A Study of the Residents' Perception on the Socio-cultural Impact of Coastal Tourism

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In the process of tourism development, destination residents, as an important interest group, their perception and attitude towards the impact of tourism has a vital significance to the success of the development of coastal tourism industry. This research studies the perception and attitude to the socio-cultural impact of community residents who live in coastal tourism destination Qingdao through an empirical case study. The results of the study draw that residents' perception of positive influences produce positive effects on their attitude while perception of negative impact generates negative effects. Cluster analysis and descriptive statistical analysis were used to divide Qingdao community residents into four types, namely optimistic supporters, pessimistic opponents, rational supporters, and neutral. Through the different categories of demographic analysis and logistic regression model analysis, the influence degree of residents' subjective factors posed on tourism effect perception has been explored. The research adds a new applied case study for a comprehensive understanding of impacts of coastal tourism destinations.

Keywords: residents' perception, social cultural impact, coastal tourism

Introduction

Coastal tourism development in China began in the 1990s, but the international competitiveness of coastal tourist city as well as resort is not strong. The development level is far behind the famous international seaside resort. At present, China is stepping up the pace paying great efforts to build world-class seaside resort. However, at the same time of rapid development, less attention was paid to the impacts of coastal tourism and residents' attitude of destinations. Some disadvantages also emerged during the process of tourism development. In the process of tourism development, destination residents, as an important interest group, their perception and attitude towards the impact of tourism has a vital significance to the success of the development of coastal tourism industry. Relevant administration needs to pay attention to the social and cultural impact of coastal tourism as well as community residents' perception and attitude. At the same time, more relevant studies need to be done by domestic scholars. Thus, studies on local residents' perception and attitude to tourism impacts help local governments understand social impacts and reduce conflicts between tourists and residents. Such studies will provide very useful guidance for destination's early stage development, planning, operation, management policies and finally realize the tripartite win-win harmony of tourism industry, community, and residents (Zhao,

Li, & Huang, 2015). Current research results of coastal tourism at home and abroad are mostly concentrated on the evaluation of coastal tourism resources, coastal environmental management, the existing problems in the development of coastal tourism and the sustainable development. Few researches have been done on the specific impacts of coastal tourism. Articles about local residents' perception and attitude to coastal tourism destinations especially need to be enriched and perfected. This research studies the perception and attitude to the socio-cultural impact of community residents who live in coastal tourism destination Qingdao through an empirical case study. The research aims to add a new applied case study for a comprehensive understanding of impacts of coastal tourism destinations. And relevant research results can provide certain scientific basis for scientific decision-making to the government tourism institutions and tourism enterprises.

Literature Review

Researches on tourism and social impacts usually regard the social and cultural concepts as a whole, named "social impact" or "socio-cultural impact". Some of the scholars combined the perspective of geography, anthropology, and sociology with the socio-cultural impact of tourism destination to conduct researches and elaboration as well. The variety of socio-cultural impact is imposed on a destination through a large number of case studies (Valene, 1989). Tourism has impacts on society and culture of tourism destinations from every aspect (Frances, 1999). Doxey's Anger Index Theory and Bulter's Attitude Model analysed both positive and negative impacts which tourism in Singapore had imposed on society and culture (Teo, 1994). The author paid special attention to the commercialization of religious activities, dissatisfaction of foreign workers, inflated prices in shopping malls, and other negative phenomenon. The huge changes of destination's social and cultural structure are caused by tourism (Hasan, 1989). The author found a big difference between residents' attitude. As a result, destinations should take the socio-cultural impact of tourism and residents' attitude into consideration when making policies towards these changes. In addition, many scholars studied socio-cultural impact caused by tourism and residents' response on this through case studies from the residents' perception perspective. The main research contents can be divided into the following several types:

The first one is the research content review of residents' perception on tourism social impact. Scholars discuss the problems in social and culture of tourism from the perspective of destination geography, ethnology, and sociology, etc. Both direct and indirect impacts of tourism on the destination residents' life quality have been studied from the view of different size and agglomeration level (Ainhoa & Isabel, 2006). The results show that there is a limit of the bearing capacity of tourist destination. Within this limit, no loss will be made to the economic, social, and ecological system. Traveling is a necessary part of life. It is actually a powerful social force as well as a kind of public product in the broader sense which can meet many development needs of human beings (Freya, 2006). The author tried to uncover and strengthen a broader role that tourism plays in the society and the global community on the basis of studying "social tourism" phenomenon, examining the tourism human rights, and exploring the tourism non-western perspective. Tourism has both positive and negative effects on destination residents. Sharing and protecting traditional culture itself is a contradict goal (Besculides, Lee, & McCormick, 2002). The study investigated Hispanic and non-Hispanic residents in Colorado Camino area of the United States. Hispanic residents more strongly believe that tourism can provide residents with cultural interests, and also more concern about protecting the local social and cultural atmosphere. The social impact, economic impact, and the change of residents' attitude of tourism for the world heritage site Ogimachi have been studied (Takamitsu, 2011).

Research has shown that with the rapid development of tourism expansion and more attractiveness to visitors, the demands of residents to the culture, heritage, and environmental protection also increase constantly.

The second one is the research method review of residents' perception on tourism social impact. Scholars investigate residents' perception of tourism social impact mainly through analysis of means, factor analysis, and other traditional data analysis method, and the actual and perceived social effects of tourism on the destination through value added method (Kreg & Rebecca, 1997). By measuring the tourism social impact through economic index, the result shows that every American family in Oregon needs to pay for the traffic congestion caused by tourism. At the same time families also get the economic loss paying for reducing the noise caused by tourism. By using factor analysis, Africa Ghana residents' perception of tourism socio-cultural impact is divided into six dimensions: social interaction with tourists, beneficial cultural influences, welfare impacts, negative interference in daily life, economic costs, and perception of crowding (Teye, Sirakaya, & Sönmez, 2002). The results show that the benefits residents get from tourism do not meet their expectation, and personnel engaged in the work related to tourism has a negative attitude. Tourism of Botswana's Okavango delta area had impacts on local society and economy (Joseph, 2005). The author uses macro statistical analysis finding that foreign ownership and weak links with domestic economy lead to the low income of local residents. Tourism income cannot help rural poverty alleviation. Therefore, the tourism economic impact is very small. In order to promote tourism development, they need to take strategy to ensure that the tourism income is kept in the Okavango delta, and also need to establish close contact with other economies.

Current research results of coastal tourism were mostly concentrated on the evaluation of coastal tourism resources, coastal environmental management, the existing problems in the development of coastal tourism, and the sustainable development. Few researches have been done on the specific impacts of coastal tourism. Papers about local residents' perception and attitude to coastal tourism destinations especially need to be enriched and perfected. This research studies the perception and attitude to the socio-cultural impact of community residents who live in coastal tourism destination Qingdao through an empirical case study. The research aims to add a new applied case study for a comprehensive understanding of impacts of coastal tourism destinations.

Research Methods

Firstly, the questionnaire design. The investigation questionnaire of this study was designed on the basis of literature review. The investigation questionnaire includes three parts: The first part is the extent of perception of residents for the socio-cultural impact of coastal tourism, the second part is about residents' satisfaction and support for the development of Qingdao coastal tourism, and the third part is the demographic characteristics of the residents (residents' subject attributes). The Five-Likert scale was used in the first and second part of the questionnaire. Respondents were asked to show their own opinions about all the kinds of expressions of coastal tourism socio-cultural impact, and identity degree, score between Numbers 1 to 5 (one represents the most disagree, three on behalf of the general, and five represents the most agree). The first part is about residents' perception on coastal tourism socio-cultural impact. According to the above arrangement on the definition and types of tourism socio-cultural impact, integrating with the present development situation of Qingdao coastal tourism, the specific content of coastal tourism socio-cultural impact was divided into two big aspects—cultural values and social life influences, which is consisted of 42 indicators measuring items, including positive effects such as family relationships, life quality, lifestyle, community reformation, division of labor, tradition and art, and cultural exchanges as well as negative effects such as social security and stability, residents' ethics and values,

subject-object cultural commodification, and cultural shock, etc. The second part of the questionnaire mainly investigates the local residents' support degree of coastal tourism, which totally includes five description items. The expression approach adopts the form of "Generally speaking, I …for coastal tourism", for example, "Generally speaking, I back to the development of coastal tourism". The third part of the questionnaire is about respondents' social demographic background and extended attributes problems, including nine basic items— respondent's gender, age, marital status, occupation, education background, residence time, family income, distance of residence from tourism scenic area (nesting zone), and professional degree related to tourism.

Secondly, data collection. This study regards the community residents of the coastal city Qingdao as the research object. Questionnaire pre-test and data research were conducted during August to September of 2023. 250 questionnaires were totally distributed with 206 valid ones recycled, eliminating the filling or wrong filled ones. The questionnaire efficiency reached 82.4%, which is well conform to the terms of data statistical analysis. Random sampling was adopted in the investigation, and the sites are mainly distributed in the commercial centers, residential areas, shopping centers as well as tourist attractions. A street intercept survey method was carried out to invite residents to do a self-administered questionnaire as well as a brief interview. In addition, the investigators also specially visited the Tourism Administration, travel agencies, and other tourism institutions doing the interview for the tourism practitioners, and thus attained valuable first-hand data. The investigators have received good research training, and own professional quality and serious attitude. Special attention was paid to the selection of the sample in investigation; people with different age and occupation are considered in order to narrow the sampling error and ensure the scientific and objectivity of the research results.

Research Results

Social Demographic Characteristics of Respondents

There is not a large difference of gender distribution in research object, women accounted for 49%, and men accounted for 51%. 41.7% of respondents' age are concentrated in the 21-40 years old, and the other 27.7% of the respondents' age are in 41 to 50 years old. In terms of marital status, the married represent a significant proportion of respondents, and singles only account for 35%. In terms of age structure, it mainly concentrated in the 21-40 and 41-50, the proportion of 41.7% and 27.7% respectively. Secondly, in terms of level of education, bachelor/college degree occupies the majority of respondents, with 67%, followed by high school/technical school education, whose proportion is 22.8%, and the remaining 5.8% are junior high school diploma residents and 4.4% of master's degree. In terms of living time, because the object of this research is Qingdao community residents' perception of coastal tourism socio-cultural impact, respondents' dwelling time is also an important factor. Most of the inhabitants of the survey selected are permanent population; only a small number of floating population or people who just moved here because of work requirement are included; thus the vigor of the questionnaire is ensured. 27.7% of the respondents have been living in Qingdao for 21-30 years. In all respondents, 51% of the population live near the tourism scenic spot; 48.5% of respondents do not have tourist attractions near home. Finally, in terms of family monthly income, respondents are mainly concentrated in the middle level income. Incomes which is 2,001-5,000 RMB, 5,001-8,000 RMB, and 8,001-11,000 RMB account for 38.8%, 28.6%, and 11.7% respectively, while the proportion of income that is more than 11,000 RMB is very small, only accounting for 8.2%. In terms of career, respondents cover it comprehensively. Company staff takes the largest proportion of 34.5%, followed by professional technical personnel and institution personnel whose proportions are 19.9% and 12.1% respectively. In addition, 7.3% of the service industry professionals, 6.3% of the teachers,

and 5.3% of civil servants are included. What needs to stress is that this research selected 29 tourism practitioners for the interview, which accounts for 14.1% of the total sample. Their occupation mainly was distributed in services industry, company staff, government departments, and institution personnel, etc. Therefore, we could compare and analyze the different perception of tourism related practitioners and the non-related workers according to the social exchange theory. Research results such as the factor analysis, aggregate analysis, and market segmentation of the coastal tourism socio-cultural impact will be discussed respectively in the following content.

Factor Analysis Results of Residents' Perception on Coastal Tourism Socio-cultural Impact

Before factor analysis, Bentley's sphere and KMO test are conducted on 42 items of coastal tourism socio-cultural impact. Test results show that the KMO value is 0.856 > 0.5, which is close to one, showing that the effect of the factor analysis on these variables is pretty good. Approx. Chi-Squar value is 4,651.552, and P = 0.000 < 0.001, which means the correlation matrix is not a unit matrix; thus the factor analysis can be conducted. This study adopts the principal component analysis to extract the initial factor, and adopts the varimax of orthogonal rotation to rotate the initial factor, and retains the factors whose eigenvalue is greater than or equal to one, and those whose factor loading is greater than 0.5. Variables whose factor loading is too small such as "be benefit for Jiaodong division, Qingdao distinctive catering culture, and exploitation and spread of beer culture" are eliminated. And the study divides the remaining 40 items into 10 dimensions according to the results of the factor analysis. According to the original meaning of these variables, we can name the 10 factors. Six positive factors are respectively named as "improvement of social relations", "promotion of openness and communication", "cultural development and prosperity", "improvement of living quality", "traditional culture protection", and "city guarantee development". Other four negative factors are respectively named as "social life pressure", "benefiting of value orientation", "moral trust regression", and "destruction of cultural shock". The 10 impact perception factors explained 66.68% of the total variance, which means using the 10 factors instead of the original 42 influence variables can summarize 66.68% of the information that original variable contains; thus the results of factor analysis are ideal. In addition, in order to test the internal consistency of the questionnaire, the study conducted reliability analysis aiming at the 10 factors respectively, which means using the scale reliability function of SPSS to obtain the alpha coefficients. The results show that the reliability coefficients of 10 factors are from 0.606 to 0.901, and the reliability coefficient of total scale is 0.687, on behalf of high reliability; thus the analysis results are reliable.

The variance of first factor is the highest, which is 11.321%, including six descriptive variables, mainly illustrating tourism negative effects—specifically explained as the influx of tourists and development of tourism, living cost and pressure for local residents' daily life such as housing prices increasing, massive influx of immigrants, overcrowding, crowded public places, and traffic jam, etc., so will this factor be named as "social life pressure". The factor mean value is 3.23, which is the highest among all the negative impact factors, showing that residents are already feeling the living cost and pressure with the development of tourism, and they also can feel this kind of influence more directly and quickly. The second factor consists of positive aspects such as family relations, neighborhood relations, the status of women, communication with tourists, explaining the improvement of residents as individuals and the society as a whole relationship, thus named "improvement of social relations". The third factor explains the communication of residents and tourists and the improvement of residents' civilized behavior and open-minded degree, belonging to the open communication aspect, thus named "promotion of

openness and communication", the mean value of which is 3.65, indicating the guidance of coastal tourism development to the local openness, communication, and spiritual civilization construction make residents feel impressed. The fourth factor including folkway backwards, benefiting of relationship among residents, commercialization of culture, and worsening relationship between subject and object, mainly explains of the whole social values orientation, thus named "value orientation". The fifth factor is named as "cultural development and prosperity", including festival celebration culture, characteristic culture, port culture communication, and promotion of residents' sense of cultural pride. Particularly, the factor mean value is 4.08, highest in the 10 factors, indicating that residents have strongly felt that coastal tourism development promotes the prosperity of local culture, and fully arouses the pride of the locals. The sixth factor has a higher factor loading in decreasing of residents' moral sense and trust, thus named "moral trust regression". The seventh factor is about the improvement of living condition and life quality, thus named "improvement of living quality". The eighth factor explains the impact of tourism on local traditional culture, thus named "destruction of cultural shock". But the mean value of this factor is only 2.75, which is the lowest in the 10 factors, indicating that residents are not quite agree that tourism development can lead to the migration and destruction of local culture and they are confident with their traditional culture. The ninth factor has a higher factor loading in local culture and cultural heritage protection, thus named "traditional culture protection". The 10th factor mainly explains the positive effects of urban education development, health care improvement, and more travel choices of residents due to the bridge and tunnel opening. So this factor is named "city guarantee development". In recent 10 years, the development of Qingdao coastal tourism has made this fertile soil grow into a modern resort city from an ordinary fishing village. Residents' social guarantee system is more and more perfect. Education, medical treatment, and traffic conditions are more and more modern, and local residents also strongly feel the changes.

Cluster Analysis Results of Residents' Perception on Coastal Tourism Socio-cultural Impact

On the basis of factor analysis, K-Means cluster analysis is used to cluster residents impact perception factor. K-Means clustering classification is used to cluster the observed quality of the 10 factors. And four clustering sample group is obtained through calculating Euclidean distance square and combining similar levels of data. According to the one-way ANOVA, cluster mean square (Cluster MS) of any variable among the 10 factors is greater than the error mean square value (Error MS) within the class. And the 10 variables make the probability of assumption no differences within class, namely the concomitant probability of F statistic less than the significance level of 0.01, indicating that the 10 factor variables which participate in the cluster analysis can distinguish all the classes very well, and the differences among all the classes are large enough (Yu & He, 2013). K-Means cluster analysis is conducted on the 10 factors of observed quantities, and 10 times of iteration computations were doing on in the 10 dimensional interspace which consists of the 10 factors. Finally, we got four clustering projects. And each cluster will get a coordinate position in the 10 dimensions.

After obtaining the four clustering types of residents, then the study analyzes the four types residents' perception degree and differences of coastal tourism socio-cultural impact, then names the four types of residents, and analyzes their characteristics (Table 1).

Through the analysis we can see that residents of the first type have a significantly higher assessment of positive coastal tourism socio-cultural impact than other types of residents, and have a lower assessment of negative coastal tourism socio-cultural impact than others. Such residents show a high level of support and positive attitude to Qingdao coastal tourism, thus named "optimistic supporters".

The second type of residents has a higher perception of negative effect factors such as F1 negative influence of social life pressure, F4 benefiting of value orientation, F6 moral trust regression, and F8 destruction of cultural shock. While they have a lower perception of positive effect such as F7 improvement of living quality, F9 traditional culture protection, and F10 city guarantee development, they show a negative attitude to coastal tourism, thus named "pessimistic opponents".

The third type of residents holds a supportive attitude to Qingdao coastal tourism on the whole, especially to positive factors such as F3 promotion of openness and communication, F7 improvement of living quality, and F10 city guarantee development, etc. The perception degree ranks only second to "optimistic supporters". At the same time, they also acknowledge the negative impact of tourism development, especially in F4 benefiting of value orientation, F6 moral trust regression, and F8 destruction of cultural shock, the perception degree of which is more intensive than other residents, thus named rational supporters. This is similar to the results of the research (Su & Lin, 2014); namely this type of residents is generally satisfied with the status of local tourism development and welcomes tourists to come and support the development of tourism industry, but the degree of welcome and support is weaker than optimistic supporters.

Compared with other types of residents, the fourth type of residents feels more neutral on many measurement items, that is to say the perception mean value fluctuates around three. For instance, "B1 urban traffic congestion", "A5 promote family more harmonious", "B3 increase of local crime rate", "A9 tourism practitioners increased, and social occupational structure changed", "A4 improved the social status of women", and "D2 traditional catering and custom culture lost original uniqueness" show their neutral attitude to coastal tourism development, thus named "the neutral".

Table 1

Each Factor's Perception Mean Value of Different Types of Coastal Tourism Destination Residents

Variables	Cluster mean value			
	1	2	3	4
F1 Social life pressure	2.04	3.93	3.36	3.18
B2 Crowded scenic spot and public places	2.11	3.78	3.21	3.19
B5 Cause price of commodities and housing prices rising	1.98	3.99	3.56	3.24
B6 Immigrants and crowded population	2.10	3.95	3.43	3.46
B1 Urban traffic congestion	2.02	4.21	3.26	3.05
B4 Interfere with residents' quiet life	2.05	4.02	3.45	3.11
B3 Increase of local crime rate	2.00	3.65	3.25	3.01
F2 Improvement of social relations	3.71	3.06	2.78	3.10
A4 Improved the social status of women	3.52	2.89	2.36	2.98
A5 Promote family more harmonious	3.68	2.70	2.41	3.01
A6 Improved the relationship among neighborhood	3.57	2.74	2.45	2.71
A3 Lead to a new consumption trend, cost ratio for leisure and travel increases	4.05	3.70	3.29	3.53
A7 Increase chances of interactions with tourists	4.00	3.33	2.97	3.44
A9 Tourism practitioners increased, and social occupational structure changed	3.43	3.00	3.09	3.00
F3 Promotion of openness and communication	3.99	3.64	3.71	3.47
C9 Benefit for cultural exchange between residents and tourists	4.05	3.67	3.71	3.36
C11 Benefit for more civilized behavior of residents	4.00	3.37	3.62	3.44

Table 1 to be continued

C12 Benefit for more open though of local residents	3.98	3.85	3.91	3.69
C10 Benefit for residents' awareness of protecting culture	3.77	3.59	3.55	3.39
C8 Benefit for promoting Putonghua level of residents	4.16	3.74	3.74	3.45
F4 Benefiting of value orientation	2.63	3.44	3.37	2.76
D4 Result in honest folkway regression	2.70	3.70	3.69	2.59
D3 More attention paid to interest in residents relationship	2.55	3.56	3.43	2.68
D5 Result in residents' hostility to visitors	2.57	3.20	3.10	2.36
D2 Traditional catering and custom culture lost original uniqueness	2.56	3.30	3.07	2.97
D1 Tourism souvenirs, inferior goods and importation increase	2.77	3.44	3.57	3.29
F5 Cultural development and prosperity	4.55	4.41	3.89	3.88
C6 Promoted the prosperity of the festival celebration activities	4.61	4.67	4.03	4.00
C5 Strengthen local residents cultural sense of pride	4.55	4.70	4.07	4.15
C7 More chances to show characteristic culture	4.64	4.52	3.88	3.80
C3 Benefit for port culture development and spread	4.39	3.78	3.55	3.56
F6 Moral trust regression	2.38	3.32	3.38	3.15
B7 Falling of residents moral sense	2.13	3.21	3.24	2.67
B9 Reduce people trust	2.07	3.26	3.40	2.89
B8 Widen gap between the rich and poor	2.95	3.48	3.50	3.88
F7 Improvement of living quality	3.88	2.54	3.84	3.47
A12 Affect fashion trend and aesthetic sense	3.68	2.67	3.86	3.45
A11 Improve living conditions and living environment	3.95	2.48	3.64	3.55
A10 City sanitation improved	4.00	2.48	4.02	3.40
F8 Destruction of cultural shock	2.42	3.12	3.16	2.48
D7 Changes of traditional way of life	2.45	3.26	2.98	2.51
D9 Local tradition culture is impacted	2.39	2.85	3.16	2.40
D8 Residents antipathy of high tourism consumption	2.43	3.26	3.34	2.52
F9 Traditional culture protection	4.20	3.09	3.52	3.73
C1 Benefit for marine culture, Qilu culture, Taoism and Buddhism, and local folklore protection	4.27	3.04	3.64	3.76
C2 Benefit for ancient sites, military relics and cultural heritage protection	4.41	2.81	3.74	3.76
A8 Leisure life is more rich	3.91	3.41	3.17	3.67
F10 City guarantee development	4.42	3.79	3.81	3.73
A1 Urban education development and health care improvement	4.45	3.96	3.84	3.93
A2 Public facilities improved and more convenience for travel	4.39	3.63	3.78	3.53

The residents can be divided into four types according to different perception degree of coastal tourism socio-cultural impact. There are 44 optimistic supporters, accounting for 21.57% of the respondents, 27 pessimistic opponents, accounting for 13.23% of the respondents, 58 rational supporters, accounting for 28.43% of the respondents, and 75 neutrals, accounting for 36.67% of the respondents. Thus it can be seen that only 13.23% of residents showed obviously negative attitude, and most of the residents of Qingdao coastal tourism showed a supportive attitude, being optimistic for the prospect of tourism industry. This is consistent with the results mentioned above that residents have more intensive perception degree of positive coastal tourism socio-cultural impact.

Marketing Segmentation Results of Clustering of Community Residents' Perception of Coastal Tourism Socio-cultural Impact

By analyzing different types of residents' perception (Table 2), we can find that among optimistic supporters, female residents have a higher proportion (68.2%) than male, while the female account for a lower proportion (40.7%) than the male among pessimistic opponents. Men account for a higher proportion (62.1%) than women among rational supporters. These facts indicate that female was more optimistic and supportive to tourism development than male, thus tending to ignore negative effects of coastal tourism. However, male residents are more rational, caring about negative effects of coastal tourism. This was mainly because that male residents care more about society, and they are more serious on deterioration of relations between subject and object in tourism, public security problem, moral retrogression, and culture shock, etc.

Married people possess a higher proportion among optimistic supporters, rational supporters, and the neutral, while having an equal proportion to the single among pessimistic opponents. Excluding the sample selection factors, the married own a higher proportion (64.6%) of respondents than the single. We can see from the results than the married are more supportive to tourism than the single, which may be that the married people can feel more tourism positive influence on family relationships and life quality, and thus may be more optimistic and supportive to coastal tourism.

There are more rational supporters of the middle-aged and young people. Residents of this age are more clear and calm, and generally receive a high education, and thus can more clearly understand and perceive both positive and negative influences brought by coastal tourism, and they are able to make rational analysis.

In terms of education level, residents who receive a bachelor/college degree possess a higher proportion among rational supporters and optimistic supporters. This part of group can realize that the entrance of tourists may lead to moral decline, culture shock, migration of traditional customs and cultural commercialization, etc. And they are disgusted about the profit-seeking behavior of tourism department as well as the ignoration of negative social impacts. At the same time, they have a long term insight, and can perceive the long-term positive effects of tourism. These effects cannot immediately show results, but can make indirect pull effect in the long run. For instance, effects on city guarantee construction, community reconstruction, living condition, life quality, and culture protection can be viewed in the long term. Therefore, they view coastal tourism impacts more rationally and comprehensively.

There are more pessimistic opponents and neutral people among residents who live near seashore scenic spot, and more supporters among those who live far from seashore scenic spot. In terms of family monthly income, middle-income earners, namely residents with income of 2,000-8,000 Chinese RMB, have more supporters, but families with income of more than 10 thousand RMB per month have more pessimistic opponents and the neutral. Residence community of different occupation, different dwelling time, and dependency level of coastal tourism have no obvious type distribution. Its optimistic supporters, pessimistic opponents, rational supporters, and the neutral have average proportion.

Table 2

Different Types of Residents' Demographic Analysis of Coastal Tourism Destination

Demographics		Optimistic supporters		Pessimistic opponents		Rational supporters		The neutral	
		N	%	N	%	N	%	N	%
Gender	Male	14	31.8%	16	59.3%	36	62.1%	37	49.33%
	Female	30	68.2%	11	40.7%	22	37.9%	38	50.66%
Marital status	Single	14	31.8%	13	48.1%	22	37.9%	24	32.0%
	Married	30	68.2%	14	51.9%	36	62.1%	51	68.0%
Age	20 and below	2	4.5%	1	3.7%	3	5.2%	2	2.7%
	21-40	18	40.9%	12	44.4%	27	46.6%	29	38.7%
	41-50	13	29.5%	4	14.8%	18	31.0%	20	26.7%
	51 and above	7	15.9%	9	33.3%	4	6.9%	19	25.3%
Education level	Junior high school or below	4	9.1%	4	14.8%	1	1.7%	3	4.0%
	Senior high school/secondary	10	22.7%	7	25.9%	16	27.6%	14	18.7%
	Bachelor/college	29	65.9%	15	55.6%	38	65.6%	54	72.0%
	Master or above	1	2.3%	1	3.7%	3	5.2%	4	5.3%
Dwelling time	< 1 year	3	6.8%	3	11.1%	1	1.7%	1	1.3%
	2-10 years	9	20.5%	8	29.6%	13	22.4%	16	21.3%
	11-20 years	6	13.6%	6	22.2%	15	25.9%	15	20.0%
	21-30 years	14	31.8%	4	14.8%	15	25.9%	24	32.0%
	31-40 years	6	13.6%	2	7.4%	8	13.8%	6	8.0%
	41-50 years	5	11.4%	4	14.8%	2	3.4%	10	13.3%
	> 51 years	1	2.3%	0	.0%	4	6.9%	3	4.0%
Whether living near sites	Yes	22	50.0%	16	59.3%	26	44.8%	41	54.7%
	No	22	50.0%	11	40.7%	32	55.2%	34	45.3%
Whether occupation is related to tourism	Yes	7	15.9%	6	21.4%	8	13.8%	8	10.7%
	No	37	84.1%	22	78.6%	50	86.2%	67	89.3%
Family monthly income	< 2,000 RMB	8	18.2%	1	32.0%	6	10.3%	10	13.3%
	2,001-5,000 RMB	16	36.4%	12	20.5%	26	44.8%	24	32.0%
	5,001-8,000 RMB	14	31.8%	5	23.7%	12	20.7%	28	37.3%
	8,001-10,000 RMB	6	9.1%	8	16.7%	6	10.3%	6	8.0%
	> 11,001 RMB	2	4.5%	1	18.2%	8	13.7%	7	9.3%
Occupation	Civil servants	4	9.1%	2	7.4%	2	3.4%	3	4.0%
	Students	8	18.2%	2	7.4%	12	20.7%	18	24.0%
	Teachers	17	38.6%	11	40.7%	24	41.4%	19	25.3%
	Freelancers	4	9.1%	2	7.4%	8	13.8%	11	14.7%
	Unemployed	4	9.1%	0	0.0%	2	3.4%	9	12.0%
	Farmers/fishermen	1	2.3%	0	0.0%	0	0.0%	0	0.0%
	Sales people	0	0.0%	0	0.0%	0	0.0%	2	2.7%
	Others	0	0.0%	1	3.7%	0	0.0%	0	0.0%
	Professional and technical personnel	2	4.5%	2	7.4%	2	3.4%	3	4.0%
	Company employees	2	4.5%	5	18.5%	2	3.4%	3	4.0%
	Institution personnel	0	0.0%	1	3.7%	5	8.6%	1	1.3%
	Service industry	1	2.3%	1	3.7%	0	0.0%	0	0.0%
	Retirees	0	0.0%	0	0.0%	0	0.0%	2	2.7%
	Housewives	0	0.0%	0	0.0%	0	0.0%	1	1.3%

Conclusions and Further Study

Firstly, factor analysis of 42 measurement items was conducted on the socio-cultural impact of coastal tourism, and 10 common factors were extracted as a result. Six positive factors among them are respectively named as "improvement of social relations", "promotion of openness and communication", "cultural development and prosperity", "improvement of living quality", "traditional culture protection", and "city security development". Other four negative factors are respectively named as "social life pressure", "benefiting of value orientation", "moral trust regression", and "destruction of cultural shock". The study is based on analysis and investigation of relationships between residents' perception and attitude of coastal tourism impacts and draws the conclusion that residents' perception of positive influences will produce positive effects on their attitude while perception of negative impact will generate negative effects.

Secondly, cluster analysis and descriptive statistical analysis were used to divide Qingdao community residents into four types, namely optimistic supporters, pessimistic opponents, rational supporters, and neutral. The proportion of pessimistic opponents was the lowest, followed by optimistic supporters, and higher proportion of neutral and rational supporters. At the same time, relevant government department needs to strengthen propaganda and marketing of coastal tourism activities among community residents by using local media, and thus will transfer potential supporters namely neutral and pessimistic opponents into rational supporters or optimistic supporters.

Thirdly, through the different categories of demographic analysis and logistic regression model analysis, the influence degree of residents' subjective factors posed on tourism effect perception has been explored. The results show that the sex of the residents, level of education, the distance between the residence and the scenic area, family monthly income attribute factors significantly affect the attitude type of the residents. However, factors such as residents' occupation, the degree of dependence on tourism, and dwelling time have no direct relations with the attitude type of residents.

The study can further expand the sample capacity in the future. Meanwhile, tourism socio-cultural impact tends to have a long term mechanism of action on tourist destination, so follow up investigations are needed. After the development of coastal tourism stepping into mature period, further investigations for group clustering of residents' perception and attitude should be conducted.

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