

ABSTRACT

The purpose of this research is to examine the residents' attitudes toward tourism development in terms of economic, sociocultural, environmental, as well as overall impacts in Fujian, China. The study also examined the residents' support toward tourism development. Moreover, it identified the difference in residents' attitudes toward tourism development among different socio-demographic groups and various destinations with differing levels of tourism development. The four destinations studied are Wuyi, Xiamen, Golden Lake and Pingtan.

A sample survey was conducted during August and September 2004. For the statistical treatment, Average weighted mean was used to rate the residents' attitudes toward tourism development; one-Way ANOVA and a series of Mann-Whitney tests and Kruskal-Wallis tests were used to test the hypotheses.

The respondents had a positive attitude on 13 out of 30 impact items studied, neutral attitude on 13 impact items, and negative attitude on 4 impact items. The negative impacts were identified in areas of cost of property, prostitution, overcrowding & traffic congestion, and income distribution. In general, the residents' hold neutral attitudes toward tourism development in terms of economic, sociocultural, environmental and overall impacts. The residents' attitude are different among different demographic groups in terms of age, birthplace, length of residency, occupation status-relation with tourism, occupation status-specific job, occupation status-career, education level, household income, and frequency of contact with tourists.

Recommendations are: First, an overall planning concerning about environmental preservation and communal needs is needed for tourism development in Fujian province; Second, government should reinforce monitor, management and legislation to prevent negative impacts of tourism; Third, the overall planning should be explained clearly to the residents, so that they can supply stronger support toward tourism development; Finally, tourism practitioner should concern more about local culture and communal needs in their business.