</sup> The CFA of testing the measurement model was performed by allowing all constructs to be inter-correlated freely. Before the examination of the overall measurement model, the adequacy of the indicators to each construct was firstly examined separately since measures that are posited as indicators of the corresponding construct must be acceptably unidimensional. Constructs with improper fit of indicators need to be respecified firstly by deleting these indicators.<sup>28</sup> After the check of each construct, the overall measurement model was evaluated. Selected model fit measures and modification indices were applied for the

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situations need to be avoided as much as possible in structural equation modelling procedures (Bollen, 1989a).

<sup>27</sup>The confirmatory factor analysis (CFA) is an approach testing the hypothesis that the items are associated with specific factors. In the structural equation modelling CFA is usually used to test the measurement model which specifies the posited relations of the observed variables to the latent construct. It could be applied to examine whether or not the empirical data are consistent with a hypothesized model, or a priori specified model (see, e.g. Polit & Beck, 2008).

<sup>28</sup>It has been suggested that the item having a coefficient alpha below 0.3 is improper and usually need to be deleted from the further analysis (Jöreskog, 1993).

model respecification in the procedure for assuring a good model fit with the empirical data. The reliability and the validity of each construct were also tested.<sup>29</sup> Examined important statistic results include the standardized indicator loading ( $\lambda$ ), the squared multiple correlations (SMC), and the indicator error variances ( $\theta$ ).<sup>30</sup> The composite reliability (CR) and the average variance extracted (AVE) of the constructs were calculated which would usually be used to provide evidence for the convergent validity of the constructs in the measurement model.<sup>31</sup> Discriminant validity of each construct was also evaluated by checking the confidence intervals (95% bias-corrected confidence intervals) of the paired correlations among the latent variables provided in the bootstrap procedure. The discriminant validity could be confirmed if the range of the confidence interval does not include the value of 1 (Torkzadeh, Koufteros & Pflugh, 2003).<sup>32</sup>

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<sup>29</sup>Requirement of convergent validity and discriminant validity need to be satisfied to assure the adequacy of the constructs (Byrne, 2010; Wu, 2010).

<sup>30</sup>Beside the factor loadings, the square of the correlation between the indicators and the corresponding latent factor (or squared multiple correlation, SMC) indicates the reliability of variables (Kim et al, 2013). The indicator error variance  $\theta=1$ -SMC.

<sup>31</sup>The composite reliability (CR) and the average variance extracted (AVE) are useful measures for establishing validity and reliability. Formula of calculation: composite reliability (CR) =  $(\sum \lambda)^2 / [(\sum \lambda)^2 + \sum (\theta)]$ , and average variance extracted (AVE) =  $(\sum \lambda^2) / [\sum \lambda^2 + \sum (\theta)]$  (Fornell & Larcker, 1981; Jöreskog & Sörbom, 1996). As the common threshold values, CR value needs to be over 0.7 and AVE value needs to be over 0.5, or minimum level of 0.36 (Hair, Black, Babin & Anderson, 2010, Fornell & Larcker, 1981). And some researchers also suggested that the AVE is a more conservative measure than the CR. On the basis of CR alone, the researcher may conclude that the convergent validity of the construct is adequate, even though more than 50% of the variance is due to error. (Fornell & Larcker, 1981). CR and AVE were calculated in this study manually with software provided by Wu (2010).

<sup>32</sup>Researchers have used various methods to test discriminant validity in their studies applying structural equation modeling. Beside the method applied in the current study, another common operation is to compare the square root of the AVE of constructs and inter-correlations between pairs of constructs. The requirement of the discriminant validity could be satisfied if the inter-

After the assessment of the measurement model, the full structural equation model was then evaluated with the model fit measures. Modification indices were also checked for necessary model respecification. Finally, the hypotheses proposed in the model were tested.

What also to be noted is that, for the above illustrated analysis, data normality assessment was always performed at the beginning considering the assumption of data distribution in the SEM procedure, so that proper method of parameter estimation could be selected accordingly. SEM analysis is conducted under two important assumptions linked to large-sample theory (Byrne, 2010). The commonly used methods for the model estimation, namely, maximum likelihood (ML) or generalized least squares (GLS), demand that the data are of a continuous scale and having a multivariate normal distribution. By data not manifesting such characteristics, certain specific procedures need to be applied accordingly.

## **8.2 The TIQOL-model**

Model I in the present research integrates the perceived tourism induced effects of QOL-change as the benefits construct, and hence it is named as the TIQOL-Model. Perceived general tourism impacts were observed as positive and negative perceptions in the survey, and each of them included the usually discussed categories of economic, environmental and socio-cultural aspects. As mentioned, illustration of the relationships between various tourism impacts and the tourism induced benefits are based on the

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correlation is less than the square root of the AVE estimates of the constructs (Fornell & Larcker, 1981; Hair et al., 2006; Lee, 2013). Moreover, by constraining the estimated correlation parameter to 1 between every possible pair of constructs and then performing a chi-square difference test on the values obtained for the constrained and unconstrained models, a significantly lower chi-square value in an unconstrained model could indicate that discriminant validity is achieved (Anderson & Gerbing, 1988; Gursoy et al. 2002; Wu, 2010).

findings of previous studies concerning each of these issues. Specifically in Model I, research on the general impacts of tourism, the influence mechanisms of tourism on QOL-change and resident's support toward tourism development provide important rationales for the hypothesized TIQOL -Model in the current study (see e.g., Andereck & Vogt, 2000; Andereck & Nyaupane, 2011; Ap & Crompton, 1998; Gursoy et al., 2002; Kim et al., 2013; McGehee & Andereck, 2004).

**Table 8.2 General demographic profiles of respondents in TIQOL-Model (N=254).**

Variables	Frequency	Valid Percent %	Variables	Frequency	Valid Percent %
<b>County</b>			<b>Occupation</b>		
Yangshuo	92	36,2	Peasant	198	79,2
Longsheng	49	19,3	Worker	4	1,6
Gongcheng	113	44,5	Vocational technician	4	1,6
<b>Gender</b>			Firm employee	5	2,0
Male	132	52,6	Educator	3	1,2
Female	119	47,4	Student	18	7,2
<b>Ethnic group</b>			Tertiary sector worker	8	3,2
Han	107	43,5	Other	10	4,0
Zhuang	32	13,0			
Yao	106	43,1	<b>Length of residence</b>		
Other	1	,4	<5 years	14	5,9
<b>Age</b>			5 -10 years	13	5,4
18-24	41	16,5	11-15 years	8	3,3
25-34	53	21,3	>15 years	204	85,4
35-44	55	22,1			
45-54	55	22,1			
55-64	32	12,9			
65 or above	13	5,2			
<b>Education</b>					
No school education	12	4,8			
Elementary school	53	21,3			
Middle school	110	44,2			
High or vocational school	62	24,9			
College	8	3,2			
University or higher	4	1,6			

Due to the potential data variance caused by further deletion of cases from the initially adopted 346 usable questionnaires, some basic demographical profiles of the sample data used in the TIQOL-Model are examined and summarized in Table 8.2. As reported, a total of 254 usable questionnaires were included into the model analysis and hence obtained a 56.44% response rate out of the 450 distributed questionnaires. Compared with the total sample of 346 cases used for general descriptive analysis, there is no significant change of ratios concerning gender, age structure, occupation and length of residence. Respondents from Longsheng county and Zhuang ethnic group are lower represented with obvious proportion decline. Moreover, proportions of respondents who got no school education and those who got university education became less.

### **8.2.1 Factor analysis**

As illustrated in the former section, before using structural equation modelling for further analysis, data reduction using EFA was conducted for this model. Within the framework of the TIQOL-Model, data for perceived tourism's general impacts of positive and negative aspects, as well as perceptions of tourism induced quality of life effects needed to be processed with factor analysis. As reported in the former chapter, both of the perceived positive and negative tourism impacts were observed in economic, environmental and socio-cultural aspects. Hence, the perceived positive tourism impacts included a total of 30 items in the measurement scale (with 10 economic items, 9 environmental items, and 11 socio-cultural items as a whole); the perceived negative tourism impacts included a total of 28 items in the measurement scale (with 5 economic items, 10 environmental items and 13 socio-cultural items as a whole). Besides, the measurement scale for the construct of perceived tourism effects on quality of life included a total of 16 items. For each of the above mentioned perception scales, a



reliability analysis was firstly performed to evaluate the stability and consistency of the measurement scale as a whole. Based on the results, some items were deleted so as to reduce unnecessary variables and improve the scale for further analysis.<sup>33</sup> After that, the adopted items were then processed with factor analysis.<sup>34</sup>

Regarding the initial 30 items for perceived positive tourism impacts used in the questionnaire, the reliability analysis of the measurement scale show that the Cronbach's Alpha ( $\alpha$ -value) was 0.946 after the two items concerning large firm's investment and trans-regional marriage were deleted. The  $\alpha$ -value exceeded the usual recommended threshold of 0.70, which indicates a good reliability of the measurement scale (Nunnally & Bernstein, 1994). Hence a total of 28 items were adopted for further factor analysis. The KMO measure (Kaiser-Meyer-Olkin Measure of sampling adequacy) and Bartlett's test results were examined to ensure the appropriateness of factor analysis.<sup>35</sup> The results indicate that the items were well suited for factor analysis (KMO=0.924, p value of Bartlett's test =0.000).

Table 8.3 presented the factor analysis results of the perceived positive tourism impacts. Among the 28 items, four items concerning cultural exchange, social contact opportunities, architectures authenticity and human environment preservation were

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<sup>33</sup>To determine whether to delete an item, "value of the corrected item-to-total correlation" and the corresponding "alpha value if item deleted" have been taken as reference (see, e.g. Ko & Stewart, 2002).

<sup>34</sup>The factor analysis in the current study used the eigenvalue of over 1.0 and factor loading of 0.50 as the basic threshold for factor inclusion. Moreover, screen plot, percent of variance explained, relevant theories have also been taken as important reference for determining factor extraction. The results of factor analysis were also proved to be proper for establishing structural model in the further SEM analysis in this study.

<sup>35</sup>To examine the appropriateness of factor analysis, the criteria for KMO measure are: 0.90 is marvellous, 0.80 is meritorious and 0.70 is middling. The significant level for Bartlett's test is 95%.

**Table 8.3 Factor analysis on perceived positive tourism impacts (N=254).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Hygiene things and infrastructure (F1: PP_HTIF)</b>		4,824	17,229	,880
P_Improvement of hygiene situation	,782			
P_Improvement of traffic infrastructure	,722			
P_Improvement of public utilities	,717			
P_Resident's environmental awareness	,715			
P_Enhanced environmental protection	,678			
P_Government work for environment	,605			
P_Restraint of over exploitation	,596			
<b>Factor 2: Employment and urbanization (F2: PP_EMUB)</b>		4,242	32,377	,871
P_Employment opportunity	,801			
P_Urbanization enhancement	,746			
P_GDP growth	,743			
P_Income increase	,717			
P_Tourism income increase	,585			
P_Enhancement of competitive industry	,565			
<b>Factor 3: Cultural awareness and protection (F3: PP_CAPT)</b>		3,678	45,515	,893
P_Resident's better understanding of local tradition	,804			
P_Conservation of traditional arts	,749			
P_Historic sites protection	,714			
P_Awareness of conserving local living style	,644			
P_Hospitality increase	,621			
<b>Factor 4: Behavior and image (F4: PP_BHIM)</b>		2,712	55,199	,777
P_Polite behaviours	,735			
P_Image enhancement	,735			
P_Change of conservative thinking	,623			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Table 8.3 Factor analysis on perceived positive tourism impacts (Continued).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 5: Agriculture and business (F5: PP_AGBS)</b>		2,566	64,365	,786
P_Agriculture stimulation	,621			
P_Small business stimulation	,565			
P_Tertiary Industry stimulation	,564			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

further eliminated because they were not loaded well on any resulted factors or were loaded strongly on two or more factors. A total of five factors accounting for 64.37% of the total variance explained were acquired out of the left 24 items. The five factors were named based on highly loaded items and their common characteristics. Specifically, the five factors were labelled as “Factor 1: Hygiene things and infrastructure” (F1: PP\_HTIF), “Factor 2: Employment and urbanization” (F2: PP\_EMUB), “Factor 3: Cultural awareness and protection” (F3: PP\_CAPT), “Factor 4: Behavior and image” (F4: PP\_BHIM), and “Factor 5: Agriculture and business” (F5: PP\_AGBS). Factor loading scores on the factors were ranged from 0.564 to 0.804 and all the loading scores were greater than 0.50, which indicates a good correlation between the items and the corresponding factor. Moreover, the Cronbach's  $\alpha$ -values of the factors were 0.88, 0.87, 0.89, 0.78 and 0.79, respectively. All of them were above the recommended level of 0.70 indicating good reliabilities and internal consistency of the subscales of the factors extracted for the positive impacts.

Regarding the initial 28 items used in the questionnaire for perceived negative tourism impacts, the reliability analysis shows that the Cronbach's  $\alpha$ -value was 0.939 after the deletion of one item concerning change of life style. Thus a total of 27 items were then adopted for further factor analysis. KMO and Bartlett's test indicate a further

**Table 8.4 Factor analysis on perceived negative tourism impacts (N=254).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Lifestyle and social order</b> <b>(F1: PN_LFSO)</b>		5,137	19,024	,933
N_Divorce increase	,838			
N_Host guest conflicts	,798			
N_Relocation and eviction	,770			
N_Social problems increase(drgu, gambling)	,766			
N_Traditional art techniques deterioration	,761			
N_Crime increase	,756			
N_Commercialized performance	,700			
<b>Factor 2: Farmland and resources</b> <b>(F2: PN_FMRS)</b>		3,909	33,501	,882
N_Damage of farm land	,780			
N_Resources overexploitation	,777			
N_Disorder of traditional apperance	,764			
N_Tension of water and electricity consumption	,675			
N_Congestion and crowding	,630			
N_decreased access to utilities	,561			
<b>Factor 3: Moral value and relations</b> <b>(F3: PN_MVRL)</b>		3,459	46,311	,901
N_Honesty decrease	,845			
N_Moral value deterioration	,810			
N_Business ethnics deterioration	,710			
N_Distrust and estrangement	,676			
N_Materialism in relationships	,656			
<b>Factor 4: Pollution and diseases</b> <b>(F4: PN_PLDS)</b>		3,128	57,897	,868
N_Improper tourism operation resulted pollution	,819			
N_Tourism traffic resulted environmental pollution	,807			
N_Noise and litter pollution	,743			
N_Diseases increase	,592			

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

**Table 8.4 Factor analysis on perceived negative tourism impacts (Continued)**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 5: Living cost and social gap (F5: PN_LCSG)</b>		2,870	68,529	,790
N_Higher cost of living	,726			
N_Income gap	,709			
N_Benefits only for few people	,690			
N_Seasonal income and over dependance	,681			
N_Competition of outsiders	,637			

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

factor analysis of the items was reasonable (KMO= 0.910, p value of Bartlett's test =0.000).

Table 8.4 presents the results of the factor analysis on the perceived negative tourism impacts (Table 8.4). A total of five factors for negative perceptions were resulted and accounted for 67% of the total variance explained. Concretely, the five factors were labelled as "Factor 1: Lifestyle and social order" (F1: PN\_LFSO), "Factor 2: Farmland and resources" (F2: PN\_FMRS), "Factor 3: Moral value and relations" (F3: PN\_MVRL), "Factor 4: Pollution and diseases" (F4: PN\_PLDS) and "Factor 5: Living cost and social gap" (F5: PN\_LCSG). The factors loading scores were ranged from 0.561 to 0.845, and the Cronbach's  $\alpha$ -values of all the factors were also above the recommended level of 0.70, they were 0.93, 0.88, 0.90, 0.87 and 0.79 respectively.

Regarding the items for perceived tourism induced quality of life effects, all the analysis was conducted based on the calculated TIQOL scores (the square root of the multiplied results of importance and satisfaction). Beginning with the initial 16 items used in the questionnaire for observing TIQOL effects, the reliability analysis shows that the Cronbach's  $\alpha$ -value was 0.951 after the deletion of one item concerning tourism benefits distribution. Thus the further factor analysis was performed on the 15 adopted

items. Again, KMO and Bartlett's test indicate that a further factor analysis of the dataset was reasonable (KMO= 0.937, p value of Bartlett's test =0.000).

**Table 8.5 Factor analysis on perception of tourism induced QOL effects (N=254).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1:</b>				
<b>Life style and emotional wellbeing (F1: Q_LSEM)</b>				
		3,355	22,367	,880
Local image	,744			
Shopping oppotrunities	,699			
Leisure activities	,677			
Resident's hapiness	,676			
Tranquility	,641			
<b>Factor 2:</b>				
<b>Health, safety and public utility (F2:Q_HSPU)</b>				
		2,975	42,200	,866
Health care and medical security	,791			
Fundamental education	,753			
Prevention of disasters risk	,726			
<b>Factor 3:</b>				
<b>Economic and material wellbeing (F3: Q_ECMT)</b>				
		2,551	59,209	,882
Wealth on average	,767			
Economic prosperity	,737			
Employment opportunities	,671			
<b>Factor 4:</b>				
<b>Environment and community (F4: Q_EVCM)</b>				
		2,531	76,080	,867
Living environment	,776			
Natural environment	,697			
Social evvironment	,624			

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

Table 8.5 reports the results of the factor analysis on the perception of tourism induced QOL effects. By the initial attempt, factor analysis based on the reference of eigenvalue over 1.0 resulted in only one component, which could provide 59.65% of the total variance explained. However, it has been indicated in theories that quality of life is a multi-dimensional issue including various domains. Hence other criteria were considered necessary to be applied to achieve a factor extraction with more reasonable results for further analysis. Based on relevant theories concerning QOL research in tourism studies and the requirements for analysis of SEM model, a total of four factors were finally acquired reflecting several important QOL domains. The total variance explained was 76.08%, which was much more improved than the initial extraction result. One more item concerning social order and public safety was further deleted due to its double high loadings on two of the resulted factors. The four factors extracted from the 14 adopted items are presented in Table 8.5, they were labeled as “Factor 1: Life style and emotional wellbeing” (F1: Q\_LSEM), “Factor 2: Health, safety and public utility” (F2:Q\_HSPU), “Factor 3: Economic and material wellbeing” (F3: Q\_ECMT) and “Factor 4: Environment and community” (F4: Q\_EVCM). As could be seen, factor loading scores were ranged from 0.624 to 0.791, and the  $\alpha$ -values of factors were 0.88, 0.87, 0.88 and 0.87 respectively, thus satisfying results have also been achieved concerning the factor loading scores and the the Cronbach’s  $\alpha$ -values of all the factors.

To make a brief summary, through the factor analysis in this section, five factors for perceived positive tourism impacts, five factors for perceived negative tourism impacts, and four factors for the perception of tourism induced quality of life effects were identified. The mean scores of the items included in the corresponding factors were then calculated and used as indicators for the latent constructs in the TIQOL-

Model. The main constructs with their indicators and the proposed hypothesis are illustrated in details in the next section.

### **8.2.2 The constructs and hypothesis**

There are 4 constructs in the proposed TIQOL-Model, including “perceived positive tourism impacts” (PPTI), “perceived negative tourism impacts” (PNTI), “perception of tourism induced quality of life effects” (TIQOL), and “TIQOL based supportive attitude” (SPAT-QOL). Specifically, each of PPTI and PNTI has five indicators, and TIQOL has four indicators. These indicators used the mean scores of the items of the corresponding factors as their observed values. The construct of SPAT-QOL was measured with indicators directly using selected items in questionnaire. Five relevant items in the questionnaire were evaluated as proper to be used as indicators for the measurement model. The items and corresponding indicator variables include “Tourism development provides personal employment opportunities” (SP\_EMOP), “Employment in tourism sector is satisfying” (SP\_EMSF), “Environmental and socio-cultural influences of tourism are more important than economic growth” (SP\_EVSC), “Tourism development brings more benefit than costs” (SP\_MRBF) and “Tourism development may enhance residents’ quality of life” (SP\_QOL). Figure 8.1 shows the path diagram of the initially hypothesized TIQOL-Model (the initial model specification).

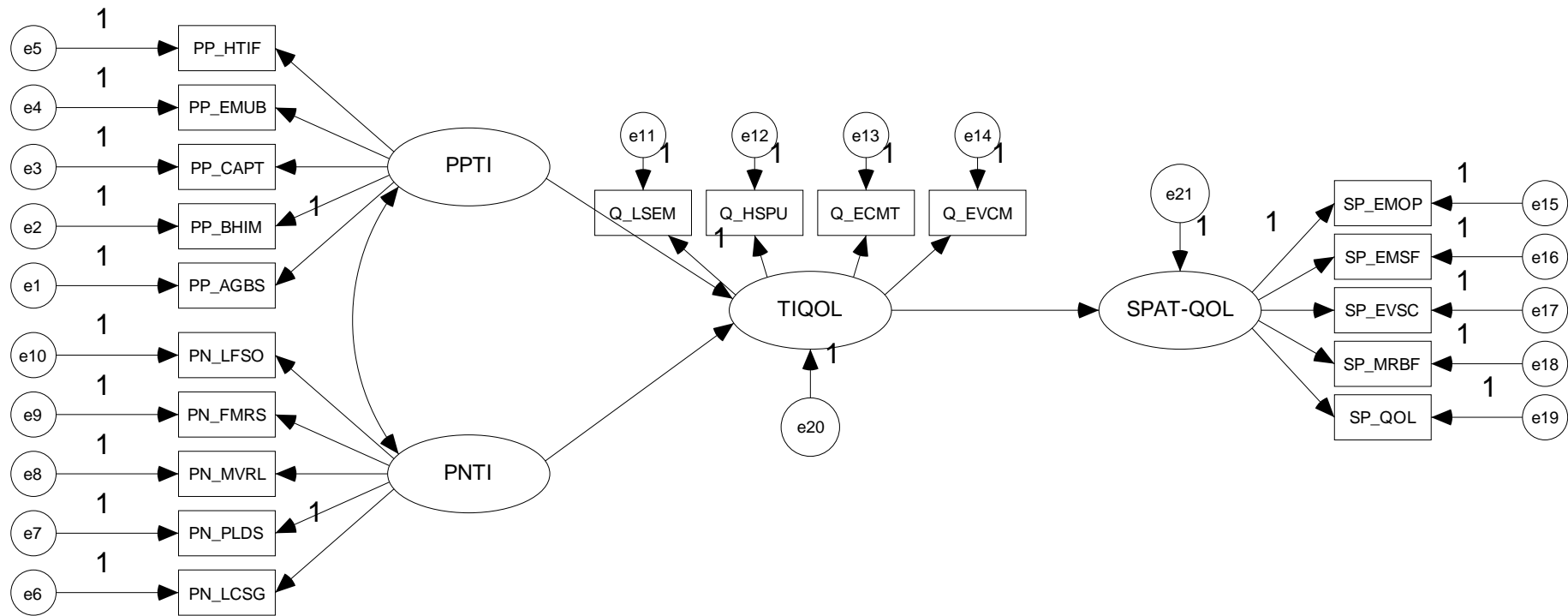
Three hypotheses were proposed within the TIQOL- Model to determine how residents’ perceptions of potential beneficiary effects of tourism, namely the tourism induced quality of life change (TIQOL), influence their supportive attitude for further tourism development, and how the perceptions of the TIQOL are influenced by the perceived general tourism impacts which fall into positive and negative aspects. Thus, the three hypotheses could be stated as the follows:



H1: There is a positive relationship between residents' perceptions of positive tourism impacts (PPTI) and perceptions of tourism induced quality of life benefits (TIQOL).

H2: There is a negative relationship between residents' perceptions of negative tourism impacts (PNTI) and perceptions of tourism induced quality of life benefits (TIQOL).

H3: There is a positive relationship between residents' perceptions of tourism induced quality of life benefits (TIQOL) and residents' quality of life based supportive attitude toward further tourism development (SPAT-QOL).



**Figure 8.1 Initial structural TIQOL-Model.**

**Variables in the TIQOL-Model:**

**PPTI: Perceived positive impacts of tourism**

PP\_AGBS: Agriculture and business

PP\_BHIM: Behaviour and image

PP\_CAPT: Cultural awareness and protection

PP\_EMUB: Employment and urbanization

PP\_HTIF: Hygiene things and infrastructure

**PNTI: Perceived negative impacts of tourism**

PN\_LCSG: Living cost and social gap

PN\_PLDS: Pollution and diseases

PN\_MVRL: Moral value and relations

PN\_FMRS: Farmland and resources

PN\_LFSO: Lifestyle and social order

**TIQOL: Perception of tourism induced QOL change**

Q\_LSEM: Life style and emotional wellbeing

Q\_HSPU: Health, safety and public utility

Q\_ECMT: Economic and material wellbeing

Q\_EVCM: Environment and community

**SPAT-QOL: QOL based supportive attitude**

SP\_EMOP: Tourism development provides personal employment opportunities

SP\_EMSE: Employment in tourism sector is satisfying

SP\_EVSC: Environmental and socio-cultural influences of tourism are more important than economic growth

SP\_MRBF: Tourism development brings more benefit than costs

SP\_QOL: Tourism development may enhance residents' quality of life

### 8.2.3 Evaluation of the TIQOL-Model

The results of the evaluation of the proposed TIQOL-Model are reported in this section. As the illustrated procedure, data normality was assessed at the beginning so as to select a proper estimation method. Then confirmatory factor analysis (CFA) was performed to examine the measurement scale properties in the model. The reliability and validity of the measurement model were tested before the further evaluation of the structural model. Each construct in the model was analyzed separately and the measurement model overall was evaluated before the simultaneous examination of measurement and structural equation model. To assess the fit between the model and the data, selected fit indices were examined. Moreover, model respecification was conducted on the basis of modification indices and relevant theory.

#### Assessment of normality

Examination of normality of the data was operated prior to the model evaluation given the importance of the assumption of data distribution in SEM analysis. In the current study, assessment of data normality using AMOS software could be directly acquired by checking the evaluation output. Table 8.6 reports the characteristics of the variables derived from the data set used in the TIQOL-Model. Reported information includes minimum value, maximum value, skew, critical ratio for skew, kurtosis and critical ratio for kurtosis, as well as the index of multivariate kurtosis and its critical ratio of the observed variables, which provide statistical evidence for assessing univariate and multivariate normal distribution of the data.<sup>36</sup> Results in the Tabel 8.6 show that

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<sup>36</sup>Byrne (2010) suggested that the values of the last two columns need to be focused on, since SEM is based on the analysis of covariance structures, thus evidence of kurtosis is always of concern and in particular evidence of multivariate kurtosis. As kurtosis index, a value greater than 7.0 indicates a departure from univariate normality. And the critical ratio of multivariate kurtosis greater than 5.0 indicates nonnormally distribution of data (Byrne, 2010, p.103-104).

although the distribution of the observed variables is univariate normal, the multivariate distribution is multivariate non-normal. As could be seen, the critical ratio of the multivariate kurtosis value is 22.444, which indicates the evidence of multivariate non-normality of the data.

**Table 8.6 Assessment of normality (AMOS output of TIQOL-Model).**

Variable	min	max	skew	c.r.	kurtosis	c.r.
SP_QOL	3,000	5,000	-,527	-3,431	-,760	-2,472
SP_MRBF	1,000	5,000	-1,001	-6,513	,829	2,697
SP_EVSC	1,000	5,000	-1,246	-8,107	1,482	4,822
SP_EMSF	1,000	5,000	-1,048	-6,817	1,161	3,777
SP_EMOP	1,000	5,000	-1,155	-7,518	,916	2,979
Q_EVCM	2,000	5,000	-,694	-4,515	-,028	-,091
Q_ECMT	1,955	5,000	-,620	-4,034	-,303	-,986
Q_HSPU	1,886	5,000	-,634	-4,128	-,072	-,234
Q_LSEM	2,000	5,000	-,642	-4,179	,061	,199
PN_LFSO	1,000	5,000	,694	4,512	-,228	-,742
PN_FMRS	1,000	5,000	-,053	-,342	-,668	-2,172
PN_MVRL	1,000	5,000	,182	1,183	-,995	-3,237
PN_PLDS	1,000	5,000	-,423	-2,750	-,617	-2,007
PN_LCSG	1,000	5,000	-,521	-3,389	-,193	-,629
PP_HTIF	1,000	5,000	-,925	-6,021	,903	2,936
PP_EMUB	1,833	5,000	-,677	-4,403	,322	1,047
PP_CAPT	1,000	5,000	-,855	-5,561	,908	2,954
PP_BHIM	2,000	5,000	-,775	-5,040	,515	1,674
PP_AGBS	1,333	5,000	-,559	-3,640	-,187	-,608
Multivariate					79,564	22,444

Indeed, it has been pointed out by some researchers that most data in practice fail to meet the assumption of multivariate normality (Byrne, 2010; West, Finch, & Curran, 1995). A common suggested method in the case of data manifesting multivariate non-normality in the SEM analysis is to use the bootstrapping procedure (Byrne, 2010).<sup>37</sup>

<sup>37</sup> Bootstrapping is a common suggested method to correct the multivariate non-normality in the database for SEM analysis (Byrne, 2010). It is a resampling procedure which allows researchers to create multiple subsamples of the same size from the original sample database. The original sample is regarded to represent the population and the subsamples, with

By selection of the parameter estimation method, the regular Maximum Likelihood (ML) method is usually considered as being able to yield robust results even when the sample data is moderately non-normal. However, due to the significant non-normality of the empirical data, bootstrap procedure was considered more proper to be applied in the current study to generate more reliable results. Since the size of the sample acquired in the current study is over 200, it is indeed favourable for applying such procedure.<sup>38</sup> Thus in the further SEM analysis in this study, the model evaluation was performed with a bootstrap procedure using 1000 bootstrap samples and 95% bias-corrected confidence intervals. By examination of the assessment results both regular ML estimate and the bootstrap ML estimate results were at end checked.<sup>39</sup>

#### The measurement model

In the CFA testing the measurement model of the proposed TIQOL-Model, all constructs was allowed to be inter-correlated freely. A total of four measurement

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replacement, are drawn randomly from this population (Byrne, 2010, Yung & Bentler, 1996; Zhu, 1997). The bootstrap procedure provided by AMOS could be used to estimate standard errors and to correct for bias in the model fit statistics (Bollen & Stine, 1992; Yung & Bentler, 1996).

<sup>38</sup>Bootstrap procedure could also be applied to address limitation of small sample size in SEM analysis when the sample size is not big enough. However, the sample size should not be too small. Researchers suggested that bootstrap procedures with sample sizes of 200 or above are considered appropriate (Nevitt & Hancock, 2001).

<sup>39</sup>Amos has the capability to produce percentile and bias-corrected confidence intervals, some researchers considered that the latter could yield the more accurate values (Byrne, 2010; Efron & Tibshirani, 1993). Moreover, two sets of information would be provided in the AMOS output when bootstrapping is requested, both the regular ML parameter estimates and the bootstrap ML estimates are included.

models of the four constructs with 19 indicators were firstly examined, namely the PPTI construct with 5 indicators, the PNTI construct with 5 indicators, the TIQOL construct with 4 indicators and the SPAT-QOL construct with 5 indicators. Results show that no indicators should be deleted with all factor loadings exceeding the threshold of 0.3. Hence the latent variables with their indicators were identified as reliable constructs to be further analyzed in the next CFA procedure. The resulting measurement model was then evaluated by applying the three types of model fit measures. The first assessment results show that the initial CFA model didn't provide favourable statistics of the goodness-of-fit, which was an indication of possible improvement of the initial measurement model specification. Hence a model modification procedure was undertaken with reference of the modification indices (M.I.) provided in the AMOS output.<sup>40</sup> The further assessment results show that the final revised measurement model exhibits a good level of fit on all three types of model fit. Table 8.7 reports the assessment results of the initial and revised final measurement model with the selected goodness-of-fit indices. After the revision procedure, the  $\chi^2$  statistics was checked. The p value of the  $\chi^2$  was 0.00, which is however very sensitive to sample size and is usually not taken as the most proper model fit indices. Hence some other selected indices were also examined. As expected, all of the other indices were improved and reached the recommended threshold values, which indicated that the revision of the

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<sup>40</sup> For each specified fixed parameter, the MI value provided in the AMOS output represents the expected drop in overall  $\chi^2$  value. Indeed, modification index is conceptualized a  $\chi^2$  statistic with one degree of freedom. MI value exceeding 10 is usually considered large and problematic, which could be indicative for a modification procedure (Jöreskog & Sörbom, 1996).

overall measurement model exhibited a good model fit. Moreover, the 95% bias-corrected percentile results of the Bootstrap ML estimation show that the percentile intervals associated with each of the completely standardized loading did not include the value of 0, which indicates that all the parameter estimations in the measurement model were significant (Byrne 2010).

**Table 8.7 Assessment results of the overall measurement model (TIQOL-Model).**

Goodness-of- fit indices ( the common threshold)	The initial measurement model	The modified measurement model
p value of the model's $\chi^2$ ( $\geq 0.05$ , the closer to 1.00 the better)	$\chi^2= 521.481$ $p = 0.00$	$\chi^2= 392.858$ $p = 0.00$
CMIN/DF ( $\leq 3.0$ )	3.57	2.75
SRMR ( $\leq 0.10$ )	0.08	0.08
RMSEA ( $\leq 0.08$ to 0.10)	0.10	0.08
CFI ( $\geq 0.90$ )	0.85	0.90
IFI ( $\geq 0.90$ )	0.85	0.90
PGFI ( $\geq 0.50$ )	0.63	0.65

$\chi^2$ : Chi-square; CMIN/DF:  $\chi^2$ /degrees of freedom; SRMR: standardized root mean square residual; RMSEA: root mean square error of approximation ; CFI: comparative fit index; IFI: incremental index of fit; PGFI: parsimony goodness-of-fit index.

Table 8.8 shows the model revisions in this procedure and the corresponding MI values. The initial model assumed that the correlations between the indicator errors were fixed to a value of 0. The model revision was conducted by adding freely estimated parameters to the model. Several possible indicator error covariances suggested by MI values exceeding 10 were of interest.<sup>41</sup> Substantive justification for

<sup>41</sup>The measurement error covariances may derive from characteristics specific either to the items or to the respondents. They represent systematic, rather than random, measurement error in item responses. Moreover, a high degree of overlap in item content is another type of method effect that causes error covariances (Byrne, 2010).



such modifications could be provided considering possible content overlap between the related items given that the items empirically measured the highly relevant issues. Specifically, they were concerned with positive social cultural impacts, negative environmental impacts and economic reasons for supportive attitude. The modification was performed in several sequential steps with adding only one parameter (error covariance) having the largest MI value at a time to the model. Moreover, as above explained, the modification was based on the empirical rationales. Only those error covariances with substantive sense were included. Factor loading estimates of the relevant indicators were at end checked and results showed that they were not significantly altered, which could indicate that the modification of the model was properly conducted.<sup>42</sup>

**Table 8.8 Model revisions and relevant MI values (TIQOL-Model).**

Covariances			M.I.	Par Change
e7	<-->	e9	40,914	,259
e2	<-->	e3	35,333	,102
e15	<-->	e16	25,190	,191

<sup>42</sup>It has been argued that forcing large error terms to be uncorrelated is rarely appropriate with real data (Bentler & Chou, 1987). Some criteria for a meaningful modification allowing correlated errors were also recommended. These include: (1) modification based on theoretical or methodological grounds; (2) the structural parameter estimates should not be significantly altered; (3) the measurement parameter estimates should not be significantly altered (Bagozzi, 1983; Fornell, 1983).

**Table 8.9 Overall CFA for the modified measurement model (TIQOL) (N=254).**

Constructs and indicators	Completely standardized loading ( $\lambda$ )	Construct and indicator reliability (CR and SMC)	Variance extracted and error variance (AVE and $\theta$ )
<b>Perceived positive impacts of tourism (PPTI)</b>			
		,841 <sup>a</sup>	,516 <sup>b</sup>
PP_AGBS	,720	,521	,479
PP_BHIM	,591	,352	,648
PP_CAPT	,713	,511	,489
PP_EMUB	,787	,620	,380
PP_HTIF	,764	,586	,414
<b>Perceived negative impacts of tourism (PNTI)</b>			
		,791 <sup>a</sup>	,442 <sup>b</sup>
PN_LCSG	,513	,268	,732
PN_PLDS	,512	,267	,733
PN_MVRL	,795	,634	,366
PN_FMRS	,576	,336	,664
PN_LFSO	,850	,723	,277
<b>Perception of tourism induced QOL change (TIQOL)</b>			
		,910 <sup>a</sup>	,717 <sup>b</sup>
Q_LSEM	,843	,712	,288
Q_HSPU	,824	,680	,320
Q_ECMT	,857	,736	,264
Q_EVCM	,863	,746	,254
<b>QOL based supportive attitude (SPAT-QOL)</b>			
		,734 <sup>a</sup>	,362 <sup>b</sup>
SP_EMOP	,468	,224	,776
SP_EMSF	,593	,355	,645
SP_EVSC	,484	,239	,761
SP_MRBF	,711	,510	,490
SP_QOL	,708	,505	,495

Note: <sup>a</sup>: Composite reliability (CR), <sup>b</sup>: Average variance extracted (AVE).

For the evaluation of the measurement model constructs, values concerning the completely standardized indicator loading ( $\lambda$ ), the squared multiple correlations (SMC), the indicator error variances ( $\theta$ ), the construct reliability (CR) and the average variance extracted (AVE) of the four constructs and 19 indicators in the model are listed in Table 8.9. As could be seen, the CR values of all constructs exceeded the recommended level

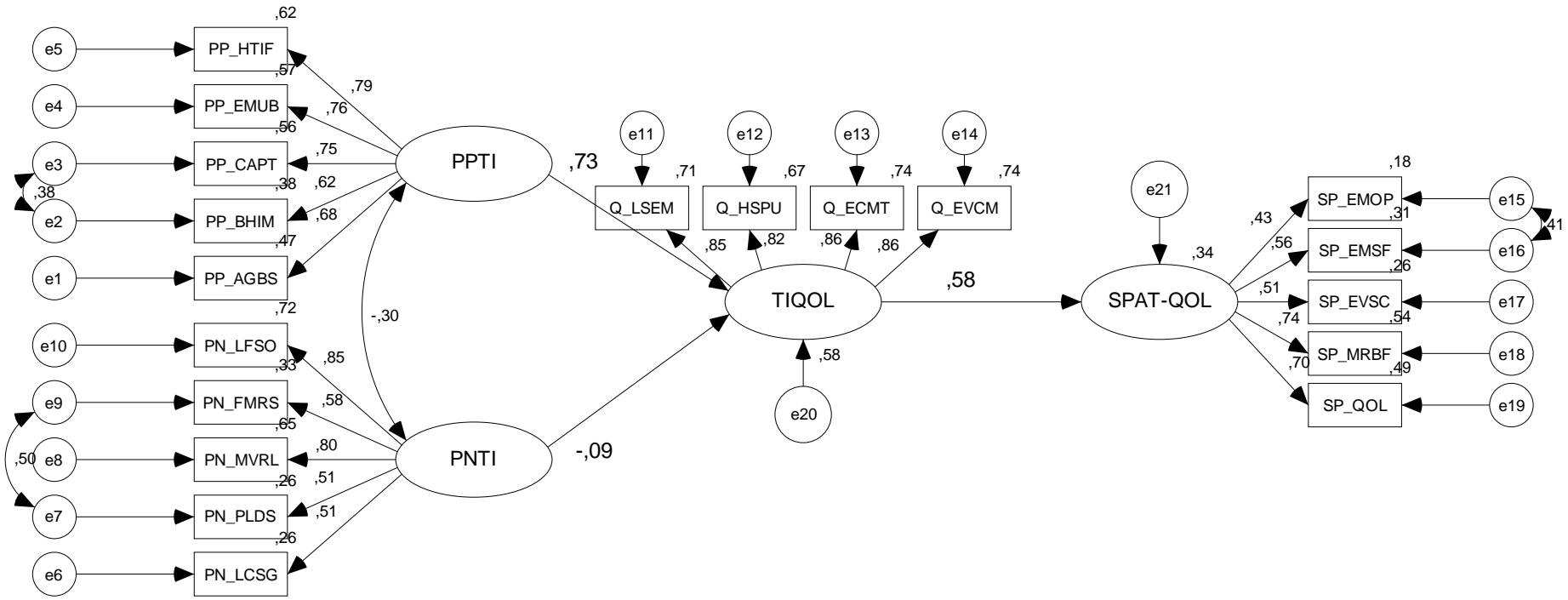
of 0.70, and the AVE values all exceeded the recommended minimum level of 0.36. As suggested by some researchers, the AVE is a more conservative measure than the CR and the convergent validity of the construct could be examined on the basis of CR alone. Thus the constructs in the TIQOL-Model met the requirement of convergent validity. By checking the 95% bias-corrected confidence intervals of the paired correlations among the latent variables provided in the bootstrap procedure, all of the confidence interval ranges did not include the value of 1. Thus the discriminant validity of the constructs was also confirmed.

#### The structural model and the hypothesis tests

Figure 8.2 represents the full structural model with the parameter estimations of the hypothesized TIQOL-Model. As expected, the p value of the model's  $\chi^2$  was less than 0.05. Hence other indices needed to be applied in the assessment. As could be seen, although the two incremental fit measures were marginal less than the usually recommended ideal threshold values of 0.90 (CFI=0.88, IFI=0.88), all the other indices reached the required threshold values, which indicated that the hypothesized structural model was acceptable at least with a mediocre fit to the data (CMIN/DF=3.0, SRMR=0.089, RMSEA=0.089, PGFI=0.651). The initial model specification with the minimums of interpretable revisions was preferred to be used in the current research to avoid data-driven model modification, so no consideration was given to the inclusion of additional parameters for a further modification of the structural model in this step.<sup>43</sup>

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<sup>43</sup> Some researchers discussed the problem of generalizability of models resulting from data-driven modifications of an initial model. It has been suggested that “the use of alternative a priori models was recommended as a preferred strategy” (MacCallum, Roznowski & Necowitz, 1992, p.490).



CHI\_SQUARE=436,092; P\_VALUE=,000; CMIN/DF=3,008; RMSEA=,089;  
 SRMR=,0891; PGFI=,651; IFI=,881; CFI=,880

**Figure 8.2 Final structural TIQOL-Model.**

**Variables in the TIQOL-Model:**

**PPTI: Perceived positive impacts of tourism**

PP\_AGBS: Agriculture and business

PP\_BHIM: Behaviour and image

PP\_CAPT: Cultural awareness and protection

PP\_EMUB: Employment and urbanization

PP\_HTIF: Hygiene things and infrastructure

**PNTI: Perceived negative impacts of tourism**

PN\_LCSG: Living cost and social gap

PN\_PLDS: Pollution and diseases

PN\_MVRL: Moral value and relations

PN\_FMRS: Farmland and resources

PN\_LFSO: Lifestyle and social order

**TIQOL: Perception of tourism induced QOL change**

Q\_LSEM: Life style and emotional wellbeing

Q\_HSPU: Health, safety and public utility

Q\_ECMT: Economic and material wellbeing

Q\_EVCM: Environment and community

**SPAT-QOL: QOL based supportive attitude**

SP\_EMOP: Tourism development provides personal employment opportunities

SP\_EMSE: Employment in tourism sector is satisfying

SP\_EVSC: Environmental and socio-cultural influences of tourism are more important than economic growth

SP\_MRBF: Tourism development brings more benefit than costs

SP\_QOL: Tourism development may enhance residents' quality of life

As the final step in the SEM analysis of the TIQOL-Model, the proposed hypotheses were then examined. As reported in Table 8.10, two of the three proposed hypotheses are supported at the 0.001 significant level. Namely, the positive relationship between the perceived positive tourism impacts and the perceptions of the tourism induced quality of life effects, and the positive relationship between the tourism induced quality of life effects and residents' supportive attitude are confirmed with the empirical data in the current study. The completely standardized coefficients and t values of the hypotheses are as follows: H1 with  $\beta=0.73$ , C.R. = 10.536 and H3 with  $\beta=0.58$ , C.R. = 7.658. The proposed negative relationship between the perceived negative tourism impacts and the perception of tourism induced quality of life effects is statistically not significant although the path weight is indeed estimated as negative ( $\beta=-0.09$ , C.R.= -1.149). Therefore H2 could not be supported through the SEM analysis in the current study.

**Table 8.10 Estimation results and hypotheses tests (TIQOL-Model).**

Hypotheses	SE	Estimates mean	Bias	Critical Ratio (p value)	BC confidence interval		Hypotheses test result
TIQOL ← PPTI	,069	,727	-,001	<u>10,536</u> (***)	,584	,849	H1 supported
TIQOL ← PNTI	,074	-,085	,006	-1,149 (n.s.)	-,246	,043	H2 not supported
SPAT-QOL ← TIQOL	,076	,582	-,003	<u>7,658</u> (***)	,441	,738	H3 supported

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ , n.s.: not significant

Critical ratio (C.R.) is the critical ratio calculated by dividing the covariance estimate by its standard error (SE).

Underlined values are critical ratios exceeding 1.96, at the 0.05 level, exceeding 2.58 at the 0.01 level, and exceeding 3.29 at the 0.001 level of significant.

### **8.3 The TIPA-Model and the TIPAWWE-model**

In accordance with the G- model, Model II and Model III in the current study are proposed intending to integrate poverty alleviation and women's empowerment as the tourism induced benefits construct into model specification. In detail, the Model II exclusively observes the poverty alleviation and the Model III integrates poverty alleviation and women's empowerment together and they are accordingly named as the TIPA-Model and the TIPAWWE-Model respectively. The proposed constructs in the two specific models are based on the discussions and findings of previous research in tourism studies and development studies. As mentioned, the Model III could be regarded as a further development of the Model II. Hence it could be seen that the basic structures of the two models and the concerned issues are indeed highly relevant with each other. The establishment and the evaluation of these two models are illustrated in this section.

For the model assessment, Model II and Model III in the current study applied the same sample dataset. Due to the potential data variance caused by further deletion of cases from the initially adopted 346 usable questionnaires, some basic demographical profiles of the sample data used in the two specific models are examined and summarized in Table 8.11. As reported, a total of 334 usable questionnaires were included into the model analysis and hence obtained a 74.22% response rate out of the 450 distributed questionnaires. Compared with the total sample of 346 cases used for general descriptive analysis, there is no significant change of ratios concerning general demographical characters including gender, age, education, occupation and length of residence. To be noted is that respondents from Yangshuo county and Han ethnic group are relative lower represented with obvious proportion decline.

**Table 8.11 Demographic profiles of respondents in TIPA/TIPAW-Model (N=334).**

Variables	Frequency	Valid Percent %	Variables	Frequency	Valid Percent %
<b>County</b>			<b>Occupation</b>		
Yangshuo	113	33,8	Peasant	263	80,4
Longsheng	93	27,8	Worker	4	1,2
Gongcheng	128	38,3	Vocational technician	7	2,1
<b>Gender</b>			Firm employee	7	2,1
Male	172	52,6	Educator	2	,6
Female	155	47,4	Civil servant	2	,6
<b>Ethnic group</b>			Student	18	5,5
Han	120	37,5	Tertiary sector worker	10	3,1
Zhuang	64	20,0	Retiree	1	,3
Yao	135	42,2	Other	13	4,0
Other	1	,3	<b>Length of residence</b>		
<b>Age</b>			<5 years	18	5,8
18-24	54	16,4	5 -10 years	17	5,5
25-34	78	23,7	11-15 years	11	3,6
35-44	74	22,5	>15 years	263	85,1
45-54	70	21,3			
55-64	37	11,2			
65 or above	16	4,9			
<b>Education</b>					
No school education	23	7,0			
Elementary school	68	20,8			
Middle school	140	42,8			
High or vocational school	77	23,5			
College	11	3,4			
University or higher	8	2,4			

### 8.3.1 The TIPA-Model

As mentioned afore, if tourism is to be utilized as an instrument for poverty alleviation, establishing linkages between local agriculture and tourism could be regarded as one of the most significant factors contributing to this development agenda. Channels through which tourism influence agriculture and poverty alleviation, as well as the importance of supportive political measures have been discussed by researchers in the relevant development literature (see e.g., Ashley, 2010; Mitchell & Ashley, 2010; Spenceley &



Goodwin, 2007; Torres & Momsen, 2004; Zhao & Ritchie, 2007). Hence by the specification of the TIPA-Model, perceptions of tourism's influence on agriculture were observed as the exogenous latent variables which could influence resident's perceptions of tourism induced poverty alleviation effects. Both positive and negative perceptions were considered. Moreover, given that tourism in practice need to be facilitated with supportive policies so as to be utilized as a tool for achieving development goals, residents' perceptions or evaluations of the related supportive measure implementation should also be considered as an important factor which influence the perceptions of tourism induced poverty alleviation effects and be included as an explaining exogenous variable in the model. Therefore, it is proposed in the TIPA-Model that residents' supportive attitude (poverty alleviation based) toward tourism development is directly influenced by their perceptions of the tourism induced poverty alleviation effects, and indirectly influenced by their perceptions of tourism effects on local agriculture and their evaluations about the implementation of the political measures in agricultural sector targeting on poverty alleviation through tourism.

#### **8.3.1.1 The constructs and hypothesis**

The proposed TIPA-Model is constituted of 5 constructs, including "perceived positive tourism effects on agriculture" (PPEA), "perceived negative tourism effects on agriculture" (PNEA), "political measures implementation in agriculture targeting on poverty alleviation through tourism" (PMIA), "perception of tourism induced poverty alleviation effects" (TIPA), and "TIPA based supportive attitude" (SPAT-PA). Items used in the questionnaire measuring PPEA, PNEA and PMIA were taken directly as indicators for the three exogenous latent variables. Meanwhile, like the operation for Model I, the construct of TIPA and the construct of SPAT-PA also used selected relevant items in questionnaire as their construct indicators. Specifically, for the

construct of TIPA, answers to the two questions concerning residents' evaluation of tourism induced poverty alleviation effects were taken as the observed values of the indicator variables, namely, "BF\_PADL" and "BF\_PAAB". They were formulated in the questionnaire as "perceived tourism induced changes of important aspects of daily life" and "perceived tourism induced changes of personal ability in reducing social gap with others". For the construct of SPAT-PA, the items and corresponding indicator variables included "Tourism development brings more benefit than costs" (SP\_MB), and "Tourism development may contribute to the poverty alleviation in the local area" (SP\_PA). Reliability analysis was firstly performed with SPSS on each of the scales to examine the stability and consistency of the measurement scale as a whole. Results show that the scales had good consistency and all items should be included for a further analysis. Figure 8.3 shows the path diagram of the initially proposed TIPA-Model (the initial model specification).

Four hypotheses were proposed within the TIPA- Model to determine how residents' perceptions of tourism induced poverty alleviation (TIPA) influence their supportive attitude for further tourism development, and how the perceptions of TIPA are influenced by perceived positive or negative tourism impacts on the local agriculture and by residents' perceptions of relevant measure implementation in agricultural sector targeting on poverty alleviation through tourism. Thus, the four hypotheses could be stated as the follows:

H4: There is a positive relationship between residents' perceptions of positive tourism effects on agriculture (PPEA) and perceptions of tourism induced poverty alleviation benefits (TIPA).

H5: There is a negative relationship between residents' perceptions of negative tourism effects on agriculture (PNEA) and perceptions of tourism induced poverty alleviation benefits (TIPA).

H6: There is a positive relationship between residents' perceptions of relevant measures implementation in agricultural sector targeting on poverty alleviation through tourism (PMIA) and perceptions of tourism induced poverty alleviation benefits (TIPA).

H7: There is a positive relationship between residents' perceptions of tourism induced poverty alleviation benefits (TIPA) and residents' poverty alleviation based supportive attitude toward further tourism development (SPAT-PA).

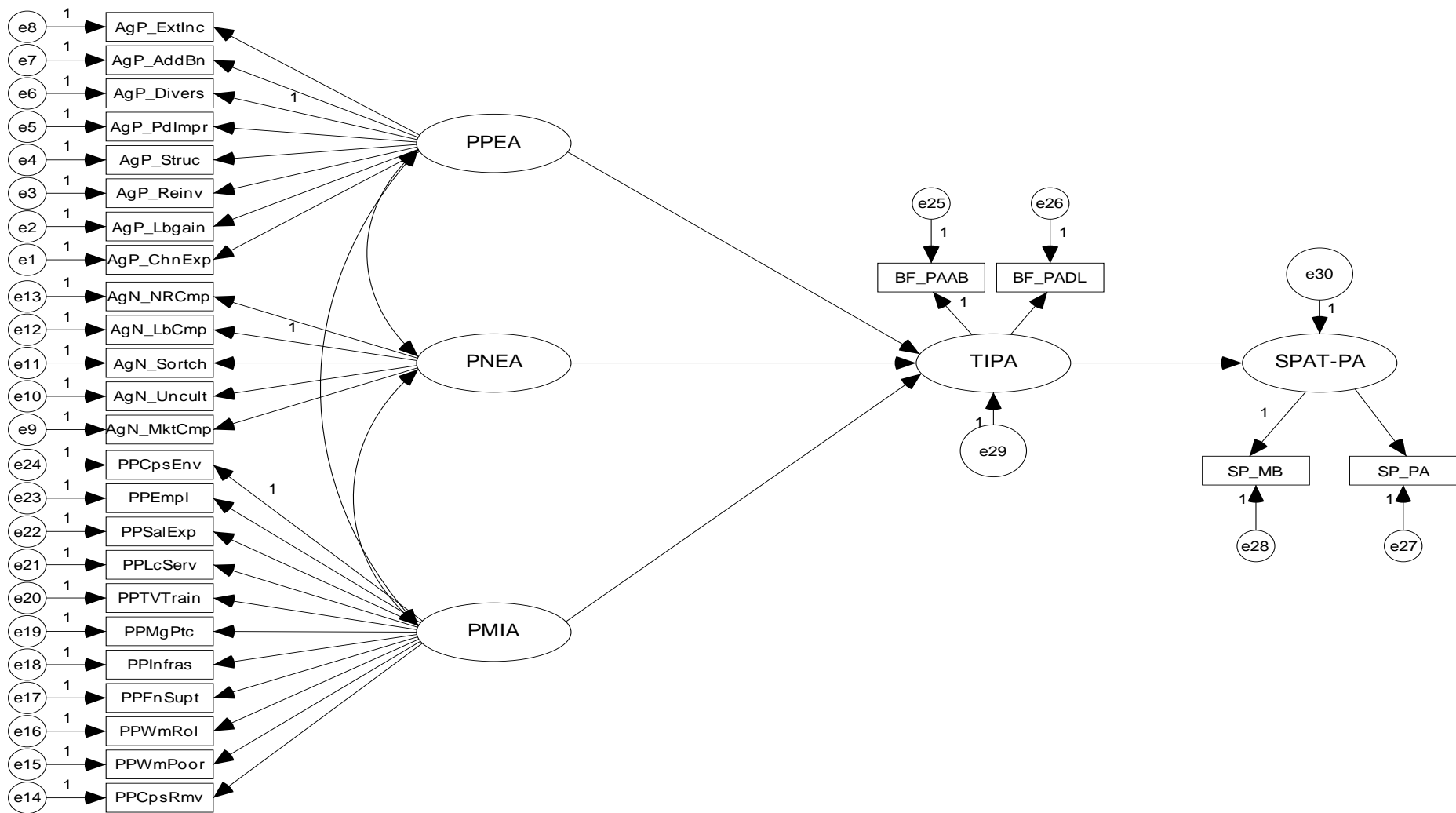


Figure 8.3 Initial structural TIPA-Model.

**Variables in the TIPA-Model:**

**PPEA: Perceived positive effects on agriculture**

AgP\_Divers: Diversification of products  
Ag P\_AddBn: Added value and benefit for agricultural product  
Ag P\_ExtInc: Extra income to peasants  
Ag P\_PdImpr: Production method improvement  
Ag P\_Struc: Structural adjustment in agriculture  
Ag P\_Reinv: Reinvestment of tourism income in agriculture  
Ag P\_Lbgain: Labor gain through reduction of labor going for other jobs  
Ag P\_ChExp: Sales channel expansion for agricultural products

**PNEA: Perceived negative effects on agriculture**

AgN\_LbCmp: Labor resources competition  
Ag N\_NRCmp: Natural resources competition  
Ag N\_SortCh: Change of traditional important product sorts  
Ag N\_Uncult: Arable land uncultivated  
Ag N\_MktCmp: Market competition against local goods

**PMIA: Perception of measure implementation in agriculture**

PPSalExp: Supporting sales expansion  
PPEmpl: Assuring local employment priority  
PPCpsEnv: Assuring compensation for loss due to environmental protection  
PPLcServ: Encouraging consuming of local service supply  
PPTVTrain: Increasing vocational training  
PPMgPtc: Enhancing local managerial participation  
PPInfras: Assuring infrastructure improvement which facilitate tourism  
PPFnSupt: Increasing financial support for entrepreneurship  
PPWmRol: Enhancing women's role in poverty alleviation  
PPWmPoor: Helping increase tourism income for poor women  
PPCpsRmv: Assuring compensation for remove due to tourism development

**TIPA: Perceived T. induced poverty alleviation**

BF\_PAAB: Perceived tourism induced changes of personal ability in reducing gap with others  
BF\_PADL: Perceived tourism induced changes of important aspects of daily life

**SPAT-PA: PA based supportive attitude**

SP\_PA: Tourism development may contribute to the poverty alleviation in the local area  
SP\_MB: Tourism development brings more benefit than costs

### 8.3.1.2 Evaluation of the TIPA-Model

The evaluation results of the proposed TIPA-Model are reported in this section.

Procedures concerning the evaluation of the TIPA-Model also include data normality assessment, confirmatory factor analysis (CFA) with the measurement model and the overall measurement model assessment, the full structural model assessment and the hypothesis examination.

#### Assessment of normality

**Table 8.12 Assessment of normality (AMOS output of TIPA-Model).**

Variable	min	max	skew	c.r.	kurtosis	c.r.
PPCpsRmv	1,000	5,000	-,738	-5,504	,036	,133
PPWmPoor	1,000	5,000	-1,162	-8,673	1,206	4,499
PPWmRol	1,000	5,000	-1,168	-8,712	1,496	5,580
PPFnSupt	1,000	5,000	-1,093	-8,156	1,069	3,988
PPInfras	1,000	5,000	-1,035	-7,725	,752	2,805
PPMgPtc	1,000	5,000	-,895	-6,677	,337	1,257
PPTVTrain	1,000	5,000	-,899	-6,709	,596	2,224
PPLcServ	1,000	5,000	-,906	-6,763	1,059	3,949
AgN_MktCmp	1,000	5,000	,038	,287	-,872	-3,254
Ag N_Uncult	1,000	5,000	-,022	-,166	-1,013	-3,779
Ag N_SortCh	1,000	5,000	,334	2,493	-,907	-3,384
AgP_ ChnExp	1,000	5,000	-,847	-6,322	,195	,729
AgP_ Lbgain	1,000	5,000	-,993	-7,411	,674	2,513
AgP_ Reinv	1,000	5,000	-,958	-7,146	,542	2,021
AgP_ Struc	1,000	5,000	-,842	-6,285	,432	1,610
AgP_ PdImpr	1,000	5,000	-,948	-7,073	,737	2,750
SP_MB	1,000	5,000	-1,103	-8,229	1,073	4,002
SP_PA	1,000	5,000	-1,100	-8,207	1,378	5,140
BF_PADL	1,000	5,000	-1,799	-13,421	5,417	20,206
BF_PAAB	1,000	5,000	-1,870	-13,949	6,435	24,005
PPCpsEnv	1,000	5,000	-,564	-4,209	-,762	-2,842
PPEmpl	1,000	5,000	-,858	-6,403	,366	1,364
PPSalExp	1,000	5,000	-,913	-6,812	,706	2,632
Ag N_NRCmp	1,000	5,000	-,230	-1,717	-1,067	-3,981
Ag N_LbCmp	1,000	5,000	-,322	-2,400	-,768	-2,867
AgP_ ExtInc	1,000	5,000	-1,287	-9,605	2,014	7,512
AgP_ AddBn	1,000	5,000	-1,119	-8,348	1,879	7,009
AgP_ Divers	1,000	5,000	-,991	-7,394	,773	2,882
Multivariate					296,527	66,108

Examination of data normality was firstly operated and the AMOS output for the TIPA-Model was checked prior to the model evaluation. Table 8.12 reports the characteristics of the data set used in the TIPA-Model. Results in Table 8.12 indicate that the distribution of the observed variables is univariate normal, but the multivariate distribution is multivariate non-normal. As could be seen, the critical ratio of the multivariate kurtosis value is 66.108, which indicates the evidence of multivariate non-normality of the data.

To correct the multivariate non-normality in the dataset, bootstrapping procedure was again applied in the further TIPA-Model analysis. The model evaluation was performed using 1000 bootstrap samples and 95% bias-corrected confidence intervals. By examination of the assessment results both regular ML estimate and the bootstrap ML estimate results were at end checked.

#### The measurement model

In the CFA test of the initially proposed TIPA-Model, likewise, all constructs were firstly allowed to be inter-correlated freely. A total of five measurement models of the five constructs with 28 indicators were examined, concretely, they were the PPEA construct with 8 indicators, the PNEA with 5 indicators, the PMIA construct with 11 indicators, the TIPA construct with 2 indicators, and the SPAT-PA construct with 2 indicators. All the item-total correlations have reached the threshold value of 0.3, hence no indicator was deleted and the latent variables were identified as reliable constructs to be further analyzed with CFA. The resulting measurement model was then evaluated by applying the three types of model fit measures. Likewise, the first assessment results show the initial CFA model failed to provide satisfying statistics of the goodness-of-fit, hence the initial model was revised with reference of the modification indices. After a sequence of substantive justified modification, the final overall measurement model was

assessed as having good model fit to the data. Although the p value of the  $\chi^2$  was 0.00, which was suggested as sensitive to the sample size, the values of other model fit indices were improved and reached the usually recommended criteria. Again, the 95% bias-corrected percentile results of the Bootstrap ML estimation were checked. The percentile intervals associated with each of the completely standardized loading did not include the value of 0, which indicated that all the parameter estimations in the proposed measurement model were significant. Table 8.13 shows the assessment results of the initial and revised final measurement model with the selected goodness-of-fit indices.

**Table 8.13 Assessment results of the overall measurement model (TIPA-Model).**

Goodness-of- fit indices ( the common threshold)	The initial measurement model	The modified measurement model
p value of the model's $\chi^2$ ( $\geq 0.05$ , the closer to 1.00 the better)	$\chi^2 = 1256.399$ p = 0.00	$\chi^2 = 791.785$ p = 0.00
CMIN/DF ( $\leq 3.00$ )	3.695	2.421
SRMR ( $\leq 0.10$ )	0.069	0.061
RMSEA ( $\leq 0.08$ )	0.090	0.065
CFI ( $\geq 0.90$ )	0.826	0.912
IFI ( $\geq 0.90$ )	0.828	0.913
PGFI ( $\geq 0.50$ )	0.645	0.683

$\chi^2$ : Chi-square; CMIN/DF:  $\chi^2$ /degrees of freedom; SRMR: standardized root mean square residual; RMSEA: root mean square error of approximation ; CFI: comparative fit index; IFI: incremental index of fit; PGFI: parsimony goodness-of-fit index.

Since the initially assumed uncorrelated error terms was rarely appropriate with real data in empirical studies, the model revision was then conducted treating substantive meaningful indicator error covariances with MI values exceeding 10 as necessary modification of interest. Table 8.14 reports the model revision procedure and the relevant MI values of the initially proposed TIPA-Model. By checking the



modification associated items, it was found that most of the items were concerned about perceptions of the agricultural measures implementation. Meanwhile, some associated items concerning perceived positive effects on agriculture were also included. As could be seen, the proposed political measures stressed mostly enhancing local agricultural

**Table 8.14 Model revisions and relevant MI values (TIPA-Model).**

Covariances			M.I.	Par Change
e12	<-->	e13	123,164	,731
e20	<-->	e19	45,403	,162
e5	<-->	e4	32,750	,114
e16	<-->	e15	31,800	,162
e22	<-->	e21	28,269	,126
e22	<-->	e23	32,121	,170
e23	<-->	e24	24,991	,234
e17	<-->	e16	22,144	,128
e6	<-->	e5	16,073	,073
e6	<-->	e7	17,637	,086
e7	<-->	e8	13,307	,076
e24	<-->	e14	12,806	,182
e22	<-->	e19	10,780	-,071

economic priority and assuring fair compensation, enhancing local residents' (especially women's) involvement and increasing financial support. Among the positive impacts, the improvement in agriculture economy such as production enhancement, structural adjustment and extra income were more observed. Therefore, these modifications were evaluated as substantive justifiable given that possible content overlap existed between the related items. At the end of the modification procedure, factor loading estimates of the relevant indicators were checked to make sure that they were not significantly altered.

**Table 8.15 Overall CFA for the measurement model TIPA (N=334).**

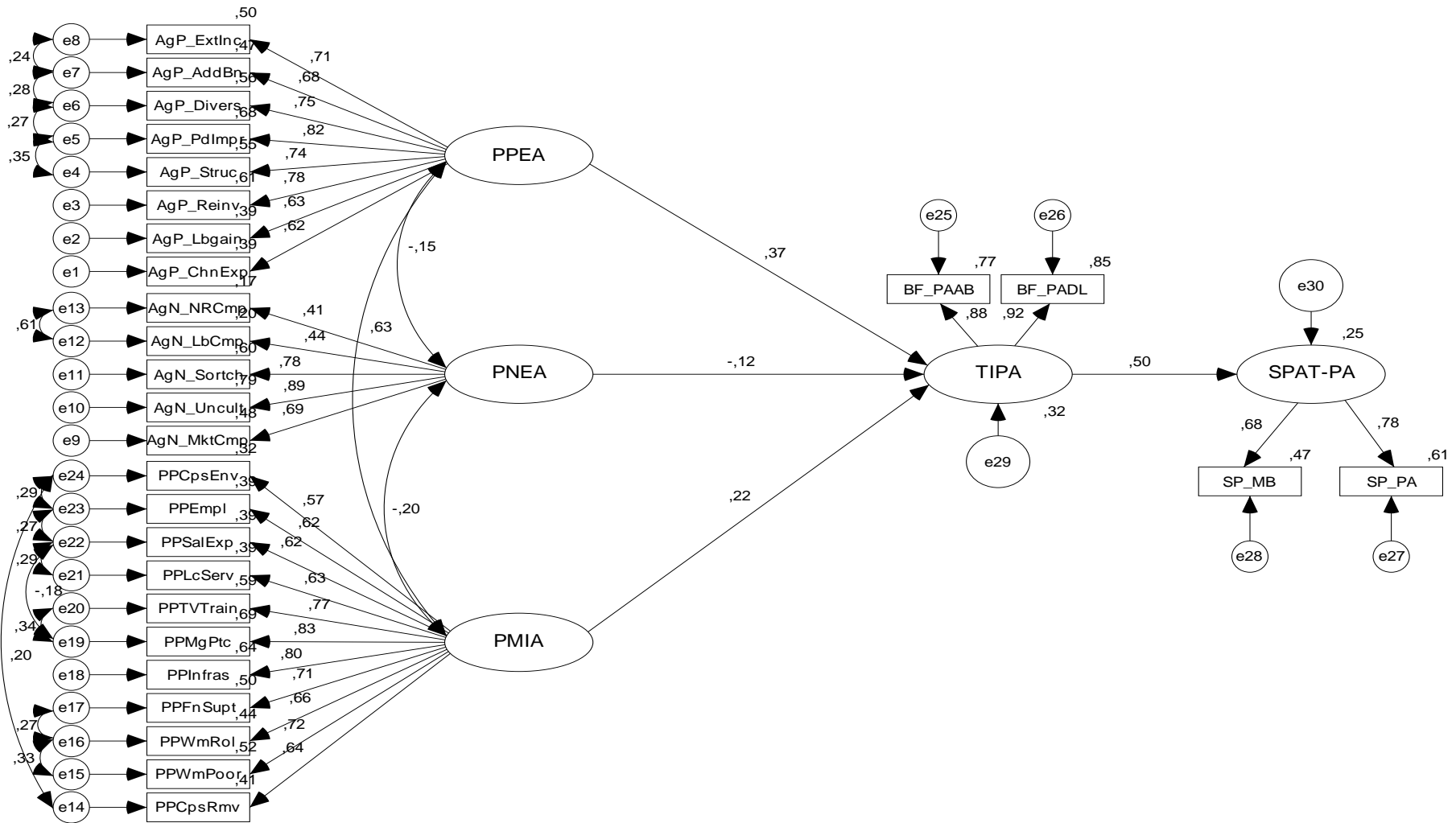
Construct and indicators	Completely standardized loading ( $\lambda$ )	Construct and indicator reliability (CR and SMC)	Variance extracted and error variance (AVE and $\theta$ )
<b>Perceived positive effects on agriculture (PPEA)</b>			
		,895 <sup>a</sup>	,517 <sup>b</sup>
AgP_Divers	,751	,566	,434
Ag P_AddBn	,688	,475	,525
Ag P_ExtInc	,716	,514	,486
Ag P_PdImpr	,820	,674	,326
Ag P_Struc	,735	,543	,457
Ag P_Reinv	,768	,590	,410
Ag P_Lbgain	,620	,386	,614
Ag P_ChExp	,633	,403	,597
<b>Perceived negative effects on agriculture (PNEA)</b>			
		,788 <sup>a</sup>	,447 <sup>b</sup>
AgN_LbCmp	,444	,200	,800
Ag N_NRCmp	,411	,172	,828
Ag N_SortCh	,774	,600	,400
Ag N_Uncult	,889	,791	,209
Ag N_MktCmp	,691	,480	,520
<b>Perception of measure implementation in agriculture (PMIA)</b>			
		,909 <sup>a</sup>	,479 <sup>b</sup>
PPSalExp	,627	,395	,605
PPEmpl	,622	,390	,610
PPCpsEnv	,569	,326	,674
PPLcServ	,633	,402	,598
PPTVTrain	,764	,584	,416
PPMgPtc	,823	,679	,321
PPIInfras	,798	,637	,363
PPFnSupt	,708	,502	,498
PPWmRol	,665	,444	,556
PPWmPoor	,721	,522	,478
PPCpsRmv	,637	,409	,591
<b>Perceived T. induced poverty alleviation (TIPA)</b>			
		,909 <sup>a</sup>	,833 <sup>b</sup>
BF_PAAB	,872	,762	,238
BF_PADL	,932	,870	,130
<b>PA based supportive attitude (SPAT-PA)</b>			
		,697 <sup>a</sup>	,535 <sup>b</sup>
SP_PA	,751	,566	,434
SP_MB	,711	,509	,491

Note: <sup>a</sup>: Composite reliability (CR), <sup>b</sup>: Average variance extracted (AVE).

Table 8.15 shows the values concerning the completely standardized indicator loading ( $\lambda$ ), the construct reliability (CR), the squared multiple correlations (SMC), the average variance extracted (AVE) and the indicator error variances ( $\theta$ ) of the five constructs and 28 indicators in the TIPA-Model. As could be seen, the CR values of all constructs exceeded the recommended level of 0.70, and the AVE values all exceeded recommended minimum level of 0.36. This indicates that the constructs achieved the required convergent validity. The discriminant validity of the constructs was also confirmed by checking the 95% bias-corrected confidence intervals of the paired correlations among the latent variables, given all of the confidence interval ranges did not include the value of 1.

#### The structural model and the hypothesis tests

Figure 8.4 represents the full structural model with the parameter estimations of the hypothesized TIPA-Model. By examining the evaluation results, as expected, the p value of the model's  $\chi^2$  was less than 0.05. Hence other indices needed to be applied in the assessment. As reported in the analysis output, all the other indices reached the required threshold values, which indicated that the hypothesized structural model already exhibits a good fit to the data (CMIN/DF=2.61, SRMR= 0.086, RMSEA=0.069, PGFI=0.683, CFI=0.900, IFI=0.900 ). Therefore, no consideration was given to a further modification of the structural model in this step.



CHI SQUARE=860.386; P VALUE=.000; CMIN/DF=2.607; RMSEA=.069; SRMR=.0859; PGFI=.683; IFI=.900; CFI=.900

Figure 8.4 Final structural TIPA-Model.

**Variables in the TIPA-Model:**

**PPEA: Perceived positive effects on agriculture**

- AgP\_Divers: Diversification of products
- Ag P\_AddBn: Added value and benefit for agricultural product
- Ag P\_ExtInc: Extra income to peasants
- Ag P\_PdImpr: Production method improvement
- Ag P\_Struc: Structural adjustment in agriculture
- Ag P\_Reinv: Reinvestment of tourism income in agriculture
- Ag P\_Lbgain: Labor gain through reduction of labor going for other jobs
- Ag P\_ChExp: Sales channel expansion for agricultural products

**PNEA: Perceived negative effects on agriculture**

- AgN\_LbCmp: Labor resources competition
- Ag N\_NRCmp: Natural resources competition
- Ag N\_SortCh: Change of traditional important product sorts
- Ag N\_Uncult: Arable land uncultivated
- Ag N\_MktCmp: Market competition against local goods

**PMIA: Perception of measure implementation in agriculture**

- PPSalExp: Supporting sales expansion
- PPEmpl: Assuring local employment priority
- PPCpsEnv: Assuring compensation for loss due to environmental protection
- PPLeServ: Encouraging consuming of local service supply
- PPTVTrain: Increasing vocational training
- PPMgPtc: Enhancing local managerial participation
- PPInfras: Assuring infrastructure improvement which facilitate tourism
- PPFnSupt: Increasing financial support for entrepreneurship
- PPWmRol: Enhancing women's role in poverty alleviation
- PPWmPoor: Helping increase tourism income for poor women
- PPCpsRmv: Assuring compensation for remove due to tourism development

**TIPA: Perceived T. induced poverty alleviation**

- BF\_PAAB: Perceived tourism induced changes of personal ability in reducing gap with others
- BF\_PADL: Perceived tourism induced changes of important aspects of daily life

**SPAT-PA: PA based supportive attitude**

- SP\_PA: Tourism development may contribute to the poverty alleviation in the local area
- SP\_MB: Tourism development brings more benefit than costs

As the final step in the SEM analysis of the TIPA-Model, the proposed hypotheses were then examined. All the results are reported with completely standardized estimations in Table 8.16. As reported in Table 8.16, three of the four proposed hypotheses are supported at the 0.05 significant level (C.R.> 3.29). They are H4 hypothesizing the positive relationship between PPEA and TIPA ( $\beta=0.37$ , C.R. = 3.35), H6 hypothesizing the positive relationship between PMIA and TIPA ( $\beta= 0.21$ , C.R. = 2.01) and H7 hypothesizing the positive relationship between TIPA and SPAT-PA ( $\beta=0.50$ , C.R. = 6.22). The hypothesis H5 is about the negative relationship between PNEA and TIPA, the coefficient is negative, however, it is not significant at the 0,05 level ( $\beta= -0.12$ , C.R. = -1.69), hence it could not be supported by the SEM analysis.

**Table 8.16 Estimation results and hypotheses tests (TIPA-Model).**

Hypotheses	SE	Estimates Mean	Bias	Critical Ratio	BC confidence interval		Hypotheses test result
TIPA ← PPEA	,110	,368	,002	<u>3,345</u> (***)	,162	,577	H4 supported
TIPA ← PNEA	,071	-,120	-,003	-1,69 (n.s)	-,270	,016	H5 not supported
TIPA ← PMIA	,106	,213	-,004	<u>2,009</u> (*)	-,004	,407	H6 supported
SPAT-PA ← TIPA	,081	,504	-,001	<u>6,222</u> (***)	,326	,674	H7 supported

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ , n.s.: not significant.

C.R. is the critical ratio calculated by dividing the covariance estimate by its standard error (SE). Underlined values are critical ratios exceeding 1.96, at the 0.05 level, exceeding 2.58 at the 0.01 level, and exceeding 3.29 at the 0.001 level of significant.

### 8.3.2 The TIPAWWE-Model

The Model III is named as the TIPAWWE-Model and is also concerned with the tourism induced development effects. As mentioned, it is a further development of the previous TIPA-Model with the tourism induced women's empowerment effect included into the model. Based on the close relationships of the two issues discussed in many

development studies, the tourism induced poverty alleviation effects and women's empowerment effects are observed as complex development benefits in this model with the two aspects integrated with each other as one construct of complex benefits. Hence the constructs about perceived tourism's influence also considered complex influence of tourism on both agriculture and women aspects. By the specification of the TIPAWE-Model, perceptions of tourism's influence on agriculture and women were observed as the exogenous latent variables which could influence resident's perceptions of tourism induced poverty alleviation (PA) and women's empowerment effects (WE). Both positive and negative perceptions were considered. Moreover, given that tourism in practice need to be facilitated with relevant supportive policies so as to be utilized as a tool for achieving the to be observed development goals (PA and WE), residents' perceptions of the related supportive measure implementation were also included as an important factor which influence residents' perceptions of tourism induced PA and WE effects, hence perceptions of political measure implementation was also observed as an explaining exogenous variable in the model. Theoretical and empirical justifications for the model could be found in relevant tourism and development literatures (see e.g., Ferguson, 2011; Scheyvens, 2000; Swain & Wallentin, 2008).

#### **8.3.2.1 Factor analysis**

Given the large amount of items used for measuring relevant latent variables, prior to the establishment of the TIPAWE-Model, data reduction was firstly conducted with explorative factor analysis so as to avoid multicollinearity. Items used in the questionnaire for measuring perceived positive and negative tourism effects on agriculture, perceived positive and negative tourism effects on women, and evaluation of political measure implementation targeting on poverty alleviation and women's empowerment through tourism were conducted with factor analysis separately. For the

further SEM analysis, the acquired factors were sorted to each corresponding construct, and the mean values of the included items were taken as the indicator values for the corresponding factors. Reliability analysis was firstly performed for each of the initial measurement scales to examine their stability and consistency as a whole. Evaluation concerning item deletion was also conducted prior to the further factor analysis. The criteria for deleting item and factor inclusion were same as applied to the Model-I.

**Table 8.17 Factor analysis on perceived positive effects on agriculture (N=334).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Enhancement of agricultural structures and production (F1: PA_EASP)</b>				
AgP_Structural adjustment	,853	2,365	29,566	,859
AgP_Production method improvemetn	,779			
AgP_Reinvestment of tourism income	,674			
<b>Factor 2: Extra agricultural income and added value (F2:PA_EIAV)</b>				
AgP_Added value of agricultural product	,823	2,125	56,129	,757
AgP_Extra income	,739			
<b>Factor 3: Labour gain and sales expansion (F3: PA_LGSE)</b>				
AgP_Reduction of labour loss	,818	1,680	77,131	,647
AgP_Sales channel expansion	,726			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Regarding the eight items for perceived positive tourism effects on agriculture used in the questionnaire, result of the reliability analysis indicates a good reliability of the measurement scale with the Cronbach's Alpha ( $\alpha$ -value) of 0.900. No item needed to be deleted. In the further factor analysis, the KMO measure and Bartlett's test results were examined as the first step to ensure the appropriateness of the analysis. The



adequacy of the analysis performance was indicated by the results of the tests (KMO=0.899, p value of Bartlett's test =0.000). By the initial attempt, factor analysis based on eigenvalue over 1.0 resulted in only one component, which could provide 59.15% of the total variance explained. However, relevant studies in the literature indicated tourism influences on agriculture should be better observed from various specific aspects. Hence other criteria were considered necessary to be applied to achieve a factor extraction with more reasonable results for further analysis using structural equation modeling. A total of three factors were finally acquired reflecting several important aspects of the influence on the local agriculture. The total variance explained was 77.13%, which was much more improved than the initial extraction result.

Results of the factor analysis of the perceived positive tourism effects on agriculture are summarized in Table 8.17. Among the initial items, one item concerning diversification of agricultural products was dropped due to its double high loadings on two of the resulted factors. The three factors extracted from the finally adopted 7 items were labeled as “Factor 1: Enhancement of agricultural structures and production” (F1: PA\_EASP), “Factor 2: Extra agricultural income and added value” (F2:PA\_EIAV) and “Factor 3: Labor gain and sales expansion” (F3: PA\_LGSE). Factor loading scores were ranged from 0.674 to 0.853 indicating that the items and the corresponding factors are well correlated. Moreover, the  $\alpha$ -value of the factor concerning labor gain and sales expansion was 0.65, which was a little bit lower than 0.70, but still above the recommended acceptable scope of 0.6 by researchers.<sup>44</sup> And the  $\alpha$ -values of the other

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<sup>44</sup>The common recommended  $\alpha$ -value for factor with a good reliability is 0.7, but some researchers also suggested that values between 0.6 and 0.7 are also acceptable in empirical studies (Hair et al, 1998).

two factors were 0.86 and 0.76 respectively, which indicate the good reliabilities and the internal consistency of the subscales of these factors.

Regarding the five items of the perceived negative tourism effects on agriculture, the Cronbach's  $\alpha$ -value of the original scale was 0.808 and all of them were adopted for factor analysis based on the result of reliability test. KMO and Bartlett's test indicate a further factor analysis of the items was reasonable (KMO= 0.732, p value of Bartlett's test =0.000).

**Table 8.18 Factor analysis on perceived negative effects on agriculture (N=334).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Degradation of local agriculture</b>				
<b>(F1: NA_DGLA)</b>				
AgN_Arable land uncultivated	,863	2,200	43,995	,826
AgN_Change of traditional important products	,859			
AgN_Market competition against local goods	,797			
<b>Factor 2: Competition of resources</b>				
<b>(F2: NA_CPRS)</b>				
AgN_Natural resources competition	,900	1,712	78,235	,809
AgN_Labour resources competition	,888			

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

Table 8.18 presents the results of the factor analysis on the perceived negative tourism effects on agriculture. Two factors were extracted and accounted for 78.24% of the total variance explained. They were labelled as “Factor 1: Degradation of local agriculture” (F1: NA\_DGLA) and “Factor 2: Competition of resources” (F2: NA\_CPRS). Factor loading scores were ranged from 0.797 to 0.900, and the  $\alpha$ -values of the two factors were 0.83 and 0.81 respectively, thus satisfying results were achieved concerning the factor loading scores and the the Cronbach's  $\alpha$ -values of the acquired factors.

Regarding the perceived positive tourism effects on women, the Cronbach's  $\alpha$ -value of 19 items in the initial scale was 0.949. Although the item concerning changes of women's traditional role was found having a marginal higher value of 0.950 by examining Cronbach's Alpha if item deleted, the term was considered to be included in further analysis since women's traditional role is a very important factor in discussing women's empowerment, and its item-total correlation was over the value of 0.50. Therefore, all of the 19 items were adopted for the further factor analysis. KMO and Bartlett's test indicate the appropriateness of the factor analysis (KMO= 0.954, p value of Bartlett's test =0.000). By the initial attempt, factor analysis based on eigenvalue over 1.0 resulted in only two factors, which could provide 60.54% of the total variance explained. However, relevant studies in the literature indicated tourism influences on women could be observed better from various specific aspects concerning women's empowerment issue. Hence other criteria were considered necessary to be applied to achieve a factor extraction with more reasonable results for further analysis using structural equation modeling. A total of four factors were finally acquired reflecting several important aspects of tourism's influence on women concerning women's empowerment. The total variance explained was 68.43%, which was much more improved than the initial extraction result.

Table 8.19 presents the results of the factor analysis on the perceived positive tourism effects on women. The four factors were named based on highly loaded items and their common characteristics. They were labelled as "Factor 1: Economic, social advantages and ability enhancement" (F1: PW\_ESAE), "Factor 2: Change of behaviors and family status" (F2: PW\_CBFS), "Factor 3: Development opportunities and self-dependence increase" (F3: PW\_DOSD), and "Factor 4: Change of traditional roles in family" (F4: PW\_CTRF). Factor loading scores were ranged from 0.502 to 0.866, and

**Table 8.19 Factor analysis on perceived positive effects on women (N=334).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Economic, social advantages and ability enhancement</b>				
<b>(F1: PW_ESAE)</b>				
WeP_Income increase	,823	5,068	26,673	,924
WeP_Economic independence enhancement	,734			
WeP_Entrepreneurship enhancement	,713			
WeP_Employment opportunities increase	,686			
WeP_Acquirement of managerial experiences and abilities	,684			
WeP_Increase of decision making power in tourism management	,655			
WeP_Extension of social contact	,618			
WeP_Increase of contact with managerial divisions	,613			
<b>Factor 2: Change of behaviors and family status</b>				
<b>(F2:PW_CBFS)</b>				
WeP_Awareness increase for self-education and training	,731	3,225	43,648	,840
WeP_Family status enhancement	,691			
WeP_Decision making power for family issues	,666			
WeP_Reverse of patriarchy thinking	,611			
WeP_Enhancement of political participation	,537			
<b>Factor 3: Development opportunities and self-dependence increase</b>				
<b>(F3: PW_DOSD)</b>				
WeP_Increase of development opportunity which were only available for men	,759	2,674	57,720	,861
WeP_Self-dependence increase	,689			
WeP_Self-confidence increase	,558			
WeP_Increase of recognition of ability	,502			
<b>Factor 4: Change of traditional roles in family</b>				
<b>(F4: PW_CTRF)</b>				
WeP_Changes of traditional distribution of house work	,866	2,036	68,434	,707
WeP_Family support for tourism involvement	,603			

Extraction: Principal Component Analysis. Rotation: Varimax with Kaiser Normalization.

the  $\alpha$ -values of the four factors were 0.92, 0.84, 0.86 and 0.71 respectively, thus satisfying results were achieved concerning the factor loading scores and the the Cronbach's  $\alpha$ -values of the acquired factors.

Regarding the five items of perceived negative tourism effects on women, the Cronbach's  $\alpha$ -value was 0.883 and all of them were adopted for factor analysis based on the result of reliability test. KMO and Bartlett's test indicate a reasonable further factor analysis of the items (KMO= 0.841, p value of Bartlett's test =0.000). By the initial attempt, factor analysis based on eigenvalue over 1.0 resulted in only one component, which could provide 68.31% of the total variance explained. Considering relevant studies in the literature which discussed various aspects of possible negative tourism impacts on women, other criteria were considered necessary to be applied for further analysis using structural equation modeling. A more reasonable result compared to the initial attempt was acquired with an extraction of two factors, which accounted for 80.87% of the total variance explained.

**Table 8.20 Factor analysis on perceived negative effects on women (N=334).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Higher risk and more vulnerability (F1: NW_HRMW)</b>		2,195	43,895	,857
WeN_Higher risk of sexual harassment in tourism work	,865			
WeN_Highner vulnerability due to loss of land in Tourism development	,809			
WeN_No control of self-acquired toursim income	,758			
<b>Factor 2: More workloads and no payment for work in family (F2: NW_MWNP)</b>		1,849	80,872	,821
WeN_Increase of workloads	,882			
WeN_Working in family run tourism business without payment	,832			

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

Table 8.20 presents the results of the factor analysis on the perceived negative tourism effects on women. The two factors were labelled as “Factor 1: Higher risk and more vulnerability” (F1: NW\_HRMW) and “Factor 2: More workloads and no payment for work in family” (F2: NW\_MWNP). Factor loading scores were ranged from 0.76 to 0.88, and the  $\alpha$ -values of the factors were 0.86 and 0.82 respectively. These results indicate good reliabilities and internal consistency of the subscales of the factors extracted.

Regarding the 11 items for perceptions of measure implementation concerning anti-poverty tourism, the Cronbach’s  $\alpha$ -value was 0.911 and no item needed to be deleted based on the result of reliability test. KMO and Bartlett’s test indicate a reasonable further factor analysis of the items (KMO= 0.901, p value of Bartlett’s test =0.000). Two factors were extracted by the initial attempt based on eigenvalue over 1.0 and could provide 62.97% of the total variance explained. However, other criteria were considered necessary to be further applied for acquiring a more reasonable interpretation. Finally an extraction result with three factors accounting for about 70.56% of the total variance explained was considered more proper for the further analysis.

Table 8.21 reports the factor analysis results of residents’ evaluations concerning anti-poverty tourism measures. Among the 11 items, two items concerning measures for economic compensation due to environmental protection and encouraging consumption of local service were eliminated due to their double high loadings on two of the resulted factors. The three factors out of the left nine items were interpreted according to highly loaded items and their common characteristics. They were labelled as “Factor 1: Involving local residents in rural tourism development and enhancing tourism infrastructure” (F1: MA\_ILEI), “Factor 2: Giving attention on women issues in rural tourism development and more financial support” (F2:MA\_AWFS), and “Factor 3:

Building linkages to agricultural sector and assuring local priority” (F3: MA\_LALP).

Factor loading scores were ranged from 0.66 to 0.82, and the  $\alpha$ -values of the factors were 0.86, 0.84 and 0.73 respectively. Hence satisfying results were achieved with good reliabilities and internal consistency of the subscales of the factors extracted.

**Table 8.21 Factor analysis on perceptions of measures implementation (N=334) (Measures of anti-poverty tourism).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Involving local residents in rural tourism development and enhancing tourism infrastructure</b> <b>(F1: MA_ILEI)</b>		2,906	26,416	,859
Encouraging local managerial participation	,748			
Improving rural tourism infrastructure	,716			
Providing tourism vocational training	,713			
Assuring fair compensation for remove	,659			
<b>Factor 2: Giving attention on women issues in rural tourism development and more financial support</b> <b>(F2:MA_AWFS)</b>		2,586	49,929	,835
Enhancing women's role for poverty alleviation through tourism	,816			
Assisting poor women acquiring tourism income	,730			
Increasing financial support for entrepreneurship in tourism	,688			
<b>Factor 3: Building linkages to agricultural sector and assuring local priority</b> <b>(F3: MA_LALP)</b>		2,270	70,563	,732
Supporting sales expansion of local agricultural products through tourism	,809			
Assuring employment priority of local residents	,734			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Regarding the seven items for perceptions of measure implementation concerning women's empowerment through tourism, result of reliability test shows the Cronbach's  $\alpha$ -value was 0.923 and no item needed to be deleted. KMO and Bartlett's test indicate a

reasonable further factor analysis of the items (KMO= 0.894, p value of Bartlett's test =0.000). Only one component could be extracted by the initial attempt based on eigenvalue over 1.0 and could provide 68.91% of the total variance explained. Hence other criteria were considered necessary to be applied to acquire a reasonable result for further analysis using structural equation modeling. A more reasonable result of two factors compared to the initial attempt was acquired, which accounted for 78.43% of the total variance explained.

**Table 8.22 Factor analysis on perceptions of measures implementation (N=334) (Measures of utilizing tourism for women's empowerment).**

Factors / Items	Factor loading	Eigen value	Cumulative % of variance	Cronbach's $\alpha$
<b>Factor 1: Improving opportunities and environment for women in tourism sector and assuring their rights and health (F1: MW_OERH)</b>		2,898	41,406	,884
Creating more employment opportunities in tourism sectors for women	,867			
Improving working environment in tourism sectors for women	,857			
Enhancing social attention on rights and health of women in tourism sectors	,745			
<b>Factor 2: Supporting entrepreneurship of women in tourism and considering women's opinions (F2: MW_SECO)</b>		2,592	78,434	,808
Increasing financial support for women's entrepreneurship in tourism	,855			
Increasing consideration of local women's opinions and suggestions in local rural tourism development	,815			

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

Table 8.22 reports the factor analysis results of residents' evaluations concerning measures for women's empowerment in tourism development. Among the seven items, two items concerning measures for encouraging women's participation in tourism management and increasing women's training opportunities in tourism sector were



eliminated, given that both of them were loaded strongly on two factors. The two factors out of the left five items were labelled as “Factor 1: Improving opportunities and environment for women in tourism sector and assuring their rights and health” (F1: MW\_OERH) and “Factor 2: Supporting entrepreneurship of women in tourism and considering women’s opinions” (F2: MW\_SECO). Factor loading scores were ranged from 0.75 to 0.87, and the  $\alpha$ -values of the factors were 0.88 and 0.81 respectively. Hence satisfying results were also well achieved considering the reliabilities and internal consistency of the subscales of the factors extracted.

To make a brief summary, this section reports the results of the factor analysis conducted on the scales used in questionnaire measuring residents’ perceived tourism influence on agriculture, women and their perceptions of measures implementation. The mean scores of the items included in the corresponding factors acquired were then calculated and used as indicators for the latent constructs in the TIPAWE-Model. The main constructs with their indicators and the proposed hypothesis are illustrated in details in the next section.

### **8.3.2.2 The constructs and hypothesis**

The proposed TIPAWE-Model includes 5 constructs, including “perceived positive tourism effects on agriculture and women” (PPEAW), “perceived negative tourism effects on agriculture and women” (PNEAW), “perceptions of measures implementation ” (PMI), “perception of tourism induced poverty alleviation and women’s empowerment effects” (TIPAWE), and “TIPAWE based supportive attitude” (SPAT-PAWE). As reported in the last section, the indicators of the three exogenous constructs, namely, PPEAW, PNEAW, and PMI used the mean scores of the items of the corresponding factors as their observed values for performing the further analysis of the structural equation modelling. The construct of TIPAWE and the construct of

SPAT-PAWE were measured directly using selected items in questionnaire. Specifically, for the construct of TIPAWE, answers to the two questions concerning residents' evaluation of tourism induced poverty alleviation effects and one question concerning their evaluation of tourism induced women's empowerment effects were taken as the observed values of the indicator variables, namely, "BF\_PADL", "BF\_PAAB", and "BF\_GEWE". They were formulated in the questionnaire as "perceived tourism induced changes of important aspects of daily life", "perceived tourism induced changes of personal ability in reducing social gap with others", and "perceived tourism induced changes of gender equality and women's empowerment concerning local women's rights compared to that of men". For the construct of SPAT-PAWE, the items and corresponding indicator variables included "Tourism development brings more benefit than costs" (SP\_MB), "Tourism development may contribute to the poverty alleviation in the local area" (SP\_PA) and "Tourism development may contribute to the women's empowerment in the local area" (SP\_WE). Figure 8.5 shows the path diagram of the proposed TIPAWE-Model (the initial model).

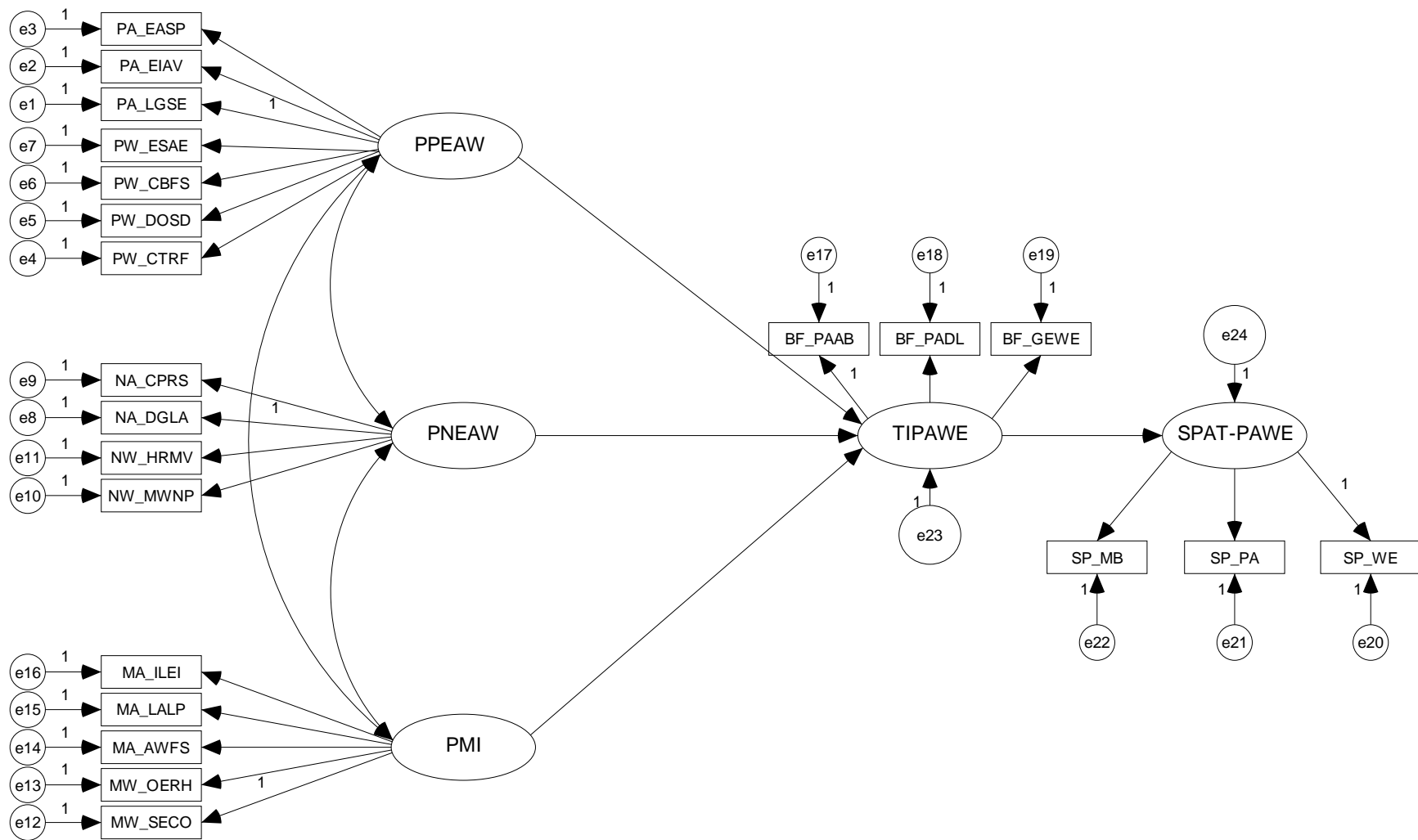
Four hypotheses were proposed within the TIPAWE- Model to determine how residents' perceptions of tourism induced development benefits of PA and WE influence their supportive attitude for further tourism development, and how the perceptions of TIPAWE are influenced by perceived positive or negative tourism impacts on the local agriculture and rural women, as well as by residents' perceptions of relevant measure implementation in agriculture and women issues targeting on poverty alleviation and women's empowerment through tourism. Thus, the four hypotheses could be stated as the follows:

H8: There is a positive relationship between residents' perceptions of positive tourism effects on agriculture and women issues (PPEAW) and perceptions of tourism induced PAWE benefits (TIPAWE).

H9: There is a negative relationship between residents' perceptions of negative tourism effects on agriculture and women issues (PNEAW) and perceptions of tourism induced PAWE benefits (TIPAWE).

H10: There is a positive relationship between residents' perceptions of relevant measures implementation (PMI) and perceptions of tourism induced PAWE benefits (TIPAWE).

H11: There is a positive relationship between residents' perceptions of tourism induced PAWE benefits (TIPAWE) and residents' PAWE based supportive attitude toward further tourism development (SPAT-PAWE).



**Figure 8.5 Initial structural TIPAWE-Model.**

## **Variables in the TIPAWE-Model:**

### **PPEAW: Perceived positive effects on poverty alleviation and women's empowerment**

PA\_LGSE: Labor gain and sales expansion

PA\_EIAV: Extra agricultural income and added value

PA\_EASP: Enhancement of agricultural structures and production

PW\_CBFS: Change of behaviors and family status

PW\_DOSD: Development opportunities and self-dependence increase

PW\_CTRF: Change of traditional roles in family

PW\_ESAE: Economic, social advantages and ability enhancement

### **PNEAW: Perceived negative effects on poverty alleviation and women's empowerment**

NA\_DGLA: Degradation of local agriculture

NA\_CPRS :Competition of resources

NW\_MWNP: More workloads and no payment

NW\_HRMV: Higher risk and more vulnerability

### **PMI: Perception of measure implementation**

MA\_AWFS: Giving attention on women issues in rural tourism development and more financial support

MA\_LALP: Building linkages to agricultural sector and assuring local priority

MA\_ILEI: Involving local residents in rural tourism development and enhancing tourism infrastructure

MW\_SECO: Supporting entrepreneurship of women in tourism and considering women's opinions

MW\_OERH: Improving opportunities and environment for women in tourism sector and assuring their rights and health

### **TIPAWE: Perception of tourism induced PA and WE**

BF\_PAAB: Perceived tourism induced changes of personal ability in reducing gap with others

BF\_PADL: Perceived tourism induced changes of important aspects of daily life

BF\_GEWE: Perceived tourism induced changes of gender equality and women's empowerment concerning local women's rights compared to that of men

### **SPAT-PAWE: PAWE based supportive attitude**

SP\_WE: Tourism development may contribute to the women's empowerment in the local area

SP\_PA: Tourism development may contribute to the poverty alleviation in the local area

SP\_MB: Tourism development brings more benefit than costs

### 8.3.2.3 Evaluation of the TIPAWE-Model

The results of the evaluation of the proposed TIPAWE-Model are reported in this section. Data normality assessment was again conducted firstly, and followed was confirmatory factor analysis (CFA) with the overall measurement model, at last the full structural model was assessed and the hypothesis was examined.

#### Assessment of normality

**Table 8.23 Assessment of normality (AMOS output of TIPAWE-Model)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
SP_MB	1,000	5,000	-1,103	-8,229	1,073	4,002
SP_PA	1,000	5,000	-1,100	-8,207	1,378	5,140
SP_WE	1,000	5,000	-,850	-6,342	,433	1,616
BF_GEW	1,000	5,000	-1,137	-8,483	4,490	16,749
BF_PADL	1,000	5,000	-1,799	-13,421	5,417	20,206
BF_PAAB	1,000	5,000	-1,870	-13,949	6,435	24,005
MA_ILEI	1,000	5,000	-,925	-6,904	,883	3,293
MA_LALP	1,000	5,000	-,894	-6,673	,705	2,632
MA_AWFS	1,000	5,000	-1,210	-9,025	1,974	7,364
MW_OERH	1,000	5,000	-1,264	-9,428	2,728	10,176
MW_SECO	1,000	5,000	-,976	-7,283	1,017	3,792
NW_HRMV	1,000	5,000	,500	3,734	-,503	-1,878
NW_MWNP	1,000	5,000	,261	1,950	-,737	-2,749
NA_CPRS	1,000	5,000	-,365	-2,725	-,701	-2,614
NA_DGLA	1,000	5,000	,006	,043	-,638	-2,379
PW_ESAE	1,000	5,000	-,799	-5,965	1,508	5,625
PW_CBFS	1,000	5,000	-,693	-5,172	1,051	3,920
PW_DOSD	1,000	5,000	-,673	-5,019	,997	3,721
PW_CTRF	1,000	5,000	-,658	-4,910	,778	2,901
PA_EASP	1,000	5,000	-,824	-6,148	,489	1,823
PA_EIAV	1,000	5,000	-1,033	-7,707	1,629	6,077
PA_LGSE	1,000	5,000	-,820	-6,121	,661	2,465
Multivariate					184,504	51,882

Data normality was firstly examined and the AMOS output for the TIPAWE-Model was checked prior to the model evaluation. Table 8.23 reports the characteristics of the data set used in the TIPAWE-Model. Similar to the sample data set applied in the former two models, results in the Table 8.23 show that the distribution of the observed variables

was univariate normal, but the multivariate distribution was multivariate non-normal. As could be seen, the critical ratio of the multivariate kurtosis value is 51.882, which indicates the evidence of multivariate non-normality of the data.

To correct the multivariate non-normality in the dataset, bootstrapping procedure was applied in the further TIPAWE-Model analysis. The model evaluation was performed using 1000 bootstrap samples and 95% bias-corrected confidence intervals. By examination of the assessment results both regular ML estimate and the bootstrap ML estimate results were at end checked.

#### The measurement model

All constructs of the TIPAWE-Model were firstly allowed to be inter-correlated freely by performing the CFA test of the initially proposed TIPAWE-Model. A total of five measurement models of the five constructs with 22 indicators were examined. Concretely, they were the PPEAW construct with 7 indicators, the PNEAW with 4 indicators, the PMI construct with 5 indicators, the TIPA construct with 3 indicators, and the SPAT-PA construct with 3 indicators. By examining the individual constructs, results showed that most of the indicators reached the threshold value of 0.3 but two indicators, namely, “NA\_CPRS” in the construct of PNEAWE and “BF\_GEWE” in the construct of TIPAWE, had relative weak reliability concerning their factor loadings (0.26 and 0.24). However, they were not deleted considering the item’s value in the current study due to the following reasons: To observe the empirical tourism induced effects of poverty alleviation and women’s empowerment as the complex benefits, data related to “BF\_GEWE” provided important information of women issues in the current study and hence needed to be integrated into the construct of TIPAWE. As to the indicator of “NA\_CPRS”, its factor loading was marginal lower than 0.3 and it was concerned about the negative impacts of competition in natural and labor resources

between tourism and agriculture. The descriptive analysis of the relevant items concerning natural and labor resources competition showed that these negative influences were indeed agreed by most of the residents in the two of the three surveyed counties in the current study, where tourism was developed relative earlier. On the contrast, the other negative influences were not perceived as strong as this resource competition influence. Therefore, this indicator was also included so as to keep the useful information.

**Table 8.24 Assessment results of the overall measurement model (TIPAW E).**

Goodness-of- fit indices ( the common threshold)	The initial measurement model	The modified measurement model
p value of the model's $\chi^2$ ( $\geq 0.05$ , the closer to 1.00 the better)	$\chi^2 = 720.357$ p = 0.00	$\chi^2 = 463.964$ p = 0.00
CMIN/DF ( $\leq 3.00$ )	3.62	2.43
SRMR ( $\leq 0.10$ )	0.07	0.06
RMSEA ( $\leq 0.08$ )	0.09	0.07
CFI ( $\geq 0.90$ )	0.87	0.93
IFI ( $\geq 0.90$ )	0.87	0.93
PGFI ( $\geq 0.50$ )	0.66	0.67

$\chi^2$ : Chi-square; CMIN/DF:  $\chi^2$ /degrees of freedom; SRMR: standardized root mean square residual; RMSEA: root mean square error of approximation ; CFI: comparative fit index; IFI: incremental index of fit; PGFI: parsimony goodness-of-fit index.

The resulting measurement model was further analyzed with CFA and then evaluated by using the three types of model fit measures. Since the initial CFA model assuming no existence of correlated errors could not provide satisfying statistics of the goodness-of-fit, the model revision procedure was conducted with reference of the modification indices. After several substantive meaningful modification by adding empirically justifiable indicator error covariances, the final overall measurement model



exhibited good model fit to the data. Table 8.24 shows the assessment results of the initial and revised final measurement model with the selected goodness-of-fit indices. As could be seen, the p value of the  $\chi^2$  was not significantly changed (0.00), but the values of other model fit indices were improved and reached the usually recommended criteria. Again, the 95% bias-corrected percentile results of the Bootstrap ML estimation were checked. The percentile intervals associated with each of the completely standardized loading did not include the value of 0, which indicated that all the parameter estimations in the proposed measurement model were significant.

**Table 8.25 Model revisions and relevant MI values (TIPAWWE-Model).**

Covariances			M.I.	Par Change
e1	<-->	e3	46,369	,163
e8	<-->	e9	42,025	,367
e4	<-->	e6	35,555	,102
e14	<-->	e16	32,583	,110
e2	<-->	e3	23,761	,095
e1	<-->	e2	24,805	,095
e4	<-->	e5	12,262	,051
e15	<-->	e16	11,175	,070

Table 8.25 reports the model revision procedure and the relevant MI values of the initially proposed TIPAWWE-Model. Likewise, substantive meaningful error covariances with MI values exceeding the value of 10 were treated as modification of interest, given that the initially assumed uncorrelated error terms was rarely appropriate with real data in empirical studies. By checking the modification associated indicators, it could be seen that the included indicators were among those for impacts on agriculture (positive and negative), for positive impacts on women and for measures facilitating anti-poverty tourism. These modifications were evaluated as substantive justifiable considering empirical realities and possible content overlap existed between the related items. For

example, concerning the perceived positive impacts on agriculture, error correlations among impacts of “labour gain and sales expansion”, impacts of “extra agricultural income and added value”, and impacts of “enhancement of agricultural structure and production” could be found empirically justifiable.

Table 8.26 shows the values concerning the completely standardized indicator loading ( $\lambda$ ), the construct reliability (CR), the squared multiple correlations (SMC), the average variance extracted (AVE) and the indicator error variances ( $\theta$ ) of the five constructs in the TIPAWE-Model and the relevant 22 indicators. Based on the results of the measurement model CFA, the calculated CR values of all constructs exceeded the recommended level of 0.70, and the AVE values all exceeded recommended minimum level of 0.36, which indicate that the constructs achieved the required convergent validity. The discriminant validity of the constructs was also confirmed by checking the 95% bias-corrected confidence intervals of the paired correlations among the latent variables, all of the confidence interval ranges did not include the value of 1.

**Table 8.26 Overall CFA for the measurement model TIPAWE (N=334).**

Construct and indicators	Completely standardized loading ( $\lambda$ )	Construct and indicator reliability (CR and SMC)	Variance extracted and error variance (AVE and $\theta$ )
<b>Perceived positive effects on poverty alleviation and women's empowerment (PPEAW)</b>			
		,888 <sup>a</sup>	,538 <sup>b</sup>
PA_LGSE	,567	,324	,676
PA_EIAV	,674	,457	,543
PA_EASP	,647	,421	,579
PW_CBFS	,805	,649	,351
PW_DOSD	,858	,736	,264
PW_CTRF	,581	,340	,660
PW_ESAE	,923	,852	,148
<b>Perceived negative effects on poverty alleviation and women's empowerment (PNEAW)</b>			
		,708 <sup>a</sup>	,417 <sup>b</sup>
NA_DGLA	,465	,222	,778
NA_CPRS	,257	,070	,930
NW_MWNP	,767	,590	,410
NW_HRMV	,892	,798	,202
<b>Perception of measure implementation (PMI)</b>			
		,860 <sup>a</sup>	,554 <sup>b</sup>
MA_AWFS	,737	,545	,455
MA_LALP	,668	,447	,553
MA_ILEI	,702	,495	,505
MW_SECO	,745	,556	,444
MW_OERH	,856	,734	,266
<b>Perception of tourism induced PA and WE (TIPAWE)</b>			
		,761 <sup>a</sup>	,562 <sup>b</sup>
BF_PAAB	,857	,737	,263
BF_PADL	,946	,896	,104
BF_GEWE	,239	,062	,938
<b>PAWE based supportive attitude (SPAT-PAWE)</b>			
		,743 <sup>a</sup>	,492 <sup>b</sup>
SP_WE	,682	,467	,533
SP_PA	,759	,579	,421
SP_MB	,659	,437	,563

Note: <sup>a</sup>: Composite reliability (CR), <sup>b</sup>: Average variance extracted (AVE).

The structural model and the hypothesis tests

Figure 8.6 represents the full structural model with the parameter estimations of the hypothesized TIPAWE-Model. By examining the evaluation results, the p value of the model's  $\chi^2$  was found still less than 0.05, which was however as mentioned normally sensitive to the sample size. Hence other indices were applied in the assessment. As reported in the analysis output, all the other indices reached the required threshold values, which indicated that the hypothesized structural model already exhibited a good fit to the data (CMIN/DF=2.92, SRMR= 0.10, RMSEA=0.08, PGFI=0.67, CFI=0.91, IFI=0.91 ). Therefore, no consideration was given to a further modification of the structural model in this step.

**Table 8.27 Estimation results and hypotheses tests (TIPAWE-Model).**

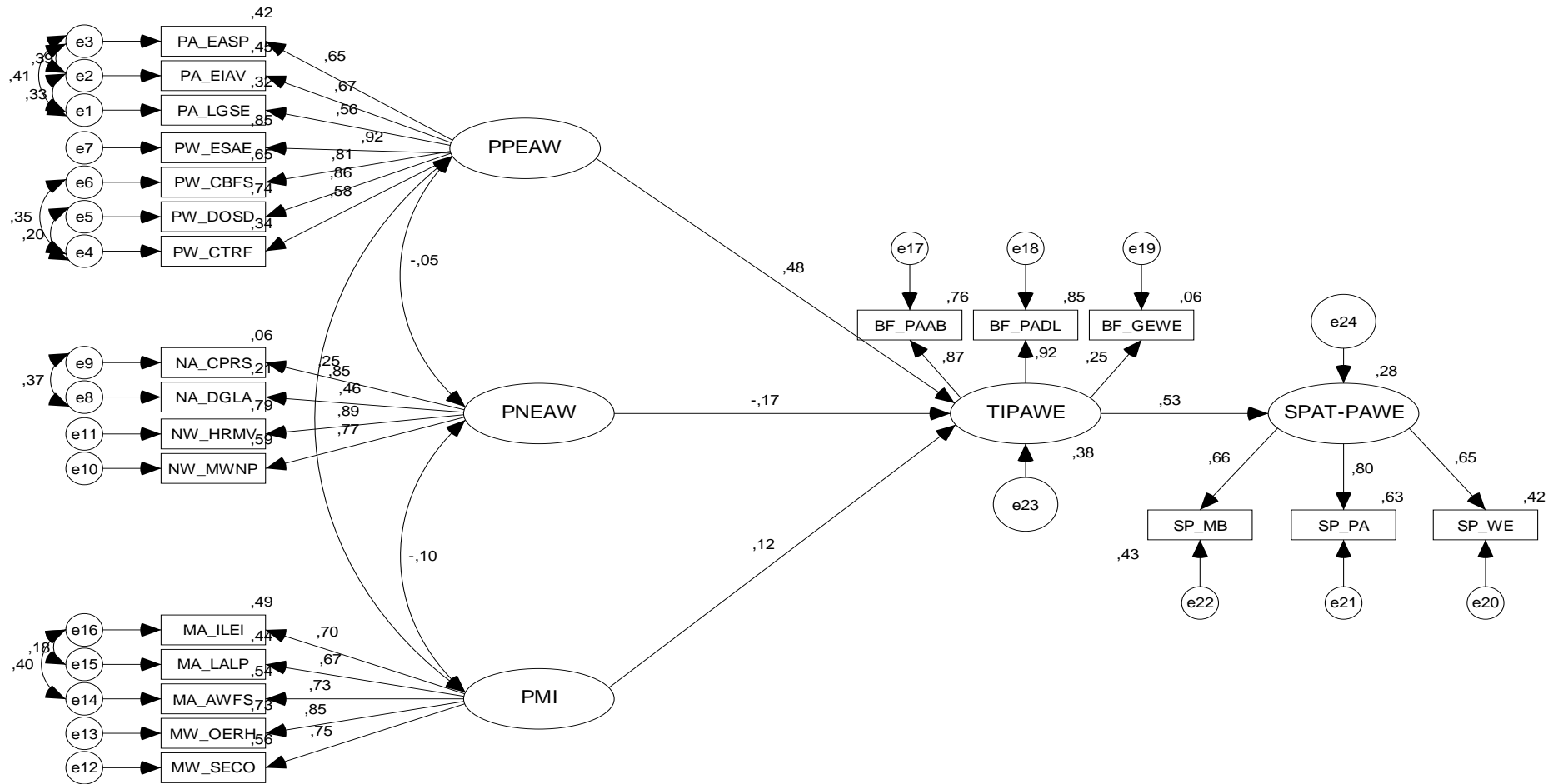
Hypotheses	SE	Estimates Mean	Bias	Critical Ratio	BC confidence interval	Hypotheses test result
TIPAWE ← PPEAW	,139	,477	-,001	<u>3,432</u> (***)	,143 ,702	H8 supported
TIPAWE ← PNEAW	,067	-,172	,000	<u>-2,57</u> (*)	-,296 -,028	H9 supported
TIPAWE ← PMI	,140	,116	-,001	,829 (n.s.)	-,119 ,437	H10 not supported
SPAT-PAWE ← TIPAWE	,080	,536	,003	<u>6,7</u> (***)	,362 ,675	H11 supported

Note: \* p<0.05, \*\* p< 0.01, \*\*\* p< 0.001, n.s.: not significant.

C.R. is the critical ratio calculated by dividing the covariance estimate by its standard error (SE). Underlined values are critical ratios exceeding 1.96, at the 0.05 level, exceeding 2.58 at the 0.01 level, and exceeding 3.29 at the 0.001 level of significant.

Finally, the proposed hypotheses of the TIPAWE-Model were examined. All the results are reported with completely standardized estimations in Table 8.27. As reported in Table 8.27, three of the four proposed hypotheses are supported at the 0.05 significant level (C.R.> 3.29). They are H8 hypothesizing the positive relationship between PPEAW and TIPAWE ( $\beta=0.48$ , C.R. = 3.4), H9 hypothesizing the negative

relationship between PNEAW and TIPAWE ( $\beta = -0.17$ , C.R. = -2.57) and H11 hypothesizing the positive relationship between TIPAWE and SPAT-PAWE ( $\beta = 0.54$ , C.R. = 6.7). The hypothesis H10 is about the positive relationship between PMI and TIPAWE, results show that the coefficient is positive, however, it is not significant at the 0,05 level ( $\beta = 0.12$ , C.R. = 0.83), hence it could not be supported by the SEM analysis in the current study.



CHI\_SQUARE=567,258; P\_VALUE=,000; CMIN/DF=2,924; RMSEA=,076; SRMR=,1047; PGFI=,669; IFI=,907; CFI=,906

Figure 8.6 Final structural TIPAWE-Model.

## **Variables in the TIPAWE-Model:**

### **PPEAW: Perceived positive effects on poverty alleviation and women's empowerment**

PA\_LGSE: Labor gain and sales expansion

PA\_EIAV: Extra agricultural income and added value

PA\_EASP: Enhancement of agricultural structures and production

PW\_CBFS: Change of behaviors and family status

PW\_DOSD: Development opportunities and self-dependence increase

PW\_CTRF: Change of traditional roles in family

PW\_ESAE: Economic, social advantages and ability enhancement

### **PNEAW: Perceived negative effects on poverty alleviation and women's empowerment**

NA\_DGLA: Degradation of local agriculture

NA\_CPRS :Competition of resources

NW\_MWNP: More workloads and no payment

NW\_HRMV: Higher risk and more vulnerability

### **PMI: Perception of measure implementation**

MA\_AWFS: Giving attention on women issues in rural tourism development and more financial support

MA\_LALP: Building linkages to agricultural sector and assuring local priority

MA\_ILEI: Involving local residents in rural tourism development and enhancing tourism infrastructure

MW\_SECO: Supporting entrepreneurship of women in tourism and considering women's opinions

MW\_OERH: Improving opportunities and environment for women in tourism sector and assuring their rights and health

### **TIPAWE: Perception of tourism induced PA and WE**

BF\_PAAB: Perceived tourism induced changes of personal ability in reducing gap with others

BF\_PADL: Perceived tourism induced changes of important aspects of daily life

BF\_GEWE: Perceived tourism induced changes of gender equality and women's empowerment concerning local women's rights compared to that of men

### **SPAT-PAWE: PAWE based supportive attitude**

SP\_WE: Tourism development may contribute to the women's empowerment in the local area

SP\_PA: Tourism development may contribute to the poverty alleviation in the local area

SP\_MB: Tourism development brings more benefit than costs

## **Chapter 9**

### **Discussion**

In this chapter, some considerations are firstly made about the descriptive analysis results reported in Chapter 7 and the structural equation modelling analysis results illustrated in chapter 8. Then some possible limitations associated with the current research are discussed.

#### **9.1 Discussion about the descriptive analysis results**

This section makes a discussion about some issues related with the descriptive analysis results. The first issue is an observation and considerations about local residents' perceptions and their attitudes toward tourism based on the descriptive information. The second issue is considerations about the factors which could possibly influence residents' perceptions and attitudes. Then some practical policy implications are to be discussed.

##### **9.1.1 Impact perceptions and attitudes**

In the current study, it is found that the respondents demonstrated generally less negative perceptions than positive perceptions of tourism's impacts on local communities. This result is similar to phenomena observed by researchers in some other studies about rural tourism in China, which found rural residents usually perceived the positive tourism impacts exceeding its negative impacts (see, e.g., Gu & Ryan, 2010; Zhang, Yanyan & Liu, 2009). Specifically, regarding each aspect of general tourism impacts, local rural residents showed their stronger perception of benefits tourism brought and their concerns about the usually recognized costs were only of a weak strength. Likewise, their stronger positive perceptions could be indeed observed concerning other specific influences of tourism investigated in the current study. In the survey, regarding tourism's impacts on agriculture, the respondents demonstrated their stronger positive perceptions than negative perceptions while they recognized both



positive and negative aspects. Concerning its influences on poverty alleviation, tourism was perceived as having positive effects in terms of improved daily life situations and improved abilities in acquiring better life perceived by respondents with a moderate degree. Regarding tourism's impacts on women, on the contrast to their perceptions of positive impacts, which were generally of moderate or moderately strong degree, respondents didn't confirm the concerned negative impacts. Concerning its influences on gender equality and women's empowerment, tourism was again perceived as having positive effects in terms of improved local women's rights perceived by respondents with a moderate degree. By evaluating influences of tourism on quality of life, although with a relatively low degree of satisfaction about tourism induced changes in elements of quality of life, respondents still demonstrated generally positive perceptions of tourism's effects on quality of life.

Some studies found that residents benefiting from tourism tend to report more positive impacts (Husbands, 1989; Madrigal, 1993; Lankford & Howard, 1994; Tosun, 2002). Hence the obvious economic benefits of tourism may to some extent explain the relative stronger positive impact perceptions of respondents from the tourism communities in this study. Moreover, impact perceptions are observed as not always universally same and related with socio-cultural and political contexts (Tosun, 2002). This consideration could also make a help for understanding residents' perceptions in this study. For example, among the perceived remarkable positive tourism impacts, beside the mostly recognized benefits, the positive perception of urbanization enhancement may appear somehow ambivalent. Indeed, it needs to be noted that urbanization in the public eyes in current China is more associated with modernization and industrialization, albeit it could also bring various economic, environmental and social problems. Since tourism is considered as a catalyst for modernization of rural

areas in China, it is generally linked with positive aspects of urbanization process in regional development. As mentioned, tourism in China is also closely associated with some social development issues, such as poverty alleviation projects which are intended to help poor people to get rid of poverty through various assisting programs. Meanwhile, regarded as a strategic pillar industry, tourism receives currently strong promotion from the government and would be integrated into the long term regional development process. Under the government support, some positive influences of tourism deriving directly from policy facilitation may be manifested more obviously in the public, so that they may be perceived relatively stronger by local residents.

Compared to the perceptions of positive impacts, relative great opinion discrepancies could be found concerning those negative impacts. As demonstrated by the comparative analysis results, some negative influences were perceived more strongly by certain group of people. For example, female respondents in the survey were generally more sensitive to problems such as environmental pollution or deterioration of traditional art technique. Residents in some communities confirmed the existence of various socio-cultural problems but residents in other communities did not agree. These results indicate the existence of the concerned negative impacts in local tourism development and they have been obviously perceived by some of the local residents indeed. The generally weak and divergent perceptions of the negative impacts by local rural residents could be explained with manifold reasons. Among the concerned influences, while some phenomena have been perceived by some residents, some may not have emerged in those newly developed tourism communities so that they were not regarded as serious problems or perceived as negative impacts. Meanwhile, factors such as relative low educational level, additional opportunities for employment and extra

income, incentive and political promotion by the government could also weaken rural residents' perceptions of negative impacts from tourism (Tosun, 2002).

Although recognizing certain negative tourism impacts, residents in the current study are found still having generally active willingness in the involvement of tourism operational work and supporting further tourism development. As could be concluded, the local residents in the current study showed that they are ready to tolerate certain costs so as to gain benefits they believe tourism could bring. This phenomenon could also be observed in some other Chinese tourism destinations researched in various studies (Cui & Ryan, 2010; Ryan, Gu & Fang, 2009; Zeng & Ryan, 2012; Zhang, Yanyan & Liu, 2009). Moreover, similar to what some studies reported, many local rural residents appear having a high sense of responsibility towards tourism and the support for rural tourism is community based (Zhang, et al., 2009). It is found in this study that residents' support is generally closely associated with emotional reasons such as hospitality and various potential benefits tourism could bring which are not necessarily always personal experiences based.

### **9.1.2 Factors influencing impact perceptions**

Many researchers considered an identification of factors which have significant influences on residents' impact perceptions could help to predict residents' perceptions and attitudes toward tourism, and help to achieve a sustainable development of local tourism (see, e.g., McGehee & Andereck, 2004; Gursoy, et al., 2002, Perdue, et al., 1990; Tosun, 2002). Some researchers have proposed to take some influence factors as exogenous variables in structural models for studying residents' perceptions and attitudes (Gursoy, et al., 2002; Lee, 2013; Vargas-Sánchez et al., 2011). To determine the relevance of some factors with impact perceptions, some selected factors were also tested in the current study including gender, ethnics, location, familiarity, community

attachment and community concern. According to the analysis results, some factors were confirmed as having significant influences on certain residents' impact perceptions. However, it is also found that the concerned factors in the current study do not demonstrate consistently significant influences on various impact perceptions. This result is corresponding to the various conclusions of different studies in this research field (Davis, Allen & Cosenza, 1988; Lankford & Howard, 1994; McCool & Martin, 1994; Tosun, 2002). This indicates that an individual observation of these factors may be more proper for studying their influences than mixing them together with the relation analysis of residents' impacts perceptions and attitudes. Hence the factors which are found having significant influences are considered separately in this study.

In the current study, the factors of community attachment and community concern appeared having more statistically significant influences in positive impact perceptions than in negative impact perceptions. Gender could be a factor which significantly influences perceptions of some environmental impacts. Tourism familiarity was observed having significant influence on perceptions of positive economic impacts. Factors of ethnics and locations demonstrated significant influences generally in various impacts concerning both positive and negative aspects. These results provide evidences for the assumption that local communities are heterogeneous and different perceptions exist among residents with different characters. By identification of these factors, an effective communication channel could be build up between tourism planners and residents which would help to inform different group of residents their concerned issues and would help to give useful hints to tourism management, which is important for strengthening residents' supportive attitude toward local tourism development.

Moreover, as some researchers have pointed out, residents' impact perceptions could be significantly influenced by development stage of a destination. And it is also

warned that negative impact perceptions would become increasingly cognizant to residents in communities with higher dependence on tourism (see, e.g., Kim, et al., 2013; McGehee & Andereck, 2004; Perdue, et al. 1990). Indeed, influences of these factors related with the characteristics of the locations could also be observed in the current study. Since one county in this study has more Han respondents and the other two counties have more ethnic minority respondents, the observed different perceptions of some impacts concerning ethnics and location could be overlapped to some extent due to the overlap of ethnics difference and location difference. However, other factors should also be considered in some cases. For example, concerning problems of materialism in relationships, increase of criminal social problems, significant differences were identified between each two of the three counties. Meanwhile, many socio-cultural negative impacts were more obviously perceived in communities where more residents were engaged in tourism. These results indicate the impact perceptions are possibly also related with the development level of the counties as tourism destinations and their dependences on tourism. Hence by further development of tourism in various rural counties, it is important for local management to consider tourism development and dependence level of communities and pay attention to regulating the social problems and the possible negative impacts which would increase with further tourism development.

### **9.1.3 Practical policy and managerial implications**

As some researchers warned, a big gap existing between high expectations and low benefits would reduce residents' willingness to support tourism (Cui & Ryan, 2011; Jim & Xu, 2002; Xiao & Li, 2004). Therefore, the local tourism policy makers need to take the interests of local communities as their work priority and make efforts to increase benefits tourism could bring if they want to increase residents' support to tourism. The

realization of the potential development benefits of tourism needs to be facilitated by relevant policies. So an effective implementation of the “benefits-oriented” policy measures would help to increase residents’ support. Since residents belong to the most important stakeholders in tourism development, they may perceive the influences of these policies and their evaluations concerning the implementation of the measures could help to aid tourism planning which aims at addressing local concerns and issues.

Practical policy implications could be derived by examining investigation results of residents’ perceptions in the current study. Regarding implementation of some specific local policies which should facilitate poverty alleviation or women’s empowerment, respondents rated some aspects with relatively low scores concerning, for example, compensation of residents’ economic loss due to tourism, or encouragement of women’s participation in tourism management work. Moreover, concerning tourism and quality of life issues, by examining respondents’ perceptions it could be found that tourism benefits distribution among the stakeholders is a remarkable issue which was evaluated as unsatisfying by relative a large proportion of respondents. Meanwhile, some generally recognized highly important elements were rated with relatively low satisfaction scores such as health care, education, social order, and disaster prevention. This suggests that specific political implementation using tourism for enhancing these aspects may help to effectively increase residents’ perceptions of tourism induced benefits.

The current study also investigated residents’ opinions about government work in tourism. The enquired information could be useful for giving effective destination management implications. Results show that residents expected they could get more support from government mainly concerning financial, training, infrastructural enhancement and the government should help to coordinate and regulate problems

emerged in tourism development. Besides, participation of local communities should be enhanced, benefits of local residents should be more concerned and government work in tourism should be firstly focused on facilitating realization of some development issue related benefits using tourism. These results indicate that residents still expected that the government playing strong facilitating roles in various aspects in the local tourism development as the public sector. Meanwhile, local residents should not be excluded from various tourism benefits which need to be strengthened through political support.

Concerning rural tourism development in China, which is influenced by various factors on the tourism market and is supposed to be utilized for making contributions to rural area development, some researchers have pointed out that while the government plays a necessary leading role to support the robust growth of rural tourism, it should also take the benefits of peasants as a priority (Wang et al. 2013; Zeng & Ryan, 2012). As a similar comment, in the discussion about stakeholders in the pro-poor tourism literature, it has also been pointed out that the involvement of the public sector in anti-poverty tourism development with proper intervention and a strong role in many aspects is inevitable and necessary (Zhao & Ritchie, 2007). However, to avoid an improper intervention which may possibly exclude important local stakeholders, such as rural residents, out of benefits tourism brings which could result in conflicts and reduce their support, the government should also pay attention to facilitating enhancement of the active role of local communities in a long run. Indeed, interviews conducted during the current study and information from some local documents showed that the local rural communities were mostly integrated into tourism development in a passive manner concerning the decision-making process, although they are actively involved into tourism operation. Some conflicts between governmental management and local residents have also been witnessed in the local tourism development. Many researchers

have pointed out that active participation of the local residents into tourism economy could help to create larger and balanced opportunities for the local people, facilitate fair distribution of costs and benefits, increase satisfaction of local-felt-needs, increase local tolerance and supportive attitudes toward tourism and enhance tourism sustainability (Tosun, 2005; Tosun & Timothy, 2003; Zhao & Ritchie, 2007). To effectively enhance local communities' role, beside building up proper participation mechanisms and coordinating adequate benefits distribution, the government could gradually push forward the progress through various initiatives, such as removing some institutional constraints, strengthening communities' capability, providing training, encouraging establishment of more grassroots organizations with real active influences (Yang, Kreisel & Reeh, 2012).

## **9.2 Discussion about the SEM analysis results**

About the residents' perception-attitude models proposed in the current study, several points need to be discussed in this section. The first issue is concerned about some theoretical implications for research on impacts perceptions and attitudes. Then implications based on the specific SEM analysis results and the application contexts of the specific models are considered.

### **9.2.1 Theoretical implications**

In recent years, social exchange theory has been increasingly applied by some researchers in illustrating relationships of residents' impacts perceptions and their attitudes toward tourism (see, e.g., Gursoy, et al., 2002; Ko & Stewart, 2002; McGehee & Andereck, 2004; Perdue, et al., 1990). Regarding the theoretical framework for the causal structure, some other researchers have argued that social exchange theory may have certain limitations in explaining ability (Pearce et al., 1996; Sharpley, 2014). The current study provides evidences that social exchange theory could serve as the proper



theory basis for illustration of causal relations among residents' perceptions and their attitudes. To be noted is that the hypothesized models based on social exchange theory need to be interpreted with broader senses using various disciplinary approaches.

Three issues concerning the characters of the proposed models in this study need to be noticed here. Firstly, different from the ambiguously defined "personal benefits" in other previous studies, the construct of "tourism induced benefits" is proposed to be introduced into the model in the present study. This newly integrated construct in the G-Model is a general concept, but it could be associated with certain concrete beneficiary development effects of tourism in the specific models, namely, QOL-improvement, poverty alleviation, or complex effects of poverty alleviation and women's empowerment. The introduction of such a construct could make the application of social exchange theory more palatable when it serves as a theoretical framework of the model. Concerning its nature, the concrete tourism beneficiary effects could be socially derived or could be based on personal experience. This is in accordance with considerations suggested by some scholars, namely, personal benefits perceptions derive not only from personal experience, the wider socio-cultural context within which exchange occurs should not be overlooked (Pearce et al., 1996; Sharpley, 2014). Secondly, the concrete tourism beneficiary effects examined in the current study are related not only with economic gains, but also with value related commonly held consensus about advantages attributed to tourism. This is in accordance with the consideration that exchange behaviour could be influenced by social integration or organization and explained by viewing the consequences of norms or values (Levi-Strauss, 1969). Indeed, some researchers have suggested that the interpretation of (personal) benefits should consider both economic approach and other disciplinary approaches concerning value aspects (Wang & Pfister, 2008). Thirdly, considering the more reasonable situations in reality,

the present study considers that non-perfect rationality and non-perfect information of human should be recognized in social exchange process. This is in accordance with the principle reformulation suggested by some scholars as afore noted (Homans, 1967).

### **9.2.2 Implications concerning model analysis results and model application**

Relations of residents' perceptions and attitudes were illustrated in the current study with a general structural model (G-Model) constituted of several main constructs including positive and negative impacts perceptions, benefits perceptions and supportive attitudes. It is assumed that the perceptions of tourism induced benefits is a mediating variable which could be influenced by some certain tourism's impacts perceptions and could cause residents' supportive attitude toward further tourism development. To examine the assumed causal relations, based on structural equation modelling (SEM) analysis using empirical data, three specific models (Model I, II, and III), as well as a total of 11 hypotheses are proposed in accordance with the framework of G-Model, and have been tested in the current study. Model I is concerned about tourism induced benefits in quality of life, model II is about benefits in poverty alleviation, and model III is about the complex development benefits in poverty alleviation and women's empowerment. Due to the conditions of benefits generation, an additional construct of perceptions of facilitating measure implementation is proposed for Model II and Model III respectively. As introduced, the current study tries to integrate the mediating variable of benefits into the perceptions and attitudes model. For the observation of tourism benefits, some tourism induced development effects which are usually discussed in development studies have been used in the specific models in this study. Hence the research in these aspects is still explorative in nature, several implications concerning the SEM analysis results of the specific models need to be discussed here.

Firstly, concerning the TIQOL-Model, the SEM analysis results indicate that residents' perception of tourism induced benefits in quality of life is positively influenced by their positive perception of general tourism impacts and this benefit perception can positively influence residents' supportive attitude. However, no significant relationship could be found between residents' negative perception of general tourism impacts and the concerned benefits perception.

Secondly, concerning the TIPA-Model, the SEM analysis results indicate that residents' perception of tourism induced benefits in poverty alleviation is positively influenced by their positive perception of tourism impacts on agriculture and can positively influence residents' supportive attitude. Meanwhile, residents' perception of relevant measure implementation could positively influence their perception of the concerned benefits. However, no significant negative relationship could be found between the negative perception of tourism impacts on agriculture and the concerned benefits perception.

Thirdly, concerning the TIPAWA-Model, the SEM analysis results indicate that residents' perception of tourism induced complex benefits in poverty alleviation and women's empowerment is positively influenced by their positive perception of tourism impacts on agriculture and women, and negatively influenced by the negative impacts perceptions concerning relevant aspects. Meanwhile, this benefits perception can positively influence residents' supportive attitude. However, no significant positive relationship could be found between residents' perception of relevant measure implementation and the concerned benefits perception.

According to the above testing results, the hypothesized positive relations between perceptions of tourism induced benefits and supportive attitudes are fully

supported by all of the three specific models. The fully supported hypothesis provides statistical evidences for the arguments that the interests of the local community should be seriously considered in tourism development policy and the local tourism policy makers need to make efforts to increase benefits tourism could bring if they want to strengthen residents' support to tourism.

The hypothesized positive relations between perceptions of positive impacts and perceptions of tourism induced benefits are fully supported by all of the three specific models. However, the hypothesized negative relations between perceptions of negative impacts and perceptions of tourism induced benefits are only partly supported by Model III. Although the hypothesized negative relationships are not fully supported, the insignificant relationship could be related with the concrete social context and the sample data. As shown in the descriptive analysis, the respondents in the current study had generally demonstrated moderately strong perceptions of various positive impacts and comparatively their perceptions of negative impacts were often expressed with much weaker strength. So the results of these fully and partly supported hypothesis still suggest that efforts should be made in tourism management to maximize tourism's positive impacts and minimize tourism's negative impacts, so as to increase residents' perceptions of tourism induced benefits.

Moreover, concerning the policy measure implementation which should facilitate the realization of specific tourism benefits, the additional hypothesized positive relations between perceptions of policy measure implementation and perceptions of tourism induced benefits are partly supported by Model II. Hence this result partly supports the consideration that residents' perception of benefits could be positively influenced by their perception of relevant measure implementation. Since the realization of the potential development benefits of tourism need to be facilitated by relevant

policies, when the policy efficiency is perceived positively by residents, this could also positively influence their positive perceptions of tourism benefits and increase residents' support. The relation indicates that when policy makers improve their measure implementation efficiency, residents' positive perception of the implementation efficiency could increase their tourism benefits perceptions.

Although some of the proposed hypotheses in the current study are not fully supported by the empirical data, as stated, it is still an explorative research in this study concerning the integration of some observed tourism development benefits together with various impacts discussed in traditional research of perceptions and attitudes. Hence the validity of these test results still needs to be proved with different data in more further studies.

Furthermore, regarding the application of the specific models proposed in the current study, the concrete contexts of tourism development in the destination should be noticed. As could be seen, the proposed specific models in the current study have different focuses in nature of concerned tourism impacts. Comparatively, while the TIQOL- Model focuses on tourism impacts in general aspects, the TIPA-Model and the TIPAW- Model focus on tourism impacts in agricultural sector and women development in rural area of underdeveloped regions, for example, in the rural communities in the current study. Therefore, concerning the model application, Model II and Model III are more context sensitive than Model I. Although the TIQOL Model in the current research is examined using data from rural residents, due to the general goal of QOL improvement in various tourism destinations, it could have relevance with wider contexts than the other two models.

### **9.3 Limitations of the current study**

As illustrated, by information collection and data analysis concerning residents' tourism impact perceptions and attitudes, as well as relationships between relevant issues, the current study has applied a combination of qualitative and quantitative research methods. Efforts have been made to use various techniques of the two research methods in a complementary manner, so as to gain both explorative and confirmative knowledge related with the interested research questions to certain degree of breadth and depth. However, the current study is still not free from some limitations which are usually associated with advantages and disadvantages of qualitative and quantitative research. Hence some points of possible limitations need to be discussed in this section.

Concerning the qualitative research conduction, the possible limitations in the current study are mainly related with information collection and generalization of the descriptive results. Due to various difficulties in field work, some information was intended to be collected through relevant questions with answer choices and open-ended questions in the questionnaire. Since some answer choices were provided according to theories and discussions in literature, when respondents didn't have interest to answer the open-ended questions, then relevant analysis could only be dependent on assumptions by the questionnaire design, hence some in-depth information related with the local context may still remain undiscovered. Moreover, in the field work, many interviews with rural residents in communities inquiring their general opinions could only be carried out in informal manners. It has been noted that some comments of residents appeared controversial concerning certain issues. However, the detailed reasons could not always be directly inquired since the interviews were just short casual conversations. Besides, time and place associated with data collection should be considered concerning the generalization of research results. Given the variety in different tourism settings and their dynamic evolution in development process, since the

descriptive results in the current study are only based on the survey data obtained from limited number of community residents in the selected case study area, its relevance to the situations in other rural tourism destinations, for example, in other provinces in China or in other cultural context, could be limited. Indeed, similarities and differences could be found through comparisons with results from other studies concerning residents' impact perceptions and attitudes. Despite the above limitations, however, it is recognized that the present research could still to certain extent provide valuable information describing the situations of research interest in rural tourism communities in current China.

Concerning the part of quantitative research in the current study, the internal validity of the theoretical relationships among the constructs is the research focus. Hence the empirical data collected in the current study could provide statistical evidence well for testing proposed structural model and hypotheses. However, there are still some possible limitations existing in data analysis need to be discussed here.

The first point to be noted is the application of general data for measuring some constructs in the specific models. Generally speaking, the available data in the survey are considered adequate to illustrate concepts of the models and provide an initial evaluation of the relevance of the specific models established in this study. However, one limitation of the models could be associated with the available data which were used as indicators for the benefit constructs. For example, in Model II and Model III, for the measurement of tourism induced benefits, residents' answers to relevant questions concerning their general opinions were used as indicators of the relevant construct. Hence perceptions of tourism's effects on poverty alleviation were measured with two indicators including residents' evaluation of tourism induced changes in their daily life situations and changes in their abilities to reduce social gap with others. For the

perceptions of tourism's effects on women's empowerment, a single-item proxy was applied as the surrogate latent variable for measuring the latent variable which is not directly observable. Hence, it was measured with resident's evaluation of tourism induced changes in local women's rights. Indeed, such kind of data application could also be found in some previous studies (see, e.g., Lindberg & Johnson, 1997; Vargas-Sánchez et al., 2009). In the current study, it should be noted that the magnitude and the direction of the concerned effects perception construct were more emphasized in the hypotheses test. Meanwhile, some justifications could be found for this limitation according to relevant descriptive results. For example, the adopted two indicators for measuring perceptions of effects of poverty alleviation concerning daily life and abilities aspects were indeed the two aspects with the highest frequency by reporting residents' understanding of poverty. Similarly, women's various rights were also considered as one of the most important evidences for women's empowerment by the respondents in the current study. However, it is recognized that the multi-dimensional issues of poverty alleviation or women's empowerment should be better measured with its objective or subjective multi-dimensional indicators. Hence this limitation should be avoided in the future research.

In addition to the measurement limitations noted above, the data used for testing specific models are further limited by the weak reliability of some construct indicators in Model III concerning the complex benefits of poverty alleviation and women's empowerment, which could be found in the analysis results reported in the section 8.8.2. Concretely speaking, the indicator of "NA\_CPRS" in the construct of PNEAWE and the indicator of "BF\_GEWE" in the construct of TIPAWWE had relative weak reliability given that their factor loadings (0.26 and 0.24 respectively) are lower than the threshold value of 0.3. However, they were not deleted considering the item's value in the current



study due to the following reasons: To observe the empirical tourism induced effects of poverty alleviation and women's empowerment as the complex benefits, data related to "BF\_GEWE" provided important information of women issues in the current study and hence needed to be integrated into the construct of TIPAWE. As to the indicator of "NA\_CPRS", its factor loading was marginally lower than 0.3 and it was concerned about the negative impacts of competition in natural and labor resources between tourism and agriculture. The descriptive analysis of the relevant items concerning natural and labor resources competition showed that these negative influences were indeed agreed by most of the residents in the two of the three surveyed counties in the current study, where tourism was developed relative earlier. On the contrast, the other negative influences were not perceived as strong as this resource competition influence. Therefore, this indicator was also included so as to keep the useful information. However, it is recognized that in future research efforts should be made to identify indicators with more reliable inner consistency for these constructs.

Moreover, possible limitations could be associated with issues concerning model revision and model respecification of the three specific models. As reported in the analysis results, in the SEM analysis process of each specific model, the overall measurement models of the proposed specific models were examined before the assessment of the full structural equation models. Modification of the measurement models was made in the current study to improve the model fitness to the empirical data based on the selected model fit measures and modification indices. In the current study, revisions were made by adding some indicator error covariances with substantive justifications to the initially specified model. To be noted is that the fit of the models could be further improved if more revisions were included in structural model assessment. However, based on the revised measurement model, all the full structural

equation models were no more revised since the fit measures reached the usually recommended threshold values. Indeed, some researchers have suggested the use of alternative a priori models is a preferred strategy. “When an initial model fits well, it is probably unwise to modify it to achieve even better fit because the modifications may simply be fitting small idiosyncratic characteristics of the sample (MacCallum, Roznowski & Necowitz, 1992, p.501)”. Hence, to avoid data-driven model modification which may improve model fit but could also cause generalizability problems of the modification to other samples, the initial model specification with the minimums of interpretable revisions included was preferred to be used in the current research. However, as suggested by some researchers, since the fit of model to one sample set could be improved through modification of the initial model on the cost of the generalizability of those modifications to other samples, the plausibility of the revised model in the current study remains to be evaluated by using some other independent samples (MacCallum, et al., 1992).

Concerning the respecification of the specific models, several considerations still need to be further noted here. By reviewing the MI values of the full structural models, some evidence of improvement of the model fit could be found according to the provided MI values for regression paths. In the TIQOL-Model, for example, a revision of adding the regression path flowing from PPTI to SPAT-QOL could further improve model fit. Similarly, it was found that in the TIPPA-Model, a new path flowing from PMIA to SPAT-PA could be added to further improve model fit; and the fit of the TIPPAWE-Model could be further improved if a new path flowing from PMI to SPAT-PAWE were added. However the respecifications of adding new paths were not accepted in the current study since such a revision would significantly change the structural parameter estimates, which was suggested to be avoided in model

modification by some researchers (Bagozzi, 1983; Fornell, 1983). For example, it was found that by adding the suggested new significant path in the TIQOL-Model, the path flowing from PNTI to TIQOL would become significant and the path flowing from TIQOL to SPAT-QOL would become insignificant. And in the TIPAWA-Model, by adding new path, the path flowing from TIPAWA to SPAT-PAWA would then become insignificant. Some researchers have pointed out that modification of structural model could influence the initially hypothesized paths and make them become irrelevant to the model indicated by their statistical non-significance (Wu, 2009; Byrne, 1998).

However, an impetuous deletion of the insignificant path is not recommended since an insignificant regression path could sometimes be resulted by inadequate sample size (Wu, 2009; Byrne, 2001). Hence further studies are still needed using various samples for testing validities of the hypothesized relations.

## **Chapter 10**

### **Conclusion**

The current study uses Guilin city in Guangxi, China as a study case for doing an empirical research on rural residents' tourism impacts perceptions and their attitudes toward tourism development. Under special consideration of the socio-economic sustainability issues, including quality of life enhancement, poverty alleviation, women's empowerment, and their nexus with tourism development, three research questions are raised in the study, namely,

- How do the rural residents in the study area perceive the influences of local tourism development?
- How are the rural residents' attitudes concerning their support on and participation in local tourism?
- What are the relationships between residents' perceptions and their attitudes toward tourism development?

In accordance with the research objectives and research questions, apart from using qualitative approaches such as literature review, observation, interviews, the current study also conducted a survey using a semi-structured questionnaire distributed in ten selected rural tourism communities of three counties in Guilin, which are important rural tourism destinations in Guilin providing traditional and new types of rural tourism attractions. The surveyed sample is regarded as a representative sample considering the sampling procedure and operation of survey for data collection. The survey instrument was developed based on information about local rural tourism communities, contents obtained from interviews with local experts and relevant literature. A pilot test was conducted to improve the reliability and validity of the questionnaire prior to the formal survey implementation. For the analysis of the

obtained empirical data, statistical software packages of the IBM SPSS V.17.0 and the IBM SPSS AMOS V.17.0 are applied, in order to gain in-depth knowledge about questions of research interest in this study. Based on the empirical data from the survey, the three research questions are answered with both descriptive and quantitative information reported in the previous chapters. This chapter serves as a conclusion for the current study. The main research results and study implications are firstly summarized. Then a future research outlook is made at the end of this study.

### **10.1 Summary**

The first two research questions are concerned with the existing situations of research interest in the study area, namely, residents' impacts perceptions and their attitudes. They have been answered by descriptive analysis in Chapter 7. Out of 450 distributed questionnaires, 346 questionnaires were evaluated as usable for the descriptive analysis and the response rate was 76.89%. A relatively balanced gender ratio was acquired with a little bit more male respondents. Main ethnics in the survey were Hang, Yao and Zhuang people. The middle-aged residents with middle school education level were the largest group of respondents in the survey. Most of them were peasants depending on agricultural income and lived in the communities as long time residents with middle- and large-sized family. A large proportion of respondents in the survey declared having only an annual income level lower than the median income range between 3000 to 5000 RMB Yuan. The respondents showed moderately high level of community attachment. And their concerns about local socio-economic development needs verified among respondents from different counties. More than a half of the respondents had a self-reported high degree of familiarity with tourism and most of the respondents who were engaged in tourism took relevant works in the informal tourism sector. Only a small proportion of respondents took tourism as their main household income resource.

Respondents who were not engaged in tourism considered money and time were the main obstacles for them to take tourism work.

Concerning the first question about residents' perceptions of tourism influences, within the local context of tourism development, the current research has examined the influences of local tourism development in several aspects. Interested residents' perceptions are related with the general tourism impacts, specific tourism impacts on agriculture and on women, as well as some tourism's development effects. Main findings are summarized here.

- **Perceptions of general tourism impacts.** General tourism impacts were observed in several categories including economic, environmental and socio-cultural impacts. Both positive and negative aspects in each category were considered. Among the various concerned impacts, the most remarkable positive impacts perceived by respondents include personal income increase, urbanization enhancement, promotion of industry with comparative advantages, local GDP growth, improvement of public utilities and infrastructure, residents' environment awareness enhancement, improved polite behavior of residents and local image enhancement. The most prominent negative impacts perceived by respondents include higher cost of living, difference of seasonal income, overdependence on tourism, increased competition of outsider, pollution caused by tourism traffic, improper tourism business operation, increased noise and litter, as well as great change in the local traditional life style. While the positive economic impacts were moderately strongly perceived by respondents, negative economic impacts were also confirmed as existing, however, with a much weaker degree. With a moderate degree, positive environment impacts were perceived more related with improvement in the living environment. And the

opinions about improvement in natural environment were more divergent. Meanwhile, although general perceptions of negative environment impacts appeared having only a weak strength, great opinion discrepancies were found among respondents. Positive socio-cultural impacts were perceived with a moderately strong degree, as a noticeable contrast, the usually widely concerned negative socio-cultural impacts were generally not agreed by most of the respondents. Generally speaking, local residents in the studied area tend to perceive tourism could bring more positive influences than negative influences.

- **Tourism and poverty alleviation.** While most of the poverty reduction effects from tourism development in the long run are considered possibly derived from dynamic effects, and the local agriculture could be greatly influenced by tourism with its dynamic effects, the linkage between tourism and agriculture is recognized as an important channel through which tourism makes contribution to poverty alleviation. Based on this consideration, the current study examined the impacts of tourism on local agriculture. According to research result, tourism was perceived as having both positive and negative impacts on local agriculture. While tourism could bring extra income and expand products sales channel, it could also cause competition in natural and labor resources. Concerning poverty understanding in the tourism communities where the survey was conducted, it is found that poverty was perceived mostly as the lack of family income for covering important daily life expense and the lack of ability acquiring a normal living standard which most people in current China's society enjoy. Meanwhile, concerning the aspects of improved daily life situations and improved abilities which were attributed to local tourism, a relatively large proportion of

respondents in the current study perceived tourism's development effects on poverty alleviation positively with a moderate degree.

- **Tourism and women's empowerment.** Women were perceived as playing active roles in local tourism and greatly influenced by tourism. While the positive tourism's impacts on women were perceived with moderately strong degree, the generally concerned negative impacts on women were not confirmed by the respondents in the current study. Positive impacts were mainly related with economic aspects. Besides, wider social contact, psychological benefits belonged also to moderately strong perception. There existed relative great opinion discrepancies concerning tourism's positive impact on changing women's traditional role in family and women's inferior social status. Opinion discrepancies were also found by examining residents' perceptions of negative impacts on women. The most concerned possible negative impact of tourism among the respondents was additional workloads for women. Regarding the issue of women's empowerment, about a half of the respondents associated it with higher payment for women. Meanwhile, improvement of women's rights and psychological enhancement such as increase of education, decision making power, increase of self-awareness were also perceived as important. Tourism's positive effects on improving local women's rights were confirmed by about a half of the respondents in the survey with a moderate degree.
- **Tourism and improvement of quality of life.** Respondents perceived tourism having generally positive influences on the important elements of quality of life, however, with a relatively low degree of satisfaction about changes in these elements. Based on the personal evaluated importance of the QOL-elements and their satisfaction with the tourism induced QOL-changes, it is found that "the



image of local region” was perceived as making the biggest contribution and “the distribution of tourism benefits among local stakeholders” making the lowest contribution to tourism induced QOL-change. Based on the general opinion, tourism’s positive effects on improving quality of life were confirmed by more than a half of the respondents with a moderately strong degree.

Concerning the second research question about residents’ attitude, the current research has enquired related information of residents’ support toward further tourism development and their willingness of participation in operational and managerial tourism work. It is found in the research that the residents in the studied area had overwhelmingly supportive attitude for further tourism development. Meanwhile, they were keen on participating in tourism development, especially in doing general operational work of tourism. Among the main reasons for their supportive attitude, residents’ hospitality, benefits in economic, environmental and socio-culture aspects, contribution to development issues were recognized by respondents with moderately strong degree.

For the third research question asking about relations of residents’ perceptions and attitudes, based on structural equation modelling (SEM) analysis, within a conceptualized general structural model (G-Model), three specific models (Model I, II, and III), as well as a total of 11 hypotheses are proposed and have been tested using the empirical data in Chapter 8. The basic constructs in the G-Model include residents’ perceptions of various positive and negative tourism impacts, residents’ perceptions of tourism induced benefits and their supportive attitude toward further tourism development based on the relevant benefits. Moreover, an additional construct of perceptions of facilitating measures implementation is proposed in Model II and Model III respectively due to the conditions of benefits generation. Among the three specific

models, each of them is concerned about a certain tourism induced development effect, which are quality of life improvement, poverty alleviation, and the complex development effects of poverty alleviation and women's empowerment, respectively.

For further SEM analysis, questionnaires with missing values were dropped and sample data varieties were compared. Out of 450 questionnaires distributed in the survey, the usable questionnaires for Model I were 254 and hence the response rate was 56.44%, the usable questionnaires for Model II and Model III were 334 and hence the response rate was 74.22%. After a process of data reduction using explorative factor analysis (necessary for both Model I and Model III), each of the three specific models is assessed with the general SEM procedure. Measurement models are assessed prior to examination of structural models. For evaluating the model fit, several selected goodness-of-fit indices are examined. After the model revision process of the measurement models with reference of modification indices, all the three structural equation models exhibit good fitness to the empirical data.

The proposed hypotheses of relationships among the model constructs are tested using empirical data. Among the eleven proposed hypotheses, eight hypotheses were supported in the testing with significant level of critical ratios (t-values) and standardized coefficient scores (Table 8.10, Table 8.16 and Table 8.27). The results of the testing are summarized as follows:

- According to the testing results of hypotheses 1, 4, 8, the hypothesized positive relations between perceptions of positive tourism impacts and perceptions of tourism induced benefits are **fully supported** by all of the three specific models.
- According to the testing results of hypotheses 3, 7, 11, the hypothesized positive relations between perceptions of tourism induced benefits and residents' supportive attitudes are **fully supported** by all of the three specific models.

- According to the testing results of hypotheses 2, 5, 9, the hypothesized negative relations between perceptions of negative tourism impacts and perceptions of tourism induced benefits are only **partly supported** by one of the three specific models (supported in Model III, but not supported in Model I and Model II).

Moreover, in Model II and Model III, concerning the additional construct of perception of specific policy measures which are necessary to facilitate tourism making contribution in poverty alleviation and women's empowerment,

- According to the testing results of hypotheses 6 and 10, the hypothesized positive relations between perceptions of policy measure implementation and perceptions of tourism induced benefits are only **partly supported** by one of the two specific models (supported in Model II, but not supported in Model III).

Practical implications concerning management and policy issues in sustainable tourism development in Guilin, as well as theoretical implications concerning research on residents' perceptions and attitudes to tourism could be derived from the research results in the current study.

- In tourism management work, information of residents' perceptions of tourism's influences may help tourism developers to get knowledge about residents' attitude to tourism development. Residents' supportive attitude toward tourism is vital to sustainable tourism development. It is recognized residents' perceptions of tourism's beneficiary effects could be influenced by their direct tourism impact perceptions. Meanwhile, local communities are heterogeneous and different perceptions exist among residents with different characters. Some factors could in various situations influence residents' impact perceptions, so they need to be considered by building up communication channels between

tourism planners and residents. Effective communication channels should help to inform different group of residents their concerned issues and collect useful information for sustainable tourism management.

- As implications for policy makers, the research results suggested that the interests of local communities should be taken as a work priority. Efforts should be made to increase benefits tourism could bring so as to gain more residents' support to tourism development. Implementation efficiencies of some policy measures facilitating the realization of potential tourism's benefits still need to be improved according to residents' evaluation. Moreover, concerning government's work, residents still expect that the government could play strong facilitating roles in various aspects in the local tourism development as the public sector. However, what to be noted is that local residents as one of the most important local stakeholders should not be excluded from various tourism benefits which need to be strengthened through political support. The government should play more leading roles in facilitating the realization of more tourism's benefits and gradually enhance local communities' roles in local tourism development through various effective measures.
- Regarding the research on residents' perceptions and attitudes toward tourism, the current study is intended to make empirical and theoretical contributions concerning the application of social exchange theory. As reported, empirical evidences could be found in the current study for the arguments that tourism induced benefits could include economic and non-economic benefits. The benefits could be based on personal experience and social context and are value related. On the one hand, similar to many other studies, it is found in the current study that "personal benefits" do exist as important aspects motivating

individual resident to generate positive attitudes toward tourism. Hence personal benefits perceptions have been indeed observed as the efficient predicting factors of residents' support in the results of current study. However, on the other hand, the ambiguously defined term "personal" benefits related with economic aspect in many previous studies are found not accurately reflect the fact in practice. In the residents' perception-attitude models proposed in this study, including the G-Model and the three specific models, the newly integrated constructs of tourism induced benefits are multi-dimensional issues related with economic and other value aspects. They have been confirmed as important causality factors which motivate the supportive attitude of residents in the studied region. Hence an important theoretical implication is that social exchange theory could still serve well as a theoretical framework explaining the structural relations between residents' tourism impact perceptions and attitudes with the caveat that the theory should be interpreted with broader sense using various disciplinary approaches.

- Regarding the specifically examined hypotheses proposed with the residents' perception-attitude model, statistical evidences are provided for the implication that the interests of local community should be seriously considered in tourism development policy and the local tourism policy makers need to make efforts to increase benefits tourism could bring if they want to strengthen residents' support to tourism. Meanwhile, to increase residents' perceptions of tourism induced benefits, the analysis results suggested that efforts should be made in tourism management to maximize tourism's positive impacts and minimize tourism's negative impacts. Moreover, policy makers need to improve their measure implementation efficiency, given that residents' positive perception of

the implementation efficiency could also influence their tourism benefits perceptions.

Possible limitations in the current study are also considered. Concerning the qualitative research aspect, the limitations are associated with information collection and generalization of the descriptive results. And concerning the quantitative research aspect, the limitations are associated with some measurement issues, relative weak reliabilities of some construct indicators and the validity of modified models. Justifications for the possible limitations have also been discussed. Although the current research is not free from limitations, these limitations should not diminish the overall significance of the study and its contribution to the tourism literature.

## **10.2 Research outlook**

Some recommendations for future research are considered in this section. Research themes within a wider scope are suggested to be included so as to make meaningful progress in the relevant research fields. Moreover, limitations in this study should be possibly addressed in further studies.

Firstly, longitudinal studies in the research area are recommended to be conducted. It is recognized that tourism destinations are in dynamic changes, hence the transform of tourism's influences and residents' perceptions need to be monitored in a longer timeframe. Such studies in a tourism destination could provide valuable knowledge about the concerned issues in a historical context and may help tourism planners to enhance the sustainability of local tourism development in a long term perspective.

Secondly, comparison studies concerning similarities and differences in research results could be conducted in future research within different tourism destinations, so as to give a more comprehensive understanding about the important themes in this

research field. Meanwhile, as mentioned, the validity concerning the research results of the proposed models in this study still need to be further examined. Hence data from other communities in a wider geographic area may help to explore more valuable information.

Thirdly, further research with improved indicators for some latent variables is recommended to be conducted. As illustrated, one limitation of the current study is associated with data used as observed indicators for some latent variables in the specific models. However, it is recognized that the multi-dimensional issues of poverty alleviation or women's empowerment should be better measured with multi-dimensional indicators. Hence this limitation should be addressed in the future research through applying some indicators with improved adequacy. For example, for measuring perceptions of tourism's effects on women's empowerment, beside some usually concerned objective or subjective indicators, the explorative research results in this study about residents' recognized evidences for women's empowerment could be applied as multi-dimensional indicators in the future research. These evidences include multi-dimensional aspects such as higher payment, wider social contact, psychological and right enhancement.

Finally, research on further tourism associated influences is recommended to be conducted in future. Concerning the local context of the research area, the current research makes an observation of residents' perceptions associated with some certain socio-economic sustainability issues including quality of life, poverty alleviation and women's empowerment. However, it is recognized that tourism associated influences could be observed in an even wider scope which is dependent on the concrete tourism development settings. Hence future research could include further tourism associated influences in other aspects as issues of observation, such as tourism's influences in

biodiversity issues, or influences in socio-cultural issues. In fact, similar to research situations in tourism related poverty alleviation or women's empowerment, literature examining the link between these issues is still limited. Relevant findings are usually scarred in isolated research fields with a wide range of approaches using different research methods. Hence studies concerning residents' perceptions of these issues could make further contributions to tourism impact perception literatures and provide useful practical and theoretical implications.

As a general conclusion, even though the current study is not free from some limitations, and some findings are still somewhat exploratory, it can be said that the interested research questions have been answered with detailed information and rigorous analysis, the research purpose is to certain extend well achieved in terms of the breadth of scope related with research themes and the depth of analysis, and the practical and theoretical implications drawn from the empirical research could to certain extend help the tourism policy makers, tourism managers and tourism researchers to make progress in their work concerning sustainable tourism development. Under special consideration of socio-economic sustainability issues, it is hoped that this case study could make certain contribution to a more comprehensive understanding of rural residents' impact perceptions and attitudes in tourism development in China and some other developing countries which may have similar visions of utilizing tourism for their sustainable development.



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## APPENDIX A: QUESTIONNAIRE (IN CHINESE)

### 县域乡村旅游社区居民旅游影响感知调查问卷

尊敬的旅游社区居民：

您好！当前进行的问卷调查工作是一项关于“旅游与可持续发展”研究课题的重要组成部分。这项研究旨在通过社区居民感受了解旅游对本地发展的影响，寻求旅游促进发展的有效途径。希望您能对这一研究予以协助，认真填写这份调查表，反映自己的真实意见。在问卷提供的回答选项中，请您根据自己的态度与看法用“○”圈定所选项的数字。在有提示的地方可多项选择。在留有空白的横线上，也可补充填写您的想法。您的答案将被严格保密，问卷中所有内容仅用于学术研究。衷心感谢您的支持与合作！

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注：本问卷回答中若有理解困难，可通过以下协助人员解答疑问：

问卷编号：
调查时间：
地点：

#### 第一部分 社会人口特征及个人情况

1. 性别      1口男      2口女
2. 民族      1口汉    2口壮    3口瑶    4口其他，具体是\_\_\_\_\_
3. 年龄      1口18—24岁    2口25—34岁    3口35—44岁    4口45—54岁    5口55—64岁    6口65岁及以上
4. 您在本地居住的时间    1口一年以下到五年    2口约五年到十年    3口约十年到十五年    4口约十五年以上
5. 教育程度    1口未上学    2口小学    3口初中    4口高中/中专    5口大专    6口大学本科及以上
6. 从事职业劳动    1口农民    2口工人    3口专业技术人员    4口企业职工    5口教育工作者  
6口政府工作人员    7口学生    8口服务人员    9口退休人员    10口其他
7. 日常一起生活的家庭人口数    1口5人以上    2口2-4人    3口单身
8. 家庭人均年收入（单位：元）  
1口低于一千二    2口约一千二至一千五    3口约一千五至三千    4口约三千至五千  
5口约五千至1万    6口约1万至2万    7口约2万至3万    8口约3万至5万    9口约5万以上
9. 家庭收入主要来源是（可多选）  
1口土地种植或养殖收入    2口外出打工收入    3口本地工作收入    4口生意收入    5口其他
10. 旅游关联：  
10a. 您家从事旅游的人数    1口没有    2口1人    3口2人    4口3人或3人以上    5口全家  
10b. 您本人接触旅游者的频繁程度    1口很经常    2口一般    3口基本不接触  
10c. 您对旅游    1口很熟悉    2口比较熟悉    3口不太熟悉    4口很不熟悉
11. 若您现在没有从事旅游相关工作，最主要的原因是（可多选）  
1口没时间    2口没资金    3口没相关知识    4口没兴趣    5口地理条件不方便    6口其他
12. 若您现在从事旅游相关工作，该工作是    1口自己经营    2口受雇
13. 您从事的旅游工作具体相关领域是（可多选）  
1口住宿    2口餐饮    3口旅游商品买卖(含农产品)    4口交通    5口观光农园    6口娱乐表演    7口导游
14. 您家近几年每年的旅游收入（单位：元）    1口约1千以下    2口约1千至3千    3口约3千至5千  
4口约5千至1万    5口约1万至2万    6口约2万以上
15. 近几年中，旅游收入占您家庭收入的大概比例  
1口约10%以下    2口约10%至20%    3口约20%—50%    4口约50%至80%    5口约80%以上

16. 您是否属于任何本地的旅游组织      0 口 不是      1 口 是  
 若是, 具体名称是 \_\_\_\_\_, 这一组织的人数有 \_\_\_\_\_
17. 您家住处距离旅游活动集中地带      1 口 远      2 口 中      3 口 近
18. 您是否同意下面的话? 请用数字标出您的认同度。数字含义见表中。

各种感受和 对本地经济社会状况的看法	1	2	3	4
	完全不同意	基本不同意	基本同意	完全同意
1. 我为自己生活的村寨感到自豪	1	2	3	4
2. 我感到生活在这里很舒适	1	2	3	4
3. 我不愿意搬迁到其他村寨去居住	1	2	3	4
4. 我很关心本村寨里发生的变化	1	2	3	4
5. 我很乐意为本村寨发展做些事情	1	2	3	4
6. 我对本地社区旅游的发展很关心	1	2	3	4
7. 本地需要更多工作位置	1	2	3	4
8. 本地需要阻止劳动力外流现象	1	2	3	4
9. 本地学校需要更好的教育条件	1	2	3	4
10. 本地需要更丰富的文化生活	1	2	3	4

## 第二部分 个人态度及参与意愿

1. 我本人对本地旅游发展      0 口 不支持, 主要原因是 \_\_\_\_\_      1 口 支持
2. 我本人对旅游工作      0 口 不愿意做, 主要原因是 \_\_\_\_\_      1 口 愿意做
3. 我本人对本地旅游发展的管理工作      0 口 不愿意参与, 主要原因是 \_\_\_\_\_      1 口 愿意参与
4. 您是否同意以下的话? 请用数字标出您的认同程度。具体含义见表中。

我支持本地旅游发展, 因为	1	2	3	4	5
	完全不同意	基本不同意	中立	基本同意	完全同意
1. 我很好客, 欢迎来本地的旅游者	1	2	3	4	5
2. 旅游发展为我或家人创造了工作机会	1	2	3	4	5
3. 我觉得旅游为本地人带来的工作总体来说(收入, 工作条件)令人满意	1	2	3	4	5
4. 我觉得环保, 社会问题比旅游经济效益更重要	1	2	3	4	5
5. 我觉得本地发展旅游总体来说利大于弊	1	2	3	4	5
6. 我觉得旅游发展对自然环境的损害较小	1	2	3	4	5
7. 我觉得旅游可以提高人们的生活质量	1	2	3	4	5
8. 我觉得旅游发展可以帮助解决本地贫困问题	1	2	3	4	5
9. 我觉得旅游发展可以促进两性平等, 帮助本地妇女提高享受权益	1	2	3	4	5
10. 我觉得社区居民能够在旅游发展政策方面发挥影响力	1	2	3	4	5
11. 我觉得旅游是本地重要的经济部门	1	2	3	4	5

若还有其他支持原因，具体是\_\_\_\_\_

第三部分 对旅游影响的感受评价，您是否同意以下的话？请用数字 1-5 标出您的认同程度。数字含义见表中。

旅游的各种影响	1 完全 不同 意	2 基 本 不 同 意	3 中 立	4 基 本 同 意	5 完 全 同 意
<b>经济影响</b>					
1. 能增加社区居民个人收入	1	2	3	4	5
2. 能增加社区居民就业机会	1	2	3	4	5
3. 能促进本地整体经济发展（生产总值 GDP）	1	2	3	4	5
4. 能加快本地城镇化步伐	1	2	3	4	5
5. 能有效发展本地特色产业	1	2	3	4	5
6. 能使做旅游工作的个人收入较高	1	2	3	4	5
7. 能带动本地农业的发展	1	2	3	4	5
8. 能带动本地服务业的发展	1	2	3	4	5
9. 能吸引更多人来这里做小本经营	1	2	3	4	5
10. 能吸引更多的外来大企业投资	1	2	3	4	5
11. 本地只有少数人得到好处	1	2	3	4	5
12. 外来生意人变多，旅游经营竞争更激烈	1	2	3	4	5
13. 使本地居民贫富的更富，穷的更穷	1	2	3	4	5
14. 旅游使本地物价上涨，东西变贵	1	2	3	4	5
15. 社区居民太依赖旅游收入，季节性收入差异变大	1	2	3	4	5
<b>环境影响</b>					
1. 本地自然环境质量得到改善	1	2	3	4	5
2. 滥捕滥伐现象减少	1	2	3	4	5
3. 本地交通状况得到改善	1	2	3	4	5
4. 本地的水，电，通讯等基础设施得到改善	1	2	3	4	5
5. 本地的整体卫生状况得到改善	1	2	3	4	5
6. 使社区居民更注意环境保护	1	2	3	4	5
7. 能增强本地政府的环保工作重视程度	1	2	3	4	5
8. 促进人文环境保护	1	2	3	4	5
9. 本地传统建筑特色及外观形象得到保护	1	2	3	4	5
10. 旅游交通工具带来更多自然环境污染，如空气，河水污浊	1	2	3	4	5
11. 旅游服务中不良行业操作造成环境污染加重，如餐饮垃圾随意处理	1	2	3	4	5
12. 本地生活环境污染加重，如噪音增加，垃圾变多	1	2	3	4	5
13. 游客的增加使疾病的传播增加	1	2	3	4	5
14. 本地居民使用公共休闲设施的机会减少，如公园，广场等	1	2	3	4	5
15. 本地交通和人口过度拥挤	1	2	3	4	5

16. 游客人数剧增使用水用电紧张，生活不便	1	2	3	4	5
17. 旅游设施和建筑破坏本地传统外貌与特色	1	2	3	4	5
18. 增加了对当地资源的过度开发	1	2	3	4	5
19. 过多的游客不利于居民农业田地的保护	1	2	3	4	5
<b>社会文化影响</b>					
1. 推动了本地文物古迹的保护和修复	1	2	3	4	5
2. 能促进本地传统文化的发掘发展，推动传统文化的保护与利用（如工艺，艺术等）	1	2	3	4	5
3. 使居民对本地历史文化的了解和认识加深	1	2	3	4	5
4. 使本地居民更加珍视和保护自己的生活方式与环境	1	2	3	4	5
5. 使本地居民对陌生人的好客程度增加	1	2	3	4	5
6. 促进了旅游地居民思想观念	1	2	3	4	5
7. 使本地居民更注重文明礼貌	1	2	3	4	5
8. 提高了本地的知名度	1	2	3	4	5
9. 促进了主客间的文化交流	1	2	3	4	5
10. 有助于本地人学习有积极意义的外来文化	1	2	3	4	5
11. 扩大了本地青年的择偶范围（包括跨国婚姻增加）	1	2	3	4	5
12. 明显改变了本地人的生活习惯	1	2	3	4	5
13. 使本地商业道德规范变差，“强买强卖”现象增多	1	2	3	4	5
14. 使本地优良传统受到冲击，社会道德水准下降	1	2	3	4	5
15. 使本地居民的诚实度降低	1	2	3	4	5
16. 使本地居民之间的关系开始注重物质利益	1	2	3	4	5
17. 导致人与人之间的信任度降低，人际关系变差	1	2	3	4	5
18. 导致本地犯罪增多（个人犯罪、团伙犯罪）	1	2	3	4	5
19. 刺激了吸毒、嫖娼，赌博等不良现象增加	1	2	3	4	5
20. 居民离婚家庭增多	1	2	3	4	5
21. 某些商业化表演活动使民俗文化被改变	1	2	3	4	5
22. 导致本地民族工艺品艺术水平下降	1	2	3	4	5
23. 游客行为方式与当地传统有差异，造成主客冲突	1	2	3	4	5
24. 导致本地居民被迫迁移	1	2	3	4	5

#### 第四部分 旅游扶贫相关问题

1. 旅游可能对农业发展产生影响。您是否同意以下看法？请用数字1-5标出您的认同程度。数字含义见表中。

旅游对本地农业的主要影响	1 完全 不同 意	2 基 本 不 同 意	3 中 立	4 基 本 同 意	5 完 全 同 意
1. 务农的同时，从事旅游能为本地农民带来满意的额外收入	1	2	3	4	5
2. 本地农产品通过旅游带来的利润增加	1	2	3	4	5
3. 旅游发展促进了本地原来的农作物品种多样化	1	2	3	4	5
4. 旅游发展推动本地农作物生产方式合理改进	1	2	3	4	5
5. 旅游发展使本地农业经济结构向多样化转型	1	2	3	4	5
6. 旅游获得的收入可以再投资给农业生产，从而可以促进本地农业发展	1	2	3	4	5



7. 旅游发展减少了本地需要的农业劳动力外出务工	1	2	3	4	5
8. 旅游发展为本地特色农作物和特色食物扩大了销售机会	1	2	3	4	5
9. 旅游造成本地农业发展需要的自然资源紧张（如水，土地等）	1	2	3	4	5
10. 旅游旺季若在本地农忙时节会造成农活劳动力缺乏	1	2	3	4	5
11. 旅游发展改变了本地原来的农作物品种，不利于农业发展	1	2	3	4	5
12. 附近的旅游景区一带旅游发展使原本干农活的人去搞旅游，造成农业生产荒废	1	2	3	4	5
13. 由于游客的喜好，一些需要从外地购买的消费品与本地同类商品形成竞争	1	2	3	4	5

2. 就您本人而言，哪些情况会让您感觉自己的家庭处于贫困状态？横线上可填写补充意见（可多选）

- 1 口 个人收入低于国家规定贫困线（目前是人均年收入低于 1196 元）      2 口 家庭必需食品不够  
 3 口 家庭收入不够支付日常生活基本开销（必需食品，衣服，翻修房屋，必要出行，子女教育，医疗，等等）  
 4 口 自己或家人没有能力获得社会上大部分人拥有的生活水平  
 5 口 其他，具体是\_\_\_\_\_

3. 在本地旅游发展前，您的家庭是否有以上列出的贫困情况，如果有，是哪方面

- 0 口 没有      1 口 有，具体是以上第\_\_\_\_\_项

4. 在以下旅游扶贫的各种主要途径中，请就您所知对本地现有实施情况进行评价。数字含义见表中。

旅游扶贫的各种实施途径	1 根本 没有	2 不 好	3 不 知 道	4 比 较 好	5 非 常 好
1. 景区周围因旅游生态保护而受到经济损失的农户居民能得到一定现金补偿	1	2	3	4	5
2. 本地旅游各行业优先雇佣本地人	1	2	3	4	5
3. 通过旅游产业增加本地农产品销售	1	2	3	4	5
4. 游客消费本地服务，如农家饭，农家旅馆，导游，渡船等	1	2	3	4	5
5. 对本地社区居民提供旅游方面的教育培训	1	2	3	4	5
6. 让本地居民参与旅游发展管理	1	2	3	4	5
7. 增加带动旅游发展的基础设施建设	1	2	3	4	5
8. 加大针对旅游经营创业的金融资金支持，如小额贷款项目	1	2	3	4	5
9. 旅游发展中更大发挥女性各方面的积极作用	1	2	3	4	5
10. 为无能力从事农业劳动的贫困妇女创造条件，使她们可以通过旅游获得收入	1	2	3	4	5
11. 在因旅游开发而发生农房拆迁时，政府补偿政策方面做法公平	1	2	3	4	5

5. 若您现在有从事旅游工作，请回答：

5a 您感觉您的日常生活各方面（衣食住行，医疗教育等）因为从事旅游

- 1 口 变得非常糟糕    2 口 变差    3 口 没有改变    4 口 有改善    5 口 极大改善

5b 在缩小与社会上大部分人的生活水平差距方面，您觉得您的能力因为从事旅游而

- 1 口 变得非常差    2 口 变差    3 口 没有改变    4 口 有提高    5 口 极大提高

6. 若您现在没有从事旅游工作，请回答：

6a 您觉得如果做旅游，您的日常生活各方面（衣食住行，医疗教育等）将会因此

- 1 口 变得非常糟糕    2 口 变差    3 口 没有改变    4 口 有改善    5 口 极大改善

6b 在缩小与社会上大部分人的生活水平差距方面，如果做旅游，您觉得您的能力将会因此

- 1 口 变得非常差    2 口 变差    3 口 没有改变    4 口 有提高    5 口 极大提高

## 第五部分 旅游与妇女发展相关问题

### 1. 您认为以下哪些方面体现了“促进两性平等，保障并提高妇女权益”（可多选）

- 1 口 妇女外出工作      2 口 妇女收入提高      3 口 妇女自己决定收支分配  
 4 口 妇女在家庭中可作重要决定      5 口 妇女能力受到社会整体肯定（包括男性在内）  
 6 口 妇女受教育培训的机会增加      7 口 妇女对自己的能力有自信      8 口 增加管理职位的妇女人数  
 9 口 增加妇女干部村务管理的人数（参政议政）      10 口 其他，具体是 \_\_\_\_\_

### 2. 您是否同意以下看法？请用数字 1-5 标出您的认同程度，数字含义具体见表中。

妇女在旅游发展中担当的角色和起到的作用	1 完全 不同 意	2 基 本 不 同 意	3 中 立	4 基 本 同 意	5 完 全 同 意
1. 妇女很擅长旅游服务经营	1	2	3	4	5
2. 妇女在环境保护中能发挥很大作用	1	2	3	4	5
3. 妇女通过制作工艺品，文艺表演等活动能有效保护与发展本地传统文化	1	2	3	4	5
4. 妇女在本地旅游发展中承担很多工作	1	2	3	4	5
5. 妇女在社区旅游发展中有积极的贡献	1	2	3	4	5

### 3. 您是否同意以下看法？请用数字 1-5 标出您的认同程度。数字具体含义见表中。

旅游对本地妇女发展影响		1 完全 不同 意	2 基 本 不 同 意	3 中 立	4 基 本 同 意	5 完 全 同 意
好处						
经济	1. 本地社区妇女通过旅游发展增加就业机会	1	2	3	4	5
	2. 本地社区妇女通过旅游增加收入	1	2	3	4	5
	3. 从事旅游的本地社区妇女经济独立性有所增强	1	2	3	4	5
管理与 决策	1. 本地社区妇女在旅游经营中获得更多管理经验与组织能力	1	2	3	4	5
	2. 旅游发展激发了本地社区妇女的创业精神	1	2	3	4	5
	3. 本地社区妇女在旅游经营中获得更大的决定权力	1	2	3	4	5
社会 交往	1. 旅游发展使本地社区妇女的社会接触面扩大	1	2	3	4	5
	2. 旅游参与促使本地社区妇女和管理部门更多打交道	1	2	3	4	5
自我 意识 与 参政 议政	3. 参与旅游使本地社区妇女有更多的自信	1	2	3	4	5
	4. 参与旅游有助于本地社区妇女增加生活自主性与自我意识	1	2	3	4	5
	5. 参与旅游有助于妇女获得同男性平等的发展机会	1	2	3	4	5
	6. 参与旅游的妇女可以获得更高的认可	1	2	3	4	5
	7. 参与旅游的妇女对社区管理更积极，如参与村委管理	1	2	3	4	5
	1. 妇女打破传统的角色限制，家务分工发生改变	1	2	3	4	5

行为转变	2. 妇女参与旅游工作能得到家庭内部支持	1	2	3	4	5
	3. 妇女参与旅游能提高自己的家庭地位，促进家庭和谐	1	2	3	4	5
	4. 从事旅游的妇女更多参与家庭重大决策（如子女教育，家庭投资，支出等）	1	2	3	4	5
	5. 女性积极参与旅游有助于改变一些人重男轻女的思想	1	2	3	4	5
教育	1. 旅游发展使本社区妇女更注重提高自己的知识水平，积极参与自我培训	1	2	3	4	5
坏处						
1. 从事旅游使本社区妇女的劳动负担加重，劳累程度增加		1	2	3	4	5
2. 妇女在家庭旅游经营中的工作大部分为无偿劳动		1	2	3	4	5
3. 妇女赚得的旅游收入大部分并不能自己花		1	2	3	4	5
4. 因为旅游开发而失去土地的妇女陷入贫困的可能性增大		1	2	3	4	5
5. 本地妇女在旅游工作中会更经常遭遇性骚扰问题		1	2	3	4	5

4. 在以下通过旅游“促进两性平等，保障并提高妇女权益”的各种有效途径中，就您所知，请您用数字 1-5 对本地现有情况评价。（具体含义： 1. 根本没有 2. 不好 3. 不知道 4. 比较好 5. 非常好）

通过旅游促进两性平等的各种措施	1 根本 没有	2 不好	3 不知道	4 比较 好	5 非常 好
1. 为妇女在旅游业中创造更多就业机会	1	2	3	4	5
2. 帮助妇女在旅游业中创造良好的就业环境	1	2	3	4	5
3. 倡导旅游业更多关注妇女权益与身心健康	1	2	3	4	5
4. 增加妇女接受旅游教育培训的机会	1	2	3	4	5
5. 促进妇女参与各种形式的旅游经营管理组织	1	2	3	4	5
6. 来自社区妇女的有益政策建议被听取考虑	1	2	3	4	5
7. 加大对女性旅游经营创业的资金支持，如小额贷款项目，基金项目，等等	1	2	3	4	5

5. 您认为总体而言，旅游发展是否使本地男女性在享受的权益上发生变化？

1 口 变得非常不平等    2 口 变得不平等    3 口 无变化    4 口 变得较平等    5 口 平等程度极大提高

#### 第六部分 旅游与社区居民生活质量相关问题

1. 以下是同社区发展及居民生活质量密切相关的若干方面。请用数字 1-5 表达您的看法。数字具体含义见表中。（左边指这些方面对您个人感觉的重要性，右边指您对旅游在这些方面带来的影响变化的满意度。）

重要性					居民生活质量相关因素	满意度				
1 完 全 不 重 要	2 不 太 重 要	3 说 不 清	4 比 较 重 要	5 非 常 重 要		1 非 常 不 满 意	2 比 较 不 满 意	3 说 不 清	4 比 较 满 意	5 非 常 满 意
1	2	3	4	5	1. 本地居民整体富裕程度	1	2	3	4	5
1	2	3	4	5	2. 本地经济繁荣程度	1	2	3	4	5

1	2	3	4	5	3. 工作位置数量及质量	1	2	3	4	5
1	2	3	4	5	4. 本地自然环境（如河流，空气，植被等）	1	2	3	4	5
1	2	3	4	5	5. 本地生活环境（如基础设施，社区面貌等）	1	2	3	4	5
1	2	3	4	5	6. 本地社会环境（如文化凝聚力，人际关系等）	1	2	3	4	5
1	2	3	4	5	7. 本地的基础教育	1	2	3	4	5
1	2	3	4	5	8. 本地卫生医疗保障条件	1	2	3	4	5
1	2	3	4	5	9. 本地救防能力(如防火、防盗，等等)	1	2	3	4	5
1	2	3	4	5	10. 社会治安与社会安全保障能力	1	2	3	4	5
1	2	3	4	5	11. 购物机会和场所	1	2	3	4	5
1	2	3	4	5	12. 本地娱乐及文化生活的丰富程度	1	2	3	4	5
1	2	3	4	5	13. 本地宁静舒适的生活氛围	1	2	3	4	5
1	2	3	4	5	14. 本地的对外形象	1	2	3	4	5
1	2	3	4	5	15. 社区居民在本地生活的幸福感	1	2	3	4	5
1	2	3	4	5	16. 旅游所得利益在居民，政府和旅游开发商中的分配	1	2	3	4	5

2. 总体而言，您认为，本地社区居民生活质量因为受到旅游的影响而

1 口 极大下降    2 口 有所下降    3 口 没有变化    4 口 有所改善    5 口 极大改善

第七部分 政府作用

1. 对于政府在旅游发展中应起到的各方面作用，您有何看法？请标出您的认同程度。具体含义见表中。

政府作用	1 完全 不同 意	2 基 本 不 同 意	3 中 立	4 基 本 同 意	5 完 全 同 意
1. 政府应该为吸引更多游客而支持营销宣传	1	2	3	4	5
2. 政府应该关注生态环境状况，适当加强游客量管理与控制	1	2	3	4	5
3. 政府应该关注旅游的社会影响	1	2	3	4	5
4. 政府应该通过融资和税收等优惠政策支持旅游中小企业	1	2	3	4	5
5. 政府应该支持旅游职业教育和技术培训	1	2	3	4	5
6. 政府应该积极协调各方旅游参与者利益分配	1	2	3	4	5
7. 政府应该通过政策倾斜支持旅游扶贫	1	2	3	4	5
8. 政府应该在旅游发展中保障和提高妇女权益，关注两性平等	1	2	3	4	5

2. 总体来说，您对目前政府在履行其自身职责方面的情况是否满意？

1 口 非常不满意    2 口 不太满意    3 口 比较满意    4 口 非常满意

3. 就本地政府现有旅游管理工作情况，您最希望政府改进的是题 1 列表中的哪些方面？请写该项前具体数字：

4. 您对政府旅游管理方面的工作还有什么建议？

再次衷心感谢您的支持与合作！

## APPENDIX B: QUESTIONNAIRE (IN ENGLISH)

### Survey of rural residents' perceptions of county-based tourism

Dear community residents,

The current survey is conducted to obtain information for a research project of “sustainability issues and tourism development”. The purpose of the research is to observe the tourism development impacts from the perspectives of the local community residents and search for effective policy implications contributing to the sustainable development planning of the local tourism and the area as a whole. We hope you could take some time to help us by completing this questionnaire and tell us about your true opinions. Please give your opinions by circling the number of the provided choices with the sign of “O”. You could also make multiple choices when it is indicated so. By some questions, if there are any special comments you would like to share with us, please write them in the space provided. All of your answers will be treated with complete confidentiality and will be only used for academic research. Thank you in advance for any help you can contribute to the success of this study.

Xiaoyang Yang PhD student of the University of Goettingen  
Visiting researcher of Development Research Centre of Guilin

If you have any questions about the questionnaire, please contact the community assisting person:

Questionnaire number:
Date of survey:
Community:

#### Part I Social demographic data and personal information

- 1. Gender** 1  Male 2  Female
- 2. Ethnic group** 1  Han 2  Zhuang 3  Yao 4  Other, it is \_\_\_\_\_
- 3. Age** 1  18—24 2  25—34 3  35—44 4  45—54 5  55—64 6  65 or above
- 4. Years of residence in the community**  
1  less than 5 years 2  about or more than 5 but less than 10 years  
3  about or more than 10 but less than 15 years 4  about or more than 15 years
- 5. Education** 1  No school education 2  Elementary school 3  Middle school  
4  High or vocational school 5  College 6  University or higher

- 6. Occupation** 1  Peasant 2  Industrial worker 3  Vocational technician  
4  Firm employee 5  Educator 6  Civil servant 7  Student  
8  Tertiary sector worker 9  Retiree 10  Other
- 7. Number of family member** 1  more than 5 2  2-4 3  1
- 8. Annual income per capita of the household (in RMB Yuan)**  
1  <1,200 2  1,200-1,500 3  1,501-3,000 4  3,001-5,000 5  5,001-10,000  
6  10,001-20,000 7  20,001-30,000 8  30,001-50,000 9  >50,000
- 9. Main source of the household income (Multiple choices possible)**  
1  Planting or breeding 2  Work at other places 3  Work locally  
4  Do business 5  Other
- 10. Relevance to tourism:**
- 10a. Number of family members involved in tourism work**  
1  0 2  1 3  2 4  ≥3 5  all family
- 10b. Your personal contact with the tourists**  
1  High frequent 2  Some contact 3  Low frequent or no contact
- 10c. Are you familiar with tourism?**  
1  Very familiar 2  familiar 3  Not so familiar 4  Very unfamiliar
- 11. If currently you are not doing any tourism relevant work, the main reason for this (Multiple choices possible)**  
1  Lack of time 2  Lack of financial support 3  Lack of necessary knowledge  
4  Lack of interest 5  Inconvenience of geographical location 6  Other reasons
- 12. If currently you are doing any tourism relevant work, you are**  
1  self-employee 2  employee
- 13. If you are doing tourism work, in which of the areas are you involved (Multiple choices possible)**  
1  Farm home-stay 2  Farm restaurant  
3  Retail of souvenir or goods (incl. agricultural goods) 4  Traffic service  
5  Tourist planting farm operation 6  Entertainment show 7  Tour guide
- 14. The annual household tourism income over the last few years (RMB Yuan)**  
1  <1,000 2  1,000 -3,000 3  3,001 -5,000  
4  5,001-10,000 5  10,001-20,000 6  >20,001
- 15. The approximate proportion of the tourism income in the total household income over the last few years**  
1  <10% 2  About 10% - 20% 3  About 21% - 50%  
4  About 51% -80% 5  ≥80%
- 16. Are you a member of any local tourism organization or group** 0  No 1  Yes  
**If yes, the name of the organization/group is** \_\_\_\_\_,  
**and the number of the organization/group members is** \_\_\_\_\_.
- 17. Considering any local tourism activity center, you would say the place where you live is**  
1  far from it 2  not far, but also not near to it 3  near to it
- 18. How do you agree with the following statements?**  
**Please answer it by circling an appropriate number from 1-4. The corresponding meanings of each number are listed in the table. (Note: For the format reasons, the meanings of the numbers are listed here for this translation version:**

1= strongly disagree, 2= disagree, 3= agree, 4= strongly agree)

<b>Attachment to the local community and opinions to the local economic situation</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1. I am very proud of the community (village) where I live.	1	2	3	4
2. I feel comfortable of being living here.	1	2	3	4
3. I would not like to move to other places.	1	2	3	4
4. I pay a lot of attention to the changes in my community.	1	2	3	4
5. I would be glad to make some contribution to the development of my community.	1	2	3	4
6. I follow the local community tourism development with interest.	1	2	3	4
7. It is necessary to increase the local employment opportunity.	1	2	3	4
8. The loss of the local labors should be prevented.	1	2	3	4
9. The local educational conditions should be enhanced.	1	2	3	4
10. The local cultural life should be more diversified.	1	2	3	4

## Part II Attitude and participation

### 1. Attitude to the local tourism development

0  Unsupportive, reason: \_\_\_\_\_ 1  Supportive

### 2. Are you willing to do any tourism relevant job

0  No, reason: \_\_\_\_\_ 1  Yes

### 3. Are you willing to participate in any managerial work of the local tourism development

0  No, reason: \_\_\_\_\_ 1  Yes

### 4. How do you agree with the following statements?

Please answer it by circling an appropriate number from 1-5. The corresponding meanings of each number are listed in the table. (Note: For the format reasons, the meanings of the numbers are listed here for this translation version:

1= strongly disagree, 2= disagree, 3= neither disagree, nor agree, 4= agree, 5= strongly agree)

<b>I would have a supportive attitude to further local tourism development based on the fact that</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. I am hospitable to the tourists coming to my community.	1	2	3	4	5
2. Local tourism development provides personal employment opportunities.	1	2	3	4	5
3. In general, the jobs in local tourism sectors are satisfying (income, conditions, etc.).	1	2	3	4	5
4. Environmental and social cultural influence of tourism are more important than economic growth.	1	2	3	4	5
5. The local tourism development brings more advantages than disadvantages.	1	2	3	4	5

6. The tourism development causes little damage to the local natural environment.	1	2	3	4	5
7. Tourism development may enhance the quality of life of local residents.	1	2	3	4	5
8. Tourism development may contribute to the poverty reduction in the local area.	1	2	3	4	5
9. Tourism development may contribute to the women empowerment and local gender equality.	1	2	3	4	5
10. Local community residents have influences in the decisions and policies in the process of tourism development.	1	2	3	4	5
11. Tourism is an important local economic sector.	1	2	3	4	5

If there are any other opinions which indicate that you have a supportive attitude, please write it here \_\_\_\_\_.

### Part III Tourism impacts perceptions

How do you agree with the following statements?

Please answer it by circling an appropriate number from 1-5. The corresponding meanings of each number are listed in the table. (Note: For the format reasons, the meanings of the numbers are listed here for this translation version:

1= strongly disagree, 2= disagree, 3= neither disagree, nor agree, 4= agree, 5= strongly agree)

Tourism impacts	1	2	3	4	5
<b>Economic impacts</b>					
1. Tourism increases local residents' personal income.	1	2	3	4	5
2. Tourism increases local residents' work opportunity.	1	2	3	4	5
3. Tourism contributes to local economic development (local GDP growth).	1	2	3	4	5
4. Tourism enhances the process of urbanization of the local area.	1	2	3	4	5
5. Tourism enhances the particular industries which could make use of the local comparative advantages.	1	2	3	4	5
6. Tourism development increases personal income of the employees in tourism sectors.	1	2	3	4	5
7. Tourism gives impetus to local agricultural development.	1	2	3	4	5
8. Tourism gives impetus to local tertiary industry development.	1	2	3	4	5
9. Tourism attracts more people come to do small business.	1	2	3	4	5
10. Tourism attracts investment from large firms.	1	2	3	4	5
11. Tourism brings benefits only to a few people in the local area.	1	2	3	4	5
12. Tourism draws outsiders who intensify competition in the local market.	1	2	3	4	5
13. Tourism leads to larger income gap.	1	2	3	4	5



14. Tourism causes prices increase and higher cost of living in the local area.	1	2	3	4	5
15. Tourism aggravates seasonal income difference of the local residents who are over-dependent on tourism income.	1	2	3	4	5
<b>Environmental impacts</b>					
1. Tourism improves local natural environment by encouraging environmental protection.	1	2	3	4	5
2. Tourism restrains activities of over-exploitation of local water and forest resources.	1	2	3	4	5
3. Tourism stimulates improvement of local traffic and transport infrastructure.	1	2	3	4	5
4. Tourism stimulates improvement of local public utilities infrastructure such as water and electricity supply and communication services.	1	2	3	4	5
5. Tourism pushes improvement of local hygiene situation.	1	2	3	4	5
6. Tourism enhances the local residents' environmental protection awareness.	1	2	3	4	5
7. Tourism draws more attention of government work on environment.	1	2	3	4	5
8. Tourism stimulates preservation of the human environment.	1	2	3	4	5
9. Tourism enhances protection of local architectures and authenticity of area appearance.	1	2	3	4	5
10. Tourism traffic brings more natural environmental pollution (air or water, etc).	1	2	3	4	5
11. Improper operational practices in tourism sectors bring pollution (unqualified sewage treatment, etc.).	1	2	3	4	5
12. Tourism deteriorates living environment such as noise and litter increases.	1	2	3	4	5
13. Tourist increase intensifies risks of diseases spread.	1	2	3	4	5
14. Tourism decreases access opportunities to recreation utilities of local residents.	1	2	3	4	5
15. Tourism leads to local traffic congestion and crowding.	1	2	3	4	5
16. Large number of tourists causes tension in water and electricity consumption.	1	2	3	4	5
17. Tourism facilities causes discord of local traditional appearance.	1	2	3	4	5
18. Tourism intensifies overexploitation of local resources.	1	2	3	4	5
19. Large number of tourists intensifies difficulties of farm field protection.	1	2	3	4	5
<b>Socio-cultural impacts</b>					
1. Tourism encourages preservation of important local historic sites.	1	2	3	4	5
2. Tourism promotes conservation and development of local traditional arts and crafts.	1	2	3	4	5
3. Tourism deepens the residents' understanding on local culture and traditions.	1	2	3	4	5
4. Tourism enhances residents' awareness of their own cultural identity and living style.	1	2	3	4	5
5. Tourism increases hospitality of local host to outside strangers.	1	2	3	4	5
6. Tourism changes conservative thinking of local residents.	1	2	3	4	5
7. Tourism helps to improve residents' polite behaviors in daily life.	1	2	3	4	5
8. Tourism enhances image and popularity of the local area.	1	2	3	4	5

9. Tourism promotes cultural exchange between hosts and guests.	1	2	3	4	5
10. Tourism increases opportunities of local residents absorbing positive elements from other cultures.	1	2	3	4	5
11. Tourism increases trans-regional and transnational marriages in local area.	1	2	3	4	5
12. Tourism greatly changes the life style of local residents.	1	2	3	4	5
13. Tourism causes deterioration of local business ethnics.	1	2	3	4	5
14. Tourism causes deterioration of local society's traditional moral value.	1	2	3	4	5
15. Tourism results in honesty decrease of local people.	1	2	3	4	5
16. Tourism brings more materialism in local residents' relationships.	1	2	3	4	5
17. Tourism causes distrust estrangement in local residents' relationships.	1	2	3	4	5
18. Tourism stimulates criminality in the local area.	1	2	3	4	5
19. Tourism intensifies social problems such as drug abuse, prostitution and illegal gambling.	1	2	3	4	5
20. Tourism stimulates the increase of divorce cases in the local area.	1	2	3	4	5
21. Commercialized performances in tourism change local folk customs.	1	2	3	4	5
22. Tourism causes deterioration of traditional techniques used to create local arts and cultural objects.	1	2	3	4	5
23. Tourist's different behavior increases host-guest conflicts.	1	2	3	4	5
24. Tourism development causes relocation and disputable eviction of local residents.	1	2	3	4	5

#### Part IV Tourism and poverty alleviation in rural agricultural area

##### 1. Tourism development in a rural area could have many impacts on the local agricultural development. How do you agree with the following statements?

Please answer it by circling an appropriate number from 1-5.

The corresponding meanings of each number are listed in the table.

(Note: For the format reasons, the meanings of the numbers are listed here for this translation version:

1= strongly disagree, 2= disagree, 3= neither disagree, nor agree, 4= agree, 5= strongly agree)

Tourism impacts on local agriculture	1	2	3	4	5
1. Tourism brings peasants satisfying extra income to agricultural income.	1	2	3	4	5
2. Local agricultural products acquire more added values through tourism market.	1	2	3	4	5
3. Tourism stimulates diversification of sorts of local agricultural products.	1	2	3	4	5
4. Tourism stimulates improvement of local agricultural production methods.	1	2	3	4	5
5. Tourism brings structural adjustment of local agricultural economy.	1	2	3	4	5
6. Reinvestment of tourism income into agriculture enhances local agricultural development.	1	2	3	4	5
7. Tourism offers local work opportunities and hence mitigates local agricultural labor loss.	1	2	3	4	5

8. Tourism expands sales channel for local special agricultural products.	1	2	3	4	5
9. Tourism competes against local agriculture for natural resources (water, lands, etc.).	1	2	3	4	5
10. Tourism competes against local agriculture for labor during busy times of the year.	1	2	3	4	5
11. Tourism changes traditional products with adverse effects on local agriculture.	1	2	3	4	5
12. Tourism resulted in arable land uncultivated since too many peasants do tourism work.	1	2	3	4	5
13. Local goods face intensified competition against goods of other regions which are introduced to local market due to tourists' demand.	1	2	3	4	5

**2. Personally, which of the following situations would make you feel that your family is stricken by poverty? (Multiple choices possible)**

- 1  Personal income is lower than the national poverty line (1196 RMB Yuan per capita/ year)
- 2  Insufficient food storage for the family
- 3  Family income cannot cover necessary daily life expense (concerning food, clothes, house renovation, necessary trip, children education, medical treatment etc.)
- 4  Lack of ability acquiring a normal living standard which most people in the current China's society enjoy
- 5  Other situation/situations, which is/are \_\_\_\_\_

**3. Prior to the tourism development in the local region, was your family stricken by the above given poverty aspects? If yes, please name the given number/s of the poverty aspects concretely.**

- 0  No
- 1  Yes, and my family was poverty stricken in the aspect of \_\_\_\_\_

**4. The goal of poverty alleviation through tourism could be facilitated with various measures and policies. Some of them may have been implemented in the local tourism development. Please give your comments about the practical implementation efficiency of the possible measures listed in the table by circling an appropriate number from 1-5.**

**The corresponding meanings of each number are listed in the table. (Note: For the format reasons, the meanings of the numbers are listed here for this translation version: 1=very inefficient, 2= inefficient, 3= neutral, 4=efficient, 5= very efficient)**

<b>Proposed measures for poverty alleviation using tourism</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. Assuring the corresponding cash compensation for the residents who suffer a loss due to restraints of environmental protection around the tourism attraction spots.	1	2	3	4	5
2. Assuring employment priority of local residents in the local tourism sectors.	1	2	3	4	5
3. Supporting sales expansion of local agricultural products through tourism.	1	2	3	4	5
4. Encouraging tourists to consume mostly local services such as farm restaurant, home-stay, tour guiding, drafting, and so on.	1	2	3	4	5
5. Increasing various tourism vocational training for local residents.	1	2	3	4	5

6. Increasing opportunities for local residents to participate in tourism managerial work.	1	2	3	4	5
7 Improving infrastructures which enhance tourism and other development.	1	2	3	4	5
8. Increasing financial support for entrepreneurship in tourism sectors.	1	2	3	4	5
9. Enhancing women's poverty alleviation roles in tourism development.	1	2	3	4	5
10. Helping the poverty-stricken women who cannot do agricultural production to acquire tourism income.	1	2	3	4	5
11. Applying fair compensation policies by residents' eviction.	1	2	3	4	5

**5. If currently you are doing any tourism relevant work, please answer:**

**5a Concerning the important aspects in your daily life, how do you feel they are changed because of tourism?**

- 1  Becomes much worse    2  Becomes a little worse    3  No change  
 4  Becomes a little better    5  Becomes much better

**5b How do you feel your ability in reducing social gap with others changed because of tourism?**

- 1  Become much worse    2  Become a little worse    3  No change  
 4  Become a little better    5  Become much better

**6. If currently you are not doing any tourism relevant work, please answer:**

**6a Suppose if you could do tourism work, how do you feel the important aspects of your daily life would change because of tourism?**

- 1  Become much worse    2  Become a little worse    3  No change  
 4  Become a little better    5  Become much better

**6b Suppose if you could do tourism work, how do you feel your ability in reducing social gap with others would change because of tourism?**

- 1  Become much worse    2  Become a little worse    3  No change  
 4  Become a little better    5  Become much better

**Part V Tourism and women**

**1. In your opinion, which of the following aspects reflects**

**“gender equality and women empowerment”? (Multiple choices possible)**

- 1  Women could go outside for work  
 2  Women could get higher payment  
 3  Women could decide the allocation of her own income  
 4  Women could make important family decisions  
 5  Women's abilities get recognition of the whole society including that of men  
 6  Women could get more education and training opportunities  
 7  Women have self-confidence  
 8  More women have managerial positions  
 9  Women have more political participation (e.g. be voted as community committee member)  
 10  Others, such as \_\_\_\_\_

**2. How do you agree with the following statements?**

**Please answer it by circling an appropriate number from 1-5.**

The corresponding meanings of each number are listed in the table. (Note: For the format reasons, the meanings of the numbers are listed here for this translation version:  
 1= strongly disagree, 2= disagree, 3= neither disagree, nor agree, 4= agree, 5= strongly agree)

Women's roles in local tourism development	1	2	3	4	5
1. Women are skillful in service work and management aspects in many tourism works.	1	2	3	4	5
2. Women play important role in environmental protection.	1	2	3	4	5
3. Women preserve and develop local culture through their crafts making and performance.	1	2	3	4	5
4. Women do a lot of work in local tourism.	1	2	3	4	5
5. Women make a great contribute to local tourism development.	1	2	3	4	5

**3. How do you agree with the following statements?**

Please answer it by circling an appropriate number from 1-5.

The corresponding meanings of each number are listed in the table. (Note: For the format reasons, the meanings of the numbers are listed here for this translation version:

1= strongly disagree, 2= disagree, 3= neither disagree, nor agree, 4= agree, 5= strongly agree)

Tourism impacts on local women development		1	2	3	4	5
<b>Advantages</b>						
Economic	1. Tourism gives local women more employment opportunities.	1	2	3	4	5
	2. Local women acquire increased income through tourism.	1	2	3	4	5
	3. Tourism enhances economic independence of local women.	1	2	3	4	5
Management and Decision-making	1. Women acquire more managerial experiences and organizational abilities through tourism involvement.	1	2	3	4	5
	2. Tourism has inspired entrepreneurship of local women.	1	2	3	4	5
	3. Local women gain more decision making power in tourism management.	1	2	3	4	5
Social-contact, Self-insurance and Political participation	1. Women have extended social contact in tourism development.	1	2	3	4	5
	2. Women involved in tourism have increased contact with management sectors.	1	2	3	4	5
	3. Tourism involvement gives local women more self-confidence.	1	2	3	4	5
	4. Tourism involvement enhances self-awareness and self-dependence of women.	1	2	3	4	5
	5. Tourism involvement help women acquire more development opportunities which were mostly provided to men.	1	2	3	4	5
	6. Women involved in tourism get more recognition.	1	2	3	4	5
	7. Tourism encourages political participation of women such as work in community committee.	1	2	3	4	5

Behaviour /role changes	1. Tourism stimulates changes of traditional role of women in family and distribution of house work.	1	2	3	4	5
	2. Women gain family support for their tourism involvement.	1	2	3	4	5
	3. Women involved in tourism have enhanced family status which furthers harmonious family atmosphere.	1	2	3	4	5
	4. Women involved in tourism have more opportunities to make important decisions in family (children's education, investment, etc.).	1	2	3	4	5
	5. Women's involvement in tourism reverses the old thinking that men are superior to women.	1	2	3	4	5
Education	1. Tourism development stimulates more awareness on self-education and training among local women.	1	2	3	4	5
<b>Disadvantages</b>						
	1. Tourism involvement results in increase of work loads of women.	1	2	3	4	5
	2. Women often get no payment for their work in their family operated tourism business.	1	2	3	4	5
	3. Women have no control over the most part of her own income earned through tourism.	1	2	3	4	5
	4. Land expropriation in tourism development intensifies women's vulnerability to poverty.	1	2	3	4	5
	5. Women face higher risks of sexual harassment in tourism service work.	1	2	3	4	5

**4. The goal of “gender equality and women empowerment” through tourism could be facilitated with various measures and policies. Some of them may have been implemented in the local tourism development. Please give your comments about the practical implementation efficiency of the possible measures listed in the table by circling an appropriate number from 1-5.**

**The corresponding meanings of each number are listed in the table. (Note: For the format reasons, the meanings of the numbers are listed here for this translation version: 1=very inefficient, 2= inefficient, 3= neutral, 4=efficient, 5= very efficient)**

<b>Proposed measures for gender equality and women empowerment using tourism</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. Creating more employment opportunities for women in tourism sectors.	1	2	3	4	5
2. Assuring a more favorable working environment for women in tourism sectors.	1	2	3	4	5
3. Enhancing social attention on women rights and health in tourism sectors.	1	2	3	4	5
4. Increasing vocational training opportunities for women in tourism sectors.	1	2	3	4	5
5. Encouraging women participation in management of various tourism organizations.	1	2	3	4	5

6. Giving more attention on opinions and suggestions of local women.	1	2	3	4	5
7. Increasing financial support (e.g. micro finance, special funds, etc.) to enhance local women's entrepreneurship in tourism involvement.	1	2	3	4	5

**5. In your opinion, overall, how have the women's rights changed compared to that of men in the local region through tourism?**

- 1  Become much worse    2  Become worse    3  No change  
4  Become better    5  Become much better

**Part VI    Tourism and quality of life**

**1. Tourism could affect community's development and resident's quality of life in many aspects. Some important elements of quality of life are listed in the next table.**

**Please indicate your perceptions and feelings about these elements by circling an appropriate number from 1-5.**

**The corresponding meanings of each number are listed in the table.**

**(On the left side of the table, please indicate how important you consider these elements are for your quality of life, and on the right side of the table, please indicate how satisfied your are about the changes in these elements brought by tourism in your community.**

*(Note: For the format reasons, the meanings of the numbers are listed here for this translation version:*

*For importance on the left side:*

*1=very unimportant, 2=unimportant, 3=neutral, 4=important, 5= very important*

*For satisfaction on the right side:*

*1=very unsatisfied, 2=unsatisfied, 3=neutral, 4=satisfied, 5= very satisfied)*

Importance					Elements of quality of life	Satisfaction				
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5	1. Wealth of local residents on average	1	2	3	4	5
1	2	3	4	5	2. Economic prosperity of local communities	1	2	3	4	5
1	2	3	4	5	3. Quantity and quality of local employment opportunities	1	2	3	4	5
1	2	3	4	5	4. Local natural environment (rivers, air, vegetation, etc.)	1	2	3	4	5
1	2	3	4	5	5. Local living environment (infrastructure, communities' appearance, etc.)	1	2	3	4	5
1	2	3	4	5	6. Local social environment (cultural solidarity, interpersonal relationships, etc.)	1	2	3	4	5
1	2	3	4	5	7. Fundamental education in local region	1	2	3	4	5
1	2	3	4	5	8. Health care and medical security in local region	1	2	3	4	5
1	2	3	4	5	9. Prevention and reduction of disasters risk in local region	1	2	3	4	5
1	2	3	4	5	10. Social order maintenance and public safety in local region	1	2	3	4	5
1	2	3	4	5	11. Shopping opportunities in local region	1	2	3	4	5
1	2	3	4	5	12. Richness of leisure activities in local region	1	2	3	4	5

1	2	3	4	5	13. Tranquility and comfort in daily life	1	2	3	4	5
1	2	3	4	5	14. Image of local region	1	2	3	4	5
1	2	3	4	5	15. Happiness of local residents	1	2	3	4	5
1	2	3	4	5	16. Tourism benefits distribution among local stakeholders	1	2	3	4	5

**2. In your opinion, overall, how has your quality of life changed through tourism?**

- 1  Become much worse    2  Become worse    3  No change  
 4  Become better    5  Become much better

**Part VII Government's work in tourism development**

**1. What are your opinions about the roles that the government should play in the local tourism development?**

Please indicate how do you agree with the following statements by circling an appropriate number from 1-5. The corresponding meanings of each number are listed in the table.

*(Note: For the format reasons, the meanings of the numbers are listed here for this translation version:*

*1= strongly disagree, 2= disagree, 3= neutral 4= agree, 5= strongly agree)*

Suggested government's work in tourism development	1	2	3	4	5
1. Supporting marketing operations to draw more tourists	1	2	3	4	5
2. Improving local natural environmental protection through controlling tourist arrivals	1	2	3	4	5
3. Watching on the multi-faceted social influence of tourism development	1	2	3	4	5
4. Supporting local small and middle sized tourism firms through financial policies	1	2	3	4	5
5. Enhancing vocational training and education in local tourism sectors	1	2	3	4	5
6. Coordinating benefits distribution among local tourism stakeholders	1	2	3	4	5
7. Supporting local poverty alleviation through tourism	1	2	3	4	5
8. Enhancing local gender equality and women empowerment through tourism	1	2	3	4	5

**2. Over all, how are you satisfied with the current government work in the local tourism development?**

- 1  Very unsatisfied    2  Not so satisfied    3  Satisfied    4  Very satisfied

**3. Considering your satisfaction with the current government work in the local tourism development, which aspects listed in the table above do you think should be improved?**

Please give your opinions by naming the corresponding numbers. \_\_\_\_\_

**4. About the government work in local tourism development, if there are any special comments or suggestions you would like to share with us, please write it here.** \_\_\_\_\_

**Thank you very much again for your support!**



## Curriculum Vitae

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Darstellung zwischen Europa und Asien