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Study on the Participation Path of Tourism Accurate Poverty Alleviation Community in Contiguous Destitute Areas——A Case Study of Ankang City, Qinba Mountain Area, Shaanxi Province

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Abstract. Based on MOA model, this paper constructs the structural equation model of poverty alleviation through community participation in tourism, and analyzes the situation of residents' participation in poverty alleviation through tourism in Ankang city. The analysis results are as follows. First, participation capacity has a significant positive impact on community participation and it is important in the MOA model of community involvement in tourism poverty alleviation. Secondly, participation motivation has no significant impact on community participation, and does not reach significant level. Finally, the current level of community involvement is low, and tempting participation has the greatest impact on participation levels. In response to the problems of residents of Ankang City participating in tourism poverty alleviation, relevant solutions were proposed to create a good environment for community residents to participate in tourism development, thus accelerating the pace of rural revitalization.

1. Introduction

For a long time, the development of underdeveloped rural areas has always been valued by political, ideological and academic circles. 2017 and 2018 Central Document No. 1 pointed out that the vast rural areas should give full play to the unique resource advantages of rural areas through the modes of “tourism +” and “ecology +”, and vigorously develop rural ecology and leisure tourism, making tourism a new channel for rural revitalization and poverty alleviation. Relevant policies and poverty alleviation projects have achieved good results, but there are still many unresolved issues, especially how to explore the endogenous impetus of rural community development, and to find a balance between traditional power and new power in rural communities [1]. Many problems have also triggered scholars' in-depth research on the development path and rural governance of rural industry in poor mountainous areas. How to establish a scientific development concept to guide a reasonable tourism poverty alleviation development model and establish a good community participation mechanism to protect the rural residents' right to participate in the tourism poverty alleviation process is a problem that needs to be solved in the current rural tourism precision poverty alleviation.

The geographical distribution of poverty-stricken areas and tourism resources in the world has a high degree of geographical overlap [2]. The development of tourism industry in poverty-stricken

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areas with rich tourism resources has become one of the means to develop its economy, and the concentration of contiguous destitute areas is a key link in solving the problem of regional overall poverty. With the development of national poverty alleviation work, research on concentrated contiguous areas has received more and more attention. A large number of scholars have carried out in-depth research on poverty alleviation in contiguous destitute areas [3-6]. Some scholars have studied the regional characteristics of contiguous destitute areas, and analyzed the causes of poverty in contiguous destitute areas from the aspects of society, economy and ecological environment, mainly due to backward infrastructure, fragile ecological environment and insufficient participation of residents' communities, etc.[7-12]. However, the current research on tourism poverty alleviation in contiguous areas is still on the surface. In practice, it also stays at the level of fragmentation and spontaneous organization encounters a lot of practical problems and shows strong regional characteristics. Related research is still a distance between the norm and the development path of standards.

The participation of community residents is the core of tourism poverty alleviation and an important guarantee for the sustainable development of tourism. The accurate implementation of tourism poverty alleviation is inseparable from the participation of community residents [13-14]. Foreign scholars introduced community participation into tourism poverty alleviation research earlier. As early as the PPT study in the 1990s, community participation was proposed as one of the effective ways to develop rural industries and increase residents' income [15-16]. Domestic related research started late, and the early stage mainly explained the definition of tourism poverty alleviation and community participation. In recent years, domestic researchers have begun to combine foreign theoretical results with China's national conditions, and have introduced community participation in tourism to the study of precision poverty alleviation, and have achieved certain research results [17-18]. Some scholars began to conduct research on community participation in tourism poverty alleviation from the micro level. They studied the status quo and influencing factors of community participation in poverty alleviation in rural areas, and advocated accurate tourism poverty alleviation research [19]. In summary, scholars have done a lot of research on the status quo and influencing factors of community participation in tourism, but there is still a lack of research on the path of community participation in tourism poverty alleviation in contiguous destitute areas, and only the literature is mainly Qinba Mountain Area, Dabie Mountain Area and other revolutionary old areas, but less research on the Qinba Mountains in Shaanxi. Therefore, this paper takes Ankang City in Qinba Mountainous Area of Shaanxi Province as an example to explore the process mechanism of residents participating in tourism poverty alleviation by constructing MOA structural equation model, analyzing the influencing factors and participation levels in the process of poverty alleviation. Find a suitable path for the residents of Qinba Mountain to participate in tourism poverty alleviation and accelerate the pace of rural revitalization.

2. Research area introduction and research methods

2.1 Research area introduction

The Qinba Mountain Area is located in central China, covering Shaanxi, Sichuan, Chongqing, Hubei, Henan, and Gansu provinces. Most of them are located in southern Shaanxi, with a total area of about 223,300 km2 . Ankang City is located in the southeast of Shaanxi Province, south of Qinling Mountain and north of Bashan Mountain. It is located in the junction of Shaanxi, Chongqing, Hubei and Sichuan provinces,9 counties and 1 district of Ankang City. The 10 counties and districts are all areas of Qinba contiguous destitute areas, with 9 national poverty alleviation counties and 1 provincial poverty alleviation key county. Ankang City has poor traffic conditions and the level of economic development lags behind. By the end of 2017, Ankang City had a per capita disposable income of only 9394 yuan, a total of 979 poverty-stricken villages, and 180,000 households with a population of 510,000. The research objects in this study are the villagers of Qili Village, Baima Village, Shuimo Village and Baiping Village (Figure.1) in Ankang City. In 2016 and 2018, the research team compiled

tourism poverty alleviation plans for the four poor villages. During the period, a total of 600 questionnaires were issued, and 586 valid questionnaires were finally recovered, which was 97.67% effective.

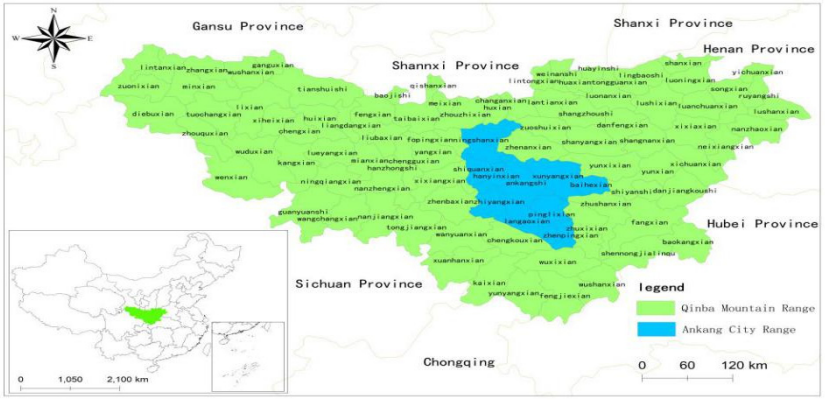


Figure. 1 Location of the Qinba Mountain Range and the study area

2.2 Building MOA Models and Research Hypothesis

The MOA model consists of three dimensions: Motivation, Opportunity, and Ability, and the dimensions are related to each other to promote the outcome of participation behavior. Hung first introduced the MOA model into the behavioral research of community participation in tourism development, and concluded that participation ability, participation opportunity and participation motivation determine the extent to which community residents participate in tourism. Jepson analyzed the factors of community participation in tourism through the MOA model, and further tested its effectiveness in community participation in tourism research. Therefore, this paper uses the MOA model to study the community participation in tourism precision poverty alleviation, and constructs a structural equation model between participation ability, participation opportunity and participation motivation and community participation. The model is used to analyze the influencing factors of community participation in tourism poverty alleviation, and to deeply understand the whole process of residents participating in tourism precision poverty alleviation. There are five hypothetical relationships in the structural equation model.

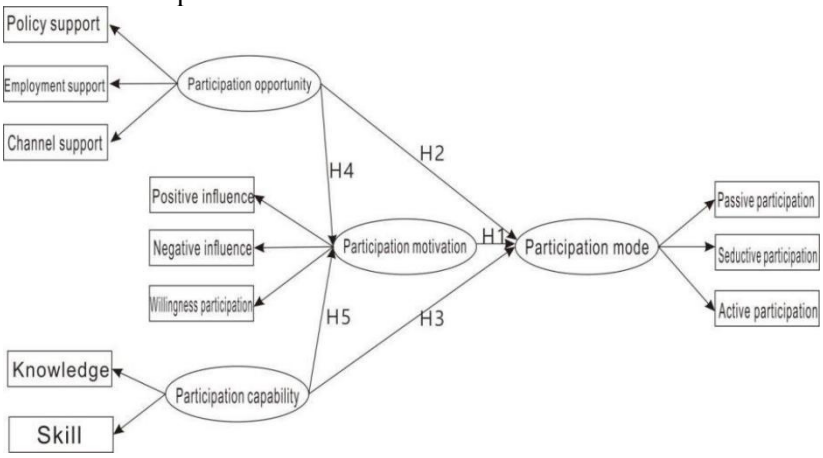


Figure.2 MOA structural equation model

Hypothesis 1 (H1): The motivation of community residents to participate has a significant positive impact on community participation. Hypothesis 2 (H2): The participation opportunities of community residents have a significant positive impact on community participation. Hypothesis 3 (H3): The ability of community residents to participate has a significant positive impact on community participation. Hypothesis 4 (H4): The participation opportunities of community residents have a

significant positive impact on participation motivation. Hypothesis 5 (H5): The ability of community residents to participate has a significant positive impact on participation motivation.

2.3 Questionnaire design and index selection

The questionnaire was measured using the Likert five-level scale. The content of the questionnaire consists of two parts. The first part is the basic information of the residents. The second part is the four variables of participation ability, participation opportunity, participation motivation and participation mode in the MOA model.In addition, based on the relevant research results, the variable indicators are improved according to the needs of this study. Finally, the questionnaire was selected to determine the selection of 36 indicators, divided into 4 groups and 11 variables. Among them, the participating motivation group has three indicators: positive influence, negative influence and willingness to participate. The participation opportunity group has three indicators: employment support, channel support and policy support. The participation capabilities group has two indicators of knowledge and skills. The participation mode group has three indicators: active participation, temptation participation and passive participation.

3. The analysis of research results

3.1 Reliability and validity test

Before calculating the structural equation model, the reliability and validity of the data should be tested first (Table. 2). The Cronbach's α coefficient is chosen to test the credibility of the variable indicators. The results show that the Cronbach's α coefficient of the total scale is 0.824, which is greater than 0.7, indicating that the measured data is very reliable. Then, the reliability of the combination between the exponential variables of the structural equation model is further determined. The results show that the reliability between variable combinations is higher than 0.6, indicating that the degree of consistency is good and the intrinsic quality is better. In addition, the factor load of each observed variable is greater than the minimum critical value of 0.7, and the average variance extraction (AVE) of each variable is greater than 0.5. It is sufficient to show that the convergence of each variable is good, and each evaluation index is effective for measuring the variable.

Table.1 Test results of reliability and validity of each measurement index

Indicator category	Observation variable	Mean	Average variance extraction *AVE*	Factor load	Combination reliability
Participation motivation	Positive influence	3.993	0.977	0.989	0.636
	Negative influence	3.630	0.549	0.741	
	Willingness participation	3.733	0.858	0.926	
Participation opportunity	Policy support	3.805	0.668	0.991	0.966
	Employment support	2.800	0.735	0.922	
	Channel support	2.675	0.711	0.886	
Participation capability	Knowledge	3.987	0.568	0.753	0.828
	Skill	3.957	0.648	0.822	
Participation mode	Passive participation	3.893	0.824	0.908	0.864
	Seductive participation	3.377	0.988	0.994	
	Active participation	3.150	0.594	0.770	

3.2Structural model goodness of fit analysis and test hypothesis

The data passed the reliability and validity test also needs to be fitted with goodness analysis and test hypothesis. If the community does not have abnormal values in the estimated parameters of the tourism poverty alleviation model, it indicates that the convergence is better. When analyzing the goodness of fit of the model, it mainly uses absolute adaptation index, value-added adaptation index and simplified adaptation index. It is calculated that the model's fitting index, absolute fitness index, value-added adaptation index and simplified adaptation index all meet the adaptation criteria. The results show that the community participation in tourism poverty alleviation conceptual model is well fitted, and the research hypothesis can be verified by parameter estimation and path analysis on this basis (Table .2). As can be seen from Table 2, except that the standardized path coefficient of the participation motivation's perception of negative tourism impact is negative, the rest are positive. Therefore, the above results show that the influences among the variables other than the participation motivation are positive, which is the same as the hypothesis in the previous section. In addition, the calculation results show that the path coefficient P of the participating motivations to the community participation is greater than 0.05, which proves that the path does not reach the level of significance. Therefore, hypothesis 1 does not hold. The reason for this result is that these villages are remote, lack of external communication, backward concepts and outdated ideas. It can be seen from the table that the P values of all other path coefficients are all below 0.001, so that the other four hypotheses are effectively verified.

Table.2 Structural model path coefficient and verification result

Influence path			P value	Standardized parameter estimate value	Result
Participation motivation	←	Participation opportunity	***	0.512	Significant positive effect
Participation mode	←	Participation opportunity	***	0.277	Significant positive effect
Community Involvement	←	Participation motivation	0.108	0.163	Significant positive effect
Community Involvement	←	Participation capability	***	0.648	Significant positive effect
Channel support	←	Participation opportunity	***	0.768	Significant positive effect
Employment support	←	Participation opportunity	***	0.880	Significant positive effect
Policy support	←	Participation opportunity	***	0.935	Significant positive effect
Willingness participation	←	Participation motivation	***	0.801	Significant positive effect
Negative influence	←	Participation motivation	***	-0.388	no effect
Positive influence	←	Participation motivation	***	0.684	Significant positive effect
Skill	←	Participation capability	***	0.699	Significant positive effect
Skill	←	Participation capability	***	0.678	Significant positive effect
Passive participation	←	Community Involvement	***	0.755	Significant positive effect
Seductive participation	←	Community Involvement	***	0.842	Significant positive effect

Active participation	←	Community Involvement	***	0.757	Significant positive effect

Note: *** is P < 0.001.

3.3Conclusion of structural equation model

It can be seen from (Fig. 3) that the participation ability has the highest impact coefficient on community participation path, reaching 0.65, which is the most significant potential variable. This shows that an important factor influencing the participation of community residents in tourism development is the assessment of their ability to participate. Therefore, the participation ability of residents of Ankang City plays a decisive role in the participation behavior.

In the coefficient graph, the path coefficient between participation motivation and community participation is 0.16, and the P value is higher than 0.05, indicating that the participation motivation has no significant impact on community participation. The path influence coefficient between participation opportunity and participation motivation is 0.51, the path influence coefficient between participation ability and participation motivation is 0.29, and P value is lower than 0.001. The results show that participation opportunities and participation ability have a positive and significant impact on participation motivation, and indirectly influence community participation through participation motivation. Participation opportunities and participation in the capacity community as residents' perception of the external environment and have an important role in promoting the formation of participation motivation. This perception of the external environment ultimately led residents to participate in the development of tourism industry, in the MOA model of community participation in tourism poverty alleviation.

The path impact coefficient of community participation on passive participation in observed variables is 0.75. The path impact coefficient of community participation in tempting participation in observed variables is 0.84. The path influence coefficient of community participation in active visit variables is 0.76. As a summary, the above data are all greater than 0.7, especially the community participation coefficient has the highest impact on the path of temptation. The results show that the current community participation of residents in Ankang City is still at a low level of tempting participation. The reason for the above results is that the community residents are mainly tempted by the government and tourism companies to provide preferential policies and a large amount of funds, which makes some residents give priority to tourism poverty alleviation. In turn, other residents are gradually involved in poverty alleviation projects.

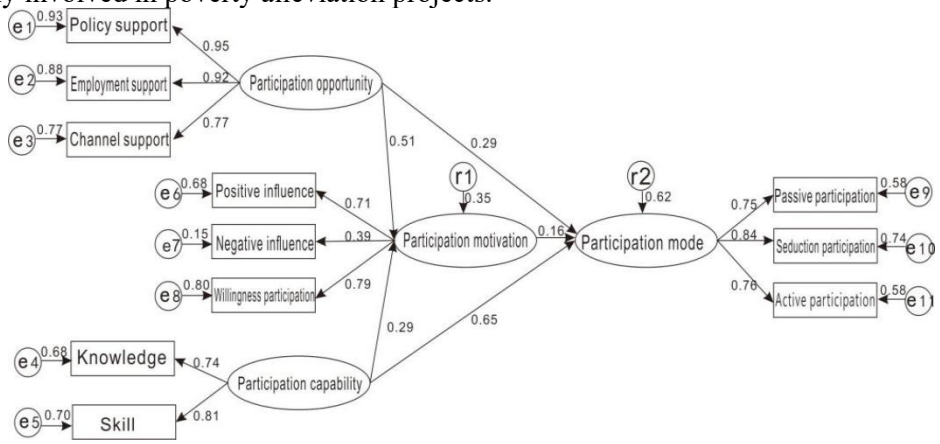


Figure.3 Path coefficient diagram of structural equation model

4. Suggestions on the participation path of tourism poverty alleviation communities in Qinba Mountain Area

(1) In tourism development, participation ability is critical to community residents, and their assessment of their ability to participate has a direct impact on community participation. Therefore, it

is necessary to improve the endogenous motivation and participation ability of the poor family labor force by training the community residents in tourism service skills and management knowledge. Firstly, the online and offline training course system should be established and improved to train the skills that community residents need to master in the process of tourism development, so as to improve the comprehensive quality and participation ability of community residents. Secondly, the government should help villagers change old ideas, enhance villagers' awareness of participation, and enhance villagers' participation. Finally, the villagers are encouraged to actively participate in tourism development. Therefore, it is necessary to enhance the community residents' sense of identity and pride in local culture and national culture, and enhance cultural cohesion and self-confidence of villagers.

(2) Since the villagers of Ankang City do not have enough participation motivation to participate in tourism poverty alleviation. First, to enhance the villagers' understanding of tourism poverty alleviation policies and reduce the doubts of villagers participating in tourism poverty alleviation. Second, strengthen the guidance of villagers, increase the corresponding incentives and channels of participation, in order to reduce the risk of participating in tourism poverty alleviation, and thus strengthen the willingness of villagers to participate. Third, increase tourism poverty alleviation education, so that villagers can correctly understand the relationship between tourism development and ecological protection. Therefore, when enjoying the benefits of economic development, villagers should also pay attention to the negative impacts they bring.

(3) Although hypothesis 1 does not hold. However, participation motivation as an intermediate variable has an indirect impact on community participation. To a certain extent, it can further promote the formation of villagers' participation motivation and participate in tourism poverty alleviation. If you want to break the barriers of residents in Qinba Mountain area to participate in tourism poverty alleviation, you must do the following. First of all, we should provide opportunities and guarantees for community residents to participate in tourism from the institutional level. Therefore, we should build and improve the community participation mechanism system, set up a scientific interest distribution mechanism and participate in the safeguard mechanism. Next, build a framework for poverty alleviation through tourism based on residents and involving government organizations, non-governmental organizations, companies and other parties. Thereby, the role of the local government can be transformed, so as to better serve the villagers and promote the coordinated development of tourism.

(4) At present, Ankang residents' participation in tourism poverty alleviation is still at a low level of temptation participation. Most of the villagers are mainly engaged in economic participation, and there is still much room for improvement. Since community participation is an effective way to implement tourism poverty alleviation work. It is urgent to raise the sense of self-reliance of residents in Ankang City, and raise the level of participation of villagers' communities to a high level, so that the mode of participation will be transformed from temptation to initiative. So, the scope and autonomy of residents' participation should be continuously expanded, and villagers' consciousness of independent participation should be strengthened to improve their level of participation.

5. Conclusion and discussion

In this paper, MOA model is used to construct the structural equation model of targeted poverty alleviation for community participation in tourism. Then the model is used to analyze the influencing factors in the process of tourism poverty alleviation in Ankang City, Qinba Mountain Area. Finally, according to the current situation of community residents' participation in tourism development, some suggestions are put forward.Introducing the MOA model into tourism poverty alleviation not only provides new methods and ideas for tourism poverty alleviation related research, but also provides a theoretical reference for tourism poverty alleviation path selection and practice. However, because the survey sites selected in this study are located in different districts and counties of Ankang City, the tourism development stages of each district and county are different. This difference has led to differences in the participation of villagers in tourism poverty alleviation, which has reduced the

credibility of the research conclusions. Therefore, factors influencing the final participation stage should be fully considered in future studies. In addition, the difference analysis of influencing factors under different levels of participation is insufficient in this paper, and this research should be strengthened in the next step. To understand the participation of residents more clearly in the process of poverty alleviation through tourism, it is necessary to continuously expand the scope of residents' participation in poverty alleviation through tourism and improve the level of residents' participation, so as to ultimately achieve rural revitalization and get rid of poverty and get rich.

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