

Study on the Relationship Between Host-Guest Conflict Perception and Tourism Development Support Based on Structural Equation Model

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Abstract

The main host-guest conflict is universal and harmful in a tourist destination. Based on the supplement and improvement to the existing measuring scale of the residents' viewpoint. This paper constructs a structural equation model based on the survey data onto the residents of the ancient city of Langzhong, Sichuan Province, and reveals the relationship between the residents' conflict perception and the support of tourism development. The research shows that: 1) the conflict perception of the host-guest of tourist destination includes five dimensions of that perception of economic conflict, social conflict, resource environment conflict, emotional conflict, cultural conflict. Residents have the strongest perception of economic conflict and the weakest perception of social conflict. 2) The five dimensions of host-guest conflict and tourism development support have a significant negative correlation, the stronger the residents' perception of the host-guest conflict, the lower their support for tourism development.

Keywords-host-guest conflict; Resident perception; Tourism development support; Structural Equation Model

1. INTRODUCTION

As the host of tourist destinations, residents' production and life scenes are an important part of tourist attractions, and their attitude to tourism development is becoming more and more important. Residents' supports for tourism development are an important prerequisite for realizing the sustainable development of a tourist destination [1]. However, during to the differences in social background, living environment, language and customs between residents and tourists, conflicts between residents and tourists are inevitable. Host-guest conflicts are common and harmful in tourist destinations [2]. Although previous studies have shown that with the development of tourism, residents' attitude toward tourism will change from welcoming at the beginning to reject at the end [3], there is still a gap between the research on the relationship between residents' perceptions of host-guest conflict and support for tourism development. Try starting from the perspective of residents' perception, this paper explores the conflict between residents and tourists dimensions measurement scale, explore Langzhong city residents conflict between perception and the relationship between tourism

development supports, provided conflict between residents and tourists dimensions and measurement studies some basic support, also for tourism destination, the government and enterprises to enhance residents' travel support to provide practical implications.

2. LITERATURE REVIEW

2.1 Literature review

The study of host-guest conflict in tourism arose in the 1970s. Scholars defined host-object conflicts as psychological or behavioral discomfort and interaction caused by perceived differences and opposites between hosts and tourists in tourist destinations due to need, interests, cultural values [4]. Scholars' research on host-object conflict mainly includes the causes, content, coordination mechanism and the influence of host-guest conflict. Lu Lu, a Chinese scholar, classifies the host-guest conflict as cultural customs conflict, value conflict, economic interest conflict and social status conflict [5]; Zhang Yan described resource and environment conflict, economic interest conflict, cognitive emotion and living habit conflict [6]; through qualitative methods, Zhang

Jianrong divides the host-guest conflict from the perspective of residents into environmental conflict, cultural conflict, economic conflict, emotional conflict and social conflict [7]. Existing studies on the effect of host-guest conflict include residents' psychological well-being [5], residents' willingness to take part in community [8], communication intention [9], there are few studies on the relationship between host-guest conflict and residents' tourism support.

The research results supported by residents' tourism development are abundant, and research on its influencing factors mainly include internal factors: demographic characteristics [9], frequency of contact with tourists [10], a distance of residents' residence from the core scenic spots [11], economic dependence from residents to tourism [12]. External factors include the type of tourist destination [13], the stage of development and level of development of tourist destination [11], and local attachment [14][15]. Most scholars take tourism impact perception as the pre-factor variable of tourism development supports [16], and model after the variable of tourism impact perception. Possible factors affecting residents' tourism development support are still worth digging up.

2.2 Models and assumptions

Doxey stimulation index theory, with the development of tourism, tourists gradually increasing threat to tourism destination original way of life, people's attitude toward tourism activities from happy to cold, hostile, until your anger transition, the relationship between destination residents and tourists is willing to contact, to many tourists gradually indifferent - for higher prices, crime, and the damage to the local culture

expressed outrage - overt or covert to offend visitors [3]. The negative impact on tourism perceived by residents is the direct inducement of the conflict between host and guest [5]. These show that with the development of tourism, residents have a negative attitude toward tourism development when they perceive the conflict between tourism development and their production and life. Therefore, this study proposes a hypothesis.

H1: Resident perception of host-guest conflict is significantly negatively correlated with their support for tourism development. In combination to Zhang yan [5], Zhang jian-rong [6]. As for the outcome of the content dimension of host-guest conflict, they proposed the following five small hypotheses based on the grand hypothesis1.

H1a: Residents' perception of an economic conflict of interest is significantly negatively correlated with tourism development support.

H1b: Residents' perception of resource and environmental conflict is significantly negatively correlated with their support for tourism development.

H1c: Residents' perception of social conflict is significantly negatively correlated with their support for tourism development.

H1d: Residents' perception of emotional conflict is significantly negatively correlated with their support for tourism development.

H1e: Residents' perception of cultural conflict is negatively correlated with tourism development support. Based on the above literature review and hypothesis deduction, the research model was established (Figure 1).

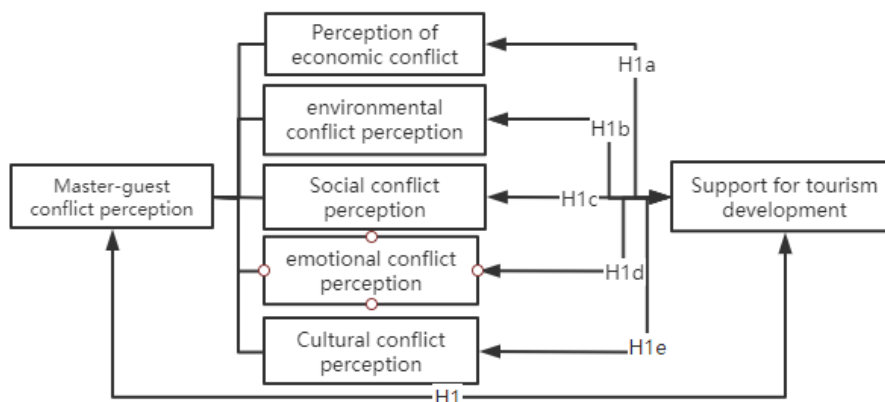


Figure 1 Model of study

3. RESEARCH DESIGN

3.1 Structural Equation Model

Structural Equation Model (SEM) is a multi-model that combines the measurement of factor analysis with

regression modeling on path analysis and integrates multiple statistical methods. It is supported to measure the potential variables, which are difficult to measure accurately using traditional methods, such as psychology and perception, and is widely used in the research of tourism perception, tourism satisfaction and tourism development attitude.

3.2 Case selection

Langzhong Ancient City of Nanchang City, Sichuan Province is taken as a case in this paper. First, the ancient city scenic area residents and tourists symbiosis, an open tourist destination, the ancient city of culture means that residents living in it are bound to communicate or interact with tourists. In this way, there be corresponding contact between host and guest in culture, and both host and guest have a certain influence on each other. Second, the ancient city dominated by LangZhong aboriginal residents or shop operators, and the residents as part of the cultural landscape of the ancient city of attracting tourists, visitors locally from a trip for a long time, both the operator and local residents for the travel conflict perception have more say, involves the conflict between residents and tourists is more representative and meaning.

3.3 Questionnaire designed and distribution

It divided the questionnaire survey of this study into three parts. The first part is personal information, including gender, age, education level, occupation, income. The second part is the subjective, much conflict measurement scale from the perspective of residents. Because of the lack of maturity scale that can be directly applied, this paper refers to Zhang Yan, a domestic scholar [5], Xiong Liming [2], Zhang Jianrong [6] Ap & Crompton L [17] et al. Combined with the interviews of residents in the case, determines the scale of perception of host-guest of residents in the tourist destination. The third part is the scale of residents' support for tourism development, which refers to research results of Wang Degen, et al [18]. And involves 5 questions. Five-level they used Likert scale for all questions in Part II and Part III, with "1-5" showing "strongly disagree" "disagree" "generally" "agree" and "strongly agree". From September 13 to September 16, 2021, 356 questionnaires were sent and 342 effective questionnaires were collected, with an effective rate of 96.06%.

4. DATA ANALYSIS AND HYPOTHESIS TESTING

4.1 Descriptive statistical analysis

In the demographic variables for a valid questionnaire, Men and women accounted for 48 per cent and 52 per cent, Under the age of 18, 18-25, 26-35, 36-45, 46-55, and over 55 years of age accounted for 5.6%, 20.8%, 29.5%, 22.8%, 15.8%, 6.1%, respectively; at the level of education, Junior high school and below, high school/secondary school, undergraduate/college, master's degree and above accounted for the proportion of 14.6%, 36.8%, 44.4%, 4.1%. Income below 2000 yuan, respectively, 2000-4000 yuan, 4001-6000 yuan, 6001-8000 yuan or more accounted for 17.5%, 26.9%, 38.6%, 13.2%, 3.8%. Amish professional level, Government

/public sector personnel, company employees, students, private owners, freelancers, retirees and other occupations accounted for 7.3%, 30.7%, 17.5%, 18.1%, 9.1%, 5.6%, 11.7%; at the level of length of residence, 2-3 years, 4-5 years, 6-10 years, over 10 years accounted for 7.1%, 12.1%, 23%, 58.7%.

4.2 Exploratory factor analysis

1) *The homologous variance test of data*: in order to test the problem of homologous error when data were filled in one person, five factors with characteristic roots greater than 1 were obtained in this paper without rotation. The first factor explained 35.852% of the total variance, which was lower than 40% of the critical standard, showing that the homologous variance in the data was not serious and would not affect the empirical results of the study.

2) *Exploratory factor analysis*: To estimate whether sample data meets the criteria of factor analysis, this study USES SPSS 22.0 conflict between perception scale 26 KMO and Bartlett sphere test observation data, the KMO value of 0.912. Butler spherical detection (Bartlett) is 2314.250, and it significantly correlated 0.000 level. Showing that the sample data complies with the standard for factor analysis. Exploratory factor analysis was conducted on the conflict between residents perception scale, using principal component analysis (PC), the maximum variance method of orthogonal rotation, and the characteristic value are greater than 1 to intercept factor, and one of them (Q7) and factor has no corresponding relation, have a communality common value less than 0.5, so deleted, twenty-four test items of the questionnaire. The results showed that the eigenvalues of 5 factors were greater than 1, and the cumulative variance explanation ratio of these factors reached 61.793%, indicating that the 5 extracted factors will represent most of the information on all variables. The factor load of each item was greater than 0.5, and they were named economic conflict perception, social conflict perception, emotional conflict, cultural conflict, and resource and environmental conflict according to the expression of the item. The total variance of interpretation accounted for 13.314%, 13.307%, 12.893%, 11.857%, and 10.423%, respectively. Mean values of conflicting perception of 5 dimensions are 3.17, 2.92, 3.03, 2.99 and 3.08.

4.3 Confirmatory factor analysis

Based on AMOS23.0 confirmatory factor analysis was performed on the overall scale, the result shows that one of the factor loading below 0.6; deletes them again after analysis, the result shows that the factor loading was greater than 0.6, the dimension of refining variance is greater than 0.5 on average, each dimension reliability is greater than 0.7, the combination of scale has good

convergent validity, in addition, the dimensions of the square root of AVE are greater than its correlation coefficient of the dimension and the other dimension, it shows better to distinguish between different dimensions validity. And reliability is a combination of Cronbach's coefficient and combined reliability, the overall scale of

Cronbach's coefficient is 0.826, economic conflicts, resource, environment, social conflict, cognitive emotional conflicts, and cultural conflicts, and tourism development support six variables Cronbach's coefficient were 0.807, 0.802, 0.744, 0.808, 0.775, 0.833, close to 0.8, showing good internal consistency.

TABLE I. DISCRIMINANT VALIDITY TEST

Discriminant validity: Pearson correlation with AVE square root value						
	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6
Factor1	0.722					
Factor2	0.661	0.712				
Factor3	0.521	0.668	0.754			
Factor4	0.518	0.649	0.708	0.723		
Factor5	0.561	0.655	0.645	0.717	0.698	
Factor6	0.527	0.531	0.566	0.542	0.569	0.778

Note: Diagonal blue numbers are AVE square root values

4.4 SEM-based model testing

1) *Model fits testing*: the structural equation model is constructed based on AMOS23.0. The maximum likelihood method was used to estimate the parameters of the model. The results showed that: $\chi^2/df = 1.702$, GFI=0.875, RMSEA=0.059, RMR=0.047, CFI=0.936, NFI= 0.861, NNFI=0.925, IFI=0.937. According to the standard proposed by Hai, except for GFI and NFI values close to the standard, other fitting indexes are all within the acceptable standard, indicating that the model fitting effect is good.

2) *Model hypothesis testing*: The hypothesis proposed to be verified with significant $P < 0.001$ as the standard, and the hypothesis test results were obtained (Table). There was a significant negative correlation between residents' economic conflict perception and tourism development support (R1a = -0.587, $P < 0.001$).

There was a significant negative correlation between residents' perceptions of resource and environmental conflict and their support for tourism development (R1b = -0.399, $P < 0.001$). There was a significant negative correlation between residents' social conflict perception and tourism development support (R1c = -0.585, $P < 0.001$). There was a significant negative correlation between perceived cognitive emotional conflict and tourism development support (R1d = -0.640, $P < 0.001$). The perception of cultural conflict is significantly negatively correlated with the degree of support for tourism development (R1e = -0.673, $P < 0.001$). Therefore, the hypothesis H1 proposed to this study. That the perception of cultural conflict is significantly negatively correlated with the intention to participate in tourism communities, is fully supported. The path coefficient results of the main passenger conflict perception and tourism development support are shown in Figure 2.

TABLE II. HYPOTHESIS TEST RESULT

Research hypothesis	Correlation coefficient	S.E	C.R.	P	Conclusion
H1a	- 587.	036.	4.815	***	Support
H1b	- 399.	040.	3.985	***	Support
H1c	- 585.	041.	5.162	***	Support
H1d	- 640.	040.	5.391	***	Support
H1e	- 673.	033.	5.426	***	Support

Note: *** $P < 0.001$



Figure 2 The path coefficient diagram supported by conflict perception and tourism development

5. CONCLUSIONS AND DEFICIENCIES

5.1 Conclusion of the study

This study uses a structural equation model to construct the model of residents' conflict perception and tourism development support from the perspective of residents' perception. The following conclusions are obtained: First, the conflict perception of residents of the ancient city of LangZhong includes five dimensions: perception of economic conflict, resource environment conflict, social conflict, cognitive emotional conflict, and cultural conflict. Among them, residents have the strongest sense of economic conflict and the weakest sense of social conflict. Second, the economic conflict perception, resource environment conflict perception, social conflict perception, cognitive emotional conflict perception, cultural conflict perception and tourism development support of the residents showed a significant negative correlation, indicating that the residents of economic conflict, resource environment conflict, social conflict, cognitive emotional conflict, cultural conflict perception is stronger, the lower their support for developing tourism. Third, according to the theory of social conflict, the main and guest conflicts are divided into material conflict and non-material conflict, and the correlation between residents' perceived non-material conflict and tourism development support is stronger than material conflict perception's correlation with tourism development support.

5.2 Shortcomings of the study

This paper has shortcomings in the following aspects. First, it does not explore the role of residents' participation in the perception of host-object conflict, which can be further improved on a perspective of the later stage. Secondly, the research model in this paper is relatively simple. It only explores the relationship between the perception of host-guest conflict and the

support degree of tourism development, which should be further enriched in the later stage.

5.3 Manage revelations

Through this study, managers pay full attention to the main role of residents in the process of tourism development, destination residents are an important component of tourism stakeholders, to create more benefits and value for tourist destinations. Targeted solution to existing conflicts, in response to economic conflicts, managers should pay attention to local prices and vicious competition between shop operators, regulate the management of the ancient city and its surrounding markets, curb the price increases brought about by tourism; and for the conflict of resources and environment, managers should pay attention to the crowding of public places in the ancient city and the garbage control and environmental pollution in the ancient city. Additionally, for other perceived conflicts also need early warning, managers should pay attention to the commercialization of the ancient city culture, strengthen the protection and inheritance of local culture, reflect cultural characteristics.

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