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Study on the relationship between community involvement and community satisfaction in the folk tourism destination-a case study of yanxia town of shaanxi province

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ABSTRACT

The paper applies community satisfaction into folk tourism field. Starting from the perception of residents in the folk tourism destination for impact of tourism, the paper aims to analyze the relationship among the community involvement, perceived tourism impacts and the community satisfaction of the residents to solve the relevant problems in the process of the development of folk custom tourism. Based on the analysis of related literatures, the paper constructs the structural model of community involvement, perceived tourism impacts, community satisfaction, set the corresponding observed variables, discuss and analyze the relationship of community involvement, perceived tourism impacts and the community satisfaction, and take Yanxia Town, Liquan County of Shaanxi Province as an example to test the constructed model through Amos software. And the research results show that community involvement is an important factor influencing the residential community satisfaction in folk tourism destination, and the hypothetical relationship of community involvement, perceived tourism impacts and community satisfaction is consistent with the research results, namely the community involvement has significant positive effects on perceived tourism impacts; community involvement has significant positive effect on the community satisfaction; perceived tourism impacts has significant positive effect on the community satisfaction. At last, according to the research model, some related suggestions on folk tourism development are proposed. By improving the community involvement of the residents in folk customary tourism destination, the community satisfaction can be effectively improved, especially through approaches of community involvement in decision making, the sense of involvement, interests sharing and independent management.

KEYWORDS

Folk tourism destination; Community involvement; Perceived tourism impacts; Community satisfaction.



INTRODUCTION

Literature review

Folk tourism

Folklore and tourism have the inalienable relations. As Liu Deqian thought, the so-called folk tourism is the tourism activities which take folklore inheritance that is closed to the urban and rural people as main traveling purpose. Tourists in tourism activities, in addition to watching, participating and experiencing entertainment, beliefs, productions and livelihood of the local people's folk heritage, are inevitable will watch, participate, and experience the real life of local people and those cultural art that are not local inheritance^[1]. Tao Siyan thinks the folk tourism is tourism products that take the traditional customs in a certain area or of a certain nation as resources to be protected and developed and its survival foundation is folk custom which is symbolized by local or national characters^[2].

Community involvement

The western community involvement has strict political significance, which mainly refers to a process of the rights owner publicly expressing their interest demands by using strong institutional organizations and ways, and this community involvement is the foundation of giving legitimacy to political process. However, the meaning of community involvement in China is looser and broader. Zuo Bing thinks, in the practice of tourism development, community involvement is more embodied as the two kinds of behaviors: the government mobilized masses involvement and non organizational individual involvement^[3]. In the view of Li Haijun, community support is an important factor for the sustainable development of tourism, as well as the important content and link in the process of tourism development. Community involvement stimulates residents' willingness of cooperation through various opportunities and interest provided by tourism, and make the residents become a positive factor in the development of tourism, achieving the sustainable development of tourism resources, culture, ecology, economy etc..^[4]

Community satisfaction

The community satisfaction is a positive factor to promote the residential community involvement in tourism destination. And the study of the influence of community sense of belonging on the residential community involvement in folk tourism destination has important significance for the healthy development of China's folk tourism. As far as Bao Jigang and other scholars concerned, at present, community involvement in China in tourism development is seriously insufficient. And research has been made from the angles of the community empowerment, power relations and so on, but the quantitative research of the rural folk tourism based on the perspective of community satisfaction is still very little. Previous studies showed that community satisfaction has a direct significant positive impact on community involvement, but the problems of whether indirect effects existence and what the mechanism of indirect influence is are still not answered^[5].

Putting forward the problems

The study, through the analysis of the related literature, uses structural equation model to construct the structure model related to community involvement, perceived tourism impacts and community satisfaction of folk tourism, analyzes the relationship of community involvement, perceived tourism impacts and the community satisfaction, takes famous National Tourism Town -- Yanxia town, Liquan County in Shaanxi Province as an example to use test the proposed model through some software, and finally proposes some relevant suggestions on the development of folk tourism as an reference.

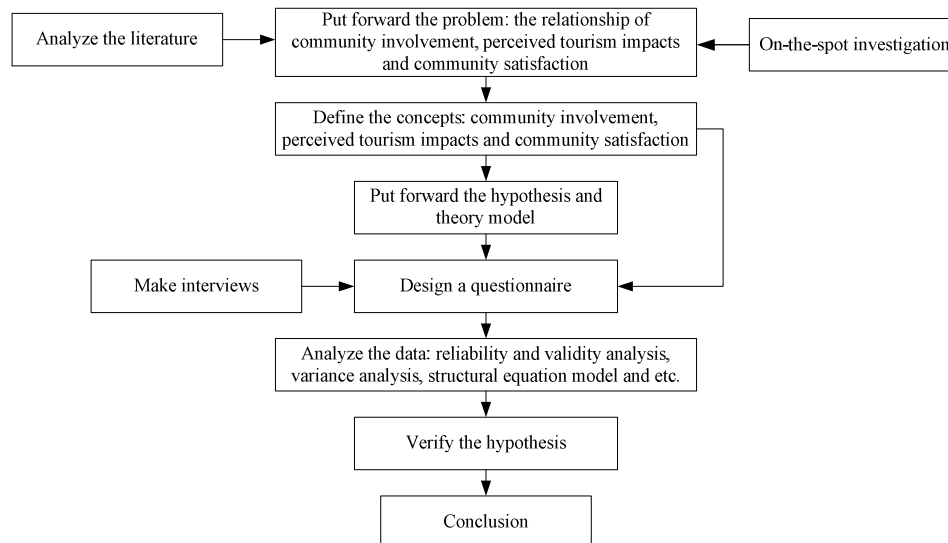


Figure 1 : Research design

Research design

First of all, through reading a large number of literature reviews and the on-the-spot investigations put the focus of the study on the relationship between the community satisfaction of residents in the destination and folk tourism. And on this basis, put forward the research hypothesis and construct the research model framework. In order to verify the hypothesis, based on concluding and sorting out the previous relevant questionnaire and on-the-spot interviews, design a questionnaire, and verify the hypothesis through the analysis methods such as descriptive statistics, reliability analysis, and structural equation modeling. Finally, discuss the research results, and propose some suggestions. The research design is shown as Figure 1.

MODEL CONSTRUCTION AND RESEARCH HYPOTHESIS

Model construction

Through the review and analysis of the literature related to community involvement, residential perceived tourism impacts and community satisfaction, construct model of the relation among community involvement, perceived tourism impacts, community satisfaction in folk tourism destination. This model contains 1 exogenous latent variable of community involvement, 2 endogenous latent variables of perceived tourism impacts and the community satisfaction. Suppose that there were 3 paths among the latent variables, and the causal relationships among variables were positive correlated (Figure.2).

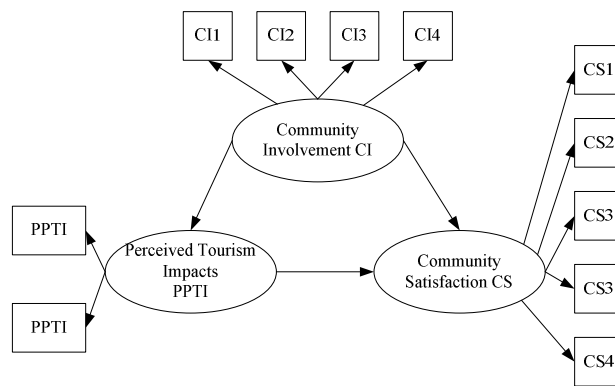


Figure 2 : Conceptual model of research

Community involvement (CI) has been a hot topic of the experts and scholars all over the world, and it refers to that residents in the travel area, through a variety of ways and behavior, negatively or passively get involved in the relevant sectors or related aspects of tourism development and enjoy various economic and social the interests through participation. Community involvement of the residents in tourism development has become an important content of the sustainable development of the current tourism industry^[6].

Perceived tourism impacts (PTI) mainly refers to community residents' perception on tourism impact, the subjective cognition of community residents about relationship between man and land of the tourism development in their residential area and the physical environment change^[7]. The impact of tourism is mainly divided into three aspects: economic impact, social impact and environmental impact, but in general can be divided into perceived positive tourism impacts (PPTI) and perceived negative tourism impacts (PNTI).

Community satisfaction (CS) has a direct and positive impact on community involvement, and is an important factor influencing the sense of belonging of community residents.

Research hypothesis

This study proposes the following 3 hypotheses: community involvement has significant positive effect on perceived tourism impacts (H1); community involvement has significant positive effect on the community satisfaction (H2); perceived tourism impacts have significant positive effect on the community satisfaction (H3).

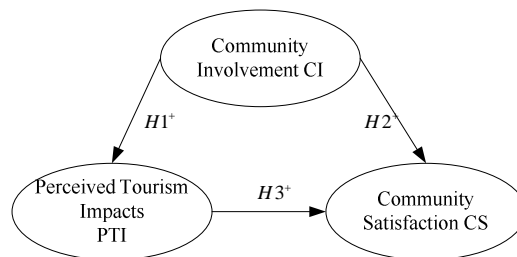


Figure 3 : The relationship of conceptual hypotheses

THE RESEARCH CASE

The introduction of the case

Yanxia Town is one of first famous towns with traveling characteristics of Shaanxi Province, and the characteristic landscape tourism town. It located in the foot of the Zong Mountain where the world's largest Royal Cemetery Tangzhao Tomb is, and it is east to Jing River and South to the Gan River, surrounding by rivers and mountains and having beautiful scene. It has convenient traffic with Guanzhong link, Tang Zhaoling Tourist Bus Line passes through and being closed by Fuyin highway. And it belongs to the half-an-hour economic circle of Xixian. The town governs over 40 administrative villages, with the total population of 35,000 people. Besides, it totally takes area is 118 square meters, with 66,000 acres of arable land, 32406 acres of orchards, 33594 acres of farmland, and is a unique fruit eugenic area and the modern agriculture base with rich resources. What's more, the famous Liu Guyu who participated in the reform movement of 1898 once lived here in seclusion. And 3A class tourist attractions - the Tangzhao Tomb Museum, forest of steles in Tangzhao Tom (one of China's three largest forest of steles) and Yuanjia Village that which is a place to experience the Guanzhong impression have attracted a lot of visitors by its rich culture, and characteristics potential of tourism development. The Summary of tourism developing of Yanxia Town (2008-2012) is shown as TABLE 1.

TABLE 1 : The Summary of tourism developing of Yanxia Town (2008-2012)

Years	Amount of visitors (ten thousands)	Tourism revenue (ten thousand Yuan)	Growth rate of tourism revenue %
2008	6.5	204	—
2009	9.2	322	57
2010	16.4	834	158
2011	27.8	1239	58
2012	38.6	1806	43
2013	54.6	3276	81

Data resources: The website of the People's Government of Liquan County (<http://www.liquan.gov.cn/>), and the website of the People's Government of Yanxia Town in LIquan County (<http://yxz.liquan.gov.cn/yxz/Default.aspx>).

Methodoloty

Selection of the observed variables

The three structure variables in the constructing the model are community involvement, perceived tourism impacts and community satisfaction which cannot make direct measurement of them. Therefore the corresponding observed variables should be set. Through the reference of the literatures of Yang Xingzhu^[8], and Aipu^[9], select three groups of observed variables with 4 observed variables of the community involvement, 14 observed variables of perceived tourism impacts (with 8 for perceived positive tourism impacts, and 6 for perceived negative tourism impacts), 5 observe variable of community satisfaction as shown in TABLE 2.

TABLE 2 : Observed variables of the model

LATENT VARIABLE	OBSERVED VARIABLES
Community Involvement	the sense of involvement(CI ₁)
	involvement in decision making(CI ₂)
	independent management(CI ₃)
	investing the interests(CI ₄)
Perceived Tourism Impacts perceived positive tourism impacts(PPTI)	Increase the economic income
	Increase employment opportunities
	Improve the infrastructure
	Improve the quality of life
	Understand and learn the foreign culture
	Encourage the civilization and etiquette
	Promote the renewal of conceptions
	Improve the local image and reputation
perceived negative tourism impacts(PNTI)	Raise the local commodity prices
	Raise the residents living costs
	Influence the traditional folk custom
	Reduce the social moral standard
	Destroy the peaceful atmosphere of life
Community Satisfaction (CS)	Destroy the local natural environment
	Tourism revenue (CS1)
	Employment opportunities (CS2)
	Sense of community (CS3)
	Living environment (CS4)
	Interpersonal relationship (CS5)

Questionnaire design and data collection

Questionnaire is designed according to the observed variables, and mainly divided into two parts. The first part makes survey about the community involvement, perceived tourism impacts and community satisfaction of Yanxia Town of Liqian County, using Likert 5 scale, and use simple and easy language to make assignment and classification; the second part is mainly the demographic characteristics of interview object. In September, 2013, separately sent out questionnaire surveys in Yuanjia Village, Guanting Villiage and Xizhou Villiage of Yanxia Town in the way of the spot distribution, on-site guidance, on-site recycling. There were 300 questionnaires that had been sent out, and 286 valid questionnaires recovered, with the efficiency of 95%.

The bellowing analysis in the paper is carried out though Amos7.0 software.

DATA ANALYSIS

Demographic and social statistical characteristics of the sample

The demographic and social statistical characteristics of the surveyed residents in Yanxia Town are shown in TABLE 3.

TABLE 3 : Statistical sample population and social characteristics of residents

Population and social characteristics		Number of people	Percentage	Population and social characteristics		Number of people	Percentage			
gender	male	124	43.4%	Is the tourism practitioners or not	Yes	154	53.8%			
	female	162	56.6%		No	132	46.2%			
age	younger than 20	8	2.8%	Have the tourism practitioners in family or not	Yes	224	78.3%			
	21~30	22	7.7%							
	31~51	82	28.7%							
	51~60	130	45.5%							
	above 60	44	15.3%							
domicile	Yuanjia Village	167	58.4%	Family tourism revenue	No	62	21.7%			
	Xizhou Villiage	61	21.3%							
	GuantingVilliage	58	20.3%							
Under primary school	105	36.7%	<10000					3	1.0%	
Junior middle school	117	40.9%	10001-30000					35	12.2%	
educational level	Senior middle school	40	14.0%					30001-60000	101	35.3%
	Junior college	13	4.5%					60001-100000	127	44.4%
	Bachelor degree or above	11	3.9%					>100000	20	7.1%

The reliability and validity of the questionnaire,

Reliability of questionnaire refers to the consistency of multiple measurements on the same concept by questionnaire. At present, most people use the Cronbach`s coefficient to calculate the reliability of questionnaire. The closer the value is to 1, the higher the reliability is. Generally when Cronbach`s α value ≥ 0.7 , it means good consistency; between 0.35 and 0.7 means the reliability is general; less than 0.35 means not useable. Use Cronbach`s α value to test the of reliability of the observed variables of 3 latent variables in the model and the result is shown in TABLE 4. Validity of questionnaire is the accuracy of questionnaire test. And factor loading value of the observed variables is larger than the critical value of 0.5, so the validity of observed variables are reliable. The reliability and validity of model is shown as TABLE 4.

Analysis of the structure model

In order to analyze and test the consistency between the model and conceptual model, as well as whether the hypotheses, proposed on the basis of the conceptual model, can be supported, the paper therefore carries on the analysis of the structure model. Whether the hypotheses are correct should be judged from the standardized path coefficient. The bigger the coefficient is, the more important it is. After testing, it is found that the basic path coefficients are between 0.181-0.612, and at the same time two coefficients are lower than the 0.001 and show significance. The results have supported the all the hypotheses. Community involvement has significant positive effect on perceived tourism impacts; community involvement has significant positive effect on the community satisfaction; perceived tourism impacts have significant positive effect on the community satisfaction which is shown in Figure 4. Therefore the pre-assumed model is effective.

TABLE 4 : Reliability and validity of model

Variables	Factor loading	Error variance	CR	AVE	Cronbach's α
sense of involvement (CI ₁)	0.61	0.59	0.83	0.59	0.86
involvement in decision making(CI ₂)	0.87	0.25			
independent management(CI ₃)	0.87	0.25			
investing the interests(CI ₄)	0.71	0.51			
perceived tourism impacts(PTI)			0.77	0.62	0.84
perceived positive tourism impacts(PPTI)	0.90	0.19			
perceived negative tourism impacts(PNTI)	0.71	0.52			
community satisfaction(CS)			0.83	0.55	0.79
tourism revenue (CS1)	0.81	0.39			
employment opportunities (CS2)	0.78	0.48			
sense of community (CS3)	0.69	0.59			
living environment (CS4)	0.67	0.52			
interpersonal relationship (CS5)	0.62	0.63			

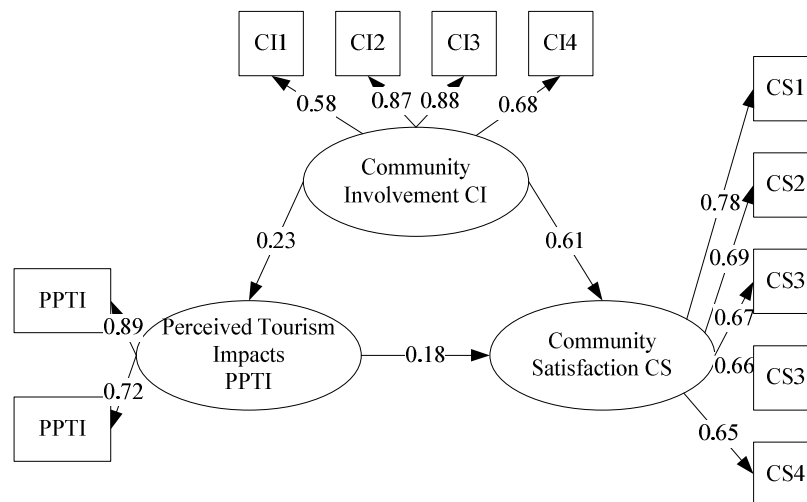


Figure 4 : Final model of research

CONCLUSIONS

(1) This paper introduces the community satisfaction into in the field of folk tourism, combines its relationship with community involvement, enriching the folk tourism theory, benefiting the integration of multidisciplinary folk tourism and having the positive significance to the development of tourism geography.

(2) This study constructed a model of the relationship among community involvement, perceived tourism impacts, and community satisfaction with community involvement as exogenous latent variables, community satisfaction as the endogenous latent variables, and perceived tourism impacts as the intermediary of latent variables. And the research results show that the previous hypotheses H1, H2, H3 are correct..

(3) The research indicates that the effects of community involvement and community satisfaction are higher than the indirect effects of perceived tourism impacts. Therefore by improving community involvement degree, can effectively improve the community satisfaction, especially through the approaches such as community involvement in decision making, the sense of involvement, sharing interests and independent management.

(4) Community involvement in folk tourism area has obvious positive effects on the community satisfaction, which is consistent with the research conclusions of other relevant experts and scholars^{[10] [11] [12]}. And it indicates that community involvement is an important factor influencing the community satisfaction of the residents in folk tourism destination.

(5) Perceived tourism impacts of the residents in the folk tourism destination can be divided into perceived positive tourism impact and perceived negative tourism impact, and the factor loadings are respectively 0.89 and 0.72, indicating that the community residents have obvious perception on both the positive and negative tourism effects. Therefore during the process of developing the folk tourism, effective measures should be taken to reduce the negative effects brought by tourism.

(6) Limitation of the study: firstly, sampling investigation in this study is limited by time and space, being unable to reflect the changes in different regions and different time. Secondly, research on the relationship between the community involvement and community satisfaction in folk tourism destination is an important factor that influences the healthy development of the folk tourism destination. With the development of tourism and the change of environment and other factors, the relationship between them will be different. Therefore, the study still needs to make further improvement and optimize the model in the long term.

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