A Study On The Perception of Tourism Social and Cultural Influence of Traditional Village Residents--Taking Taoping Qiang Village as an Example

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Abstract. Taking Taoping Qiang Village as an example, using the interview method and questionnaire survey to obtain data, the exploratory factor analysis method was used to explore and evaluate the perception dimension of traditional village residents' social and cultural impact on tourism. The results show as follows: The residents of Taoping Qiang Village have both positive and negative perceptions of the social and cultural impacts brought by tourism development, which can be divided into four dimensions: "social disorder and weakening of authenticity", "cultural development and improvement of life", "improvement of social service quality" and "increase of tourism facilities". On the whole, the positive perception is stronger than the negative perception. Finally, according to the analysis of four dimensions, the corresponding suggestions are put forward.

Keywords: residents' perception; Social and cultural impact of tourism; Traditional village

1   Introduction

In the field of tourism research, human-land relationship has always been the core issue, and residents are not only receptors and participants, but also important stakeholders in tourism activities, and assume multiple social roles[1]. Therefore, residents play a crucial role in the study of tourism human-land relationship. As an important carrier for inheriting national culture, traditional villages are the "living fossils" of human civilization[2]and the liveliest part of China's architectural heritage, with high historical cognition, emotional sustentation, aesthetic appreciation, ecological environment and utilization value[3]. Tourism not only creates economic value for traditional villages, promotes social development and enhances cultural communication, but also changes the original social culture of the villages, bringing many drawbacks to the stability of social order and the inheritance of traditional culture in traditional villages. As an important component of social production, life and culture of tradi-

tional villages, what are the perceived dimensions of social and cultural influence of tourism? What is the level of perception? All these problems are worthy of deep study. Therefore, attaching importance to the status of traditional village residents in the development of tourism activities, and timely exploring and grasping the trend of their perception of tourism social and cultural influence are of great importance to the realization of tourism and social stability, tourism and cultural inheritance, and the harmonious and win-win situation between tourism and residents.

2   Literature Review

Since the 1990s, studies on the sociocultural impact of residents' tourism have mainly focused on tourism destinations in foreign countries, including the content and dimension[4-6]of the sociocultural impact of tourism, the differences[7]in residents' perception of the sociocultural impact of tourism, and residents' perception and attitude[8]towards the sociocultural impact; The relevant researches in China lag behind, among which Chongyun Xu and Gu Zheng[9]are the earlier scholars. Since then, some scholars have studied the sociocultural impact[10-11]of tourism through the perception and attitude of destination residents, while others have studied the perception level and influencing factors[12-13]of residents' sociocultural impact of tourism through different methods. The research areas involve different types of tourism places, mainly including islands[14], heritage sites[15], ethnic areas[16], etc. Throughout the domestic and foreign researches, there are a lot of relevant results, but few in-depth studies on the perception of social and cultural impacts of tourism in traditional villages. Based on this, this paper selects Taoping Qiang Village as a typical example of traditional village, obtains first-hand data by means of qualitative interview and questionnaire survey, and uses exploratory factor analysis to explore the dimensions of the social and cultural impact perception of Taoping Qiang Village residents on tourism, and evaluates its perception level.

3   Overview and Research Methods of The Case Location

3.1   Case Site Overview

Taoping Qiang Village, located in Taoping Township, Li County, Sichuan Province, is a Qiang inhabited village and the first group of traditional villages in China. It was included in the Preparatory List of World Cultural Heritage in 2007 under the name[17]of "Tibetan-Qiang Diaolou". Village is 40km away from the county seat of Lixian County and 139km away from the provincial capital Chengdu. It is built on a hill beside the Naohe River in Zaigu County, and is close to 317 National Highway. There are 107 households in the village with a total population of 496 people, 99% of whom are Qiang ethnic group. The Diaolou of Taoping Qiang Village is the most complete and original "living fossil" of Qiang architectural culture and art in the world so far, with a strong Qiang nationality style. The labyrinth-style architectural art of connecting roads in all directions, sound underground water network and

diaolou shows the thick and long history of the Qiang people.. Since the development of tourism in 1996, Taoping Qiang Village has become a typical representative of traditional village tourism by relying on its unique ethnic folk tourism resources.

3.2   Research Methods

3.2.1 Interview and Questionnaire Survey

The data needed for empirical research are all residents' subjective feelings, and a large sample size is needed to verify the authenticity of the data, so interview and questionnaire survey are adopted. Therefore, this paper discusses the social and cultural impacts of tourism on Taoping Qiang Village residents during tourism development through preliminary interviews, and the interview results serve as the basis for forming the perception index of social and cultural impacts of tourism. Finally, the final questionnaire was formed based on the interview results and related research literature to make up for the inconsistency between the relevant research scale and the actual situation of the case.

3.2.2 Factor Analysis Method

Factor analysis refers to a statistical method in which researchers extract common factors from groups of variables[18]. In this paper, SPSS27.0 is used to conduct exploratory factor analysis on the data, cluster the perception factors of residents' social and cultural impact on tourism, and obtain the dimensions of residents' perception of social and cultural impact on tourism in traditional villages.

3.3   Data Acquisition

3.3.1 Questionnaire Design

Based on the actual situation of the case, and referring to the survey items[19-20]related to Davis and Cosenza (vasi&Cosenza,1994) abroad and existing domestic literature, the questionnaire on the social and cultural impact of tourism of Taoping Qiang Village residents was formed. Contents of the questionnaire: First, residents' perception of the social and cultural impact of tourism, which mainly includes a total of 17 questions in social and cultural aspects, both positive and negative impacts. In this part, Likert scale was used to measure the respondents' degree of agreement with the statements of each item. According to the analysis, the five levels of "strongly disagree", "disagree", "general", "agree" and "strongly agree" were assigned 1-5 in turn. Generally speaking, the average Likert scale rating between 1 and 2.4 indicates disapproval, between 2.5 and 3.4 indicates neutrality, and between 3.5 and 5 indicates approval[21]. The second is the survey of residents' personal characteristics, including five basic information: gender, age, education level, whether they are engaged in tourism-related occupations, and monthly income.

3.3.2 Basic Information of the Sample.

In June 2023, the research group distributed 270 questionnaires in Taoping Qiang Village, with 253 valid questionnaires and an effective rate of 90%. Descriptive statistical analysis found that: male 45.5%, female 54.5%, female residents more. The population aged 36-45 and 46-55 years old accounted for 28.1% and 26.1% respectively. From the occupation point of view, there are more residents who are not engaged in tourism occupation, accounting for 60.5%; The education level of residents is low, and the distribution is uneven, and the number of junior high school and below is the largest, accounting for 66%; In terms of monthly income, the population of 2001-5000 yuan is the largest, accounting for 42.7%, as shown in Table 1.

Table 1. Demographic characteristics of the sampleTable title.

Attributes	Categories	Percentage	Attributes	Categories	Percentage
Sex	male	45.5%	engage a career in tourism	yes	39.5%
	female	54.5%		no	60.5%
Age	Under 18 years old	1.6%	Degree of education	Junior high school and below	66%
	Ages18-25	2.8%		High school or secondary school	28.9%
	Ages26-35	11.1%		Associate or undergraduate	4.3%
	Ages36-45	28.1%		Graduate students	0.8%
	Ages46-55	26.1%	monthly income	Below 2000	23.3%
	Ages56-65	18.6%		2001-5000	42.7%
	Over 66 years old	11.9%		5001-10000	30.8%
				10001+	3.2%

4   Research Results and Analysis

4.1   Analysis of Qualitative Interview Results

Taoping Qiang Village has the dual functions of both scenic spot and residence, so residents and tourists have close communication. According to the qualitative interview results, with the development of tourism activities in Taoping Qiang Village, the number of tourists is increasing, and the contradictions between residents and tourists, residents and residents are becoming more prominent. Therefore, the item "increasing conflicts (residents and residents, residents and tourists)" is added. At the same time, in order to better develop tourism, Taoping Qiang Village has increased tourism-related supporting facilities, so three items have been added: "Add more recreation facilities, amusement places and other tourism service facilities", "add public facilities (such as greening and landscape, public lighting facilities, etc.)" and "add facilities for the protection of history, culture and cultural relics"; In addition, there are many residents reflect that with the development of tourism, the quality of social services in Village is also constantly improving, so the increase of

"greater improvement of the local traffic service quality", "greater improvement of the local social administrative service quality" and "improve the local public security and security capabilities" three items. Through qualitative interviews, we can deeply reveal the essential law of the perception of tourism social and cultural impact of Taoping Qiang Village residents, so as to formulate a more targeted measurement scale, which is helpful to clarify the specific perception dimension of tourism social and cultural impact of residents in the village. Combined with the existing research results at home and abroad, 17 questions are extracted from the social and cultural aspects. Including positive impact and negative impact, as shown in Table 2.

Table 2. Social and cultural impact factors of residents' tourism

	item	Sources
Developing the sociocul tural positiv e impact of tourism	More recreation facilities, amusement venues and other tourism service facilities have been added;	Xiaoyun Tang (2013) [22], Weaver D B and Ap J [23], Huishan Cheng [24], Chunyang Wang [25], Shouming Qiu [26] Qualitative interview results
	Increased public facilities (such as greening and landscape, public lighting facilities, etc.);	
	Increased the protection of history, culture, cultural relics and other facilities;	
	The quality of local transportation services has been greatly improved;	
	Greatly improved the quality of local social administration services;	
	Improve the local public order and security guarantee ability;	
	Promoting local cultural exchanges and education;	
	Encouraging and enriching local cultural activities;	
	Improved local infrastructure for civil life;	
	Improve the local quality of life, improve the standard of living;	
	Improving the status of local women;	
	Improved the hospitality of the villagers	
Negative Sciocultural effects of tourism Development	Exposure of local traditional culture to external influences (e.g. architectural features, local languages, cuisine, etc.);	
	Promote the over-exploitation of local ethnic and cultural resources;	
	It causes the change of local traditional cultural values;	
	Make residents feel crowded and disturbed;	
	Increased conflict (residents versus residents, residents versus visitors)	

4.2 Exploratory Factor Analysis of Sociocultural Impact Perception of Tourism

Cronbach's Alpha analysis was performed on 17 items concerning residents' perception of the social and cultural impact of tourism. Result a=0.605, AVE=0.544, CR=0.946, and the scale basically met the reliability requirement. Secondly, the result of KMO and Bartlett sphericity test is KMO=0.833(>0.8), the approximate chi-square value of Bartlett sphericity test was 1307.420, and the significance probability was 0.000(0.001). The results showed that it was very suitable for factor analysis. The results of factor analysis are shown in Table 2. After removing the two items of "improving the status of local women" and "improving the hospitality of villagers" whose load value is less than 0.40, four common factors with feature roots greater than 1 are finally extracted, and the cumulative explanatory variance is 60.382%, exceeding 60% required by social science[27]. Factor F1 explains the negative effects of tourism

development on the authenticity and social order of villages by "exposing local traditional culture to external impacts (such as architectural features, local language, food, etc.)", so it is named "social disorder and weakening of authenticity". Factor F2 explains "promoting local cultural exchange and education", and reflects that tourism development promotes rural cultural development and improvement of living standards, so it is named "cultural development and improvement of life"; Similarly, factor 3 and factor are named as "improvement of social service quality" and"increase of tourism facilities" respectively, and the subsequent analysis is based on these four factors.

4.3 Analysis of Residents' Perception Dimension of Tourism Social and Cultural Impact

4.3.1 Social Disorder and Weakening of Authenticity

As shown in Table 3.F1 has a characteristic value of 4.233 and a variance contribution rate of28.221%, which reflects the negative impact of tourism development on the social order and the authenticity of traditional culture in Taoping Qiang Village. The total mean value of the factors is 2.472, indicating that the residents' perception of the social disorder and the weakening of authenticity brought by it has not yet emerged, and it has not exceeded the residents' psychological carrying capacity. However, people have begun to pay attention to the development of this situation, and have a certain degree of worry about it. Among them, the two items of "causing changes in local traditional cultural values" and "making residents feel crowded and disturbed" had the highest mean values among F1 factors, with 2.675 and 2.608 respectively. The survey shows that the authenticity of traditional culture has been weakened, the elderly who have been living in the Qiang village have a particularly strong sense of this, an old man over 65 years old mentioned that "since the development of tourism in Taoping in 96, the stockade has been overcrowded, causing congestion, and conflicts between tourists and residents, residents and residents have occurred, and the lives of residents have been disturbed, which has affected the life order of local residents to a certain extent." At the same time, foreign culture has also brought impact on traditional national culture, "28.1% of residents agreed. A young man aged 18-25 said that "in order to better carry out tourism activities, the landscape of the stockade has changed, life has been disturbed to a certain extent, and there are often conflicts and disputes in the stockade."

Table 3. Results of factor analysis on residents' perception   of tourism social culture

Question Item	F1	F2	F3	F4	Average	Standard deviation
Exposure of local traditional culture to exter nal influences (such as architectural features, local languages, cuisine, etc.)	0.883				2.332	0.253
Promote the over-exploitation of local ethnic and cultural resources	0.864				2.675	1.224
It has caused the change of local traditional cultural values	0.807				2.608	1.345
Making residents feel crowded and disturbed	0.797				2.269	1.098
Increased conflict (residents vs. residents, residents vs. visitors)	0.549				4.265	0.789

Increased cultural exchange and education		0.801		4.162	0.697
It encourages and enriches local cultural activities		0.680		4.292	0.778
The local infrastructure for civil life has been improved		0.577		4.223	0.726
It has improved the quality and standard of living of the local people		0.561		4.223	0.726
It has greatly improved the quality of local transportation services			0.771	3.996	0.902
It has greatly improved the quality of local social and administrative services			0.667	3.771	1.055
The local public order and security guarantee capabilities have been improved			0.666	4.174	0.752
More recreation facilities, amusement venues and other tourism service facilities have been added				0.801	4.004	0.866
Increased public facilities (such as greening and landscape, public lighting, etc.)					
Facilities for the protection of history, culture and cultural relics have been added				0.703	4.261	0.742
eigenvalue				0.575	3.889	0.9736
Variance contribution rate	4.233	2.282	1.447	1.096		
	28.22	15.21	9.646	7.305		

4.3.2 Cultural Development and Improvement of Life

As shown in Table 3.F2 has a characteristic value of 2.282 and a variance contribution rate of 15.210%, which reflects the positive effect of tourism activities in Taoping Qiang Village on the cultural development of Zhaizi and residents' life. The total mean value of the factors reached 4.235, indicating that most residents felt and agreed that the development of tourism promoted the development of culture and improved the quality of life. The survey results show that most residents think that in order to carry out tourism activities, zhaizi holds various cultural activities such as festivals and other cultural activities with its traditional cultural resources to attract tourists to travel, which not only improves the economic income of residents, but also is influenced by its culture and knowledge in the process of communicating with tourists, increasing the opportunities for residents to receive education and improving the willingness of residents to receive education. Therefore, the development of tourism has promoted the development of cultural activities, cultural exchanges and education in Taoping Qiang Village. At the same time, after the development of tourism in Zhaizi, the living environment of zhaizi has been improved, and the infrastructure such as roads, water, electricity and network have been gradually perfected, and the living standards of residents have been improved. However, there are also a few residents who oppose this, believing that after the development of tourism, the improvement of the existing infrastructure should be restricted in order to ensure the beauty of the zhaizi landscape. On the contrary, the development of tourism has squeezed their living space.

4.3.3 Improving the Quality of Social Services

As shown in Table 3.F3 has a characteristic value of 1.096 and a variance contribution rate of 9.646%, which reflects the positive impact of tourism effect on the social services of Taoping Qiang Village residents. The average values of "greatly improved the local traffic service quality", "greatly improved the local social administrative service quality" and "improved the local public security and security guarantee ability" are all greater than 3.5, indicating that residents are highly satisfied with the

local social service quality and realize the importance of improving the social service quality for the development of tourism. For example, as a local staff of a B&B stated that "Taoping has been developing tourism for more than 20 years, government leaders and village cadres pay special attention to the quality of social services in Taoping, build tourist service centers, police stations, rural credit cooperatives, hire a number of security guards to dredging traffic in scenic spots, and arrange personnel to patrol the security situation in scenic spots, and now Zhaizi residents are convenient and traffic is smooth." Good security." It shows that tourism development has a positive impact on the quality of social services in Taoping Qiang Village.

4.3.4 Increase of Tourism Facilities

As shown in Table 3.F4 has a characteristic value of 1.447 and a variance contribution rate of 7.306%, which reflects the positive effect of tourism activities on the construction of tourism facilities. The total mean of the factors is 4.051, which exceeds the approval level, indicating that the residents of Taoping Qiang Village generally agree that tourism development has a positive effect on the construction of tourism facilities. A local folklore boss said, "Since the development of tourism, in terms of recreation, new viewing platforms, swings, etc.; In terms of public facilities, the addition of public lighting equipment, new squares and public toilets; In terms of cultural relics protection facilities, the Qiang Culture Museum has been established and the protection of the Diaolou has been strengthened." The three items of "adding more recreation facilities, amusement places and other tourism service facilities", "increasing public facilities (such as greening and landscape, public lighting facilities, etc.)" and "increasing facilities for the protection of history, culture and cultural relics" all reached the favorable level, indicating that the development of tourism activities has a positive impact on the construction of tourism facilities in Taoping Qiang Village.

5   Conclusions and Suggestions

5.1   Conclusions

Four principal component factors were extracted through exploratory factor analysis, which were one negative factor of social disorder and weakening of authenticity, and three positive factors of cultural development and improvement of life, improvement of social service quality and increase of tourism facilities. In previous studies, the perception of tourism social and cultural impact is only one factor in the perception of tourism impact, resulting in insufficient research on the perception of tourism social and cultural impact. Therefore, this study focuses on the perception of tourism social and cultural impact, and attempts to analyze it more deeply, which is helpful to expand the research on the social and cultural impact of tourism development in traditional villages, and deepen the understanding of traditional village residents' perception of the deep-seated social and cultural impact of tourism. Among them, the average values of social service quality improvement and cultural development and

life improvement factors are high, which indicates that tourism development has indeed brought positive effects on the social culture of Taoping Qiang Village. The degree of perception of social disorder and weakening of authenticity is at a neutral level, indicating that the negative cultural and social impacts brought by tourism are not prominent at present, but measures still need to be taken to prevent the vicious development in the future.

5.2   Suggestions

According to the problems presented by the investigation and research, the following suggestions are put forward for reference to the actual situation of the case:

(1)Pay close attention to residents' attitudes towards tourism development and revive the harmonious relationship between residents. First, the relevant tourism departments should enter the households to investigate the dynamics of residents and establish a long-term mechanism to grasp the residents' tourism perception and attitude in a timely manner. The second is to actively organize and carry out effective ethnic customs and cultural activities and encourage residents to participate in them, so as to enhance the harmonious relationship between residents.

(2)We should coordinate the relations among various stakeholders and prevent social conflicts from widening. First, residents should be given the right to speak and make decisions in tourism planning by improving the benefit distribution and compensation mechanism. Second, residents should be encouraged to actively partici-pate in tourism development. At the same time, tourism education and training for residents should be strengthened, and tourism activities should be orderly guided and system optimized, so as to prevent conflicts between residents and residents and between residents and tourists from the source. In order to protect the authenticity of traditional villages, the infrastructure, spatial pattern and living environment of villages should keep the original village style as much as possible while meeting the needs of residents in modern life and improving the convenience of life.

(3)Effective measures should be taken to promote the inheritance of traditional culture and curb the weakening of the authenticity of traditional culture. First, fully understand the important role of residents in inheriting ancient village culture, and implement it in all aspects such as community and tourism development. The second is to build the social and cultural growth space of traditional villages, with tourism development as the background and residents as the main body, so that the local culture is free from the intrusion of foreign population and capital, and avoid the formation of cultural empty city and cultural generation. Specific measures include the establishment of traditional village cultural protection and education funds, the establishment of a perfect cultural inheritance system and strict implementation standards. Improving the reward and punishment measures for the protection of traditional cultural heritage.

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