

Research on Residents' Perception of Rural Tourism Construction

Taking the "Creating 10000 Scenic Villages" Project in Zhejiang as an Example

Chunyan Li^{1,*} Ya Jin¹ Yuxiao Xie¹ Ping Xu¹ Shijia Shao¹

¹School of Tourism and Urban-Rural Planning, Zhejiang Gongshang University, Hangzhou, Zhejiang 310018, China

*Corresponding author. Email: 1562010798@qq.com

ABSTRACT

Residents' attitude towards a tourism construction project directly affects the continuous development of the destination tourism. In order to study rural residents' perception of tourism construction and its impact on the development of tourism, this article takes the "Creating 10000 Scenic Villages" project in Zhejiang Province as an example, constructs a structural equation model (SEM) by using effective questionnaire data, and studies the residents' perception of the impact of the project on the rural economy, folk customs and rural landscape by making data analysis on the questionnaire based on software such as SPSS and AMOS. Studies have shown that local residents have a clear positive perception of the construction of the project, the living quality and cost of rural economic development and the folk customs and culture affect residents' tourism perception, and residents' perception of the project's impact on rural landscape is negative.

Keywords: "Creating 10000 Scenic Villages" project, rural tourism, residents' perception

I. INTRODUCTION

The report of the 19th National Congress of the Communist Party of China proposed to implement strategy of rural revitalization, emphasize the priority of agricultural and rural development, always center on farmers and ensure the overall revitalization of rural areas. Rural tourism plays an important role in promoting rural development and revitalization (Ma Kewei, 2019). Vigorously promoting rural tourism can promote the prosperity of industry, guide the village to enter the era of civilized rural customs, accelerate the establishment and improvement of governance system framework, improve the existing living conditions of residents, and move towards a well-off society, and has now become an important path of strategy for rural revitalization (Cai Kexin, Yang Hong, et al., 2018). From the construction of new countryside to the strategy of rural revitalization, the requirements for rural environment have been transformed from being clean and tidy appearance to being ecologically livable. The construction of rural tourism should more focus on the improvement of rural environment. Although the overall rural environment has been greatly improved and renovated during the construction of rural tourism in recent years, rural residents' demand for a better

ecological environment is increasing, and rural areas still face practical difficulties in infrastructure and other aspects, which restricts the healthy development of China's economy and society to a certain extent. (Feng Xianyan, Liu Haili, et al., 2018).

Zhejiang Province actively responds to the national summons to carry out rural transformation and renovation, and implement the "Creating 10000 Scenic Villages" project, dedicated to transforming the beautiful environment into beautiful economy. The project takes infrastructure construction as a breakthrough point. By improving villages' transportation, living, service and other facilities, protecting and operating the villages' ecological environment, specific characteristics and other resources, a vast land of and a large number of villages will be created into scenic villages, aiming to realizing global tourism and forming a complete tourism structure. As a leading project for demonstration and renovation of thousands of villages in Zhejiang Province, the project promotes to realize the vision of improving rural environment, developing rural industries, and increasing villagers' income, and plays an important role in solving the "agriculture, farmer, rural area" problems, transforming agricultural production and docking with tourism market demand. Since 2017, the project has been gradually advanced.

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Up to the end of 2021, "The Action Plan for 'Creating 10000 Scenic Villages' in Zhejiang Province (2017-2021)" will list the main goals to be completed. As of 2018, Zhejiang has created 4,876 A-level scenic villages, covering 20% of the scenic villages. The total revenue of tourism business reached 36.65 billion Yuan, at a year-on-year increase of 21%; the agricultural product sales exceeded 5 billion Yuan.

With the advancement of the project, the effect of "Creating 10000 Scenic Villages" began to affect the residents of the rural tourist destinations. Residents of the rural tourist destinations have complex and multi-dimensional perceptions of tourism construction. Their perceptions further affect their attitudes and behaviors in rural construction, and in turn affect the promotion of tourism construction and the sustainable development of rural tourism. Based on this fact, this research selects the representative tourist villages of the project in Zhejiang Province as the survey objects, and conducts a questionnaire survey to carry out a study on the rural tourism destination residents' perception of tourism construction, analyzes the problems existing in the rural tourism construction from the perspective of their perception and puts forward the aspects to be improved and the countermeasures.

II. RESEARCH PROGRESS AND OBJECTIVES

A. Residents' perception has a significant impact on the sustainable development of tourism

Tourism as a complex social phenomenon, also has many effects on residents of tourist destinations while bringing benefits to the tourist destinations. Tourist destination residents' perception is the product of the interaction between the residents and tourist destination. As a combination of feeling and perception, it is the information feedback under the direct action of objective stimulus. Aps research (1992) pointed out that residents' perceptions and attitudes towards tourism impact largely determine the success or failure of a tourism project planning. According to social exchange theory, residents who are more likely to support tourism activities are often those who want to increase their income in the community more quickly. Lindberg, K. & Johnson, R.L. (1997) also believe that residents who consider economic benefits tend to support tourism development more.

Studying residents' perception of the value of a tourism project can help better predict the development of the tourism project and the level of residents' support for the development. For example, according to Teye's other researches on Ghana town (2002), the poor working conditions, low social status, and wages below the local minimum living standard directly led to the case that people directly and indirectly relevant to the tourism held negative attitude towards tourism, and

those holding positive attitude towards tourism were local residents who expected that tourism can drive the development of local economy. According to Lankford and Howard's research (1994), local residents' perception of their control over tourism development will positively affect their attitudes towards tourism development, and some scholars later confirmed this conclusion (Horn & Simmons, 2002). Xu Xing'an and others conducted a research and analysis on Zhujiayu Village in Ji'nan City, Shandong Province, by constructing a structural equation model, and empirically tested the relationship between perceived justice, social identification, and community participation. The research found that residents' perception of justice has a positive impact on community participation in tourism development and community identification.

It can be seen from the above research results that residents as one of the core stakeholders of tourism projects, their tourism impact perception affects the sustainable development of tourism to a certain extent, and the selection of research dimensions and evaluation indexes of residents' tourism perception has also become a problem worthy of making in-depth study.

B. The perception research mainly starts from three aspects: economy, culture and environment

Since 1970, a series of studies on residents' perceptions have been gradually carried out in Europe and the United States (Ilu JC, Sheldon PJ, Var, 1987). The main purpose and core of the research were placed on the theoretical basis, content, evaluation and affecting factors of community residents' tourism perception (Zhou Xuejun, Li Yonghan, 2017).

At the beginning of the 1990s, Chinese scholars began to realize the importance of tourism impact perception in the development of tourism. Lu Lin's survey on the attitudes of residents in the southern Anhui tourist area towards the development of tourism (1996) was the most representative one in the early days. From then on, some scholars also studied the impact of tourism on tourism destinations and residents from the perspective of perception. In recent years, Chinese scholars' researches on tourism impact perception, residents' perceptions of different types of tourist destinations and their influencing factors have attracted most researchers sights, and carried out researches on tourist areas including ancient villages, coastal cities and mountainous cities (Miao Chengmin, Liu Xingshuang, 2017).

At present, with respect to residents' perception of tourism impact, most Chinese scholars conduct researches from three levels including economic impact, social culture impact and environment impact. This research method is called "three-level method" by some scholars. For example, You Weibin explores the

local residents' perception of tourism development in Mount Wuyi Scenic Area in the methods of factor analysis and variance analysis. It is found that residents of different demographic characteristics in the tourist destination have particularly different perceptions of economic concepts, followed by the difference in perceptions of native culture and infrastructure construction, and less difference in perceptions of income, employment and business opportunity distribution. There is no difference in their perception of environment and reputation. Empirical research by Wei Shaolan and others on the tourism impact perception and attitude of residents in Longsheng County, Guangxi shows that overall development of tourism has brought obvious benign effects to the economy, culture, society and ecology of Longsheng County. Taking a traditional Chinese village, Zhang Guying Village, as an example, Li Bohua and others made a descriptive statistical analysis and found that the residents uniformly have significant positive perceptions of the impact on social culture, living conditions, and the overall impact, and weak negative perceptions which are clearly different.

Looking at the above research results, it is known that residents' perception is affected to a certain extent by the development of tourism, and residents' perceptions of tourism economy, tourism social culture and tourism environment are somewhat different. As an "optimized" research path, it is necessary to put forward more targeted policy recommendations by making research on the way of action of different types of perceptions on residents' attitudes towards tourism development. According to the above information, empirical research on tourism construction projects is rare in Chinese tourism impact studies. So, this article takes the "Creating 10000 Scenic Villages" project in Zhejiang Province as an example and investigates the sample villages, in order to answer the questions "What are residents' perceptions and attitudes towards rural tourism? How do residents' perceptions and attitudes towards rural tourism affect rural tourism construction?"

III. SURVEY AND ANALYSIS

A. Questionnaire design

1) *Sample selection:* The major survey objects are 7 villages that have been created into scenic villages, including Dipu Village, Shen'ao Village, Huanxi Village, Luci Village, Lujia Village, Meijiawu Village and Longwucha Village. The development resources of the sample villages in this survey have their specific characteristics: some of them oriented to protect the local ancient village buildings, having strong historical atmosphere; some focus on natural idyllic landscapes and pay attention to natural resources; some focus on

traditional culture and propagate local culture. Construction of the sample villages in the "Creating 10000 Scenic Villages" project has been basically completed, and has made great contributions to the prosperity of the local residents' living and industries, having rich research significance.

In the questionnaire survey made on multiple subjects in Dipu Village, Shen'ao Village, Huanxi Village, Luci Village, Lujia Village, Meijiawu Village and Longwucha Village in August 2018, the survey team mainly distributed a total of 450 questionnaires to permanent residents and operators of shops and farmhouses in the villages. Aside from 132 incomplete questionnaires and empty questionnaires, totally 318 questionnaires were obtained. The feedback from the questionnaire can generally reflect the local residents' perception of the construction of rural tourism comprehensively.

2) *Questionnaire validity test:* In order to know about the current situation of scenic villages in Zhejiang Province in detail and establish a perception index system, we designed a special questionnaire for scenic villages in Zhejiang Province based on literature and relevant scholars' suggestions. In order to maintain variables at the same direction, this article uses SPSS to perform reverse scoring on the observed variables of the reverse indexes and convert them into positive indexes. The reliability of the questionnaire was tested by using SPSS; the results are shown in the following "Table I".

TABLE I. RELIABILITY STATISTICS

Item category	Cronbach's Alpha	Number of items
Perception of economic impact	.882	7
Perception of social culture	.918	8
Perception of environment impact	.912	6
Perception of attitude	.846	2

As shown in "Table I", the Cronbach's Alpha coefficient values are 0.882, 0.918, 0.912, and 0.846 respectively. The questionnaire has high reliability and a certain degree of internal consistency. The validity analysis method is relatively suitable. When the validity is tested by factor analysis, it is needed first to meet the prerequisite for factor analysis, namely the strong correlation between the champions of the item. This article selects the method of KMO and Bartlett test for validity analysis. 0.897 is the KMO value of the questionnaire data. In the Bartlett sphere test, the significance level is 0.05, and the result is qualified. This indicates that the method of factor analysis is

suitable for the original variable data obtained by this questionnaire, and the validity structure is sound.

3) *Explanation of main research variables:* The questionnaire consists of two parts. The first part investigates the demographic characteristics of residents in the rural tourist destinations, for example, education level, gender, monthly income and age; the second part is the main body of the questionnaire, and mainly reveals the survey objects' comprehensive perception of the economy, rural customs and rural landscape changes in tourism development and residents' attitudes towards tourism development under the construction of the "Creating 10000 Scenic Villages" project. The feedback of the questionnaire content setting can show the impact of rural scenic village creation on the residents of the rural tourist destination through the most intuitive data, and help the team to deal with the problems caused by the scenic village creation in a targeted way. The questionnaire mainly adopts Likert's five-point scale method: each question contains five perception levels of "1-5", wherein 1 means "oppose to it very much", 5 means "agree with it very much". The survey results are quantified for subsequent quantitative analysis, so that the results are shown more intuitively.

The questionnaire is designed on the basis of four major variables including economy, culture, environment, and attitude. This article uses economy, folk customs, rural landscape, and residents' attitude as the research variables that can best summarize the rural scenic village creation, and subdivides the four variables into 23 perception items. Economy is mainly divided into 7 points from the perspective of increasing employment opportunities and personal income, accelerating village development and its economic development, and reflecting the economic development of the village in the most intuitive angle; folk customs are mainly analyzed in 8 items on the basis of the improvement of infrastructure, protection of rural folk cultural resources protection and social culture protection, focusing on the impact of scenic village development on the original village culture; rural landscape focuses on the village appearance and environmental pollution, and the impact of rural tourism on the basic environment. The first three categories are rural feedback under the implementation of the "Creating 10000 Scenic Villages" policy. Residents express their attitude towards the scenic village creation policy through the feedbacks, namely residents' perception of rural tourism construction (see "Table II").

TABLE II. SUMMARY OF RESIDENTS' PERCEPTION FACTORS AND ATTITUDE INDEXES

Perception factors	Research literature
Factor 1: Economic development	
Increasing employment opportunities and personal income	Lindberg, Kreg, and Rebecca L. Johnson (1997); Teye, Victor, Ercan Sirakaya, and Sevil F. Sönmez (2002); Zhu Peng (2013); Tan Qian, Lou Jihao, Yan Zhao (2016); Ma Jiqing (2017); Li Bohua, Chen Shuyan, Liu Yiman (2017); Wei Shaolan, Wang Jinye, Li Lingjie (2019); You Weibin, Yu Jian'an, Chen Bingrong (2015); Zhou Xuejun, Li Yonghan (2017)
Accelerating village development and its economic development	Teye, Victor, Ercan Sirakaya, and Sevil F. Sönmez (2002); Ma Jiqing (2017); Li Huazhong (2016); Li Bohua, Chen Shuyan, Liu Yiman (2017); Zhou Xuejun, Li Yonghan (2017)
Resulting in rise of prices and housing prices, decrease of farmland, and increase of living cost	Zhu Peng (2013); Qin Qian, Lou Jihao, Yan Zhao (2016); Li Huazhong (2016); Li Bohua, Chen Shuyan, Liu Yiman (2017); Zhou Xuejun, Li Yonghan (2017)
Factor 2: folk customs	
More complete infrastructures (homestay, transportation, cultural entertainment, sanitation facilities, etc.)	Zhu Peng (2013); Ma Jiqing (2017); Li Huazhong (2016); You Weibin, Yu Jian'an, Chen Bingrong (2015); Zhou Xuejun, Li Yonghan (2017)
Folk culture and cultural heritage are protected and developed	Zhu Peng (2013); Qin Qian, Lou Jihao, Yan Zhao (2016); Li Huazhong (2016); He Hong, Wang Shuxin (2014); Li Bohua, Chen Shuyan, Liu Yiman (2017); Wei Shaolan, Wang Jinye, Li Lingjie (2019)); You Weibin, Yu Jian'an, Chen Bingrong (2015); Zhou Xuejun, Li Yonghan (2017)
Promoting the exchanges with foreign tourists and enhancing the quality of residents	Li Bohua, Chen Shuyan, Liu Yiman (2017); You Weibin, Yu Jian'an, Chen Bingrong (2015); Zhou Xuejun, Li Yonghan (2017)
Factor 3: Rural landscape	
Increasing noise, garbage pollution, and damaging the living environment	Qin Qian, Lou Jihao, Yan Zhao (2016); Li Huazhong (2016); He Hong, Wang Shuxin (2014); You Weibin, Yu Jian'an, Chen Bingrong (2015); Zhou Xuejun, Li Yonghan (2017)
Causing traffic jams	Qin Qian, Lou Jihao, Yan Zhao (2016); Li Huazhong (2016); Zhou Xuejun, Li Yonghan (2017)
Factor 4: Residents' attitude	
Supporting further development of tourism	Lindberg, Kreg, and Rebecca L. Johnson (1997); Lankford, Samuel V., and Dennis R. Howard (1994); Horn, Chrys, and David Simmons (2002); Zhu Peng (2013); Li Bohua, Chen Shuyan, Liu Yiman (2017); Zhou Xuejun, Li Yonghan (2017)
The advantages of tourism development outweigh the disadvantages	Zhu Peng (2013); Li Bohua, Chen Shuyan, Liu Yiman (2017)

B. Data analysis

1) *Demographic characteristics of the surveyed subjects:* The demographic characteristics of the surveyed subjects are as shown in "Table III".

TABLE III. DISTRIBUTION OF QUESTIONNAIRES SURVEY SAMPLES FOR INVESTIGATING VILLAGE RESIDENTS' PERCEPTIONS

Demographic characteristics	Grouping	Number of people	Proportion, %	Demographic characteristics	Grouping	Number of people	Proportion, %
Sex	Male	128	40.3%		not superior to primary school level	104	32.7%
	Female	190	59.7%		Junior high school level	118	37.1%
Age	Not older than 18	6	1.9%	Education level	Senior high school level	47	14.8%
	19-29	19	6.0%		Junior college level	38	11.9%
	30-39	34	10.7%	Monthly income	Not inferior to university level	11	3.5%
	40-49	76	23.9%		Not more than 1000	29	9.1%
	50-59	112	35.2%		1000-2000	31	9.8%
	Not younger than 60	71	22.3%		2000-5000	174	54.7%
					5000-10000	62	19.5%
			more than 10000	22	6.9%		

2) *Factor analysis of residents' perceptions and attitudes towards rural tourism:* When performing factor analysis on perceptual items, the principal component analysis method is used, and the rotated factor load matrix is obtained by orthogonal rotation with maximum variance. A total of 4 factors with eigenvalues greater than 1 are extracted; the cumulative variance contribution rate is 67.266 %; the load of each item is higher than 0.5; and in no case, the loads of dual

factors are both high. Judging from this, the four factors including economic development, folk customs, rural landscape, and residents' attitude can explain most of the information and the items in each dimension are aggregated according to the theoretical distribution. This indicates that the questionnaire has good content validity; at the same time, the factor load of 23 items exceeds 0.5, and the overall extraction result is ideal. The results are shown in "Table IV".

TABLE IV. RESULTS OF FACTOR ANALYSIS ON RESIDENTS' PERCEPTION OF RURAL TOURISM CONSTRUCTION

Item No.	Extracted factor	Factor load	Cumulative variance contribution rate, %
	Factor 1: Economic development		22.861
A1	Living cost	.732	
A2	Land and house prices	.628	
A3	Commodity price	.751	
A4	Living standard	.748	
A5	Personal income	.772	
A6	Economic growth	.776	
A7	Quantity of employment	.782	
	Factor 2: folk customs		19.149
B1	Construction of public infrastructures	.784	
B2	Folk culture	.796	

Item No.	Extracted factor	Factor load	Cumulative variance contribution rate, %
B3	Historical heritage	.841	
B4	Natural landscape	.811	
B5	Residents' education level	.754	
B6	Social stability	.730	
B7	Residents' outlook of value	.763	
B8	Disturbing normal life	.678	
Factor 3: Rural landscape			18.172
C1	Increase of garbages	.744	
C2	Water and noise pollutions	.825	
C3	Environmental degradation	.847	
C4	Decrease of farmland	.854	
C5	Traffic jams	.755	
C6	Environmental issues are attached importance to	.878	
Factor 4: Residents' attitude			7.083
D1	Supporting further development of tourism	.789	
D2	The advantages of tourism development outweigh the disadvantages	.847	

3) *Structural model test*: In this paper, structural equation model is used to construct a structural model for the impact of tourism impact perception on residents' attitudes under the "Creating 10000 Scenic Villages" project. This model analyzes the relationship between variables based on the covariance matrix of the variables and has a causal relationship. "Village

economic impact perception", "folk customs impact perception", "rural landscape impact perception" and "attitude perception" are used as hidden variables, 23 items are observation variables, and 24 small circles are residual variables. The fit test results of the model are shown in "Table V", which proves that the model fits well.

TABLE V. OVERALL FIT INDEX OF THE STRUCTURAL EQUATION MODEL

Fit Index	Absolute fit index			Relative fit index			Contracted index		
	χ^2/df	RMSEA	NFI	RFI	TLI	CFI	IFI	PNFI	PCFI
Standard index value	<3	<0.08	>0.8	>0.8	>0.8	>0.8	>0.8	>0.5	>0.5
Index value	2.745	0.074	0.868	0.851	0.900	0.911	0.912	0.769	0.807

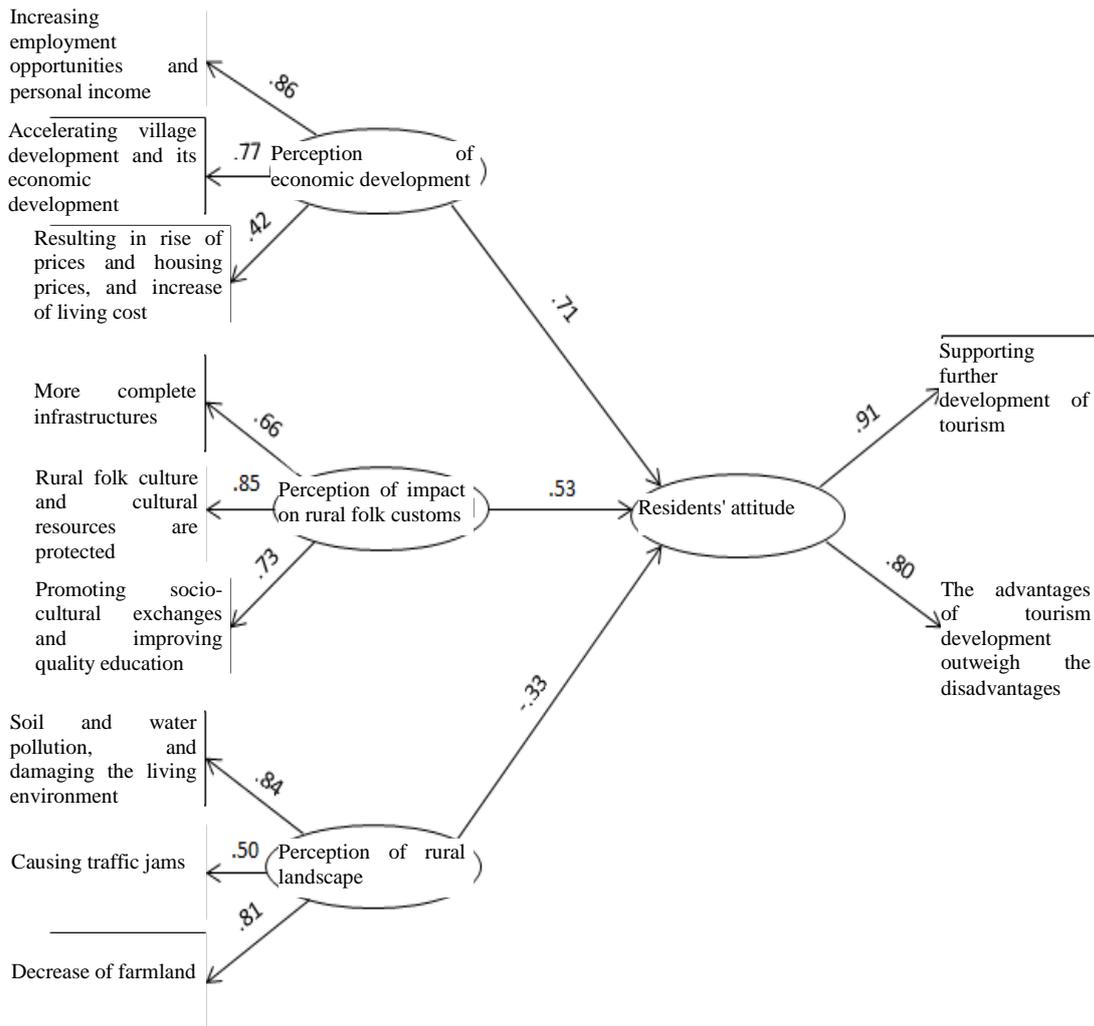


Fig. 1. Structural equation model.

After removing and correcting the structural equation model ("Fig. 1"), the correlation between residents' perception and attitude towards rural tourism can be obtained. The results show that residents' perceptions of economic impact and socio-cultural impact are significantly positively correlated, while the environmental impact perception is negatively correlated with them. The above analysis results can basically show the impact of tourism impact perception on residents' attitudes under the construction of "Creating 10000 Scenic Villages" project.

a) *Rural economic development has the most obvious impact on residents' tourism perception:* Seven observed variables of economic development perception can constitute three different dimensions, namely increasing employment opportunities and personal income, accelerating rural development and its economic development, and increasing living cost. The average path coefficients are 0.86, 0.77 and 0.471,

respectively. This shows that residents have significant perception of the impact of the project on the increase of the economic level and stronger perception of the rise of living standard. Among them, the path coefficient of "personal income" is 0.86, indicating that local residents have the most obvious perception of improving their own economic development level, and are satisfied with the growth of personal income. The survey results show that the comprehensive economic effect caused by the construction of scenic villages is obvious: it is conducive to driving the development of related industries, promoting the entry of funds and enterprises, improving employment, and promoting economic growth. With the support of relevant government policies, a large number of homestays and restaurants have been established in the countryside, and also attract a large number of tourism industry-related enterprises to attract investment in the local area. The residents' strong perception of the living cost

shows that under the development of tourism, the rise in cost of goods, land and housing prices (0.42), and so on has temporarily not caused obvious trouble of the residents and thus here will not be studied deeply.

b) Residents' perception of the impact on local folk customs and culture is significant: Under the perception of socio-cultural impact, the path coefficient values of the eight observed variables are all above 0.70, indicating that socio-cultural changes have a significant impact on residents. The path coefficient of the item "Protection of rural folk culture resources" is the highest, 0.85, indicating that the residents attach importance to and inherit the local culture.

In addition, the path coefficient of the item "promoting social and cultural exchanges" is as high as 0.73, indicating that the villagers are actively exporting and carrying forward the local traditional folk culture while improving their own quality and cultural levels. Therefore, the villages have implemented policies for cultural protection and perfection. The introduction of foreign cultures affect the local residents' outlook of value and the social life of the original village. Because the "Creating 10000 Scenic Villages" project is still under construction, socio-cultural impact has not yet deeply affected the normal lives of local residents, so the coefficient is low; but among the three impact perceptions, socio-cultural impact perception has the most significant impact on residents' attitudes.

c) Residents' perception of the impact on rural landscape is negative: The path coefficient of environmental impact perception to residents' attitude is -0.33, showing a negative correlation, indicating that residents perceive that the local tourism development may bring more negative impacts on the rural landscape. Paying attention to environmental issues is the issue that residents concern the most: after creating scenic villages, villagers and developers are reducing their dependence on and destruction of the environment, and attach importance to the beautiful ecological construction in rural areas. With the government's active encouragement and promotion, the surveyed villages have generally retained the village patterns and environmental features with the characteristics of Ming and Qing dynasties from the 15th to the 19th centuries, and carried out multi-faceted beautification construction based on the natural environment: treating pollutant water, road planning, garbage classification, and returning farmland to forests and so on. However, existing problems such as water and soil pollution (0.84) and reduction of farmland (0.81) have made residents disappointed with the development of the scenic village creation project. They are eager to protect the original water and soil natural resources of the village and maintain the rural tourism landscape while constructing the scenic villages.

IV. CONCLUSION AND LIMITATIONS IN THE RESEARCH

A. Conclusion

Under the construction of the "Creating 10000 Scenic Villages" project, the rural tourism industry in Zhejiang Province has achieved very good economic benefits. The construction of the project has made long-range progress. Local residents have a strong recognition of the changes in their hometowns, which also positively illustrates that this project has positive effects, especially having significant effect in the revitalization of local economy, the improvement of residents' living conditions, and the increase of infrastructures; at the same time, the study data of local residents' perception reflects that the project has a significant negative effect on the local ecological environment, and residents are very sensitive to current environmental problems. They believe that the construction of the project inversely accelerates the destruction of the village environment. In general, the current village tourism still needs to be improved. Although local residents have a lot of negative emotions, they are still optimistic about the prospects of rural tourism and think that there is still great potential to be tapped. Based on the above analysis, some conclusions can be drawn:

First of all, at the beginning of tourism development, residents generally believe that the advantages of tourism outweigh the disadvantages. What tourism changes the greatest is economy. The changes in social culture and environment are ranked second. This coincides with Doxey's (1975) theory of "anger index" from welcoming to opposing change in reflecting subject-object relation. In rural areas with less developed economies, tourism development will have a direct or indirect impact on the development of the local economy, and the development of economy and transformation of rural residents' ideology and consciousness affect and drive each other mutually. In the early stage of rural tourism development, the change of residents' economic consciousness was particularly obvious, and also paved the way for the subsequent long-term development of rural tourism science. With the further development of the project, whether the impact of rural tourism on the local area and the residents' perceptions and attitudes coincide with the evolution of Doxey's "Angry Index" theory or not still needs to be verified by further follow-up investigation and research on the construction of the project.

Second, rural tourism has a significant impact on rural residents' awareness of protecting traditional folk customs and historical heritages and local public infrastructure, but has little impact on their lifestyle and dietary structure. While assimilating the concept of life

of rural residents, rural tourism transforms traditional characteristic culture of the village into a tourist attraction, so that it can be completely preserved and displayed centrally, without posing negative influence on the progress of "getting rid of traditional culture" in rural areas. Therefore, residents are willing to better communicate with tourists, creating a potential impetus for residents to learn Mandarin and protect historical and cultural heritages. Rural tourism also paying attention to preserving the characteristics of the countryside to meet the needs of tourists improving residents' living quality. In general, the changes brought by rural tourism are positive, and play a good role in guiding the social and cultural changes in rural areas. It objectively stimulates the rural residents' sense of identity and self-esteem for the local traditional culture.

Third, the local ecological environment has been greatly damaged and polluted in the rural tourism development process. Due to the implementation of various constructions of rural tourism development, the original purely productive resources have caused water and soil pollution and the reduction of residents' farmland due to unreasonable transformation, which greatly weakens the economy and life of local residents. At the same time, with the increase in the number of tourists, problems such as poor rural transportation, noise pollution, and sewage discharge have emerged one after another. Residents who have a close relationship with rural tourism have changed their attitude towards tourism development into an unsupportive attitude due to the environmental costs they bear in the development of tourism. On the whole, local residents are not yet satisfied with the current development status of village tourism, but still have great enthusiasm for the development of rural tourism.

B. Limitations in the research

Residents' perception of tourism impact is affected by many factors, and this article still has limitations in the setting of relevant indexes. First of all, this article designs items of questionnaire based on relevant research and references. Although the items are still subjective, they should be made in-depth discussion for making the subsequent research more scientific; second, when making statistics on monthly income of the population, more scientific measurement indexes are not adopted on the basis of the means of income and different residents group so that the project has no clear impact on income.

In addition, this research only conducted an empirical study on the residents' perception of the "Creating 10000 Scenic Villages" project's impact on rural tourism. The research conclusion was only got in the initial stage of the project construction, and its subsequent development stage is to be studied; so it is further necessary to further study whether its index

system is complete, whether there are other factors worthy of consideration and whether the research conclusions are universal, etc., in order to better understand residents' perception of the tourism impact.

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