

Research on Residents' perceptions on Tourism Impacts and Attitudes

——A Case Study of Pingyao Ancient City

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Abstract

Residents' perceptions on tourism impacts and attitudes towards tourism development have a great influence on tourism sustainable development. But the measuring factors of research on residents' perceptions on tourism impacts are not unified. This paper takes Pingyao ancient city as a case and employs interviewing method, and it analyzes residents' perceptions on tourism economic impacts, socio-cultural impacts and environmental impacts. Furthermore, the paper examines the significance of taking the manners of people who participate in tourism into consideration. Results show that the residents have some perceptions on tourism impacts, but the overall satisfaction of tourism development is not high, and there is a small proportion of a heater or opponents. In addition, residents who participate in tourism in different patterns have distinctly different perceptions on tourism impacts, and the community development can be used to explain the difference of residents' perceptions.

Keywords: Residents' perceptions; Tourism Impacts

Introduction

In the process of tourism development, the residents in tourism destination, as important stakeholders for tourism development, are gradually regarded as the core of tourism products. The development of tourism industry will have a considerable influence on local residents. Residents' perceptions on tourism impacts and attitudes may be an important planning and policy factor to present and future tourism projects with successful development, marketing and operation. In short, research on residents' perceptions on tourism impacts and attitudes will help understanding the problems which exist in the tourism development, and promoting the sustainable development of tourism. However, in the past, the tourism research in a long time were treated the tourist destination and tourists as main objectives, but the residents failed to get enough attention. At the same time, the measuring factors about research on residents' perceptions on tourism impacts are not uniform, and most scholars simply summarized the residents' perceptions on

tourism impacts from the perspective of residents' demographic characteristics. Nobody has done the research from the perspective of residents who participate in the tourism in different ways, which can help to find the problems of tourism.

This paper summarizes and discusses the measuring factors about research on residents' perceptions on tourism impacts, and the residents in Pingyao ancient city are interviewed, which is in order to understand residents' perceptions on tourism economic impacts, socio-cultural impacts and environmental impacts. This paper has summarized the change of residents' perceptions on tourism impacts in Pingyao ancient city in recent years. Meanwhile, this paper analyzes the differences of residents' perceptions in Pingyao ancient city through different measuring factors. This paper also summarizes the present situation of tourism development and the questions in Pingyao ancient city from the perspective of residents' different participations in tourism. The main purpose of this paper is to enable the residents in Pingyao to participate in the tourism, which provides the sustainable development of tourism with the valuable references. Meanwhile, this paper also proposes opinions of measuring factors about research on residents' perceptions on tourism impacts.

Study review

Residents' perceptions on tourism impacts

The majority of foreign scholars have studied about the positive and negative impacts on tourism of the residents (Peter M., Joanne C., 2000; Dong-Wan K. and William P. S., 2002). Meanwhile, the studies of tourism economic impacts, socio-cultural impacts and environmental impacts are greater (Dong-Wan K. and William P. S., 2002; Andrew L., 2007; etc.). Among them, the earliest studies are residents' perceptions on tourism economic impacts, now scholars pay more and more attention to the residents' perceptions on tourism socio-cultural impacts and environmental impacts.

In recent years, studies in China have focused on residents' perceptions on tourism economic impacts, socio-cultural impacts and environmental impacts. Among them, many scholars have done the empirical researches (Lu S. and Zhang J., 2008; Shen Yong S. and Wang Nai A. 2005; etc.). Meanwhile, many scholars do clustering analysis based on Doxey G. V.'s anger index theory, and the differences in residents' perceptions (Su Q. and Lin Bing Y., 2004). In addition, scholars research the differences of residents' perceptions on tourism impacts from the perspective of tourist area's spatial differences and development stage (Li D. and Zhang J., 2007; Lu S. and Zhang J., 2009).

The measuring factors about research on residents' perceptions on tourism impacts

The main index about research on residents' perceptions on tourism impacts consists of four parts: residents' demographic characteristics, the relationship between residents and tourism and characteristics of tourism development (Table 1).

Table 1. The main index about research on residents' perceptions on tourism impacts

Residents' demographic characteristics	Gender、 Age、 Birthplace、 Education、 Monthly income 、 Profession 、 Living time
The relationship between residents and tourism	Whether or not participate in tourism the proportion of tourism income in monthly income the distance from the accommodation to tourist center the extent of contact with tourists
characteristics of tourism	the extent of tourism development, the stage of tourism life-cycle,

development	Tourism capacity, Strength of tourism seasonality, Visitors' type and quantity
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Source: summary of the related references

Background of the study area

Pingyao ancient city is located in Jinzhong City, Shanxi Province, Which is a cultural city with the history of 2700 years .In 1986; it was named as the national historical and cultural city by the State Council. On December 3, 1997, Pingyao ancient city (with the temple of Shuanglin and the temple of Zhenguo outside of the city) was listed in the "World Heritage List" by UNESCO as the World Heritage Site.

Overview of Pingyao ancient city

The area of Pingyao ancient city is 2.25km², (and) the traffic is composed by four main streets, eight side-streets and seventy-two lanes. In the city, there are more than 220 well-preserved ancient shops on both sides of the main streets, and 3798 ancient houses with conservation value which includes 448 well-preserved cites. There were more than 50,000 people in the original city. More than 20,000 people moved out from 1997, and the population of the ancient city was reduced to 35,000.

Overview of Tourism Development situation in Pingyao ancient city

Pingyao ancient city relied on the international brand of world cultural heritage, and started its tourism in 1997, which shows a strong development momentum. From 1997 to 2010, the number of tourists, ticket sales and consolidated revenues, as the three main quota of tourism, increased from 50,000 to 1.1266 million, from 1.25 million yuan to 88.27 million yuan, and from 12.5 million to yuan to 810 million yuan respectively. In comparison with other similar attractions in Shanxi province, other quotas rank the forefront.

The six elements of tourism in Pingyao ancient city have improved. There are 18 sites now, seven of which are national 4A scenic areas (spots), and the overall quality of city landscape has enhanced. The catering industry and the accommodation industry develop rapidly, moreover, the reception quality and (the) service levels have also risen, and the number of all kinds of hotels and inns has reached to more than 130. Pingyao drama hall and performing arts center have been set up and ran. Pingyao's unique products, such as beef, paper-cutting and so on, have been expanded and gradually formed in an integrated system of production, processing and sales service. There are 20 travel agencies, more than 500 tour guides, electric vehicles, tricycles and other tourism service vehicles have reached to more than 400. More than 60,000 people are employed in tourism-related industries. The tourism industry in Pingyao ancient city have provided jobs to more than 30,000 of laid-off workers, unemployed and surplus rural labor force.

Tourism-related research in Pingyao ancient city

Currently, there are few tourism researches about Pingyao ancient city, from 2000 to 2010, the majority is about tourism development and protection (Liu Jia M.and Tao W., 2000). Research on residents' perceptions, only Huang Yuli did research on residents' perceptions and attitude on tourism development from the August 29, 2005 - September 4, 2005 in Pingyao ancient city (Huang Yuli, 2006).

Methods

We got the secondary sources through collecting references and information on the internet and got relevant materials from Pingyao's tourist administration. We collected data through interview from February 4, 2010 to February 10, 2010 in Pingyao ancient city. The interview can be divided into two parts:

(1) We interviewed people who concerned with tourism in Pingyao ancient city, including the director of Pingyao's tourist administration and two tourism operators who participated in tourism since 1997. We got the information about the tourism development conditions of Pingyao ancient city, and the ways of residents who participate in tourism. We summarized the tourism economic impacts, socio-cultural impacts and environmental impacts in Pingyao ancient city.

(2) According to the interview and references, the people who concerned with the tourism in Pingyao ancient city, we made the measuring factors for interview outline with the background of residents, the residents' perceptions of tourism's economic impacts, socio-cultural impacts and environmental impacts and residents' attitude of tourism development (Table 2). We have interviewed 30 residents of Pingyao ancient city, the sample is numbered 01 to 30.

Table 2. The measuring factors of interview outline for the residents in Pingyao ancient city

Measurement	Residents' perceptions of tourism's economic impacts
Factor	Income Job opportunity Living standard Price adjustment Expropriation of house and land Gap of wealth
Measurement	Residents' perceptions of socio-cultural impacts of tourism
Factor	Awareness of publicity Degree of civility Update of ideas the promotion of Mandarin and English the popularity of computer networks Commercialization of traditional handicrafts Conflict of interest between the residents
Measurement	Residents' perceptions of tourism environmental impacts
Factor	Conservation of houses and monuments Surrounding green situation Increase of leisure places Traffic condition Social security Family structure Pollution
Measurement	Residents' attitude to tourism development

Factor	Attitude towards present situation of tourism development Attitude towards the future development of tourism
Measurement	Residents' background
Factor	Gender Age Whether or not participate in tourism Ways involved in tourism Education Birthplace Residence Monthly Income the proportion of tourism income in monthly income

Source: interview people of Pingyao ancient city

Statistical analysis

After sorting the statistics of interviews of the residents in Pingyao ancient city, most of the interviewees are women, young people and the residents with monthly income of 500-1500. Meanwhile, most residents participate in tourism, and their educational level stay at junior high school. In addition, 60% of interviews of residents are living in the tourist core area. The following points summarize the residents’ perceptions on tourism economic impacts, socio-cultural impacts and environmental impacts in Pingyao ancient city, and analyze the differences of residents' perceptions from two aspects of measuring factors:

- The differences of perceptions on tourism impacts in demographic characteristics of residents
- The differences of perceptions on tourism impacts in residents involved in tourism in different ways

Residents' perceptions on different types of tourism impacts

(1) Residents' perceptions of tourism economic impacts

Residents in Pingyao ancient city have balanced perceptions of tourism of the positive and negative effects. Residents have strong perceptions of positive economic impacts of tourism, such as the increase of income and the employment opportunities, and the improvement of living standards. Perceptions of tourism negative economic impacts are also apparent, such as bringing the gap for tourism development, rising prices of houses and land expropriation.

(2) Residents' perceptions of tourism environmental impacts

According to residents' perceptions of tourism environmental impacts, the perceptions of positive effects outweigh significantly the perceptions of negative effects. Majority of residents felt the conservation of houses, monuments, the better surrounding green situation and increase of leisure places. Perceptions of negative tourism environmental impacts are rare. At the same time, most of the residents think that unavailable of gas, natural gas and construction of walking street makes life inconvenient. In addition, some residents point out that tourism development has witnessed a change in family structure, and there is

the phenomenon of marriage between Chinese and foreigners, but residents all express the attitude of hospitality.

(3)Residents' perceptions of tourism socio-cultural impacts

Residents' perceptions of positive effects of tourism socio-cultural impacts are stronger. Residents think that the tourism development help local culture propaganda and improve the degree of civility, update ideas and the promotion of Mandarin and English. But at the same time, perceptions of negative effects are also strong; most residents think that there is the phenomenon of commercialization of traditional handicrafts. In addition, they also feel that there are interest conflicts and contradictions between residents. They also point out that tourism market is not standard, and there is the phenomenon of tour guide without license, disorder of electric vehicles and price competition between the inns.

(4)Residents' attitude to tourism development

There are 12 residents who are satisfied with current situation of tourism. There are 28 residents who support the events which are held in Pingyao ancient city, and they think tourism is the hope for the future development of Pingyao. Residents' satisfaction to the present situation of tourism development is not high, but most residents still support tourism development.

The measuring factors that influence residents' perceptions

(1)Demographic characteristics

The perceptions with different gender are obvious. In comparison, the male residents have higher perceptions of economic impacts, the negative effect and problems of tourism than female residents do. During the interview, more male residents can clearly express the phenomenon of gap between the rich and the poor, the expropriation of houses and land, tourism market chaos, etc.

(2)Interview data can be divided into: young people under the age of 44 and the middle age and old age at the age of 45 to 74. The young people of Pingyao ancient city have a strong perception of positive impacts of the tourism development, but the middle age and old age have a stronger perception of negative impacts of tourism development, while their satisfaction with the present situation of tourism development is not high.

According to the relationship between residents and tourism industry, the original residents can be divided into three categories. Type 1 is the residents who are directly involved in the tourism, such as residents who are employed in the catering industry, accommodation industry, travel agencies, electric vehicles, souvenirs, etc. Type 2 is the residents' family members who are directly involved in tourism-related industries. Type 3 is the residents who are not involved in the tourism. Due to the fewer residents in type 2, the type 2 merges with type 1, and they are called the residents involved in tourism. The type 3 is known as residents who do not participate in tourism. Residents involved in tourism have a stronger perception of positive impacts of the tourism development than the perception of the residents who are not involved in tourism do, while residents involved in tourism have a weaker perception of negative economic impacts than the perception of the residents who are not involved in tourism do. However, their satisfaction with tourism is not high. The residents who participate in tourism are not satisfied with the tourism market and the present situation of government management. Residents who do not participate

in tourism believe that the tourism development of Pingyao does have benefits, but it should not be limited. The ancient city is the property of the whole residents, and there should be some appropriate policies, which can attract more residents to involve in protecting the ancient city and tourism development. There are the residents who are the hatred or opponents to tourism development among the residents not involved in tourism, including sample 28, 29.

"Pingyao is the hope of future development? Questionable, just rely on tourism development, Pingyao ancient city cannot ultimately achieve prosperity, and possibly to a bad direction."——(28)

"The tourism revenue of Pingyao only belongs to some people, the majority did not get the benefits from tourism, but more inconvenient. hey, tourism is detrimental!"——(29)

There are no obvious differences in perceptions of the residents with different educational backgrounds, but residents with high levels of education are more sensitive to the issues of tourism development, and their satisfaction with present situation of tourism development is low. For example, the majority of highly educated residents think that tourism lead to price rising and expropriation of house and land. There are also the conflicts between residents. In short, the higher level of residents' education, the more ideas of the tourism development.

As the income increases, the perceptions of living standard, pollution, unavailability of gas and natural gas, and conflicts between residents have become stronger. However, the middle income level of residents' perceptions of some tourism environmental impacts is stronger, such as improvement of the traffic condition. At the same time, the satisfaction in the present situation of tourism development declines with the increase of monthly income. The reason probably is that the residents are looking forward to pursuing a more comfortable life due to the increase of salary.

The living areas include core area of tourism and non-core area of tourism. Living in the core area of tourism refers to living in the streets of Pingyao ancient city. Pingyao ancient city is semi-closed, implementing the ban on large-scale transportation system and walking system. Residents living in non-core area of tourism, their perceptions of negative tourism impacts are stronger than residents living in the core area of tourism. At the same time, residents living in the core area of tourism have a greater dependence on tourism revenues, so their perceptions of positive tourism impacts are stronger than residents living in non-core area of tourism do. Meanwhile, residents living in the core area of tourism have stronger perceptions of price raising and traffic congestion than residents living in non-core area of tourism, and their satisfaction with present situation of tourism development are also lower. However, there are more supporters among residents living in the core area of tourism.

(2)Way involved in tourism

The ways that the residents involved in tourism in Pingyao ancient city include the catering industry, accommodation industry, tourist attractions, travel agencies, electric vehicles and tourist souvenir shops. According to interviews, we find that there are obvious differences in residents' perceptions of different ways they involved in tourism.

Residents involved in the catering and accommodation industry of Pingyao ancient city have the highest degree of satisfaction with the tourism development, and the reasons are: ①management system of

Pingyao government in catering and accommodation industry is good. Pingyao introduced Chinese first assessment standard for local traditional inns "assessment standard for the folk custom inns in Pingyao ancient city" for motivation and management. Therefore, the Pingyao ancient city folk restaurants and inns with local traditions have a high level of hospitality service. ②high participation in Pingyao festival activities, and they often participate in folk performances such as the traditional wedding activities. ③ Restaurants' and inns' market is not saturated. In the interviews, residents said restaurants and inns are both in short supply in some holidays like Chinese Labor Day and National Day. ④Residents operating restaurants and inns have strong economic strength. Most of their properties are obtained by transfer of management rights and property auction which both require high input costs.

Operators of tourist attractions and souvenir shop have a general satisfaction with the tourism development. Most of them participated in tourism around 1998 from the early stage of Pingyao's tourism development, and they almost recovered investment costs in 2004, so they pay more attention to tourism's socio-cultural and environmental impacts, and they are more sensitive to the problems that tourism development brings to them. At the same time, they take high participation in Pingyao festival activities, and a lot of people have their own place for the festival exhibition.

Electric vehicles and travel agencies are industries with small investment and strong accessibility are developing gradually with the tourism development. Most of them regard obtaining economic interests as a goal. Government management is immature, leading to chaos in the market, especially electric vehicles, surplus, and now there were 341 large electric vehicles, under government control; but with small electric vehicles out of government control, their number have reached to 800-900. At the same time, they pay the government a certain amount of management fees every year. Therefore, the electric vehicles' operators are on the vicious competition with each other for customers, and get kickbacks from the tour guides.

Conclusion

In summary, based on the interviews, we conclude that the current residents of Pingyao ancient city have a certain perspective to the economics of tourism and environmental and socio-cultural influences. Meanwhile, the level of residents' satisfaction with tourism development is not high, yet most residents still support tourism development. They believe that tourism is the promise for the future development of the Pingyao ancient city. From the diachronic view of the study, compared to the study of Huang Yuli (2006), research on residents' attitudes on tourism development and perceptions of the Pingyao ancient city shows that the residents are not only enthusiastic supporters, rational supporters, and neutral, but a small proportion of hatred or opponents.

In the case of the Pingyao ancient city, the interview shows that residents of different demographic characteristics have different perceptions of tourism impacts, and these characteristics have similarities with the current studies.

At the same time, studying the differences of residents in tourism impacts from the perspective of participation in tourism in different ways provides a better reflection of differences in tourism issues. Residents involved in tourism have differences in perceptions of tourism impacts. Among these differences, residents who operate restaurants and inns have a strong perception to the positive impacts in tourism and high satisfaction to present the situation of tourism development. The operators of tourist

souvenir shops and tourist attractions have more balanced perceptions to their positive and negative impacts of tourism, and their satisfaction is neutral. Electric vehicle operators and travel agents involved in the tourism operations have a strong perception of the negative tourism impacts, and low satisfaction to the status quo for tourism. A thorough analysis find that the residents involved in tourism have different perceptions of tourism impacts because of their different purposes and different times of entering the tourism industry. The later the residents enter the tourism industry, the more likely they damage the travel order for the purpose of economic interests, so the government should strengthen the training and management of the new entrants into the tourism industry.

Thus, adding the ways that the residents involved in tourism in measuring factors of residents' perceptions of tourism impacts is significant. Since this study focuses on the Pingyao ancient city, differences of the interviews could be improved. Therefore, the measuring factors of residents' perceptions of tourism impacts are discussed. Hope that through interviews with more cases and different interviews to verify the meaning and value of adding the measuring factors.

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