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**HOUSEHOLDS' PERCEPTIONS TOWARD TOURISM DEVELOPMENT IN MOUNT  
 JIZU TOURISM SCENIC AREA, SHAZHI VILLAGE COMMUNE,  
 YUNNAN PROVINCE OF CHINA**

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**ABSTRACT**

Tourism development is a very important industry to improve the development of countries, households is a key participator and practitioner about tourism development in the rural area, the manager of tourism and governors can set up the reasonable and effective strategy to driving the local economic development depend on the households' perceptions. This research aimed 1)to study perceptions of households toward tourism development, and 2) to analyze the factors related to the perceptions of households toward tourism development in Mount JIZU scenic area, SHASHI Village Commune, Dali City, Yunnan Province of China. The research was conducted using quantitative methods through the survey questionnaires, A total of 227 valid samples were collected. The finding revealed that 1)The households' head had positive perceptions toward tourism development in terms of economic, social-cultural and environment. 2) Also a series of independent variables were associated with the perceptions of the household head toward tourism development, the independent variables including of gender, age, education, income, length of residence, employed in the tourism industry, the management of government, the future planning of tourism project, and contact frequency with outside tourists.

**Keywords:** China, Household' perceptions, Tourism development

**1.INTRODUCTION**

Tourism development has often been seen as a means of economic growth. It was assumed that host residents sought tourism development in order to satisfy the economic, social, and psychological demands and to improve the local living standard level(Ap,1992). The local residents play a vital role in the development of tourism, they are not only participators and receivers of tourism activities, but also they are a key stakeholder of tourism activities, therefore the perception of local people in tourist destination often as a significant indicator of tourism development. With the scholars and researcher increasingly study the perception of local residents toward the impact of tourism development, nowadays the research of residents' perception with tourism impact has become one of the important components of tourism sociology and geography at home and abroad. The research of residents' perception began in the 1970s in the foreign country, and it began in the early 1990s in China.

Tourism as a feasible and renewal strategies and approach to improve the economic development in territory place, it is a complicated phenomenon involve in economic, environment and social-culture (Sharpley ,2002). Although tourism was born in the middle of the 19th century, the pace and scale of its development have been staggering. After the Second World War, the global economy



took off and the fast development of science and technology made the development of tourism industry develop rapidly in various parts of the world, especially in the past 20 years, Mass tourism has become a mainstream. The wave of mass tourism has swept every corner of the world. Tourism has become one of the emerging industries with the fastest growth rate and the strongest development momentum in the world (Zhongfu Wang,2008).

Since most studies investigated the households' perceptions in tourism development, and found that the households' supporting and participation in tourism activities are influenced by their perceptions, but there has been no related research with perceptions of households living around Mountain Jizu, literature reviews on related issues showed that households' perception toward tourism development is different, due to rapidly increasing of tourism, the thousand number of tourist travel to Mount Jizu. Since then, the number of households involved in tourism has been growing continuously. More and more local people participate in the activity of tourism, including construction of home-stay, construction physical and entertainment infrastructure, contribute to the service industry. In conclusion tourism development not only bring huge economic benefit, but also it lead to the intense of interrelationship and increase the conflict as well as competitiveness.

## **2.OBJECTIVE**

This study was aimed 1) to study the perceptions of households toward tourism development, and 2) to identify the factors related to the households' perceptions toward tourism development in terms of economic, social-cultural and environment in the Mount JIZU scenic area.

## **3. CONCEPTUAL FRAMEWORK**

Tourism development has often been seen as a means of economic growth. It was assumed that host residents sought tourism development in order to satisfy the economic, social, and psychological demands and to improve the local living standard level(Ap,1992). In 1994, Some scholars proposed that local people's perception and support for tourism development is one of the key factors of sustainable development. John AP through research found that the perception of residents was a significant consideration factor of tourist project successful development and operation. Keogh thought that there is a significant positive correlation between residents' perception of economic profits and their support for tourism. it means that the stronger support of perception of household on economic interests, the more stronger support of tourism development.

Since the 1970s, households' perception and attitude toward tourism impacts on their community have been extensively analyzed by managers of the tourism industry and decision maker (Andereck et al. 2005; Lankford1994;). Especially, AP (1992) proposed a theoretical framework, namely the "social exchange theory", to acquire the motivations that lead residents to have a negative or positive attitude and perceptions toward tourism development. During the past two decades, some scholars and researcher have given increasing attention to inhabitants' perceptions toward the



tourism development. The households' head plays a vital role in the period of development of tourism, the perception of resident direct and indirect influence participation and support for tourism development. The purpose of rural tourism is to improve the local economy and enhance the standard of living of the local households. Tourism development not only can providing advantage conditions that may improve quality of life and economic development, such as provide employment and investment opportunities, increase tax revenues, restaurant business accommodation services, natural and cultural attraction, festivals, and outdoor entertainment opportunities, but also will increase the cost of living and impact the local community in terms of economic, social, or environmental aspects, for example, an increase on traffic, parking problems, crime in the tourism destinations, also change lifestyle of local residents ( Tosun 2002; Brunt and Courtney 1999; McCool and Mairin 1994).

This conceptual framework focused on the examination relationship between the household head's perception of tourism development. The model is based on social exchange concept and social-demographic characteristics, the perception of household head is related with the economy, social-cultural and environment aspect of tourism development. The conceptual framework includes three parts in terms of the demographic characteristic, internal and external factors, as well as economic, sociocultural and environment aspects perceptions. The first part social-demographic characteristics consist of age, gender, education level, occupation, household scale, income level, expenditure level. It also was the independent variables to investigate the relationship with the dependent variables of households' perception toward economic, sociocultural and environment of tourism development. Second parts consisting of internal and external factors as the distance between household and central of tourism scenic area, the length of residence, contact frequency, local authority policy and management, as well as economic dependency. The third parts include economic, social-cultural and environment aspect perceptions of tourism development, each aspect have positive and negative items.

#### **4. METHODOLOGY**

The quantitative was conducted in this study to survey the household heads' perceptions toward tourism development in Mount Jizu tourism scenic area, Shazhi village commune. The total households of the commune are 774. The questionnaires were sent to more than 300 household head and other family members in the area. Non-household head respondents are the person who has good knowledge about their household and able to represent the whole household. Except for the invalid questionnaire, finally, only 227 household owner responded can apply for my study.

##### **4.1. Research instruments**

The quantitative method was conducted in this study through used the questionnaire to collect the data, the questionnaire consisting of three parts, the first part demonstrated the respondents demographic characteristic and social-economic characters. Second parts the internal and external



factors as the important components will affect the perceptions of the household head. Last part to use the Likert 5 point scale(1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree) to obtain the information on households' perceptions. Several respondents' characteristics will be measured used the Likert scales. Five choices, ranging from extremely disagree to extremely agree with favorable questions, the extremely disagree are scored "1" and extremely agree to "5", Contrary with the unfavorable questions.

#### 4.2. Data Analysis

The data collected through questionnaire were analyzed using the Statistical Package for the Social Sciences(SPSS) software. Once the questionnaires were coded using value indicating numbers the data were typed in to excel format, then using the SPSS the relation of each variable was enumerated and scaled.

Perceptions of households' heads measures in Likert scales form were calculated into the mean score to be the continue numbers, hence mean was used instead of the median. A mean score of less than 3.00 was considered negative perceptions whereas mean score equal or more than 3.00 indicates positive perceptions. All descriptive statistics, correlation applied in this study.

### 5.RESULTS

#### 5.1 Descriptive of demographic characteristics, internal and external factors

The study regarding the parameters for the demographic characteristics social status of respondents including age, gender, educational level, family size, family income, family expenditure and occupation in the family. This information was paramount since it provides the basics and background information regarding the circumstance which might have influenced the presence of households' head perceptions about the tourism development in tourist scenic area.

Among all of 227 respondents, 65.6% (n=149 ) were male and 34.4% (n=78) were female. The average age of group of household heads was 43.8 years ranged between 20 to 86 years old. Majority of respondents education level was primary school or lower accounting for 58.1% of total 227 respondents. The educational background of the respondents was lower than primary school most of the household heads were illiterate. But based on the findings compared to their educational level and age they older they become higher income and they are more concerned about the environment and social-cultural aspects perception of tourism development.

Approximately sixty percent (57.3%) of household heads were employed direct or indirect in the tourism industry. The majority of households hold an income lower than 20000 Yuan per year. Over 64% of household size ranged from 4 to 5 family members. With regard to whether employment in tourism industry of household heads, most of the household heads were employed in tourism industry and compared in family income, the finding result revealed that they household thought the tourism development not directly improve the family income, the local people hard get more economic profit compare with the local government and tourism company, even though the



respondents satisfied the local government and tourism company policy and planning. Therefore how to reasonable distribute the benefit from the tourism development is the current serious issues between local people and local government as well as local enterprise.

### 5.2. Perceptions of household toward tourism development

The results for the household head toward the economic performance of tourism development were positive with the overall score of 3.303(>3.00), in this study the mean score of the economic aspect of perception to being the one dependent variable. The perceptions of households' toward the social-cultural aspect of tourism development was positive by calculated mean scores and relatively belong to the middle between economic and environmental viewpoint, with the mean overall score of 3.204(>3.00).The environmental aspects of total items were calculated to mean scores by used the Likert 5 point scales got 3.203(>3.00),the household head also hold positive perceptions toward environment of tourism development. (Shown in Figure 1)

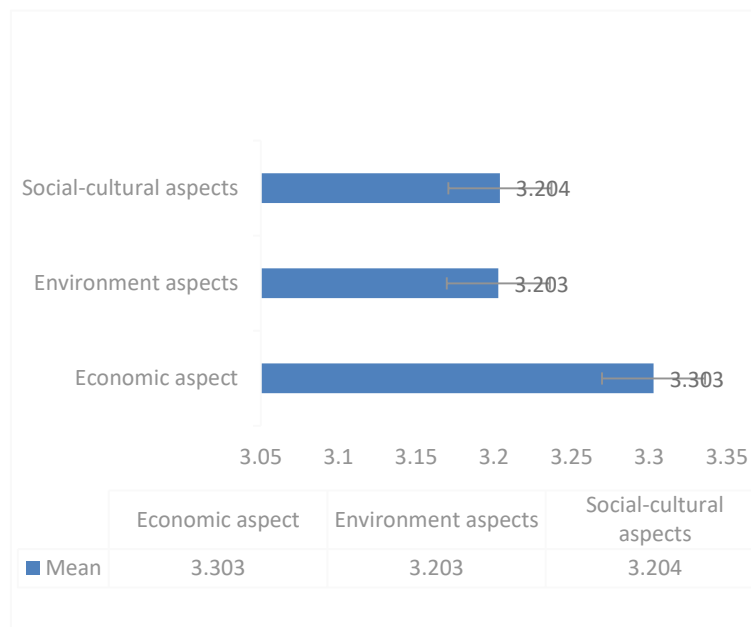


Figure 1: Perception Of Households' Head Toward Tourism Development

### 5.3. Factors related to perceptions of tourism development

In this study, there is the internal and external factor to be related in perceptions of household toward economic, social-cultural and environment of tourism development. The internal factors consisting of the distance between household and central of tourism scenic area, the length of residents in Mount Jizu tourism scenic area. Other external factors tended into government and local tourism company policy current management and future planning, also the frequency of communication between local residents and tourists are the external factors related in households' perception toward tourism development.

The independents satisfaction of local tourism management (0.294\*\*), satisfaction of tourist develop project (-0.279\*\*\*), family income level(0.228\*), number of family members work for



tourism industry (-0.213\*\*), occupation of household' heads (0.191\*) and contact frequency between local people and tourists(0.168\*) were significant correlation with the household perceptions toward economic aspects of tourism development. The perceptions of households' toward the social-cultural aspect of tourism development hold a positive performance. For the factors of family income level (0.228\*), the number of family members work for tourism industry (-0.213\*\*) and employed in the tourism industry of household (0.191\*) all of these factors are related with the household perception toward tourism development. Local households' members who are worked related with tourism business, corporate and self-tourism business, they tend to have a more positive perception of tourism than other residents worked no related with tourism business. The environment aspect perception of tourism development demonstrated the positive perceptions, the environmental aspects of total items were calculated to mean scores by used the Likert 5 point scales got 3.203(>3.00). There are five factors related to the dependent variable household's perception toward the environment of tourism development. Gender (0.187\*), group of age (0.169\*), educational level (0.219\*\*), length of resident (0.217\*\*), satisfaction of tourism develop project (-0159\*). (Shown in Table 1)

Table1:Correlation Analysis

<b>Correlation of Economic, Social-culture and Environment aspects through mean scale</b>						
<b>Independent Variables</b>	<b>Economy</b>		<b>Social-culture</b>		<b>Environment</b>	
	<b>Sig. (2-tailed)</b>	<b>Correlation Coefficient</b>	<b>Sig. (2-tailed)</b>	<b>Correlation Coefficient</b>	<b>Sig. (2-tailed)</b>	<b>Correlation Coefficient</b>
<b>Ordinal scales</b>						
Group of age (v1)	0.142	0.077	0.016	0.128*	0.001	0.169*
Education level (v3)	0.097	-0.085	0.373	0.042	0.000	0.219**
Scale of family number (v4)	0.918	-0.006	0.602	-0.027	0.899	0.007
Income level (v5)	0.000	0.127**	0.019	0.127*	0.585	0.027
Expenditure level (v6)	0.61	0.101	0.112	-0.087	0.179	-0.071
Distance range between household with tourist scenic area (v10)	0.126	-0.083	0.782	0.016	0.863	-0.010
Length of residence (v11)	0.575	0.029	0.120	0.082	0.000	0.217**
Satisfaction toward tourist development of local government (v12)	0.000	0.294**	0.000	-0.212	0.053	-0.106
Satisfaction toward tourist develop project (v13)	0.000	-0.279**	0.000	-0.234**	0.001	-0.159*
Contact frequency (v14)	0.002	0.168*	0.170	0.075	0.115	0.082
<b>Variable of nominal scale</b>						
Gender (v2)	0.942	0.041	0.673	0.082	0.042	0.187*
Occupation (v7)	0.035	0.191*	0.680	0.081	0.164	0.168
Tourist work (v8)	0.053	0.181	0.119	0.158	0.187	0.144
<b>Variable of ratio scale</b>						
Number of tourist work of family (v9)	0.001	-0.213**	0.228	0.080	0.301	0.069



## 6.CONCLUSION and DISCUSSION

To sum up, This study find that the respondents who employed in tourism industry or family member work for tourism industry will more support tourism development and hold a positive perceptions toward economic aspect, the result is same with previous research (Haralambopoulos & Pizam, 1996; Deccio & Baloglu, 2002). Another external factor is that the government and tourism policy, management and future tourism planing significant correlation with household's perception toward tourism development in therms of economic, social-cultural and environment. In addition,the social-cultural aspect perception of tourism development with the high competitive with the development of tourism in a local tourism destination, the relationship in local tourism market and lead to worsening of relationship between neighborhood, mean while household are gradually becoming commercialized and increasing uncivilized phenomenon (Dogan,1989).

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