Research on Residents' Attitudes and Perceptions on Tourism Impacts
— A Case Study of Pingyao Ancient City, China

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1. Introduction
2. Literature review
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Introduction
1 Introduction

- residents’ perceptions on tourism impacts
- the measuring factors
- changes of residents’ perceptions
- community involvement in tourism development

◆ What we have done?
◆ analyze the differences of residents' perceptions in the city through different measuring factors;

◆ What’s the purpose of this paper?
◆ This paper also proposes opinions of measuring factors about research on residents’ perceptions on tourism impacts.
2 Literature review
- Residents’ perceptions on tourism impacts

**foreign scholars**

- The positive and negative impacts on tourism of the residents. (Peter M., Joanne C., 2000; Dong-Wan K. and William P. S., 2002)
- Researches on tourism economic, socio-cultural and environmental impacts. (Dong and William, 2002; Andrew, 2007).

**Chinese scholars**

- Empirical researches. (Lu and Zhang, 2008; Shen and Wang, 2005)
- Employed clustering analysis based on Doxey’s anger index theory, and the differences in residents’ perceptions. (Su and Lin, 2004)
- From the perspective of tourist area’s spatial differences and development stage. (Li and Zhang, 2007; Lu and Zhang, 2009)

**Present study**

- Tourism economic impacts
- Tourism socio-cultural and environmental impacts

**Early study**
## Literature review

- The measuring factors about researches on residents’ perceptions on tourism impacts

<table>
<thead>
<tr>
<th>Residents' demographic characteristics</th>
<th>Sex, Age, Birthplace, Education, Monthly income, Vocation, Length of residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship between residents and tourism</td>
<td>Involvement in tourism, Proportion of tourism income in monthly income, Distance from residence to main tourist attractions, Direct contact opportunity with tourists</td>
</tr>
<tr>
<td>Tourism development features</td>
<td>Tourism development background, the stage of tourism life-cycle, Tourism capacity, Strength of tourism seasonality, Visitors' type and volume</td>
</tr>
</tbody>
</table>

Source: reviews from related references
3 | Background of the study area
Located in Jinzhong City, Shanxi Province, China, which is a cultural city with the history of 2700 years.

In 1986 - named as the China National Historical and Cultural City by the State Council.

In 1997 - recorded in the World Heritage List by UNESCO as a World Heritage Site.
◆ The area
- 2.25km²

◆ The structure
- Four main streets, eight side-streets and seventy-two lanes
- more than 220 well-preserved ancient shops
- 3798 ancient houses with conservation value which includes 448 well-preserved sites
### Tourism Development in Pingyao Ancient City

#### 1997 ~ 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>1997-2010 Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourists</td>
<td>$50,000-1.1256$ million</td>
</tr>
<tr>
<td>Ticket sales</td>
<td>$1.25$ million - $88.27$ million</td>
</tr>
<tr>
<td>Consolidated revenues</td>
<td>$12.5$ million - $810$ million</td>
</tr>
</tbody>
</table>

- **18 sites:** seven are national 4A scenic areas (spots)
- **hotels and inns:** more than 130.
- Unique products (beef, paper-cutting): expanded and gradually formed in an integrated system of production, processing and sales service.
- **20 travel agencies:** more than 500 tour guides; tourism service vehicles more than 400.
- More than 60,000 people are employed in tourism-related industries.

#### 2000 ~ 2010

- **Tourism-related research**
  - (Liu Jia M. and Tao W., 2000)
- **tourism development and protection**
- **residents' perceptions and attitude**
  - (Huang Yuli, 2006)
4 Methods
## Methods

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents' perceptions of tourism's economic impacts</td>
<td>Income; Job opportunity; Living standard; Price adjustment; Expropriation of house and land; Gap of wealth</td>
</tr>
<tr>
<td>Residents' perceptions of socio-cultural impacts of tourism</td>
<td>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</td>
</tr>
<tr>
<td>Residents' perceptions of tourism environmental impacts</td>
<td>Conservation of houses and monuments; Surrounding green situation; Increase of leisure places; Traffic condition; Social security; Family structure; Pollution</td>
</tr>
<tr>
<td>Residents' attitude to tourism development</td>
<td>Attitude towards present situation of tourism development</td>
</tr>
<tr>
<td></td>
<td>Attitude towards the future development of tourism</td>
</tr>
<tr>
<td>Residents' background</td>
<td>Sex; Age; Whether or not participate in tourism; Ways involved in tourism; Education; Birthplace; Residence; Monthly income; the proportion of tourism income in monthly income</td>
</tr>
</tbody>
</table>
Statistical analysis
5 Statistical analysis

**statistics of interviews**
- women, young people
- residents with monthly income of 500-1500
- most residents participate in tourism
- educational level stay at junior high school
- 60% living in the tourist core area

- Residents' perceptions on different types of tourism impacts
- The measuring factors that influence residents' perceptions
Residents' perceptions of tourism economic impacts
◆ balanced perceptions of the positive and negative effects.

Residents' perceptions of tourism environmental impacts
◆ positive effects outweigh significantly negative effects

Residents' perceptions of tourism socio-cultural impacts
◆ perceptions of positive effects are stronger

Residents' attitude to tourism development: not high, but most residents still support.
The measuring factors that influence residents' perceptions

Demographic characteristics

◆ Gender
◆ Age

◆ The relationship between residents and tourism industry:
  Type 1 - residents involved in the tourism
  Type 2 - residents who are not involved in the tourism
  Type 1 - stronger perception of positive impacts; their satisfaction with tourism is not high;
  Type 2 - tourism should not be limited; some are the hatred or opponents;
  "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)

◆ Educational backgrounds
◆ Income
◆ living areas
5 Statistical analysis

The measuring factors that influence residents' perceptions

Way involved in tourism

◆ Catering and accommodation industry: have the highest degree of satisfaction
  ① management system is good.
  ② high participation in Pingyao festival activities;
  ③ Restaurants' and inns' market is not saturated;
  ④ They have strong economic strength.

◆ Operators of tourist attractions and souvenir shop: have a general satisfaction
  ① participated in tourism around 1998, almost recovered investment costs in 2004
  ② pay more attention to tourism's socio-cultural and environmental impacts
  ③ take high participation in Pingyao festival activities

◆ Electric vehicles and travel agencies: have low satisfaction
  ① with small investment and strong accessibility
  ② regard obtaining economic interests as a goal
  ③ on the vicious competition
1. The current residents of Pingyao Ancient City have a certain perception to the economics of tourism and environmental and socio-cultural influences.

2. The level of residents' satisfaction with tourism development is not high, yet most residents still support tourism development.

3. Residents of different demographic characteristics have different perceptions of tourism impacts, and these characteristics have similarities with the current studies.

4. 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.

5. Since this study focuses on the Pingyao Ancient City, differences of the interviews could be improved.