



Relative Deprivation Comparison: A Cluster of Mingyue Residents in Southwest China

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Abstract. This study aims to classify residents into separate groups based on their perceptions and attitudes toward the development of tourism. Based on the theoretical perspective of relative deprivation, Mingyue Village in Chengdu, southwest China is selected as an example with self-set questionnaire, finding that the residents of Mingyue Village can be divided into three different clusters: complete relative deprivation, horizontal relative deprivation, and double relative satisfaction.

Keywords: Relative Sense of Deprivation · Cluster Analysis · Mingyue Village

1 Introduction

Community residents play multiple roles as managers, operators, destination residents and core stakeholders in rural tourism activities, which play an important role in the sustainable development of tourism [1].

This study innovatively applied the theory of relative deprivation and carried out through a quota sample of 128 individuals residing in Mingyue Village, a rural village in the southwest Chinese region of Si Chuan Province. Specifically, it aims to identify clusters of residents according to their perceptions and attitudes towards four aspects, and to ascertain whether there are significant differences among the clusters formed around socio-demographic traits of respondents (e.g. gender, age, education, employment and their income).

2 Literature Review

2.1 Clusters of Residents

Research on the clusters of residents in tourist destinations based on resident attitudes began in the late 1980s and continues to this day, and the early research results have laid the basic ideas and paradigms for the study of resident clusters. Previous cluster analysis papers were shown in Table 1.

Through the analysis of the research on the cluster of residents in tourist destinations, it can be seen that from the late 1980s to the present, scholars at home and abroad have carried out a lot of research in this field, and have obtained a variety of research results on the resident clusters, which provides important enlightenment for a deep understanding of the impact of tourism and the attitude of residents in tourist destinations.

Table 1. Previous cluster analysis papers (own elaboration)

Time	Study location	Clusters
1988	Florida, United States	lovers, haters, cautious lovers, neutrals [2]
1994	Bakewell, United Kingdom	lovers, angers, neutrals [3]
2001	New Zealand	lovers, cynics, neutrals, indifferents [4]
2004	Anhui, China	contradictory supporters, indifference supporters, enthusiastic supporters, rational supporters [5]
2012	Anhui, China	blind optimists, community economic leaders, cautious supporters, pessimistic opposition [6]
2016	Shenzhen, China	neutrals, promoters, realists, opponents [7]
2017	Bled, Slovenia	passive observers, responsible citizens, uniformed activists, unaware residents [8]
2019	Naples, Italy	opposites, neutrals, developers, tourism workers [9]
2021	Ibiza, Spain	disappointed, favorable with nuances, moderate, enthusiasts but anti-nightclub, enthusiast [10]

2.2 Relative Deprivation

This study is based on a theoretical perspective of relative deprivation, through a self-designed questionnaire, taking Mingyue Village in Chengdu as an example, divided local residents into there clusters, so as to provide theoretical reference for the sustainable development of rural tourism places and enrich the research on the residents clusters in tourist areas.

3 Methods

3.1 Questionnaire Design

According to the conceptual connotation, the relative deprivation arises from the social comparison of the individual with the reference group, based on that, this study constructs a relative deprivation index system from two aspects: social comparison and the comparator.

In the selection of reference groups, this study mainly divides them into two categories: one is the longitudinal comparison of the time dimension level with the past, and the other is the horizontal comparison of the spatial dimension level with others. And to improve the scientificity and feasibility of the questionnaire, five experts were invited to give some suggestions. According to the optimized measurement questions, the questionnaire of relative deprivation of residents of tourist resorts was designed, and the Likert 5-level scale was used, 1 to 5 points were assigned from “strongly disagreed” to “strongly agreed”. The higher the score, the higher the respondent’s relative deprivation level.

3.2 Research Methods

Cluster analysis is the most used research method in the study of residents in tourist destinations, and many scholars [6, 9] have adopted K-means cluster analysis to classify the clusters of residents and have produced rich research results. Therefore, this study draws on the existing research results, and adopts the K-means cluster analysis method with the perspective of relative deprivation.

3.3 Data Acquisition

From July 12 to July 14, 2021, the research team went to Mingyue Village to have investigation and completed questionnaire collection through face-to-face research with residents.

4 Results

With the cluster analysis, using the K-means algorithm, three clusters were obtained with significant differences in their relative deprivation comparison: complete relative deprivation residents (27.6%), Horizontal relative deprivation residents (40.9%), double relative satisfied (31.5%).

4.1 Analysis of Cluster Results

K-means cluster analysis was used for the 16 questions related to residents' relative deprivation in the questionnaire, and the cluster range was set to 3–5 categories, and it was found that the three clusters were more reasonable through comparison, specifically: Cluster 1 has 35 inhabitants (27.6%); Cluster 2 has 52 inhabitants (40.9%); Cluster 3 has 40 inhabitants (31.5%). The differences in the demographic characteristics of different clusters of residents are shown in Table 2.

Cluster 1 was named “Complete relative deprivation residents”. They have the strongest sense of relative deprivation and it's significant when compared with other residents in the village, new villagers in the village, the past, and residents of other tourist destinations.

Cluster 2 was named “Horizontal relative deprivation residents”. They are horizontal relative deprivers, and their relative deprivation is not obvious in social comparison with other residents of the village, their past selves, and residents of other tourist destinations, but the relative sense of deprivation is strongly expressed in the social comparison with the new villagers.

Cluster 3 was named “Double relative satisfied”. They are double relative satisfied, show a weaker sense of relative deprivation in social comparison with other residents of the village, new villagers in the village, the past, and residents of other tourist destinations.

Table 2. Sociodemographic profile of the conserved clusters (own elaboration)

Variables	Cluster 1	Cluster 2	Cluster 3	Variables	Cluster 1	Cluster 2	Cluster 3
Gender				Employment			
Male	77.1	51.9	42.5	peasant	94.3	61.5	35.0
Female	22.9	48.1	57.5	Food and beverage	2.9	1.9	7.5
Age				Homestay	0	7.7	22.5
16–25	0	9.6	5.0	Scenic staff	0	3.8	7.5
26–35	22.5	11.8	5.8	Handicraftsman	0	0	7.5
36–45	14.3	13.5	27.5	Others	2.9	25.0	20.0
46–55	34.3	38.5	25.0	Monthly income			
56–65	11.4	21.2	5.0	<3000 yuan	71.4	50.0	12.5
>65	31.4	11.5	15.0	3000–5000 yuan	25.7	30.8	37.5
Education				5000–8000 yuan	0	19.2	25.0
Middle and below	85.7	69.2	35.0	8000–11000 yuan	2.9	0	7.5
High	8.6	17.3	35.0	> 11,000 yuan	0	0	17.5
Bachelor	5.7	7.7	25.0				
Master's degree/PhD	0	5.8	5.0				

5 Conclusion and Discussion

The local villagers of Mingyue Village can be divided into three clusters: complete relative deprivation, horizontal relative deprivation and double relative satisfaction. Through further analysis, it is found that the relative deprivation of residents in Mingyue Village is significantly related to the age, gender, education, employment, and income of the interviewed sample.

Although this study empirically analyzes the residents clusters of tourist destinations from the theoretical perspective of relative deprivation, whether the relative deprivation of residents presents a dynamic change process in different life cycle stages of tourist destinations remains to be further explored in the future.

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