

Research on the Effect of Tourism Impact Perception on the Subjective Well-being of Community Residents

Li Qian^{1,a}, Xiao Chenchen^{2,b}, Liu Hefang^{3,c} and Yang Qizhi^{4,d,*}

Chengdu City, Sichuan Province, China

^a825886794@qq.com, ^bceci960923@qq.com, ^c956414211@qq.com, ^d714547454@qq.com

*Yang Qizhi

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Abstract. Rapid social development has raised people's income level, and tourism has increasingly become a part of our lives. Dujiangyan City, Sichuan Province is a famous tourist destination, the development of tourism is closely related to the local community residents. This paper explores its impact on residents' subjective well-being from the perspective of tourism impact perception. The results show that tourism revenue perception has a significant positive impact on the subjective well-being of community residents, and tourism cost perception has a significant negative impact on the subjective well-being of community residents. This article aims to promote the development of tourism and the win-win situation of people's livelihood.

1. Introduction

Tourism itself is an activity that is highly correlated with individual happiness. Throughout the study of tourism happiness, researchers mainly focus on the tourists and pay little attention to the happiness of the residents of the tourism destination community. However, community residents as an important group of tourism destinations, the balance between tourism development and residents' subjective well-being is the long-term way for the sustainable development of tourism. On the one hand, the benefits brought by tourism development, such as economic income and job offer, are not simply to meet the needs of the moment. The ultimate goal is to the happiness of the residents; on the other hand, the local residents only feel the tourism The actual benefits and the improvement of their own happiness will support the development of tourism.

Taking the Liuhe community in Dujiangyan City as an example, this paper studies the impact of tourism impact perception on the subjective well-being of community residents, in order to understand the current situation of subjective well-being of community residents, and provide an effective reference for local tourism development and residents relations.

2. Literature review and research hypothesis

Wilson (1967) first proposed subjective well-being (SWB) in the article. Then the concept of subjective well-being was studied by various subject areas such as psychology, and the concepts of different focuses were generated. Diener (1985) believes that the concept of subjective well-being is more extensive, which refers to the subjective evaluation of the individual's self-standards in all aspects of his life, including individual emotions, life satisfaction and other factors ^[1], and proposes corresponding The scale, its research results are recognized by most scholars.

In the 1970s, research on the perception of residents' tourism impacts developed abroad. With the attention of community participation and the promotion of sustainable tourism, people began to realize the impact of tourism development on community residents. Li Yougen (1997) believes that the perception of residents' influence on tourism is a kind of social perception of the relationship between residents' perception and tourism. This perception includes self-perception and perception of the influence of tourism and tourist relationships ^[2]. It can be seen that tourism impact perception is an effective way to analyze the impact of tourism development. Lankford and Howard(1994)

divided tourism impact perception into positive impact perception and negative impact perception [3]. Based on this and referring to other scholars' classification of tourism impact perception, this paper divided tourism impact perception into tourism revenue perception and tourism cost perception.

Researchers used tourism impact perceptions for residents' support attitudes, environmental attitudes, and participation attitudes. For example, scholar Shaohua (2017) found that there is a positive relationship between tourism revenue perception and community participation, and there is a negative relationship between tourism cost perception and community participation [4]. Liu Jingyan (2014) found that positive tourism impact perception positively affects residents' environmental protection intentions, and negative tourism impact perception has a negative impact on environmental protection intentions [2]. Then, how tourism revenue perception and tourism cost perception will affect residents' subjective well-being, based on the above literature, the following hypothesis is proposed:

H1: Tourism revenue perception has a positive impact on the subjective well-being of community residents;

H2: Tourism cost perception has a negative impact on the subjective well-being of community residents.

3. Research design

3.1 Research area overview

This article takes Liuhe community as a research case. Liuhe Community is located in Gucheng District, Guankou Street, Dujiangyan City, Sichuan Province, with an area of 0.45 square kilometers, 23 residential courtyards, and a population of 1519 people. The Yangliuhe Street and the Panda Culture and Creative Block where the community is located are many tourists. A must-see for travel to Dujiangyan.

3.2 Research design

The questionnaire scale includes three parts: tourism revenue perception, tourism cost perception and resident subjective well-being. A total of 14 items are all based on the Likert 5 subscale, "1=very disagree" and "5=very agree". The positive perception of tourism by community residents has built a sense of tourism revenue. The perception of tourism income of community residents is mainly reflected in the development of tourism, which brings economic growth, employment support, infrastructure construction, and cultural sharing [5]. The negative perception of community residents constitutes the perception of tourism cost, and the perception of tourism cost of community residents is such as price increase, affecting daily life, crowding, and environmental damage [6]. Therefore, based on the relevant literature and based on the actual situation of the Liuhe community, this paper designs an operational scale for tourism revenue perception and tourism cost perception. Tourism revenue perception includes "tourism brings more income", "tourism develops and improves urban infrastructure", "tourism brings more jobs", "tourism development improves people's environmental awareness", and "tourism development brings cultural diversity" "Current cost perception" items include "tourism development has improved local prices", "tourism development has disturbed the normal life of local residents", "tourism development has reduced daily living space, and tourism has caused pollution such as garbage and noise." The subjective well-being of the community residents was measured using the Life Satisfaction Scale (SWLS) developed by American psychologist Diener. The main content was "My real life and expectations of life are consistent", "My living conditions are good", "I am satisfied with my life", "At present, I get the things I want most in my life", "I don't want to change my life" five items.

The questionnaire survey time was from 10 to 11 in 2017. The questionnaire was collected on the spot and collected on the spot. A total of 110 questionnaires were distributed and 110 questionnaires were collected. The questionnaire recovery rate was 100%. Excluding invalid questionnaires with incomplete answer information, and finally obtaining 100 valid questionnaires, the effective rate of

the questionnaire was 90.9%.

4. Research result

4.1 Sample statistical characteristics and reliability analysis

This paper collected basic information of residents in liuhe community from five aspects including gender, age, education background, occupation and monthly income. Among the age information, 41% are aged 21-30, 30% are aged 31-40, 19% are aged 41-50, 7% are aged 51-60, and 30% are aged 60 and above. Most of the educational backgrounds in the sample are high schools or universities, and a few of them are junior middle schools or below, and master's or above. 39% of the occupations in the survey sample are self-employed, and the proportion of personal monthly income is 3001-5000 yuan, accounting for 37%.

Table 1. Reliability Analysis

Scale	Numbering	Number of items	Cronbach's α
Tourism revenue perception	A1-A6	6	.809
Tourism cost perception	B1-B6	6	.766
SWB	C1-C5	5	.723

From the reliability test results of the above table, the Cronbach's α coefficient value of the six items involved in the tourism revenue perception is 0.809, and the Cronbach's α coefficient value of the six items covered by the travel cost perception is 0.766. The resident subjective happiness scale Cronbach The value of 'sa coefficient is 0.723, which meets the requirements of the index in the reliability test. This scale has good reliability.

4.2 Correlation analysis

Table 2. Correlation analysis

Scale		Tourism revenue perception	Tourism cost perception
	Pearson	0.621	- 0.630
SWB	Significant	0.000	0.000

Note: ** Significantly correlated at the 0.01 level (both sides).

It can be seen from the above table that the correlation coefficient between tourism revenue perception and residents' subjective well-being is 0.621, Sig.=0.000<0.01, and the linear correlation is significant at the level of 0.01. It shows that there is a positive correlation between tourism revenue perception and residents' subjective well-being. The correlation coefficient between tourism cost perception and residents' subjective well-being is -0.630, Sig.=0.000<0.01, and the linear correlation is significant at the level of 0.01. It shows that there is a negative correlation between tourism cost perception and residents' subjective well-being.

4.3 Regression analysis

Table 3. Regression analysis

Model	Non-standardized coefficient		Standard coefficient	t	Sig	R-squared	Adjusted R-Square	F
	B	SEM						
Tourism revenue perception→SWB	0.627	0.080	0.621	7.834	0.000	0.385	0.379	61.370
Tourism cost perception→SWB	-0.650	0.081	-0.630	-8.027	0.000	0.397	0.390	64.426

The model “tourism benefit perception→residents' subjective well-being” shows that the standardization coefficient of tourism income perception to residents' subjective well-being is 0.621, Sig.<0.001, indicating that tourism revenue perception has a significant impact on residents' subjective well-being; model “tourism” In the perspective of cost perception→subjective subjective well-being, the results show that the standardization coefficient of tourism cost perception on

residents' subjective well-being is -0.630 , $\text{Sig.} < 0.001$, indicating that tourism cost perception has a significant impact on residents' subjective well-being.

5. Conclusion

In summary, this paper verifies the two hypotheses proposed by field research and data analysis, that is, tourism revenue perception has a positive and significant impact on the subjective well-being of community residents. Tourism cost perception has a subjective well-being for community residents. Significant negative impact. It shows that the development of tourism is closely related to the happiness of destination residents. Different aspects of the impact will bring different feelings to the community residents. In the development process of the tourism industry, only the one-sided view of the positive economic, cultural and environmental benefits brought by tourism will be ignored, thus neglecting the negative benefits brought by the tourism development to the community residents. It will inevitably seriously affect the subjective well-being of community residents. Only by balancing the relationship between the development of tourism and the well-being of community residents can the development of tourism be sustainable and healthy.

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