

A Study on the Residents' Attitudes towards Tourism: Also on the Tobacco Problem in Fengjian Watertown

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Abstract: Community residents are an important factor influencing the sustainable development of rural tourism destinations, and the attitudes of residents in tourism destinations have a significant impact on the development of rural tourism. This paper takes Fengjian Watertown, Shunde District, Foshan City as an example. It designs a scale from three dimensions including social capital, sense of place, and heritage protection, uses questionnaire surveys and in-depth interviews to study the residents' attitudes towards tourism, puts forward four hypotheses and verifies them one by one. It also extracts the representative ideas of residents from in-depth interviews and finds some problems in the development of tourism in Fengjian Watertown: complex attitudes of residents towards tourism, mentality imbalance of residents caused by capital intervention, no mutual complementation between tourism and business formats, weak cohesion of residential communities, losing trust in grassroots rural organizations, etc., And found that rural tourist destinations did not properly ban smoking in public places.

Keywords: residents; tourism attitude; tobacco problem

Tob Regul Sci.™ 2021;7(5-1): 2577-2589

DOI: doi.org/10.18001/TRS.7.5.1.27

INTRODUCTION

Rural tourism is defined by the European Union and the World Organization for Economic Cooperation and Development as "tourism activities in the countryside". In 2016, the No.1 Document of the Central Committee of the State Council proposed to vigorously develop leisure agriculture and rural tourism, and the National Tourism Administration invested 12 billion tourism infrastructure funds to declare to start rural tourism, cultural tourism, research tourism and tourism in small towns. By 2019, China's rural tou

rism had received 3.3 billion tourists, and its operating income has exceeded 850 billion yuan. This paper focuses on Fengjian Watertown, a rural tourist destination in the core area of Pearl River Delta. In terms of the village form, Fengjian Watertown is a typical rural tourist destination, and the attitude of the residents in the tourist destination is an important factor affecting the development and sustainable development of rural tourism. This paper intends to focus on the residents' attitude towards tourism in Fengjian Watertown from three aspects (social capital, sense

of place and heritage protection). In addition, due to the fact that many local residents and tourists smoked during the investigation, there was also concern about tobacco pollution in rural tourist destinations.

LITERATURE REVIEW AND RESEARCH DESIGN

Literature review

Early scholars believe that the residents' attitude towards tourism is valued for two reasons: first, their attitude will affect the government's local tourism development policies; second, the original impression of the tourist destination in their hearts will have an impact on potential tourists.¹ Later research has found that the attitude of the residents in the tourist destination will affect the experience of tourists. The community satisfaction of the residents in the tourist destination is related to their perception of the impact of tourism, and is closely related to the following development of the tourist destination.² However, the residents in the tourist destination rarely have the right to speak and participate in the development of resources in the tourist destination.³ Later, with the deepening of the research, many dimensions affecting the attitude of residents in tourist destinations have been found, such as community participation, tourism perception and community belonging⁴ and the residents' survival perception model constructed by residents' differences in economic level, living environment, social support and population characteristics perception.⁵ As stakeholders of rural tourism, residents in tourist destinations are the focus of foreign scholars, and mathematical models and statistical methods are relatively lacking in the research of rural tourism in China.⁶ Therefore, this paper tries to make contribution to this aspect.

This paper plans to choose four aspects to study residents' attitudes towards tourism. The first aspect is demographic characteristics, such as

whether the residents' gender, age, education level and income have any influence on their attitudes. The second aspect is social capital, which is defined in sociological theory and refers to the relationship (network) resources, including neighborhood relations, social assistance, social trust and government policies, and whether these aspects will affect their attitudes. The third aspect is the sense of place, which is residents' experience, memory and imagination of their environment and space, such as whether residents' sense of identity and sense of belonging affects their attitude; the fourth aspect is the concept of heritage protection, discussing whether the residents' concept of heritage protection of culture, architecture and water network has an impact on their attitudes.

Research Design

Case place-introduction of Fengjian Watertown

Fengjian Watertown is located at the northern end of Xingtan Town, Shunde District, Foshan City, Guangdong Province. The river in the village is in the shape of tic-tack-toe, flowing through the ancient village from south to north and joining the Xijiang River tributary. The villages in Fengjian are mostly of traditional "comb structure". With the inner lane as the unit, they are orderly distributed, forming a horizontal and vertical layout. The most attractive tourist attraction of Fengjian Watertown is its natural landscape (the combination of ancient bridges and water) and the well-preserved archway and ancestral hall, which are representatives of Guangfu culture with profound historic and cultural profound. In 2019, the Ministry of Culture and Tourism issued the Announcement on Publicizing the First Batch of Villages to be Selected in the List of Key Rural Tourism Villages in China, and Fengjian Village became the only listed village in Foshan. During the investigation and visit, no smoking ban signs were found in Fengjian Watertown.

Research process

Questionnaire survey is the main research method, supplemented by in-depth interviews. Four research assistants trained by the research team completed the data collection in November 2020 in Fengjian Watertown through on-the-spot investigation with residents. The survey was conducted in four times, with 12 samples collected on November 18, 2020, 14 samples collected on November 21, 2020, 12 samples collected on

November 23, 2020 and 12 samples collected on November 24, 2020. A total of 50 questionnaires were distributed and 50 valid questionnaires were recovered, with an effective rate of 100%. If the interviewed resident is cooperative and willing to talk more, in-depth interview will be conducted in addition to completing the questionnaire. 16 residents of the Republic have received in-depth interviews.

Table 1 Demographic characteristics of samples

Category		Frequency	Effective percentage	Cumulative percentage
Gender	man	23	46	46
	woman	27	54	100
Age	post-90s	13	26	26
	post-80s	19	38	64
	post-70s	6	12	76
	post-60s	2	4	80
	post-50s	7	14	94
	post-40s	3	6	100
Degree of education	Undergraduate	4	8	8
	Technical college	16	32	40
	High school	18	36	76
	Junior high school and below	12	24	100
Monthly income	Within 3000 yuan	18	36	36

	3001 to 6000 yuan	22	44	80
	6001 to 9000 yuan	4	8	88
	9001 to 12000 yuan	4	8	96
	More than 15,000 yuan	2	4	100

Scale Selection

Supportive attitude scale

The items of the supportive attitude scale are those compiled by Wang Yong et al.⁷ and Nunkoo et al.⁸. It is used for self-evaluation of the residents of the tourist destination, including three items: "Tourism is the most important industry in the local area (S1)", "Welcome tourists to visit the local area (S2)" and "I am satisfied with the current tourism development status of the tourist destination (S3)".

Social capital scale

The items of the social capital scale adopt those compiled by Perkins⁹ and Dallago.¹⁰ It is used for self-evaluation by the residents of the tourist destination, including three items: "There are always people here who are willing to help me when encountering difficulties (S1)", "I trust the people who live here very much (S2)" and "The business I run can be supported and helped by the local government (S3)".

Sense of place scale

The items of the sense of place scale adopt those compiled by Williams.¹¹ It is used for self-evaluation by the residents of the tourist destination, and includes three items: "I live comfortably here (S1)", "I am a person here, and I belong here (S2)" and "I know very well where I live now, including geography and culture there (S3)".

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Heritage protection scale

The items of the heritage scale refer to the three elements of "people", "land" and "form" proposed by Sun Wenhua,¹² including culture, geography and architecture. The scale is used for self-evaluation by the residents of the tourist destination, including three items: "Guangfu culture in Fengjian Watertown needs to be protected and inherited urgently (S1)", "The water network and rivers in Fengjian Watertown need to be protected and treated urgently (S2). And "Lingnan buildings in Fengjian Watertown are in urgent need of statistical cataloging and protective repair (S3)".

Research Hypothesis

H1: There is an obvious relationship between social demographic variables and local people's supportive attitude (gender, age, education level, income)

H2: Social capital positively affects local people's supportive attitude towards tourism

H3: The sense of place negatively affects the local people's supportive attitude towards tourism

H4: The viewpoint of heritage protection attitude towards tourism negatively affects the local people's supportive

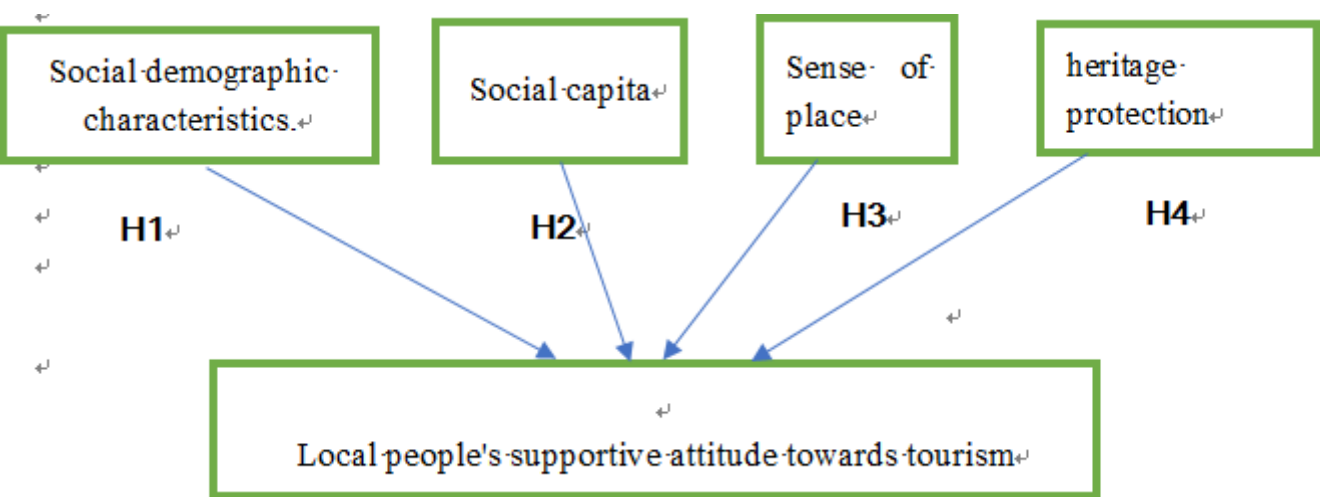


Figure 1 Schematic diagram of hypothesis in this paper.

DATA ANALYSIS AND RESULTS
Factor Validity and Reliability Analysis

Using SPSS to test KMO and Bathelet spherical significance of the research data, the results are as follows:

Table 2 Validity test table

Kaiser-Meyer-Olkin measure of sampling adequacy.			0.729
Sphericity test of Bartlett	Approximate chi-square		474.358
	Df		66
	Sig.		0.000

The validity of the data was tested, and the KMO value was $0.729 > 0.7$. The statistical value of bartlett sphere test is 0.000, less than 0.001, reaching a significant level. It shows that the

validity of the data used is good, and it is suitable for factor analysis.

Table 3 Explanation table of total variance of factors

Com posit ion	Initial eigenvalue			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	Variance %	Accumulation %	Total	Variance %	Accumulation %	Total	Variance %	Accumulation %
	1	4.115	34.289	34.289	4.115	34.289	34.289	2.711	22.591

2	3.471	28.928	63.218	3.471	28.928	63.218	2.674	22.284	44.875
3	1.736	14.470	77.688	1.736	14.470	77.688	2.657	22.143	67.018
4	1.015	8.459	86.147	1.015	8.459	86.147	2.295	19.129	86.147
5	0.464	3.868	90.014						
6	0.341	2.843	92.857						
7	0.220	1.830	94.687						
8	0.192	1.600	96.286						
9	0.153	1.277	97.564						
10	0.126	1.052	98.616						
11	0.098	0.820	99.436						
12	0.068	0.564	100.000						
Extraction method: principal component analysis.									

According to the default method of the system, the factors with eigenvalues greater than 1 are extracted, and the number of factors extracted is 4. The cumulative variance contribution rate of the first four factors reaches 86.147%, far exceeding

30%. Therefore, the extracted common factors reflect most of the information of the original variables, and it is considered that These four types of factors explain the scale very well.

Table 4 Factor load matrix after orthogonal rotation.

	Composition			
	Social capital	heritage protection	Sense of place	Supportive attitude
A1	0.182	0.035	-0.069	0.864
A2	0.243	0.086	-0.117	0.818
A3	0.129	0.011	-0.090	0.843
A4	0.914	0.011	0.182	0.222
A5	0.924	0.038	-0.018	0.158
A6	0.919	0.045	0.027	0.212
A7	0.147	0.272	0.899	-0.113
A8	0.118	0.313	0.868	-0.122
A9	-0.061	0.174	0.920	-0.086
A10	-0.107	0.893	0.287	0.095
A11	0.096	0.883	0.284	-0.012
A12	0.097	0.940	0.160	0.069
Extraction method: principal component.				
Rotation method: orthogonal rotation method with Kaiser standardization.				
A. the rotation converges after 5 iterations.				

The above table shows the rotated factor load matrix, and all the indicators meet the requirements. Each indicator can be classified into four dimensions and named as social capital, heritage protection, sense of place and supportive attitude.

Then, reliability analysis is carried out, and spss software is used to analyze the internal consistency reliability of the questionnaire content. The coefficient δ is used to measure. As shown in Table 5.

Table 5 Reliability analysis table of research scale.

Scale	Cronbach's Alpha	Number of items
Supportive attitude	0.835	3
Social capita	0.938	3
Sense of place	0.932	3
heritage protection	0.931	3
Total scale	0.808	12

It can be seen from the reliability test table of the study variables that cronbach's value of each variable is greater than 0.7, indicating that the reliability of each variable is better. Meanwhile, the reliability value of the total table is 0.808, which is greater than 0.8. Therefore, it can be considered that the measurement indicators of the research variables have high reliability of internal

consistency, and the survey data are relatively reliable.

Correlation analysis of support attitude

The analysis results of correlation between three dimensions and supportive attitude are shown in Table 6:

Table 6 Supportive attitude related inspection table.

		Supportive attitude	Social capita	Sense of place	heritage protection
Supportive attitude	Pearson correlation	1	0.405**	-0.179	0.082
	Significant (bilateral)		0.004	0.212	0.570
	N	50	50	50	50
Social capital	Pearson correlation	0.405**	1	0.122	0.085
	Significant (bilateral)	0.004		0.399	0.557
	N	50	50	50	50

Sense of place	Pearson correlation	-0.179	0.122	1	0.504**
	Significant (bilateral)	0.212	0.399		0.000
	N	50	50	50	50
heritage protection	Pearson correlation	0.082	0.085	0.504**	1
	Significant (bilateral)	0.570	0.557	0.000	
	N	50	50	50	50

There was a significant correlation at the level of 0.01 (bilateral).

Regression analysis of supportive attitude

Taking social capital, sense of place and protection inheritance as independent variables, supportive attitude as dependent variable and age

as control variable, this paper studies the influence of social capital, sense of place and heritage protection on supportive attitude. The results are as follows:

Table 7 Model summary table

Model	R	R square	Adjustment of R square	Error of standard estimation.		
1	0.612 ^a	0.374	0.319	0.86077		
Model		Sum of squares	df	Mean square	F	Sig.
1	Return	19.956	4	4.989	6.733	0.000 ^b
	Residual	33.342	45	0.741		
	Total	53.298	49			

Table 8 Regression coefficient table.

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	(constant)	1.879	0.570		3.299	0.002
	Age	0.254	0.086	0.380	2.957	0.005
	Social capita	0.251	0.114	0.283	2.197	0.033

	Sense of place	-0.283	0.104	-0.375	-2.728	0.009
	heritage protection	0.246	0.126	0.267	1.943	0.058
a. dependent variable: supportive attitude.						

The analysis results show that the model fits well and the regression results are significantly effective.

The standard regression coefficient of social capital is 0.283, and the sig value is 0.033, less than 0.05 and reaching a significant level. It indicates that social capital has a significant positive impact on the supportive attitude of dependent variables.

The standard regression coefficient of sense of place is -0.375, and the sig value is 0.009, less than 0.05 and reaching a significant level. It indicates that sense of place has a significant negative impact on supportive attitude.

The standard regression coefficient of heritage protection is 0.267, and the significance sig value is 0.058, greater than 0.05 and reaching significance level. It indicates that heritage

protection has no significant impact on supportive attitude.

IN-DEPTH INTERVIEW RESULTS

Applicability of the in-depth Interview Method

The in-depth interview method refers to a face-to-face dialogue between the interviewer and the interviewee who meets specific conditions. The residents of rural tourism destinations are mostly elders. Face-to-face in-depth interviews are more conducive to the researcher's acquisition. Residents can express their opinions and opinions more easily and truthfully with relevant information and materials. Therefore, the in-depth interview method is very suitable for the study of the attitudes of residents in rural tourist destinations.

In-depth interviews with Interviewees

Table 9 Situation of interviewees in in-depth interviews

Interviewee	Gender	Age	Occupation	Date of Interview	Duration of Interview
N1	Female	Post-50s	Self-employed	2020/11/18 13: 30	13' 18"
N2	Male	Post-40s	Li Gong Temple Administrator	2020/11/18 14: 00	4' 13"
N3	Female	Post-90s	Student	2020/11/18 14: 35	4' 48"
N4	Male	Post-50s	Retired	2020/11/21 13: 15	7' 28"
N5	Male	Post-50s	Retired	2020/11/21 13: 30	3' 05"
N6	Female	Post-40s	Home-run tofu flower shop	2020/11/21 15: 30	23' 17"
N7	Female	Post-80s	Self-employed	2020/11/21 16: 00	3' 20"

N8	Female	Post-50s	Stall owner	2020/11/21 16: 00	3'
N9	Female	Post-40s	Retired	2020/11/21 16: 30	2' 40"
N10	Female	Post-80s	Self-employed	2020/11/22 15: 40	3' 40"
N11	Female	Post-80s	Self-employed	2020/11/22 16: 15	5' 27"
N12	Female	Post-90s	Student	2020/11/22 16: 25	4' 38"
N13	Male	Post-80s	Self-employed	2020/11/23 16: 00	4' 06"
N14	Male	Post-70s	Self-employed	2020/11/23 16: 35	5' 25"
N15	Male	Post-90s	Student	2020/11/24 15: 00	5' 10"
N16	Female	Post-90s	Student	2020/11/24 17: 15	4' 40"

*Sorted by in-depth interview data

Representative residents' thoughts revealed by in-depth interviews

Representative idea 1: The local residents built houses based on functional needs of farmers or the experience of rural craftsmen, and the architectural transformation that imitated the urban and foreign buildings had a great impact on the rural style of Fengjian. A local resident told us: "Although the old buildings had Lingnan characteristics, the buildings of this style were dark and humid with poor ventilation and poor lighting. Now the new buildings are different. It's very comfortable and feels good." (Interviewee No. N9)

Representative idea 2: The tourism business format has not formed complementary. An aunt who is doing business next to the Juji Bridge said: "Business is getting harder and harder now. The whole street sells the same things, and you can't make much money every month." (Interviewee No. N6 originally talk)

Representative idea 3: The development of tourism in Fengjian water Town has brought adverse effects to residents. During the interview, an aunt who sells vegetables at Fengjian Market

said: "We have no income. Although they have covered garbage fees, the sewage management fees have to be shared equally. Usually there are many tourists, smokers make the air smell of smoke, and there are many cigarette butts on the ground, which is very dirty. Feng Jian engages in this tourism industry, but we have no benefit at all. We don't charge tickets for sightseeing. We can only collect money from rowing boats. There is no benefit." (The original words of the interviewee No. N7) The Descendants of the ancestral hall Tell us: "In fact, we do not welcome the arrival of tourists. Because of the arrival of a large number of tourists, the cost of sanitation workers must be shared equally by each villager, and the garbage fee must also be paid by the villagers." (Interviewee No. N2 The original words)

CONCLUSION AND ENLIGHTENMENT

Whether the four hypotheses about the four dimensions are valid.

According to the difference data analysis and regression linear analysis, the verification of four hypotheses is shown in Table 12:

Table 10 Verification of four hypotheses

Hypotheses	Whether established
H1: There is an obvious relationship between social demographic variables and local people's supportive attitude (gender, age, education level, income).	Established
H2: Social capital positively affects local people's supportive attitude towards tourism.	Established
H3: The sense of place negatively affects the local people's supportive attitude towards tourism.	Established
H4: The viewpoint of heritage protection negatively affects the local people's supportive attitude towards tourism.	Not established

To sum up, according to the differential independent sample T test, the older the residents are, the more supportive they are towards tourism development, while other demographic variables have no obvious relationship with them: there are no gender differences, education level differences and income differences in the support attitudes of residents towards tourism development. the social capital owned by residents has a positive impact on their support attitude towards tourism development, that is to say, the support of the government and surrounding people to residents can enhance their support attitude towards tourism; Residents' sense of place in Fengjian Watertown will negatively affect their support attitude towards tourism development, that is, residents think that tourism development is detrimental to sense of place of belonging; Residents' ideas on the heritage protection of Fengjian Watertown have no significant impact on their supportive attitude towards tourism development, and they think that tourism development will not affect the heritage protection of local culture.

Residents' Mentality Imbalance caused by Capital Intervention

Capital intervention has gradually appeared in Fengjian Watertown, which is helpful to improve the speed and quality of tourism development. However, in the in-depth interview, 13 of the 16 local residents who accepted the in-depth interview clearly opposed the intervention of capital, and thought that the intervention of tourism capital grabbed the interests of boatmen and reduced the income of local residents. This shows that local residents in the Watertown have insufficient understanding of tourism development and their ability to participate in tourism industry is not strong. It also reflects that the government of Fengjian Shuixiang has insufficient communication between local communities and capital, which makes it particularly important to strengthen rural tourism planning, increase rural tourism education and training, and improve the communication between local residents and foreign capital.

4.3 Disappearing Guangfu culture

In the process of developing tourism in Fengjian Watertown, little attention was paid to the heritage protection of local traditional buildings, and some traditional buildings were abandoned or rebuilt. For example, weeds in Yonghe Academy are

overgrown, and the surrounding walls are ragged and mottled. No tourists stop and stay; the new archway of Jinshi archway is magnificent, but it is not in harmony with the surrounding buildings; at the same time, because the local residents are not confident in local architectures, many houses imitate the modern construction in cities or abroad, which has a great impact on the overall appearance of the traditional ancient villages in Fengjian Watertown. The cultural elements of Guangfu in Fengjian Watertown are increasingly scarce, which is quite unfavorable to the development of cultural tourism.

Weak Cohesion of Resident Community and Losing Trust in Grass-Roots Rural Organizations

There are some problems in community construction in Fengjian Watertown. During the in-depth visit, the local residents mentioned that a small number of grass-roots rural organizations were corrupt, and the villagers had a high distrust attitude towards grass-roots rural organizations. They generally supported the increased participation in community construction, and were eager to have the right to speak in community construction, especially in the development strategy of scenic spots in the Watertown, and to pour out their own voices to achieve fairness, justice and openness. At the same time, the villagers are opposed to the sharing of additional tourism taxes such as sewage management fees and garbage fees of Fengjian Watertown Scenic Area, and think that the additional expenses should not be shared by villagers. It reflects the problems such as low transparency of grass-roots rural organizations in the Watertown, low participation of villagers in communities, and defects in community management planning.

FURTHER THINKING

In addition, some foreign scholars found in early years that residents in tourist destinations have

great expectations for tourism development at first, but then their support for tourism decreases year by year, which is related to the socio-economic and environmental impacts brought by tourism development.¹³ The "anti-rural" problems brought about by the rapid development of rural tourism economy gradually appears, and both local residents and tourists are dissatisfied, which restricts the sustainable development of rural tourism. For example, during the in-depth visit, we found that the reasons behind the villagers' renovation of old houses were not only rent-seeking, but also the defects in ventilation, lighting and sewers. In addition, the noise and congestion brought by tourists and the ensuing tragedy of the commons mean that the water resources of the Watertown (called "common land") have many users, including residents and tourists. But in the case of no need to pay the price (residents think that the common land is the ancestral heritage, and they can transform it at will. Since tourists do not need to buy tickets, they do not care for the environment.), users are still desperate to realize their personal interests at the expense of public resources. This cycle eventually leads to tragedy (resource depletion), and at the same time affects residents' supportive attitude.

Finally, we should not understand "rurality" in a simple manner, because "rurality" does not only mean original ecology, but also mean comfort and fun. The countryside should be regarded as the public tourism and leisure space in the core cities of the Pearl River Delta. Its biggest advantage is the fresh air without car exhaust. But nowadays, smokers can be seen everywhere in rural tourist destinations, and smoking ban in public areas is urgent. Then the development of relevant rural recreation facilities and activity opportunities should be encouraged to improve the scale and level of the overall public tourism and leisure welfare supply in urban and rural areas; secondly, the countryside should be regarded as the bearing

place and source of cultural heritage, and all kinds of material (Lingnan architecture) and intangible cultural heritage (Guangfu culture) should be protected in an active and effective way, so as to promote culture revival and continuously release social and economic values. Finally, the countryside should be regarded as an ecological conservation base and an idyllic complex, corresponding to the urban complex, to maintain a beautiful and pleasant ecological landscape system, and building a rural circular economy value chain .

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