



IMPACTS OF RESIDENTS' PERCEPTIONS OF PUBLIC
INVOLVEMENT IN THE COMMUNITY ON TOURISM
PARTICIPATION IN SUSTAINABLE URBAN DEVELOPMENT

Chien Ting Chiang

Department of Leisure and Sport Management
Cheng Shiu University, Kaohsiung city, Taiwan
E-mail: chechao888@yahoo.com.tw

Lung-Yu Li (corresponding author)*

Department of Computer Science and Information Engineering
Cheng Shiu University, Kaohsiung city, Taiwan
*E-mail: K0612@gcloud.csu.edu.tw

Yun Wang

The Department of Fashion Design and Management, College of management, National Pingtung University of Science and Technology, Pingtung, Taiwan
E-mail: yunw@mail.npust.edu.tw

Abstract

Understanding tourists' perceptions of community tourism participation can give insight into tourists' general attitudes toward the development of local tourism. A theoretical model of community-based sustainable tourism is established to explain significant components of resident involvement (environmental dimensions; socio-cultural dimensions; socio-economic dimensions) and these three components in terms of individual involvement in the development of the rural services sector.

This study examined the interactive model of resident perceptions of community-based tourism involvement at the area of local villages in the Liudui Hakka Cultural

Park, and Taiwan Indigenous Culture Park, Pingtung in Taiwan. A questionnaire survey was conducted to apply the SPSS 21.0 software to recognize the proposed framework through descriptive statistical analysis, factorial analysis, and multiple regression model.

Understanding residents' various perceptions of tourism participation in the influence of participation in tourism development can lead to progress in managing tourism growth. Empirical results indicate that an increase in the environmental, socio-cultural, and socio-economic dimensions of tourism participation would result in a greater attitude towards the community's contribution. The proposed framework in this study can help practicing managers understand an improved insight into the real needs of community-based tourism, the matter that could lead to their tourism involvement.

Keywords: tourism involvement, residents' identification, participation of community; confirmatory factor analysis; multiple regression model

Introduction

The increased participation of rural residents is often impacted by the identification of residents in the community. (Lengerer, Steinführer, & Haartsen, 2022; Elshaer, Moustafa, Sobaih, Aliedan, Azazz, 2021; Ballesteros & Ramírez, 2007). Their studies found that the tourists' identification of their communities can be a main feature to encourage rural residents' involvement to participate in tourism development.

In recent years, rural residents' community involvement played a key prediction in the formation of rural residents' community participation in the tourism (Jia, Liu, Li, Sun and Yeh,

2022; Elshaer, Moustafa, Sobaih, Aliedan, Azazz, 2021; Eshliki, & Kaboudi, 2012; Frauman, & Banks, 2011). A recent study in the Kingdom of Saudi Arabia (KSA) accomplished by Elshaer, Moustafa, Sobaih, Aliedan, Azazz, 2021, indicated the direct impact of women's empowerment (psychologically, politically, and socially) and the perception of tourism involvement on sustainable tourism development.

The related paper completed by Lengerer, Steinführer, & Haartsen (2022), contributes to the existing literature through a survey on the participation of older villagers in their communities in an ageing rural area in Germany. This study recognized six

groups differentiated according to four types of participative practices and two main foundations for non-participation within community participation in the tourism in Germany.

The participation of rural tourists in tourism development in local communities may differ from the perceived benefits or costs of community development. One possible reason might be that local communities should get financial benefits to encourage local residents who have positive attitudes towards community participation in tourism. Research has revealed that the necessity of the Greek agriculture from the State and EU protection reshape and protect the identities of urban and rural populations strongly influence individual decisions on local community development (Papacharalampous, 2021).

Kittitornkoola, Vandergeestb, and Kittiwatanawongc (2019) stated that government support and recognition and NGO support in the early stages were essential to help successful community management at the destination. Thus, community tourism development well organised by local authorities has played an important role in supporting the tourism industry in various rural towns. (Zahra, & McGehee, 2013; Frauman, & Banks, 2011;

Bachleitner & Zins 1999, Allen, Long &Perdue 1993).

Previous studies by Chang and Huang (2010), Yeh and Kao (2006) and Chiang and Yen (2003) have used Homans' Social Exchange Theory (1958) to explain the relationship between the factors that influence resident attitudes community participation in tourism. The theory has been described as a descriptive tool for the discussion of attitudes towards tourism development from the perspective of the individual respondent.

In 2019, the Tourism Bureau, Ministry of Transport and Communications selected the top 10 charming towns that offer interesting experiences for a joyful holiday to visitors. The objective was to promote local characteristics of the distinctive culture of Taiwanese townships, attracting domestic and international tourists and promoting a more in-depth style of tourism in small towns. Located in Neipu Township, Pingtung County, it is an attractive city within an hour's drive of Kaohsiung City in Taiwan. Pingtung County is the southernmost county of Taiwan. With the recent development of vacation tourism as a well-known global phenomenon, several regions in Taiwan started to focus on tourism as a way of helping local

community involvement in tourism.

Its objectives are as follows: 1. Examine the main components of residential preference for community participation in urban tourism; 2. Explore the impact of community engagement residents' preference on the behavioural intention of participate.

Literature Review

Community Involvement and Tourism Development

The process of tourism development in urban settings commonly delivers a mixture of benefits and costs to the impacted communities. Many scholars have observed that residents compare positive and negative tourism impacts as part of a process of reaching a judgment about community participation in the tourism (Lengerer, Steinführer, & Haartsen (2022). According to a study conducted by Dyer, Gursoy, Sharma, and Carter (2007), many regional and coastal areas in Australia have built the tourism industry differently from how it is practiced at leisure levels in urban surroundings.

Previous studies have categorized community as a specific living area that has common goals, beneficial relations, organizations, and a feeling of

identification (Hsu 2005; Atkinson & Cope 1997). Hsu (1997) has emphasized that community development involves coordination and public involvement as well as spontaneous collective growth.

Additionally, community-based sustainable tourism has become gradually popular because it can provide economic benefits to peoples at local towns and superior connections for visitors to experience various things at tourism destinations (Bramwell & Lane, 1993; Shrestha, Stein, & Clark, 2007).

Local residents may have extreme positive attitudes towards tourism developing activities when they profit from developments. The previous research has suggested that tourism can play an important role in community development and brings positive benefits to local societies and residents (Jia, Liu, Li, Sun and Yeh, 2022; Briedenhann and Wickens 2004; Gursoy, Kim & Uysal 2004). Eshliki and Kaboudi, (2012) have reported that the development of tourism also influences the quality of life for community members and the extent of their community participation in the tourism.

From the community perspective, tourism development may be measured

the development of activities involving spontaneous participation, standardization and trust amongst the local inhabitants (Rohe, 2004). Another related study by Frauman and Banks (2011), suggested that resident types and their assessments of environmental, cultural and economic attributes play a major role in forming resident perceptions of community participation in tourism.

Communication involvement is the critical feature in affecting community development through interaction between residents and community education and the improvement of living environment (Jia, Liu, Li, Sun and Yeh, 2022; Chang & Song, 2010; Kuo & Wang, 2004; Shi 1996). To understand and improve community tourism development, it needs to look at residents' thoughts and behaviors as well as other human, physical and economic resources. Specifically, this study examines the effects of individual preference of community involvement of residents on individual intention towards community development at local towns in Taiwan from a local tourists' perspective.

Social Exchange Theory as Research Foundation

The social exchange theory de-

rives from Blau's (1964) Book titled *Exchange and Power in Social Life* which discusses exchanges as well as rights and interests. It is based on the theory of social behavior and combines the influences of social realism to modify and strengthen the application areas and shortcomings of social exchange theory and behaviorism (Tsai, 2010). The research findings suggest resident involvement in tourism development must include different exchange relations such as language, money, behavior and even attitudes. few empirical studies examined the involvement in tourism development at urban towns, including diverse three aspects of environmental, socio-economic, and socio-cultural attributes of community involvement aspects, and the simultaneous links among perceived involvement and behavioral intention to participating tourism development among residents.

Research Method

According to the social exchange theories, the perception of individual preference of community involvement affects individuals' attitudes, which is usually determined after involvement in related activities of tourism development. A theoretical framework has been developed and proposed to increase a deeper understanding of the

core research theme by adopting Lengerer, Steinführer, & Haartsen (2022) and Elshaer, Moustafa, Sobaih, Aliedan, Azazz, 2021; Andereck, Valentine, Knopf, & Vogt, (2005) studies. Thus, the following framework and subsequent hypotheses was proposed (see Figure 1). This study examines the

importance of resident evaluation of tourism impacts is considered an independent variable of community participation, formed by community agreement.

Research Framework

H1

H2

H3

Based on the above literature, this study hypothesizes that:

fluence on individual community participation.

Hypothesis 1: environmental dimensions of involvement will have a significant and direct positive influence on individual community participation.

Hypothesis 2: socio-cultural dimensions of involvement dimensions will have a significant and direct positive influence on individual community participation.

Hypothesis 3: socio-economic dimensions of involvement will have a significant and direct positive in-

Research Design

The instrument of the questionnaire consisted of three main sections: (i) community involvement stages; (ii) attributes related to tourism participation dimensions; and (iii) overall socio-demographics of respondents. These attributes evaluated participation on tourism development were selected from studies by Valentine, Knopf, & Vogt (2005). These attributes of evaluating the dimensions of community involvement were determined from studies by Lengerer, Steinführer, &

Haartsen (2022) and Andereck, Valentine, Knopf, & Vogt (2005). According to this approach, 18 items consisted of environmental, socio-economic, and socio-cultural attributes were considered to understand features of the of community involvement. In this data collection of the present study, targeted respondents were asked to evaluate using 5-point Likert scales to evaluate three aspects of environmental, socio-economic, and socio-cultural attributes of community involvement.

The area of local villages in the Liudui Hakka Cultural Park, and Taiwan Indigenous Culture Park, Pingtung were both selected for the study as the research location, and data collection was conducted September 2020 and December 2020. A purposed sample was drawn from community residents of the Pingtung county. Of 400 questionnaires were distributed and 332 were returned to be seen as valid responses. At the time of the data collection, the respondents to join this research by completing these questionnaires were from the Pingtung county in Taiwan. For this reason, most of tourists are recognized to be residents as research target respondents.

The reliability analysis of the formal questionnaire shows an internal consistency of cronbach's alpha 0.858

for community involvement stages (18 items), cronbach's alpha 0.815 for tourism participation dimensions (3 items). Cronbach's Alpha for the reliability of all concepts is higher than 0.8 (Cole, 1987). The consistency of the internal data meets the standards, demonstrating a good consistency of the research measure. Frequency distribution of the socio-demographics variables was conducted in order to recognize the respondents' shape in the study.

Results

Profile of Respondents Analysis

Given the respondent's characteristics, it is important to clarify the overall profile of respondents' socio-demographic variables towards urban tourism. The attribute analysis of resident backgrounds shows that 150 respondents were male (45.5%), 180 female (54.2%) and 3 respondents skipped the gender question. In terms of marital status, 236 subjects (71.1%) were married, 89 (26.8%) were unmarried and 7 (2.1%) indicated "Other". Regarding age, 38 respondents (11.4%) graduated from high school or vocational school, 177 (53.3%) from college and 111 (8.1%) from graduate school, and 6 (1.8%) indicated "Other". In relation to average monthly salary of 58 respondents (17%) is under USD

300, 50 respondents (15.%) between USD 301 and USD 700 and of 182 interviewees (54.8%), between USD 701 and USD 1000 in the sample, 42 respondents (12.1%) between USD1001 and USD 4000. 327 respondents (98.8%) will occasionally to participate in activities related to community tourism and 5 interviewees (1.2%) have not participated in meetings or workshops related to community tourism.

Inter-Constructs Correlations among Constructs of Community Involvement and Communication Participation

The results from the correlation analysis, as shown in table 4.1 provide a summary of the individual community involvement and communication participation. The results also provide strong evidence that residents' perceptions of 'three categories dimensions of involvement' are completely associated with behavioural intentions toward communication participation. The findings of this study signify an important phase forward in understanding the relationship between involvement are completely associated with behavioural intentions toward communication participation by examining the

Table 4.1 Descriptive Statistics and Constructs Correlations

Constructs	1	2	3	4	mean	S.D
	environmental	socio-economic dimensions	socio-cultural dimensions	behavioural intentions toward communication participation		
environmental dimensions	1	0	0.557**	.593**	2.69	0.72
socio-economic dimensions	0.	1	550**	.339**	3.26	0.80
socio-cultural dimensions	0.557**	0.550**	1	0.660**	2.72	0.808

behavioural intentions toward communication participation t	0.593**	0.339**	.0.660**	1	2.81	0.85
---	---------	---------	----------	---	------	------

Table 4.2 The Regression Results Predicting Individual Participation On Tourism Development

Regression Equation 1	R ² =0.520 (R ² adj.) Adjusted =0.516	DF=3 F=118.58	SIG.=0.00	VIF	
Independent Variable → Dependent Variable	Standardized Coefficients (Beta)	T statistic	P statistic		Results
Environmental Dimensions of Involvement to behavioural intentions toward communication participation	0.387	7.54	0.00***	1.8	H1: supported
socio-economic dimensions of involvement to behavioural intentions toward communication par-	0.136	2.65	0.00***	1.78	H2: supported

participation					
socio-cultural dimensions of Involvement to behavioural intentions toward communication participation	0.370	0.502	0.00***	2.58	H3: supported

Note: $p < 0.05$ indicated by *; $p < 0.01$ indicated by **; $p < 0.001$ indicated by ***

hypothesized relationships anticipated in the conceptual model.

The results in Table 4.2 are used to test Hypotheses 1, Hypotheses 2 and Hypotheses 3 which state that the three dimensions of involvement in the research model. These proposed relations among constructs were positively related to the participation on tourism development among local tourists. Thus, hypothesis 1, hypothesis 2, and hypothesis 3 were significantly and positively supported. Data suggest that the environmental dimensions of involvement (Beta =0.387, $p=0$) has a strong influence on the participation on tourism development in the regression result. The results also indicated that the individual intention toward participation on tourism development were significantly affected by socio-cultural dimensions of involve-

ment (Beta =0.370, $p=0$) and socio-economic dimensions of involvement (Beta =0.136, $p=0$).

Residents not only be involved with the tourism development by the perceived benefits toward economic growth and they are motivated and encouraged to be working on environmental and cultural protection-related matters at local communities.

The results indicated all of three types of the dimensions of involvement seem to have major affects components on individuals' intention toward participation on tourism as statistical evidence in the research model. As a result, the multiple regression examined these three types of the dimensions of involvement in relation to behavioural intentions as the dependent variable (see Regression Equation 1, Table 4.2).

This result suggests that tourist's perception of the 'three types of the dimensions involvement' have an important effect on tourists' behavioural intentions toward the tourism development in an urbane tourism setting.

Discussion and Suggestions

An understanding role of tourism involvement, drawn from local residents' attitudes and behaviors, is crucial to the description and prediction of the involvement for tourists' behavior within tourism development. This statistically significant result suggests that the greater the level of personal involvement established by residents to join tourism activities in the urban area, the greater the likelihood that they will participate and spread positive word-of-mouth about a tourism destination. In the other words, residents can be more likely to participate and support tourism development while they perceive the main long-term profit from direct or indirect environmental, and cultural protection and related economic benefits from the activities of tourism development. In the rapidly competitive tourism market, urban tourism industry is seeking ways by which they can communicate exclusivity to the local people by encouraging residents and tourists in an effort to improve tourism development.

This study clearly provides urban tourism managers with an insight into possible strategies that may help residents to focus on the positive recognition on themselves and to enhance the intension to contribute local urban area in tourism. The present study provides a better basis to explain the role of tourism involvement in relating to tourists' attitudes and behaviors to tourism development. Government policymakers should understand local tourism impacts in concerning their behavior and active decisions to adjust development strategies when necessary and organize community meetings and workshops. Thus, residents are encouraged to participate in community activities together to enhance cultural and environmental-related meaning and authenticity. Residents should actively participate in community organizations, reform them, recruit members and strengthen the efficacy of community development associations and their policy implementations in order to connect residents with government departments. Some options for tourism bureaus or tourism industries to establish outstanding levels of tourism events offering notable pleasures toward environmental or cultural issues for the tourists who are visiting a destination.

Some issues may be examined in

future research. It does need to be acknowledged that alternative approaches could have been used to examine how tourists' attitudes and behaviors to tourism development be affected by individual characteristics and motivational-related factors. Future research is necessary to examine and refines the final assessment of the questionnaire for the variables developed in this study. Further studies could also look to use different data testing of these scales with a better variety of subjects will be supportive in reaching more reliable and valid measures of the constructs.

Reference

- Allen, L., H. Hafer, P. Long, and R. Perdue (1993). "Rural Residents' Attitudes Toward Recreation and Tourism Development," *Journal of Travel Research* 31 (4): 27-33.
- Andereck, K. L., & Vogt, C. A. (2000). The Relationship between Residents' Attitudes toward Tourism and Tourism Development Options. *Journal of Travel Research*, 39(1), 27–36.
- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of tourism research*, 32(4), 1056-1076.
- Bagnall, R. G. (1989). Researching participation in adult education: A case of quantified distortion. *International Journal of Lifelong Education*, 8(3), 251-260.
- Ballesteros, E. R., & Ramirez, M. H. (2007). Identity and community—Reflections on the development of mining heritage tourism in Southern Spain. *Tourism management*, 28(3), 677-687.
- Beard, V. A. (2007). Household contributions to community development in Indonesia. *World Development*, 35(4), 607-625.
- Blau, P. M., (1964). *Exchange and power in social life*. New York: John Wiley and Sons.
- Boley, B. B., McGehee, N. G., Perdue, R. R., & Long, P. (2014). Empowerment and resident attitudes toward tourism: Strengthening the theoretical foundation through a Weberian lens. *Annals of Tourism Research*, 49, 33–50.

- Briedenhann, J. and Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—Vibrant hope or impossible dream. *Tourism Management*, 25(1), 71-79.
- Elshaer, I., Moustafa, M., Sobaih, A. E., Aliedan, M., & Azazz, A. M. (2021). The impact of women's empowerment on sustainable tourism development: Mediating role of tourism involvement. *Tourism Management Perspectives*, 38, 100815.
- Eshliki, S. A., & Kaboudi, M. (2012). Community perception of tourism impacts and their participation in tourism planning: a case study of Ramsar, Iran. *Procedia-Social and Behavioral Sciences*, 36, 333-341.
- Frauman, E., & Banks, S. (2011). Gateway community resident perceptions of tourism development: Incorporating Importance-Performance Analysis into a Limits of Acceptable Change framework. *Tourism Management*, 32(1), 128-140.
- Gladstone, W., Curley, B., & Shokri, M. R. (2013). Environmental impacts of tourism in the Gulf and the Red Sea. *Marine pollution bulletin*, 72(2), 375-388.
- Gursoy, D., Kim, K., and Uysal, M. (2004). Perceived impacts of festivals and special events by organizers: An extension and validation. *Tourism Management*, 25(2), 171-181.
- Homans, G. C. 1958. Social behavior as exchange. *The American Journal of Sociology*, 597-606.
- Jia, Y., Liu, R., Li, A., Sun, F. and Yeh, R. (2022), "Rural tourism development between community involvement and residents' life satisfaction: tourism agenda 2030
- Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents?. *Tourism management*, 36, 527-540.
- Ko, D. W. and Stewart, W. P. (2002). A structural equation model of residents' attitudes for tourism development. *Tourism Management*, 23(5), 521-530.
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism develop-

ment. *Tourism management*, 34, 37-46.

Lengerer, F., Steinführer, A., & Haartsen, T. (2022). To participate, or not to participate—That is the question.(Non-) participation of older residents in rural communities. *Journal of Rural Studies*, 91, 47-57.

Papacharalampous, N. (2021). A new rural in the city: a no-middlemen markets' ethnography. *Journal of Rural Studies*, 86, 702-710.

Rohe, W. M. (2004). Building social capital through community development. *Journal of the American Planning Association*, 15,158-164.

Zahra, A., & McGehee, N. G. (2013). Volunteer tourism: A host community capital perspective. *Annals of Tourism Research*, 42, 22-45.