

Analysis on the Subjective Willingness of Public Participation in the Scenic Villages' Construction and Its Related Factors

Zhang Jianguo, Associate Professor
Wang Lili, Master

Zhang Jianguo, Associate Professor in the Research of Ecological Landscape Planning and Tourism Management, School of Economics and Management, Huzhou University, Huzhou Zhejiang, 313000, China; School of Landscape Architecture, School of Tourism and Health, Zhejiang Agriculture & Forestry University, Lin'an, Zhejiang, China. Wang Lili, master in research of urban and rural planning and tourism management, School of Landscape Architecture, School of Tourism and Health, Zhejiang Agriculture & Forestry University, Lin'an, Zhejiang, China. Correspondence author: zhangjianguo2004@163.com

Abstract: The construction of scenic villages can not be done without the active participation of the local residents and it is of great significance to analyse the residents' participation willingness and its related factors. On the basis of drawing experience from the present research results, we, through house-to-house questionnaire surveys and sampling interviews, survey residents in five villages of Hangzhou city about their willingness to participate in the construction of scenic villages themselves, participation paths and their attitudes toward external participation, and adopt the methods, such as exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), to verify three hypotheses (H1, H2, H3). The study finds that: (1) the general participation willingness of village residents is comparatively high, but the participation willingness degrees of different village groups are quite different. According to the degree of participation willingness, the sequence from high to low is: village cadres > farmhouse and rural lodging operators > college village officials > staffs employed in the village enterprises > ordinary villagers > resident cadres. (2) There are relatively big differences among the villagers' recognition degrees of different participation routes in the construction of scenic villages. The highest difference significance of the correlation is the multi-family joint loans (1.160). The lowest is to publicize, encourage and actively promote the construction of scenic villages (0.936). (3) The verification results are in favor of three hypotheses that the resident identity of the villagers has a significant impact on their willingness to participate, the path of participation, and their attitudes towards the external participation. According to the research results, the following suggestions are made: improve the awareness of the related subjects, especially the villagers by increasing the publicity; take measures to attract the active participation of the new business entities; open up the input channels to motivate the villagers; improve the public participation degree of the scenic villages' construction by coordinating the relation among investment subjects and guaranteeing the villager's interests etc.

Key words: public participation; construction of scenic villages; participation willingness; exploratory factor analysis (EFA); confirmatory factor analysis (CFA)

Tob Regul Sci.TM 2021;7(6): 5609-5621

DOI: doi.org/10.18001/TRS.7.6.48

INTRODUCTION

Beautiful villages refer to the economically prosperous, harmonious, civilized and sustainable villages with beautiful ecological and living environment.¹ Following the construction of “Beautiful China” by pushing the holistic development of urban and rural areas put forward in the Report of the 18th National Congress of the Communist Party of China, the rural revitalization strategy is proposed in the Report of the 19th National Congress of the Communist Party of China to further implement the construction of “Beautiful China”. Adhering to the general requirements of the strategy of thriving businesses, pleasantly living environment, social etiquette and civility, effective governance and prosperity, build and perfect the urban and rural integration development system and policy system and quickly advance the modernization of agriculture and rural areas. In Zhejiang province, the construction of beautiful villages has a few advantages such as early start, fast progress, long duration, large investment, far-sighted thought, perfect measures and scientific planning and it combines the holistic development of urban and rural areas with the ecological civilization scientific development of tertiary industry integration. The construction achievement is significant and they are the pioneers of beautiful villages' construction as well as the demonstration of successful new country construction in China. “Advancing the construction of ten-thousand scenic villages” is proposed in the Report of the 14th Party Congress of Zhejiang Province and it is an innovative measure to carry out the rural revitalization strategy, which clearly requires that ten thousand A-level scenic villages should have been built by 2020, in which there are one thousand 3A-level scenic villages. Therefore, the scenic villages, as the extension of “Beautiful Villages”,² are the typical transformation of beautiful villages from “beautiful environment” to “perfect

development”, namely, from the picturesque scenery of beautiful villages to prosperous life of rich villagers.

The villagers' participation refers to the fact that villagers, through various legal paths, express the interest demand of concerned parties so as to maximize the interests of all the concerned parties. Their participation aim is mainly to improve the policy efficiency and ensure that no one's interests are damaged.³ During the long developing course of the countryside, villagers have always been main participants.⁴ During the developing process of theory and practice covering the construction of socialist “New Countryside” and “Beautiful Villages”, village tourism construction, villagers shoulder the cost of village tourism development with the rural transformation for free, transfer their rights in the construction process and are most influenced in the interest pattern adjustment,⁵ therefore, the key to sustainable development is to guarantee the villagers' benefit from the village tourism.⁶ Stefan Neumeier thinks that developing the village tourism helps increase the community identity and vice versa, the villagers' behavior will affect the development of tourism development.⁷ Despina Sdrali points that the opinions of villagers can help the tourism developers confirm the true focus and problems.⁸ Wise N proposes that the villagers grade the regional competitiveness through the destination comprehensive competitiveness model to confirm the advantages and disadvantages of competitiveness indices so that the villagers can be familiar with the effect of tourism development on the regional competitiveness and improve their consciousness of pursuing the life well-being.⁹ The village tourism in China is in the fast developing phase and the villagers will form the positive perception about the economy, culture, environment, facilities and services and the amount of economic interest return will decide the villagers' basic perception status. The more the relative economic interest return is, the higher the villagers' perception positive effect is.¹⁰ Tang Guojian etc. takes five villages in Shaanxi province for example and emphasizes the villagers' active participation in the renovation of village environment from the

perspective of villagers' life and production.¹¹ Wu Wen etc. explores the construction mode of villagers participating in the beautiful village environment from decision-making, design, implementation to management and tries to change villagers' consciousness from "I am asked to participate in construction" to "I want to participate in construction".¹² Therefore, it is of great theoretical and practical significance to research on the factors influencing the villagers' subjective willingness and its related factors in the construction of scenic villages so as to provide the reference and suggestions for the development of scenic villages.

METHODOLOGY

Data Source and Observable Variables

Adopt the questionnaire to measure the subjective willingness of villagers to participate in the construction of scenic villages and take the villagers in the five scenic villages including Zhinan Village, Jiuxi Village, Dalu Village, Baisha Village and Baishuijian Village in Zhejiang Province as the research subjects. These five villages are all 3 A-level scenic villages in Zhejiang province and their common characteristic is to develop by depending on the surrounding scenic areas, do the village characteristic tourism development through the resource advantage, scientific planning and pioneering spirit and make good achievements. Among them, Jiuxi Village is located in the southwest of West Lake Scenic Area in the south of Hangzhou city and due to its position inside the Zhijiang tourism resort, its village tourism, affected by the surrounding quality scenic area resources, starts early and has developed relatively maturely; Baisha Village is located in Lin'an District, Hangzhou City, and it, depending on Taihuyuan scenic area, starts the farmer house early and develops the village tourism with the farmer house as its characteristic; Zhinan Village and Baishuijian Village are the newly-arising stars of village tourism. Zhinan Village is an ancient village with a history of over 2000 years and there are seven "ancient things" including ancient family name, ancient pond, ancient tree, ancestral temple, ancient temple, ancient house and ancient tomb, which are reserved relatively well.

Baishuijian Village, depending on the Baishuijian scenic area, has obtained many titles of characteristic villages one after another after village renovation; Dalu Village is located in Fenshui town, the most beautiful small city sub-center, in the Tonglu county, the most beautiful county in China, and it develops the village tourism early with abundant tourism projects and attracts many tourists every year.

The questionnaire survey was done in March and April, 2018. 450 questionnaires were handed out and 420 were collected, among them, 399 questionnaires were effective and the effective rate was 95%. The questionnaire is divided into three parts: the first is the demographic characteristics, including the registered permanent address, gender, age, education degree and identity; the second is the villagers' familiarity degree with the scenic village, including the assessment about their village's resources and the expectation of the scenic village's construction etc.; the third one is the subjective willingness scale of villagers to participate in the scenic village's construction, which adopts the Likert scale. Five grades from low to high including "Hate", "Unwilling", "Willing", "More Willing" and "Like" are set for every item and the corresponding scores are 1, 2, 3, 4 and 5. And 12 observable variables in the third part are "Personal Willingness", "Building the countryside flower sea", "Starting the accommodation and catering business", "Investing the capital", "Publicity and promotion", "Investing the private property", "Participating in the construction of public infrastructure", "Encouraging relatives and friends to participate", "Investing the village collective property", "The enterprise runs the scenic village", "Introducing the industry and commerce fund", and "The multi-family joint loans". The reliability and validity examination is done to the third part of the questionnaire and the items are modified and encoded again to get the following subjective willingness scale. (Table 1)

Analysis Methods

Crosstab analysis

Crosstab analysis means categorizing two variables into two groups according to their values at the same time and compare the distribution condition of each group to find out the relationships between the variables. In the crosstab analysis, the frequencies of observed data when they are categorized according to two or more attributes will be listed in a table so

that the relationship between two variables can be seen more directly.Choose SPSS 20.0 to analyse the data.

Exploratory factor analysis(EFA)

Exploratory Factor Analysis aims to extract the common factor from a group of variables and assumes the observable variables are all directly affected by the common factor or only affected by one special factor etc. EFA is a kind of multi-element statistical analysis method, which uses the dimension reduction principle to get the few dominating potential common

factors of multiple groups of observable variables(obs) and analyses the inner relationship between the obs and potential common factors and erases the statistical result errors caused by the co-variation between factor.^{6,13-14} The common factor(namely, the potential variable) obtained through CFA makes the data analysis more scientific and reliable. Make the model theoretical hypothesis to the potential variable and observable variables and verify the effect of the potential variables on the observable variables through CFA. Choose SPSS 20.0 to analyse the collected data.

Table 1 Items of the Subjective Willingness Scale						
Code	OBS	1	2	3	4	5
X ₁	Personal willingness degree to participate in the construction of the scenic village					
X ₂	Build the countryside flower sea on their own field					
X ₃	Start the accommodation and catering business on the spare place of their own					
X ₄	Invest the capital to build the scenic village					
X ₅	Publicize, encourage and actively promote the scenic village’s construction	Hate	Unwilling	Willin g	More Willing	Like
X ₆	Circulate the private property, facilities and collective assets to be used for the construction of the scenic village.					
X ₇	Encourage the children of their own and children of relatives and friends to come back and participate in the construction of the scenic village					
X ₈	Actively participate in the the public service activities of the construction of the scenic village					
X ₉	Circulate the collective filed, facilities and collective assets to be used for the construction of the scenic village.					
X ₁₀	The enterprise runs the scenic village.					
X ₁₁	Introduce the industry and commerce fund into the construction of the scenic village					
X ₁₂	The multi-family joint loans for the construction of the scenic village					

Confirmatory factor analysis (CFA)

Confirmatory Factor Analysis model mainly shows the relationship between the obs and potential variables,¹⁵ build the structure equation theoretical model with the potential common factor variable and obs obtained through EFA as well as the assistance of the co-variance model analysis method, which integrates the path analysis, factor analysis and simultaneous

equation models in the Econometrics to verify whether the obs has the positive effect on the original theoretical hypothesis.¹⁶⁻¹⁸ Generally, there are some errors in the research on the variable of the villagers’ subjective willingness and it’s hard to measure with a single index. But the structure equation models can be used in addressing the relationship among multiple complex factors and allow existence of errors in both obs and potential variables. It can adjust the model constantly according to the

modification index until it became appropriate.¹⁹
AMOS 21.0 confirmatory analysis software was chosen to verify the hypothetical model.

Theory Hypothesis

Hypothesis H1: Assume that the different groups of villagers have varied impacts on the participation willingness in the construction of scenic villages;
Hypothesis H2: Assume that the villagers' identities have a significant impact on the their own participation willingness in the construction of scenic villages;
Hypothesis H3: Assume that the villagers' identities have a significant impact on their willingness about the external participation in the construction of scenic villages.

RESULT AND ANALYSIS

Demographic Characteristics Analysis

From Table 2, the proportion between the local and the external population has reached 3:1 and the external population accounts for 1/4

of the investigated subjects, which shows the nature of scenic village makes it more open and inclusive. The proportion of male is slightly higher than that of female. The farmers aged 45 and above account for more than 60%, which indicates that the majority of the villagers is middle-aged and old people and that the aging problem in the village is comparatively prominent. Among the interviewees, the persons with the bachelor's degree and above just account for 14.3%, which shows that the villagers' education degree is generally low, thus indicating that villagers are less likely to make innovations and accept new things. The identities of interviewees are divided into three types: government, enterprises and villagers. Villagers who are mainly ordinary people account for 66.4%, the government mainly represented by the village cadres and college village officials accounts for 4.6% and the enterprises composed of the farmer house and rural lodging operators and ordinary employees take up 29.1%. All of those show that the villagers are the main force of scenic villages' construction, enterprises are the driving force of continuous running of scenic villages and the government plays an indispensable role in the construction of scenic villages.

Table 2
Demographic Characteristics Analysis

Items		Frequency	Percentage	Items		Frequency	Percentage
Age	18-24	32	8.0	Registered Permanent Address	Local Villagers	290	72.7
	25-44	122	30.6		Floating Population	109	27.3
	45-64	209	52.4	Gender	Male	211	52.9
	65 and above	36	9.0		Female	188	47.1
Identity	Village Cadres	8	2.0	Education Degree	Junior High School and Below	188	47.1
	College Village Officials	7	1.8		Senior High School or Technical Secondary School	107	26.8
	Farmhouse and Rural Lodging Operators	89	22.3		Junior College	47	11.8
	Ordinary Villagers	265	66.4		Bachelor	54	13.5
	Resident Cadres	3	0.8		Master and Above	3	0.8
	Staffs Employed in the Village Enterprises	27	6.8				

Descriptive Analysis on the Subjective Willingness
Statistic analysis on the different groups of

villagers' participation description
Among 399 interviewed villagers, there are six different group representatives: village cadres, college village officials, resident cadres,farmhouse

and rural lodging operators, ordinary villagers and staffs employed in the village enterprises. Assuming that there is no other restrictions on participation paths, the participation willingness degree of all the villagers are above 3.0, which means that the general participation willingness is good (See Table 3). The participation willingness of different groups from high to low is as follows: village cadres > farmhouse and rural lodging operators > college village officials > staffs employed in the village enterprises > ordinary villagers > resident cadres. The groups whose willingness degree is above 4.0 include village cadres, college village officials and farmhouse and rural lodging operators and the village cadres' participation willingness value 4.9 is the highest. The groups whose willingness degree is above 3.0 include ordinary villagers, resident cadres and staffs employed in the village enterprises and the resident cadres' participation willingness 3.0 is lower than that of ordinary villagers 3.7.

According to the preliminary analysis, the differences among the participation willingness values of different groups of villagers are caused by their varied group identity. Village cadres, as the key force of constructing the scenic village and the representatives of the whole village, like to participate in the construction of the scenic village and actively encourage all the villagers to take part in the construction of the scenic village; farmhouse and rural lodging operators and staffs employed in the village enterprises, out of consideration for their own interest, are willing to change the current industry status and market vitality through the scenic village; college village cadres are chosen from new high-quality talents and it is easier for them to understand and accept the new policy and new thought. Resident cadres, as the propagandists of national guidelines and policies, should go into the villagers' home to help them truly learn about the purpose of the Party and the government offering to construct the scenic villages, but they are least willing to participate, indicating that they can not help the village cadres do the relative work due to their poor understanding of their duty. Besides, they are glad to make the village more beautiful and the villager richer through the scenic village; the resident cadres who are in charge of publicizing

the national policies and guidelines, need make the villagers learn about the starting point of the Communist Party and the government making such policies, and they will vigorously support the government's related work. Compared to them, ordinary villagers are eager to have a higher income and better life, therefore, they are more willing to join in the construction of the scenic village. In general, the data verify and support the hypothesis H1.

Descriptive analysis on the participation paths of villagers in the construction

Construction paths are the specific demonstrations of villagers' subjective intention to participate in the construction of the scenic village (See table 4), including using their own field or spare space to build the countryside flower sea and starting the accommodation and catering business, investing the capital, publicizing and promoting the scenic village's construction, investing the private property, encouraging their children to come back and join in the construction and taking part in the related public service activities etc. After the preliminary analysis on the villagers' attitudes about the participation paths, the willingness value is around [3.2, 3.7]. The villagers' attitudes generally are "More Willing", indicating that there are no big differences among the villagers' attitudes about the participation paths and they are relatively satisfied with the construction paths. Therefore, further analysis is needed to get the main factors affecting the villagers' willingness to take the construction paths.

Descriptive analysis on the villagers' willingness about the external intervention.

The construction of the scenic village needs a large amount of money, and the main fund sources of the investigated villages include: using the collective assets, the enterprise runs the scenic village's construction, the industry and commerce capital intervention and multi-family joint loans. Compared with the participation paths of villagers participating in the construction themselves, villagers' willingness about the external capital intervention is lower and the willing value is around [3.0, 3.5] (See Table 5). This shows that villagers don't have huge capital source. When there is external capital input, they are both excited on one hand and on the other hand, they are afraid of their own benefit being damaged due to

the excess involvement of external capital. Further analysis is needed as to the reasons why villagers have such conflicting thoughts.

factor among the correlation matrix of the observed variables and they are suitable for the factor analysis. The analysing result shows that there are two common factors, whose characteristic values are larger than 1,can be extracted from the 12-item scale of the subjective willingness, indicating that after the dimension processing, the subjective willingness of villagers to participate in the scenic village’s construction includes 2 common factors. The variances of the original explanatory variables are all larger than 8% and the variables’ composition respectively are: F1=(X₁, X₂, X₃, X₄, X₅, X₆, X₇ and X₈),F2=(X₉, X₁₀, X₁₁ and X₁₂) the interpretation rates of two common factors’ variances are 53.384% and 8.487% respectively and the variance’s accumulated interpretation rate is 61.872%.

EFA Result Analysis

To further analyse the degree of villagers’ participation willingness by using EFA and adopt Cronbach α coefficient to do the reliability test with the resulting that general reliability is 0.920, meaning that the reliability of the subjective willingness scale is high(See Table 6). KMO value is 0.927, which is larger than 0.9, indicating that the data is suitable to do the factor analysis. Bartlett’s test of sphericity value is 2569.395, reaching the significant level under the condition of freedom 66 and 0.000 level. This shows that it exists the common

Table 3 The Participation Willingness of Different Groups of Villagers in the Construction of Rural Scenic Villages							
Groups	Participation Willingness					Weight Value	
	Hate	Unwilling	Willing	More Willing	Like		
	Village Cadres	0.0%	0.0%	0.0%	12.5%	87.5%	4.9
	College Village Officials	0.0%	14.3%	14.3%	28.6%	42.9%	4.0
	Farmhouse and Rural Lodging Operators	0.0%	3.4%	28.1%	23.6%	44.9%	4.1
	Ordinary Villagers	0.0%	6.4%	41.5%	29.8%	22.3%	3.7
	Resident Cadres	0.0%	0.0%	100.0%	0.0%	0.0%	3.0
	Staffs Employed in the Village Enterprises	0.0%	0.0%	55.6%	11.1%	33.3%	3.8

Table 4 Analysis on the Willingness of Villagers to Take the Construction Paths of the Scenic Village							
Participation Willingness							Weight Value
Participation Path		Hate	Unwilling	Willing	More Willing	Like	
	X ₂	0.8%	14.3%	37.3%	26.3%	21.3%	3.5
	X ₃	0.5%	9.0%	33.6%	29.1%	27.8%	3.7
	X ₄	1.8%	21.1%	42.6%	20.1%	14.5%	3.2
	X ₅	0.3%	4.0%	42.1%	29.1%	24.6%	3.7
	X ₆	1.5%	21.8%	39.6%	24.1%	13.0%	3.3
	X ₇	0.8%	21.3%	44.9%	15.3%	17.6%	3.3
	X ₈	0.3%	7.0%	52.4%	22.6%	17.8%	3.5

Table 5
Analysis on the Villagers' Willingness about External Intervention in the Construction of Scenic Villages

		Participation Willingness					Weight Value
		Hate	Unwilling	Willing	More Willing	Like	
External Intervention	X ₉	0.3%	9.0%	48.9%	24.8%	17.0%	3.5
	X ₁₀	1.0%	16.5%	44.4%	24.6%	13.5%	3.3
	X ₁₁	0.5%	12.0%	45.4%	24.1%	18.0%	3.5
	X ₁₂	1.5%	37.3%	34.8%	16.3%	10.0%	3.0

Two potential common factor variables are obtained through EFA analysis and X₁~X₈ measure the villagers' willingness degree to take part in the construction paths; X₉~X₁₂ measure the villagers' willingness degree about the external intervention in the scenic village's construction. Encode and rename those factors: F1=the villagers' willingness degree to take part in the construction paths; F2=the villagers' willingness degree about the external intervention in the scenic village's construction. The reliability test is done to the observed variables contained in the two potential common factors. Cronbach's $\alpha_1=0.898$, $\alpha_2=0.815$, the critical values are larger than 0.7, which reflects the villagers' subjective willingness is affected by the self participation paths and external involvement. Therefore, it's reasonable to assume that: Hypothesis H2 assumes that the villagers' identities have a significant impact on their own participation willingness in the construction of scenic villages; Hypothesis H3 assumes that the villagers' identities have a significant impact on their willingness toward the external participation in the construction of scenic villages. Based on the EFA analysis result, verify the above hypothesis through CFA.

CFA Result Analysis (CFA)

Model adaptability test

There are several following indices to test whether the model is adaptable :1) χ^2 is used for the general evaluation of the model; 2) GFI is a comparative fit index, which shows the fitness between theoretical model and sample data;3)

AGFI is the goodness-of-fit index after adjusting GFI; 4) NFI is used to compare the chi-square difference between the hypothetical model and virtual model; 5) TLI is mainly used to compare the adaptability degree between two opposite models; 6) CFI is used to compare the independent model and hypothetical model; 7) RMSEA is mainly used to show the model's misfit index. Statistics results indicate that: the chi-square of coefficient of determination is 299.154, the freedom degree is 53, the significance probability level $P=0.000 < 0.05$, reaching the significant level and accepting the null hypothesis, which shows that the hypothetical model basically corresponds with the sample data. $GFI=0.885 > 0.800$, $AGFI=0.831 > 0.800$, $NFI=0.885 > 0.800$, $TLI=0.879 > 0.800$, $CFI=0.903 > 0.900$, $RMSEA=0.108$. All of these show that the model's fitting effect as a whole is good and can be used for verification of the hypothesis.

Structure equation modeling hypothesis verification

From Figure 1, the coefficients between the potential variables and the corresponding observed variables are larger than 0.9, showing the higher significance, which means the observed variables can reflect and explain the corresponding potential variables. Namely, "Personal participation willingness", "Building the countryside flower sea", "Starting the accommodation and catering business", "Investing the capital", "Publicizing and promoting", "Investing the private property", "Participating in the public infrastructure construction", "Encouraging the relatives and friends to participate" can better reflect the subjective willingness of villagers themselves to take the construction paths, verifying the hypothesis

that the villagers' identities have a significant impact on their own participation willingness in the construction of scenic villages; "Investing the collective assets", "Enterprise running", "Industry and commerce capital intervention", "Joint-family loans" can better reflect the subjective willingness of villagers about the

external intervention in the scenic village's construction, verifying the hypothesis that the villagers' identities have a significant impact on their willingness about the external participation in the construction of scenic villages. The data verify and support the hypothesis H2 and H3 in general.

Table.6
Subjective Willingness Potential Variable Accumulated Variance Contribution Rate

Potential Variables	Observed Variables	Original Characteristic Value ^a			Extract the Square and Load			Rotate the Square and Load
		In	Variance	Accumulation	In	Variance	Accumulation	Load
		Total			Total			In Total
F ₁	X ₁	5.845	53.384	53.384	5.845	53.384	53.384	3.917
	X ₂	.929	8.487	61.872	.929	8.487	61.872	2.857
	X ₃	.692	6.323	68.194				
	X ₄	.635	5.804	73.999				
	X ₅	.564	5.156	79.155				
	X ₆	.460	4.200	83.354				
	X ₇	.345	3.147	90.019				
	X ₈	.310	2.836	92.855				
	X ₉	.385	3.518	86.872				
F ₂	X ₁₀	.278	2.543	95.399				
	X ₁₁	.256	2.338	97.737				
	X ₁₂	.248	2.263	100.000				

Further analyze the factors of the subjective willingness of the villagers. Among those factors affecting the subjective willingness of villagers themselves to participate in the construction, the influence significance degrees from high to low are: using their own fields to build the countryside flower sea (1.103)>actively taking part in the public service activities of the scenic village's construction(1.033)>Investing the capital(1.023)>Starting the accommodation and catering business(1.001)>Investing the private property(0.973)>Encouraging the children to participate(0.948)>Publicizing and Promoting (0.936). The "Publicizing, promoting and actively advancing the scenic village's construction" and "Encouraging the children of

their own and relatives and friends to come back and participate" have an insignificant impact on the villagers' subjective willingness. The reasons why "Publicizing, promoting and actively advancing the scenic village's construction" have insignificant impact may be: First, the villagers have a poor understanding of the related policies, the planning and the future development and don't know how to publicize; Second, most of the people stayed in the village are the middle-aged and the mature, and they have no idea about how to publicize; Third, the words of villagers have no credibility and the credibility of the village cadres is not high because the village's development is not good. The reason why "Encouraging the children of their own and relatives and friends to come back and participate" have insignificant impact may be as follows: First, the village's economic development lags behind and

villagers are unwilling to let children give up the better employment environment outside and come back to take part in the scenic village’s construction; Second, the uncertainty of the future development brought by the scenic village’s construction makes the villagers worried and give up the idea of encouraging children to come back.

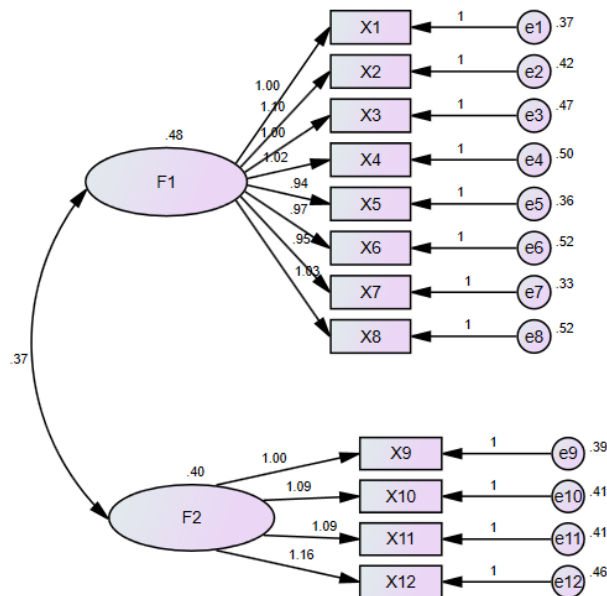


Figure1 Villagers’ Subjective Participation Willingness Model Path and Calculation Results

The villagers’ identities have a comparatively significant impact on the willingness about the external participation in the construction of scenic villages. The affecting indices of the observed variables on the potential variables are above 1.000, which shows that villagers are willing to let the external force join in the construction. The possible reasons are: First, the scenic village has the resources and the construction needs a large amount of money. The external enterprises have abundant capital, which can solve the capital problem. Second, the intervention of external capital can free villagers from other worries, such as the temporary economic losses caused by investing their own field, house and capital etc., since the economic interest is the first priority of villagers. The “Multi-family joint loans” has the largest influence(1.16), because the conflict between villagers’ eagerness for the external capital intervention and the self interest risks makes the villagers more willing to choose the group guarantee loans, which seems to enlarge the risks but in fact can make them become the direct beneficiaries of the scenic village’s

construction.

CONCLUSIONS AND SUGGESTIONS
Conclusions and Discussion

In general, the willingness of the investigated villagers to participate in the construction of scenic villages is comparatively high. Through the cross tab analysis, do the preliminary analysis on the subjective willingness of villagers to take part in the scenic village’s construction and the result shows that the general participation willingness of villagers is comparatively high and there are relatively big differences among the participation willingness of different groups of villagers. The sequence from high to low according to the participation willingness degree is village cadres>farmhouse and rural lodging operators>college village officials> staffs employed person in the village enterprises> ordinary villagers > resident cadres. By combining with the EFA and CFA methods, it can be concluded that villagers’ participation path in the scenic villages’ construction has a significant impact on their subjective willingness, especially on their subjective willingness about letting the social capital participate in the scenic villages’ construction. This shows that

on one hand, the villagers hope to participate in the partial construction of scenic villages through the paths, including the vacant land and houses, additional savings and village collective capital etc., which is similar to the conclusion of Zhang Jianrong etc. The villagers have formed the basic perception of scenic villages' construction in the economic interest return.⁹ On the other hand, the villagers wish the intervention of social capital to bring in the resources such as the capital, the technology, the management and the market so as to reduce the risk of constructing the scenic village on their own. Normally, the introduction of market mechanism requires that the villagers attach importance to it mentally and the investigated villagers have been fully prepared in the aspect of rational knowledge.⁵ But because the scenic village construction is still in the preliminary phase and that villagers are uncertain about the village's future development, they are unwilling to let the outstanding adult children of their own and their friends and relatives return and participate in the scenic villages' construction; due to the limitation of their own, villagers can not participate in the scenic villages' construction through the publicized low risk paths. Based on the above problems, optimized strategies are put forward for villagers to participate in the scenic villages' construction.

Development Suggestions

First, increase the publicity and build the development atmosphere. The investigation result indicates that the participation willingness degrees of the concerned parties involved in the scenic villages' construction are different and this goes against the scenic villages' construction work. The village cadres and resident cadres should correctly understand the construction background of scenic villages and its significance for the rural revitalization, especially for the industry revitalization, learn to think about the village's future from the perspective of the industry and publicize to the villagers with the interesting and efficient method and the easy-to-understand language so as to change the villagers' "small farmer's way of thinking" and let them realize the importance of developing the tourism industry and affiliated

service facilities in the scenic villages' construction and changing the future village life, help the ordinary villagers form the common recognition that developing green tourism industry can be beneficial to agriculture so as to increase the participation willingness of ordinary villagers in the scenic villages' construction. Meanwhile, give full play to the public effect of excellent figures such as the outstanding entrepreneurs, highly educated talents and elites and display the economic data of such industries including the scenic area running and management, farmer house and dining, rural lodging, intelligent tourism and agricultural product development etc. in public in the village so that villagers can see the vigor and potential of scenic villages' construction, and lead the villagers to participate in the scenic villages' construction voluntarily and actively in various ways.

Second, create the development "Depression" to attract talents to come back. Talented people are important supports of the scenic villages' construction, which needs the high-quality talents to come back, make innovations and start businesses so as to promote the village's economic development. The government's role is to perfect the talents' introduction and management policy, break the barrier of the original mechanism and system, optimize the talents' entrepreneurial environment. Set up the village revitalization industry foundation commonly funded by the government and social capital, which focuses on the various industrial resources in the village and provides the policy support such as the fund, the project, the technology, the information and the intelligence etc. Give full play to the function of the foundation, start, cultivate and support a batch of high-quality leading enterprises covering the agricultural sightseeing garden, farmer house/rural lodging, village intelligent tourism, village cultural center so as to form the development "Depression", which can attract the talents to make innovations and start business here, and together a group of scenic villages and demonstration villages will be formed. Cooperate with the multiple universities and colleges in Hangzhou city to build a college student entrepreneurship base, renovate the vacant houses, sign the occupancy agreement with the college student entrepreneurship team and integrate the modern factors into the traditional local artifacts including Hangzhou brocade, Hangzhou silk umbrella, paper-cutting, Hangzhou Zisha Pottery and

leather carving. Keep the indignity of traditional factors and add the vigor of modern factors so as to form a batch of tourism cultural and creative products with local characteristics.

Third, open up the investment channels and fully motivate villagers' enthusiasm. The government should give full support, encourage the villagers to participate in the scenic villages' construction in various ways, motivate the villagers' enthusiasm and initiative and activate the inner momentum of the scenic villages' construction. Encourage the villagers to "be in charge of" the scenic villages' construction by "crowd-funding" and they can make investments and buy shares according to their own actual economic strength. The villagers with low incomes can buy shares by using the land and mutually enjoy the bonus brought by the development of scenic villages. Encourage villagers to transfer the paid land voluntarily, integrate the transferred land and give it to the big contracting household or Rural Cooperatives for scale business to build the agricultural sightseeing and experience areas including pastoral flower sea, innovative grain area, agricultural sightseeing garden and fruit and vegetable picking etc. Encourage the villagers to renovate the vacant houses with indigenous material to start the characteristic farmer house or rural lodging and offer the village characteristic food and experience activity of farming work. Provide the work opportunities such as the full-time cleaner, order maintenance staff, safety patroller and scenic spot stand attendant for ordinary villagers and the government grass-roots organization and enterprises will give them unified professional training and they can work after reaching the required work qualification.

Fourth, coordinate the relation among the investment subjects and guarantee the villagers' interest. Under the reform of any times, farmers are in a comparatively disadvantaged position, the risk brought by the development is usually transferred to the villagers, therefore, guaranteeing the interest of villagers should be emphasized. The investment subjects of scenic villages include the government, the social capital, the village collective organization and individual villagers etc. The local government

should, according to the different natures of village factors, including the tourism resources and the land, clarify the investment subjects and investment targets, sort out the relation among subjects of interest and avoid the marginalization of villagers' investment. The government should sort out the relation between villagers and the construction subjects of scenic villages systematically with the market-based approach to avoid the scene of one dominating party. The government, the villagers and the enterprises should all account for certain portions to ensure the discourse power and interest distribution right of every party in the development of scenic villages. Therefore, the government should set up a Supervision and Administration Commission, which supervises and modifies the behavior, including the construction and running of any investment subjects, so as to build a healthy and safe environment for the villagers and safeguard the villagers' lawful rights and interests.

Acknowledgments

The authors acknowledge the Agricultural Project of Zhejiang Province Science and Technology Agency Non-profit Technology Research (2016C32017); Special project of Zhejiang Great Garden Construction Research Institute (KeyProject:DHYA202008); Zhejiang Province NSFC Program(LY16C160008).

Author Declaration

The authors declare no sponsored financial sources by any organization related to tobacco production for the undertaken study.

References

1. Xiang F. Research into Concept of Beautiful Village Based on Content Analysis Method. *Chinese Journal of Agricultural Resources and Regional Planning*. 2017; 38(10):25-30.
2. Chen S, Zhang C. Discussion On Village Planning Strategy Based On "Rural Scenic Spot"--A Case Study Of Caishuan Village, Jiulong Town. *Baoding Architecture & Culture*, 2017; (3):152-153.
3. Li KM, Wang F, Li XJ. Study on approaches of all-round villagers' participation in village planning: a practice of beautiful countryside planning in Guangzhou city. *China City Planning Review*. 2014; 38(12):34-42.
4. Shi Xia, Zhu Daolin and Zhang Junlian. Research on Social Capital and the Role in Public Participation Mechanism of Land Consolidation. *China Land Science*. 2014; 28(4):84-90.

5. Shen L.Exploration and Analysis on Beautiful Village Construction Improvement Path---Taking "Five Star 3A" Beautiful Village Construction Practice in K District, Zhejiang Province for Example.*Journal of Chengdu Institute of Public Administration*. 2018; (5):77-82.
6. Marion J. Sustainable community tourism development revisited. *Tourism Management*. 1996; 17(7).
7. Neumeier S, Pollermann K. Rural tourism as promoter of rural development - Prospects and limitations: Case study findings from a pilot projectpromoting village tourism. *European Countryside*. 2014; 4(6):270-296.
8. Sdrali D, Goussia-Rizou M&Kiourtidou P. Residents' perception of tourism development as a vital step for participatory tourism plan: a research in a Greek protected area. *Environ Dev Sustain*. 2015; 17:923-939.
9. Wise N, Aquilino L, Armenski T. Local Resident Participation in Research and Perceptions of Destination Competitiveness. *Urban Renewal, Community and Participation*. 2019.
10. Zhang JR, Zhao ZB. Research Overview on Domestic Village Tourism Community.*Economic Management*. 2016; 38(6):166-175.
11. Tang GJ, Wang CG. Return to life:The Realization Path of Villagers'Subjective Participation in the Renovation of Agricultural Environment---Taking 5 Villages in Z Town, Shaanxi Province.*Journal of Nanjing Tech University (Social ScienceEdition)*. 2019; 18(02):24-37+111.
12. Wu Wen, Zhang Jing, Deng Liwen etc. Beautiful Village Environment Construction with Villagers as Main Participation Subjects---Taking Bolinsi Village, Hong'an County, Hubei Province for Example.*Chinese Landscape Architecture*. 2020; 36(01):19-24.
13. Chen XH, Yang ZH. The Study of Credit Evaluation System Based on Improved Fuzzy Evaluation Method---Evidence from Small and medium-sized enterprises in China. *Chinese Journal of Management Science*. 2015; 23(1):146-153.
14. Zhang WT, Dong W. SPSS Advanced Course of Statistical Analysis Beijing: Higher Education Press. 2010; 218-227.
15. Feng SP, Li YJ. Research on the Evaluation Index System of Human Resources Management Quality in Large Enterprise Groups. *Chinese Journal of Management*. 2016; 13(8):1184-1190.
16. Li X, Wang CX, Chen KX etc. Analysis on Influence Factors of the Subjective Willingness of Public Participation in Forest Ecological Construction---Under the perspective of research on willingness to pay.*Issues of Forestry Economics*. 2015; 35(3):200-205.
17. Chen XP, Xu SY, Fan JL. Empirical Methods in Organization and Management Research(Version 2). *Beijing: Peking University Press*. 2008; 399-417.
18. Wang JC, Wang XQ, Jiang BF. Structural Equation Model:Methods and Applications. *Beijing: Higher Education Press*. 2011; 31-41.
19. Zhang X, Quan L. Research on the Factors of Impacting Ecological Compensation Based on the Structure Equation.*Issues of Forestry Economics*. 2016; 36(5):429-433.