

# What Influence Chinese Rural Migrant Workers' Opportunity Identification Level in Tourism Industry

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**Abstract.** The identification of entrepreneurial opportunities is a process that must be experienced before returning migrant workers to make formal entrepreneurial decisions. The ability to judge the maturity of entrepreneurial opportunities will directly affect the effectiveness of entrepreneurial decision-making. This paper is based on the survey data on the factors affecting rural tourism migrant workers' entrepreneurial opportunities. Through factor analysis and structural equation model test, proposing countermeasures to improve the ability of migrant workers to return to rural tourism and entrepreneurship opportunities, in order to provide a path reference for potential returning migrant workers and entrepreneurial migrant workers, thus promoting rural tourism. Entrepreneurial development helps rural revitalization.

**Keywords:** Rural tourism; Migrant workers returning to their hometowns; Identification of entrepreneurial opportunities; Structural equation model.

## 1. Introduction

Rural tourism plays a key role in promoting social progress, developing rural economy and promoting cultural development and protection. By combing the literature, it is found that most of the previous researches focus on how to develop rural tourism resources and explore the impact of rural tourism. For example, how to use various tourism resources efficiently to improve the economic, ecological and cultural benefits of villages is discussed (Geng Fang, 2011). Deng Weijie (2014) points out that the local economy can develop rapidly under the drive of rural tourism.

Returning migrant workers get entrepreneurial ideas due to their contact with the entrepreneurial atmosphere in cities and towns. Compared with local farmers, they have more potential to start businesses. Compared with urban residents, there is more motivation for rural tourism entrepreneurship. Guo Hongdong and others found through empirical analysis that entrepreneurial resources, working experience, entrepreneurial experience, training and education have a significant impact on their identification of entrepreneurial opportunities. Minsky and Ozgen studied the effects of social network, human capital and external environment on migrant workers' identification of entrepreneurial opportunities.

Although there are abundant researches on the identification of migrant workers' entrepreneurial opportunities, there are few researches based on the perspective of tourism. In 2017, Yang Xueru, Shirley Yang and others conducted an empirical analysis on the identification of rural tourism entrepreneurial opportunities for the first time. It was found that the factors that positively affect the identification of entrepreneurial opportunities include the network resources and scale of social capital, entrepreneurial experience from previous experience, functional experience and industry experience.

To sum up, from the existing literature on the identification of migrant workers' entrepreneurial opportunities, the academic community has reached a preliminary consensus on the basic composition of the factors that affect the identification of migrant workers' entrepreneurial opportunities, but the theoretical research on the identification of migrant workers' returning tourism entrepreneurial opportunities still needs to be enriched. Different from other entrepreneurial entities, the general starting point of migrant workers' entrepreneurship is low, the motivation for entrepreneurship is mainly due to the survival needs, and the access to information for entrepreneurial opportunity identification is limited by many aspects. What are the factors that restrict migrant workers to identify rural tourism entrepreneurial opportunities? The solution of the above problems is conducive to clear

the factors that affect the identification of rural tourism entrepreneurial opportunities, thus clarifying the internal motivation and operation mechanism of migrant workers' rural tourism entrepreneurship, and improving the efficiency of rural tourism entrepreneurial resources utilization and development, which is also the focus of this article.

## **2. Literature Review and Model Assumption**

### **2.1 Local Development Potential**

Tourism development potential, which represents the development trend and potential utility within the system, is considered as a kind of subsequent development ability (Wang Xia, 2007). As an important information of rural tourism development, potential will affect entrepreneurs' judgment on the form of entrepreneurship and their optimism on entrepreneurship (Jiang Jianyong, 2014), thus affecting the identification of migrant workers' entrepreneurial opportunities. Generally speaking, the higher the level of awareness of tourism development potential, the more optimistic their entrepreneurial attitude is. Based on the above analysis, this paper puts forward the following assumption:

H1: Local development potential has a positive impact on entrepreneurial opportunity identification;

### **2.2 Sense of Locality**

Scholars generally believe that the sense of locality is a special human-land relationship resulting from the long-term interaction between human and land (Liu bo, 2011). Its ultimate expression is emotional dependence and recognition on specific places (Eyies, 1985). Local feeling not only promotes individual identity construction and identification, but also gives people a stable sense of security and belonging (Zhang Zhongli, 2009). Therefore, in the tourism industry, migrant workers with high sense of locality are more likely to find the bright spots and advantages of local culture, thus enhancing their confidence in entrepreneurship and improving the opportunity to identify entrepreneurial opportunities. Therefore, this paper puts forward the following assumption:

H2: Sense of locality has a positive effect on entrepreneurial opportunity identification;

### **2.3 Response Support**

Response support is the interaction between migrant workers returning home to start their own businesses and the external business environment. Entrepreneurs acquire entrepreneurial information through continuous interaction with external subjects, and interpret the interactive results through reflection and transformation with their own knowledge or experience. When the interpretation results show that the interactive feedback is positive, migrant workers entrepreneurs will believe that they have the ability to achieve their goals, and thus more actively seek market entrepreneurial opportunities. Therefore, this paper puts forward the following assumption:

H3: Response support has a positive impact on entrepreneurial opportunity identification;

### **2.4 Environmental Volume**

Environmental volume refers to the degree of difficulty for enterprises to obtain the key resources needed in the entrepreneurial environment, which will affect the activities of entrepreneurs to develop entrepreneurial opportunities. In a highly inclusive environment, entrepreneurs have easy access to information about tourism resources and market policies (Ozgen E, 2007), thus easily recognizing the development potential of local tourism and identifying favorable market opportunities. On the contrary, in a low-tolerance environment, entrepreneurs' activities to develop entrepreneurial opportunities are also subject to resource constraints. Therefore, they are more inclined to learn from and imitate existing business models to improve entrepreneurial efficiency than to innovate models and explore favorable market opportunities. Therefore, this paper puts forward the following assumption:

H4: Environmental volume has a positive impact on entrepreneurial opportunity identification.

## 2.5 Model Construction

According to the results of literature review, this paper constructs a model of the influencing factors of identifying tourism entrepreneurial opportunities of returning migrant workers:

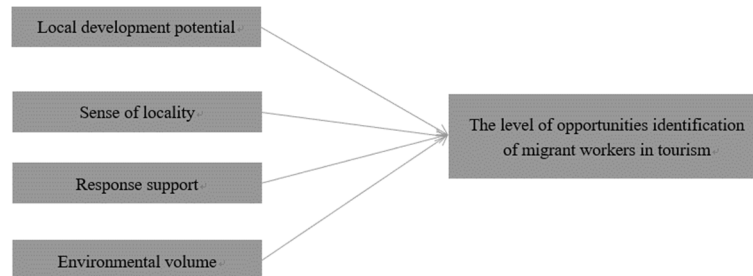


Fig. 1 Model of Influencing Factors for Identifying Tourism Entrepreneurial Opportunities of Returning Migrant Workers

## 3. Research Methods

### 3.1 Selection of Investigation Sites

The research sites of this article are three scenic spots, namely, Anbo Town, Pulandian, Dalian City; Qian Shan Scenic Spot, Anshan City, Liaoning Province; Datun Town, Anshan City, Liaoning Province. There are two reasons for choosing these three scenic spots as the survey sites: First, the three places have unique tourism resources, attracting a large number of migrant workers to return home and start their own businesses. The second is because migrant workers in the three scenic areas have different scale of entrepreneurship, and different income levels can make the research situation different.

### 3.2 Questionnaire Design and Data Collection

According to the relevant literature on tourism entrepreneurship and the analysis of the specific situation of tourism entrepreneurship in Liaoning Province, this paper extracts the factors that affect the identification of migrant workers' tourism entrepreneurship opportunities. The results are shown in Table 1.

Table 1. Factors Affecting the Identification of Tourism Entrepreneurial Opportunities for Returning Migrant Workers

Research variables	Impact factor	Questionnaires
Local development potential <sup>o</sup>	Number of tourism resources <sup>o</sup>	1. The village is rich in tourist attractions. <sup>o</sup>
	Quality of tourism resources <sup>o</sup>	2. The tourism quality of the village is unique compared with its surroundings <sup>o</sup>
	Quality of cultural resources <sup>o</sup>	3. The village has unique folk activities <sup>o</sup>
Sense of locality <sup>o</sup>	Sense of belonging <sup>o</sup>	4. Have a strong sense of belonging to the local community <sup>o</sup>
	Neighborhood <sup>o</sup>	5. Good relationship with neighbors <sup>o</sup>
	Dependence <sup>o</sup>	6. Don't want to leave this place to live elsewhere. <sup>o</sup>
Response support <sup>o</sup>	Experience reflection <sup>o</sup>	7. If there are failures, I will constantly reflect on them and draw lessons from them. <sup>o</sup>
	Entrepreneurial exchange <sup>o</sup>	8. In the process of starting a business, I often communicate with others. <sup>o</sup>
	Exchange quality feedback <sup>o</sup>	9. In the process of communicating with others, I can often get valuable information and feedback. <sup>o</sup>
	Feedback of exchange times <sup>o</sup>	10. The more I communicate with others, the more I can learn, the more conducive it is to start a business. <sup>o</sup>
Environmental volume <sup>o</sup>	Policy support <sup>o</sup>	11. The government's development plan provides strong support for enterprises. <sup>o</sup>
	Market opportunity <sup>o</sup>	12. There are rich opportunities for profit in the market we are in. <sup>o</sup>
	Expand resource support <sup>o</sup>	13. It is easy to obtain the resources needed for operation and expansion in the market. <sup>o</sup>
The level of opportunities identification of migrant workers in tourism <sup>o</sup>	Innovation <sup>o</sup>	14. Like to think about how to use new ways to do things. <sup>o</sup>
	Identify new business opportunities <sup>o</sup>	15. Opportunities for new businesses are often identified (although they may not have been put into practice ) <sup>o</sup>
	Identify opportunity frequency <sup>o</sup>	16. In the past month, I have thought a lot about new business ideas. <sup>o</sup>
	Identify actionable opportunities <sup>o</sup>	17. Ideas that can be converted into new products or services are often identified <sup>o</sup>

The questionnaire was measured by Likert's five-point scale to ensure that the answer interval scale of each question is the same, which is convenient for quantitative analysis of data. Combined with the research purpose of this article, the survey is aimed at groups with agricultural household registration and who have already started businesses in the tourism industry, such as business owners who run farmhouse, run hotels and provide transport for tourists. From August 2018 to September 2018, members of the research team went to Anbo Town, Dalian City, Liaoning Province, Qian Shan Scenic Area, Anshan City and Datun Town to investigate owners of rural tourism enterprises. Considering the validity and authenticity of the data, as well as the cultural level and dialect differences of farmer entrepreneurs, in order to avoid misunderstanding of the items, the survey was completed in the form of a paper questionnaire filled out on the spot accompanied by the local person in charge. Eventually 400 questionnaires were distributed and 392 were recovered. The overall effective recovery rate of the questionnaire was 98 %.

### 3.3 Data Analysis

The research idea of data analysis in this paper is: firstly, the reliability and validity of the sample data are tested with the help of statistical software SPSS20.0 and model analysis software Amos20.0. Based on this, factor analysis is carried out on the influencing factors of migrant workers' returning home business opportunity identification. Finally, path analysis and model correction are carried out through the establishment of structural equation model, so as to verify the research hypothesis and determine the degree of influence of various influencing factors on returning home migrant workers' rural tourism business opportunity identification.

## 4. Result and Analysis

### 4.1 Reliability and Reliability Analysis

Through the analysis of the Cronbach coefficient of each variable (Table 2), we find that the overall Cronbach coefficient is 0.842, and the local perception of entrepreneurial opportunity recognition coefficients are 0.812, 0.709, 0.808, 0.681 and 0.868, respectively, which all exceed 0.6. This shows that the reliability of the variables in the questionnaire is acceptable.

Table 2. Reliability analysis results

	Cronbach' s Alpha	Standardized Item-based Cronbach' s Alpha	Item number
Whole	0. 832	0. 842	16
Sense of Locality	0. 812	0. 813	3
Local Development Potential	0. 709	0. 716	3
Response Support	0. 808	0. 808	4
Environmental volume	0. 681	0. 698	3
Opportunity Identification	0. 868	0. 869	4

In this paper, the structural validity of validity analysis was used to test the validity of the subjects, and AVE (mean extracted variance) and CR (combined reliability) were used as the measurement indicators. According to table 3, the values of CR were 0.8578, 0.7730, 0.8847, 0.7892 and 0.8806, respectively, which were all greater than 0.7. The values of AVE were 0.6702, 0.5318, 0.5794, 0.5551 and 0.6485, which were all greater than 0.5 standard, indicating that the sample data had good validity.



Table 3. Confirmative Factor Analysis Results

Item	AVE	CR
Sense of Locality	0. 6702	0. 8578
Local Development Potential	0. 5318	0. 7730
Response Support	0. 5794	0. 8847
Environmental Volume	0. 5551	0. 7892
Opportunity Identification.	0. 6485	0. 8806

## 4.2 Factor Analysis

The principal component analysis method, which simplifies multiple variables into comprehensive variables, is used to reveal the relationship. And KMO and Bartlet are used to determine the condition of factor analysis whose results show the KMO value is 0.791 and the approximate chi-square value of Bartlett's ball test is 3101.551, the degree of freedom (df) is 136, and the concomitant probability (sig) is 0.000 (less than 0.001), which means the fact analysis is suitable.

Then we extracted 5 principal components with eigenvalues greater than 1 and variance interpretation contribution rate of 70.229%, and the load matrix of the initial factor is rotated by the orthogonal rotation method of variance maximization. The results show that OI1-OI4 has a greater impact on the first principal factor, RS1-RS4 has a greater impact on the second, LO1-LO3 has a greater impact on the third, and EV1-EV4 has a greater impact on the fourth. DP1-DP3 has a greater impact on the fifth. Finally, we replace the original 17 variables with 5 new variables.

Table 4. Factor load condition

	Load value				
	1	2	3	4	5
L01	0. 033	0. 103	0. 862	0. 090	0. 124
L02	0. 162	0. 247	0. 696	-0. 157	0. 106
L03	0. 078	0. 064	0. 885	0. 008	0. 122
DP1	0. 092	0. 049	0. 175	0. 256	0. 751
DP2	0. 093	0. 304	0. 278	0. 003	0. 703
DP3	0. 232	0. 129	-0. 018	0. 198	0. 733
EV1	-0. 038	0. 114	0. 193	0. 736	0. 179
EV2	0. 282	-0. 008	-0. 064	0. 759	0. 169
EV3	0. 218	0. 092	-0. 180	0. 740	0. 072
OI1	0. 808	-0. 030	0. 110	0. 188	-0. 007
OI2	0. 770	0. 014	0. 175	0. 338	0. 217
OI3	0. 814	0. 275	0. 088	0. 049	0. 133
OI4	0. 828	0. 233	-0. 022	0. 013	0. 173
RS1	0. 272	0. 621	0. 276	0. 194	-0. 167
RS2	0. 130	0. 812	0. 044	0. 030	0. 176
RS3	0. 201	0. 848	0. 047	0. 157	0. 138
RS4	-0. 077	0. 744	0. 192	-0. 070	0. 245

## 4.3 Constructing Structural Equation Model

Data were analyzed in several steps using Amos for constructing models, and it is found that the hypothesis that LO (sense of locality) and DP (local development potential) have a positive impact on OI (entrepreneurial opportunity identification) is not valid because the path coefficients between LO-OI and DP-OI are 0.102 and 0.163, and  $P=0.093$  and  $P=0.066$ .  $8 > 0.05$  through path analysis, so LO and EV are not correlated.

And we modified the model. First, we can see that the standardized path coefficient between LO and OI has not reached a significant level, which is contrary to the hypothesis. Therefore, we conclude that LO has no effect on OI. The possible reason is that the stronger the sense of locality, the less risk-averse people will be, and the less sensitive they will be to the identification of entrepreneurship opportunities. Based on the result, we modified the model as follows (Fig. 2):

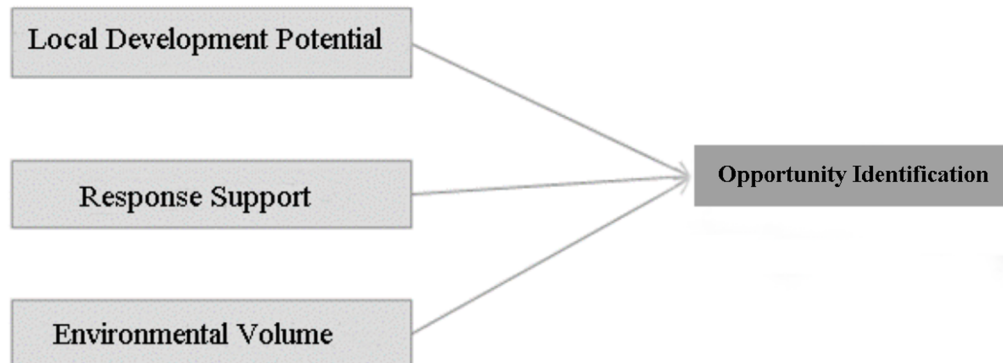


Fig. 2 Modified model

The paths of all variables are shown in Figure 2. We can see that H2 is not valid and H1, H3 and H4 are valid which means DP has a positive impact on OI; RS has a positive impact on the OI; and EV has a positive impact on OI. However, LO has no positive effect on OI.

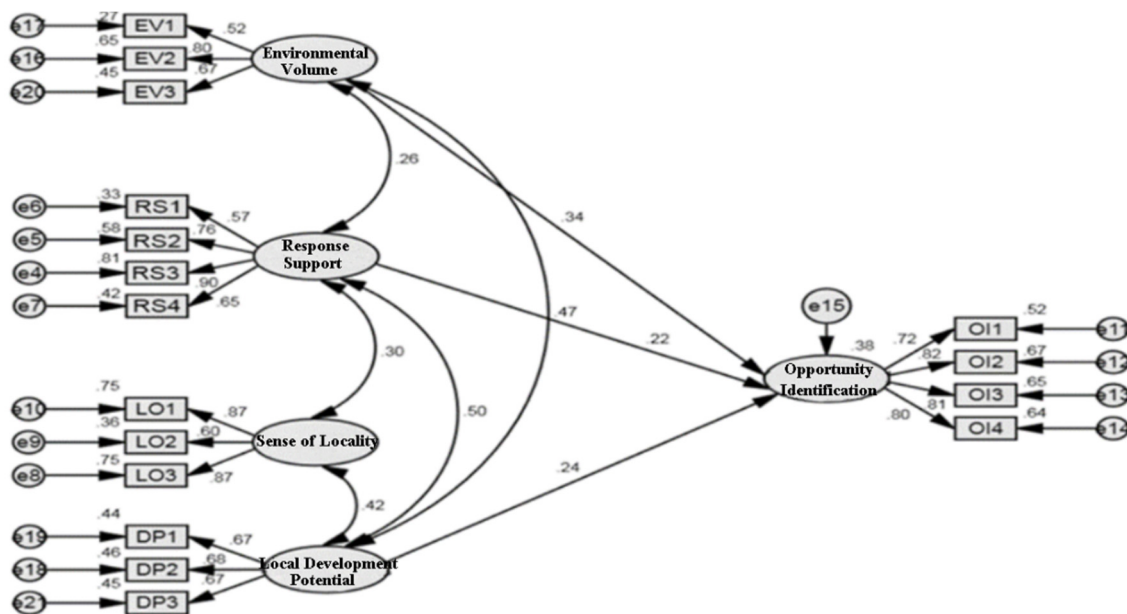


Fig. 3 Modified Path Analysis Diagram

## 5. The Mechanism of Improving the Level of Opportunities Identification

Through the analysis above, we can conclude that the level of opportunities identification of migrant workers in tourism is affected by 3 aspects. Furthermore, local development potential containing the quantity and quality of tourism resources affects confidence level of migrant workers, response support influences the dissemination of information, environmental volume influences the motivation and resistance through policy, market and other resources, and then influences the decision-making behavior. Economic, social and cultural impacts will ultimately improve the level of opportunities identification of migrant workers in tourism, and help the rural revitalization.

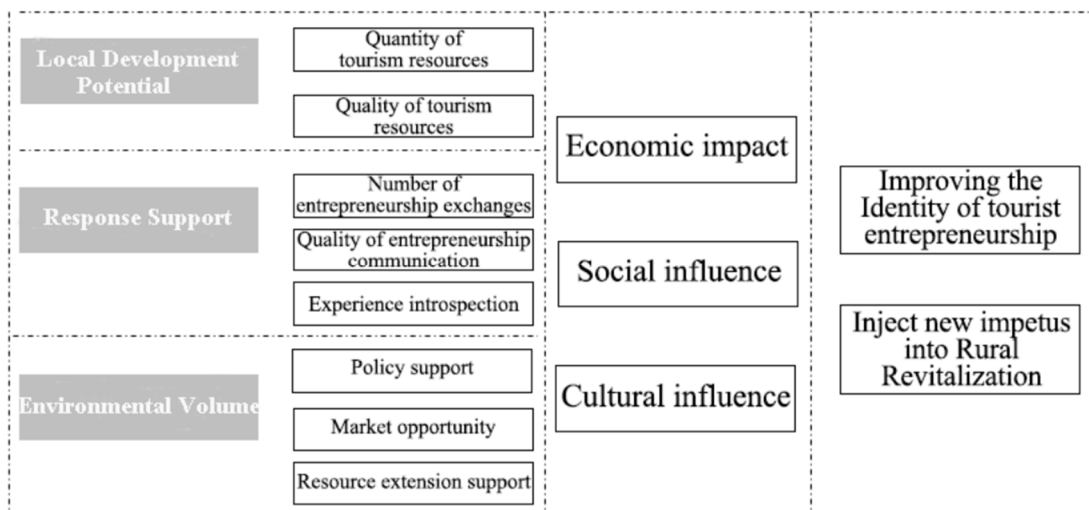


Fig. 4 The Mechanism of Improving the Level of Opportunities Identification

### 5.1 Local Development Potential

Relevant departments should actively promote the strategy of cultural self-confidence, while ensuring the quantity and quality of rural tourism resources in the region, increase regional tourism publicity. Make full use of the new form of "two micro and one tremor", promote rural tourism products through network "viral" interactive marketing, improve the overall visibility of regional tourism resources, and build a well-known brand of rural tourism. Protective development and improvement of cultural resources diversity (such as holding cultural exhibitions and country music festivals) are conducive to local becoming the carrier of rural culture, thus making rural tourism more potential for sustainable development of the market and easier for returning migrant workers entrepreneurs to identify entrepreneurship opportunities.

### 5.2 Response Support

The construction of interactive and supportive tourism community requires that the government should encourage returning migrant workers to communicate with elites, villagers, government officials, tourists, suppliers at the social level of rural tourism community, and obtain the support of tourism community through entrepreneurial exchanges with stakeholders.

The difference of social network results in the asymmetry of information acquisition, experience reference and opportunity identification. The government should establish the system of interpersonal communication and information exchange in rural tourism community, enhance the emotion between returning tourism entrepreneurs and community residents, and improve the quantity and quality of entrepreneurial communication. It is hoped that the returning migrant workers can learn from other people's experience and lessons, think objectively and calmly about the situation they are facing before starting their own businesses, and make the best decision.

### 5.3 Environmental Volume

Enhancing the inclusiveness of returning business environment means that the government and relevant departments should create a market and policy atmosphere to support migrant workers to return home for rural tourism entrepreneurship. From the design scale of environmental inclusiveness, we can see that the improvement of environmental inclusiveness depends on abundant market opportunities, high policy support and high expansionary resource acquisition rate.

Accordingly, the government should improve the policy environment of rural tourism entrepreneurship, comprehensively clean up the functional departments of "card, take, want", reduce the operating costs of returning tourism entrepreneurs, build rural tourism entrepreneurship clusters, and introduce tourism development plans, policies and regulations to support returning migrant workers' rural tourism entrepreneurship, so as to form a highly inclusive policy environment.

## 6. Conclusion and Discussion

This paper constructs a structural equation model from the perspective of tourism, in order to explore the factors influencing the level of opportunities identification of migrant workers in tourism.

Based on the conclusion of empirical analysis, this paper explores the promotion mechanism of recognition degree of tourism entrepreneurship opportunities for returning migrant workers from three perspectives of local development potential, interactive support and environmental inclusiveness, and puts forward countermeasures and suggestions.

The identification of entrepreneurship opportunities is the premise of tourism entrepreneurship. Good local tourism development potential, high-quality and frequent interactive support and strong environmental inclusiveness are conducive to entrepreneurs to recognize the opportunities and threats of tourism entrepreneurship, so that they can make entrepreneurship decisions in accordance with the law of social and market development.

However, some of the respondents in the survey have negative emotions such as concealment, which are difficult to identify and avoid effectively, and will have a certain impact on the results of the study. At the same time, the sample collection area in this paper is limited to Shenyang, Anshan and Dalian, and the northern Liaoning and Western Liaoning areas are not included in the research area, so the research area can be further expanded in the future.

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