Advance Journal of Food Science and Technology 8(11): 837-843, 2015
DOI:10.19026/ajfst.8.1618
ISSN: 2042-4868; e-ISSN: 2042-4876

Submitted: January 25, 2015 Accepted: February 14, 2015 Published: July 15, 2015

Research Article

A Comparative Analysis of Urban Residents' Consumption Decision-making Behavior in Rural Tourism Based on Food Circulation Channels Perspective

[1, 2]Hui Song
[1]School of Management Engineering, Suzhou University, Suzhou City,
[2]Research Center of Northern Anhui Urban-rural Integration, Anhui Province, 234000, China

Abstract: In this study, we set an empirical analysis model about urban residents' rural tourism decision-making and analyze influential factors mechanism based on food circulation channels. The result shows that: first, personal disposable income is the most important factor that will affect consumption decision-making in rural tourism, the regression coefficient of urban residents personal disposable income is 0.071; sec, discretionary time is the most significant variable in urban residents' personal characteristics, the sig value is 0.007 and the regression coefficient is positive; third, infrastructure condition variables' sig value is less than 0.1, the regression coefficient value is -0.029, probably because the city residents to participate in the study area of rural tourism is more focus on rural tourism ecological environment quality and less attention on the infrastructure; finally, the environment quality has high coefficient value as 0.048, means that rural personnel's service quality plays a positive effect. On this basis, we put forward relevant suggestions.

Keywords: Decision-making, food circulation channels, rural tourism, urban residents

INTRODUCTION

With China's rapid economic development and the urbanization of city, people's living conditions have greatly improved and the quality of life improved significantly. But at the same time, people have shut themselves in the city environment. Facing the city congestion, noise and the ever accelerating pace of life, residents are increasingly eager to return to nature, so they began to turn to outside the city and countryside (Neil, 1990; Raija, 2014). In order to be close to nature, close to nature as the theme of the rural tourism thus emerge as the times require and in the country developed rapidly. City residents for their long-term living environment gradually follow the same pattern feeling bored, longing for the pastoral scenery and fresh air environment is increasing (Li and Zhang, 2008; Mansour and Omid, 2014) and so on are greatly inspired by the city residents to get out to wish: such as leisure tourism, farming experience education of tourism, in order to achieve their close to nature, to relax, the education of their children purpose (Claire and Eleri, 2012). Also, rural tourism can not only satisfy people away from the bustle of the city, close to the natural psychological needs, but also conform to the trend of diversification of tourism (Littrell *et al*., 1993). As the raising of people's income level and the increase in leisure time, this great changes have taken place in people's concept of tourism consumption, has been from the past pursuit of simple sightseeing tourism to the pursuit of leisure and holiday tourism, tourist experience change. Tourist flow from the past has been pouring into the city gradually to return to nature change. Entertainment enjoyment to main tourist pursuit transforms to the spiritual pursuit and ecological enjoy eco-tourism as the pursuit. Leisure agricultural area with its leisure, green, healthy, natural flavor will be subject to tourists. With the growing superior economic conditions, the important tourist market of travel motivation, frequency will be greatly enhanced, which offers the tourist the good environment for the development of leisure agriculture.

Foreign scholars have paid great attention to the concept of rural tourism research, generally thought that this involves the construction of the system of rural tourism theory, but the definition of the concept has yet to achieve consensus (François *et al*., 2015). The World Commission on economic cooperation and development (OECD, 1994) holds that rural tourism is in the development of rural tourism activities, rurality is a village tourism center and a unique selling point. This is also the domestic and foreign scholars and experts generally agree that the most scientific definition (Elisabeth and Maria, 2012; Li and Ning, 2012). Rural tourism is refers to the city away from the countryside to the destination country, with unique natural and cultural landscape as a tourist attraction, with city residents as the main target market, by meeting the tourist leisure, knowledge as a way to travel and return to nature tourism demand and access to economic and social benefits (Anderson and Littrell, 1995). Rural

tourism has not only economic and social benefits, but also is a kind of rural cultural landscape attractions of the launching of tourism activities and comprehensive formed around this kind of tourism activities of economic relations and cultural phenomenon (Elspeth and Robin, 1990). Ning and Li (2013) emphasize the experience of rural tourism, rural tourism is thought to the country to watch when planting country (rice, maize, sorghum, native products, wheat), the streams, bridges and the understanding they contain stories, understand the village people, folk custom, residential cottage, taste local food and stay, learning and participation in rural life in the vicinity of a form of tourism.

Decision making of tourism as one of the tourist behavior content, domestic scholars has done a lot of research. Tourism decision-making is one of the tourists made on tourist behavior of tourism decision-making process, the tourist behavior includes from the tourism demand produces to the return of tourism activities, it is a complete and continuous, hierarchical and complex decision process, tourism decision-making of many factors on this process have important effects and these factors affect each other, mutual combination of them constitute the tourism consumer travel decision making framework (Samuel Folorunso *et al*., 2014; Zhou and Chen, 2013). Tourism decision making process includes five mental steps of progressive layers, namely the recognition problem or need, seek out relevant information, make travel decisions, tourism consumption of products and services, post purchase sensory feedback (Li, 2004). Also, tourism decision making is the tourist element according to their own experience and subjective preference, personality and other psychological by using all relevant information collected, making travel decisions (Zhou and Chen, 2014).

Tourism decision-making is refers to the individual using a lot of information to carry on the tourism activity in the process of selection, so as to make plan and an activity implemented (Zhou, 2013). And it is a tourist in order to meet the desires and needs, in the search for, select, purchase, use, evaluation and disposal of products and services, the activities and processes involved (Tomas *et al*., 2012). In narrow sense, tourism decision points mainly to swim the decision stage, tourism decision is before travel activities, first of all to collect all kinds of useful information, then according to their preference choice, finally make the process of travel decisions (Chen and Zhou, 2013; Li, 2014). Tourism decision making process is actually a process of choice for many tourists travel opportunities faced by their own, is the process of gathering and processing a large number of tourists on the potential of tourism destination information and eventually make the relevant selection (Qing and Li, 2013). It is a tourist person according to tourism destination, the selection and processing the collected travel information, put forward the tourism plan or plan and eventually the process of tourism plan selected or implemented (Zheng, 2007; Li *et al*., 2012).

Based on the theoretical analysis, this study sets an empirical analysis model about urban residents' food circulation channels decision-making and analyzes influential factors mechanism. The early stage of tourism activities, such as collecting and processing information) after choose whether or not to travel, including all the decision-making behavior occurred in the tourism activities after the travel process, such as food, shelter and travel, shopping and entertainment and other aspects of the decision-making, evaluation and summary tourism products and services in tourism after the process (Nyaupane and Poudel, 2012). The complexity of travel decisions reflect the final decision on travel decisions in decision isn't tourists must, when they decide to go to travel, you have to make a series of decisions about the future, these decisions about when they arrived at the destination to do (Zou, 2013). The narrow tourism decision-making is traveling decision making, namely the tourists in travel behavior prior to the occurrence of various factors such as information collection and evaluation, the final decision on whether to travel a series of travel decision-making activities, the research emphasis is the.

MODEL DESIGN AND STATISTICAL ANALYSIS

Model construction and variables: On the basis of comprehensive analysis on the influencing factors, the mechanism of urban residents' rural-travel decision can be expressed as:

$$Y = F(X_A, X_B, X_C, X_D, Z) \quad (1)$$

In this formula, Y is the result of the urban rural travel decisions, X_A is resident characteristic variables, X_B is characteristic variables of Food circulation channels destination, X_C is characteristic variables of Food circulation channels channel and X_D is characteristic variables of Food circulation channels environment. Let Y denote the city residents village traveling decision making results (Y = 1 means travel, Y = 0 means not travel), Xi represents the factors (i = 1, 2, …, I), then the formula can be further expressed as:

$$Y = \sum \beta_i x_i + \alpha \quad (2)$$

Among them, the beta I represents x_i changes on rural urban residents travel the influence degree of probability; Alpha as independent random errors, meet with mean zero, variance of 1 standard normal

Table 1: The main variables

Variables	Secondary variables	Meaning	Code
The characteristics of city residents β1	Disposable income	The disposable monthly income of respondents	X1
	Disposable leisure time	The disposable leisure days that respondents have for 1 year	X2
The characteristics of tourism destination β2	Infrastructure	Evaluation on the infrastructure quality	X3
	Environmental quality	Evaluation on the environmental quality	X4
	Service quality	Evaluation on the service quality	X5
The characteristics of traffic conditions β3	Traffic conditions	Traffic and road construction in tourism destination	X6
The characteristics of tourism environment β4	Tourism culture	Local tourism culture	X7
	Policy	Policy support and encouragement	X8
	Welfare	Welfare support	X9
	Media publicity	Travel media publicity	X10
	Preferential	Preferential measures	X11
Dummy variables as regional location D		The location of investigation family	X12

Table 2: Statistical analysis of urban residents' basic characteristic

Personal characteristics	Min.	Max.	Avg.	S.D.
Age	17	59	32.62	8.235
Disposable monthly income	0	20000	2104.76	3162.579
Discretionary time	50	150	79.04	67.821

S.D.: Standard deviation; Min.: Minimum; Max.: Maximum; Avg.: Average

distribution, it represents some of the potential not observed variables and data error; Formula (2) an empirical analysis is the study of application of econometric model. Based on analysis, this study examines variables to make the following choice, refer to the related research and the coefficient of symbols make the assumption (Table 1).

Further, for this kind of phenomenon of binary discrete quantity analysis, this study adopts the binary Logistic model to analyze urban residents travel decision-making, in order to more objectively analyze the effect of various influence factors of residents' travel decision direction, a more accurate measure its impact. Remember the conditional probability of the incident $P(y = 1 \mid x_i) = P_i$, can get the following logistic return model:

$$p_i = \frac{1}{-\left(\alpha + \sum_{i=1}^{m} \beta_i x_i\right)} = \frac{e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}}{1 + e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}} \quad (3)$$

$$1 - p_i = 1 - \frac{e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}}{1 + e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}} = \frac{1}{1 + e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}} \quad (4)$$

In this formula, p_i representatives the probability of events as observation i, $1\text{-}p_i$ represent in the probability of events does not occur, they are all made of the independent variable xi nonlinear function. The ratio of the incidence of the incident and $p_i/(1\text{-}p_i)$ referred to as the occurrence of the event, for the Odds. Odds have no upper bound and positively ($0<p_i<1$), the logarithmic transformation of logistic linear model can be shown as:

$$\mathrm{Ln}\left(\frac{p_i}{1\text{-}p_i}\right) = 1 - \frac{e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}}{1 + e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}} = \frac{1}{1 + e^{\alpha + \sum_{i=1}^{m} \beta_i x_i}} \quad (5)$$

Data sources and sample: This study taking 2014 July to September as the survey time period, whether urban residents participated in the study of Food circulation channels. The author choose Xinxiang city of Anhui province as the main sampling area to urban residents, as the investigation object, a population is more concentrated large supermarkets, shopping malls and mainly food circulation channels attractions for the survey locations, by field questionnaire survey, 200 questionnaires were distributed, recovery of 167 copies, out no answer or reply invalid questionnaire 28 is not correct, effective questionnaire 139, effective questionnaire rate was 69.5%.

RESULTS AND DISCUSSION

Statistical analysis of urban residents' basic characteristic: From the survey of the residents in the whole, the average sense, the participation of urban residents in the food circulation channels age trend was younger (average age 32.62 years), with higher disposable monthly income (2104.76 RMB), disposable leisure time more abundant (79.04) (Table 2). Occupational composition, this investigation the object with civil servants (12.23%), Enterprise staff (24.46%) and Business and service personnel (40.28), students (14.38) mainly illustrate the occupational structure of income and leisure time influence tourists influences the travel behavior and travel preferences. The cultural degree, college degree above investigation residents total ratio reached 82% (among them, college education accounted for 48.92%, graduate education accounted

Table 3: Occupation and education background analysis of urban residents

	Classification	Number	(%)	Effective (%)	Cumulative (%)
Occupation	Civil servants	17	12.23	12.23	12.23
	Enterprise staff	34	24.46	24.46	36.69
	Business and service personnel	56	40.28	40.28	76.97
	Students	20	14.38	14.38	91.35
	Others	12	8.65	8.65	100
Education	High school	25	17.98	17.98	17.98
	Undergraduate	68	48.92	48.92	66.91
	Graduate	46	33.09	33.09	100
	Total	139	100	100	

Table 4: Describe the statistic characteristic of food circulation channels destinations

		Infrastructure	Environmental quality	Service quality
Samples	Effective number	139	136	139
	Missing number	0	3	0
Mean		67.82	83.46	71.03
Standard deviation		14.57	8.42	15.13
Minimum		10	50	20
Maximum		100	100	100

Table 5: Describe of the tourism environment supporting factors

		Number	Response (%)	Case (%)
The characteristics of tourism environment	Tourism culture	68	39.53	71.08
	Policy	7	4.06	9.12
	Welfare	32	18.60	34.65
	Media publicity	49	28.48	49.16
	Preferential	16	9.30	19.28

for 33.09%) and a high school diploma is only 17.98%, which fully shows that the Food circulation channels groups reflect the characteristic of high degree, positive correlation between the degree of rural culture and travel (Table 3).

Describe the statistic characteristic of food circulation channels destinations: This study selects the infrastructure, Food circulation channels destination of the ecological environment, quality of service as to study the factors affecting the destination variable, in terms of mean, the ecological environment quality of the highest average (83.46), shows that urban residents in the influence condition investigation of Food circulation channels destinations, the ecological environment value destinations will meet their the pursuit of natural experience, rural characteristics in its formation of significant difference with the modern urban environment of the rural attractive source, rurality is the core and essence characteristics of food circulation channels products. Secondly, the mean high quality of service (71.03), show that local residents choose rural travel also value the local service personnel quality, service quality is closely related to the urban residents of rural travel decision. Food circulation channels destination infrastructure quality the lowest average (67.82), described in the variables of the three influencing factors, influence the quality of infrastructure conditions of rural residents travel decisions, it may also and local Food circulation channels attractions of a more perfect the relevant public facilities. The result was shown in Table 4.

Describe of the tourism environment supporting factors: The frequency of the tourism environment supporting factors In support of the influence factors of city residents of food circulation channels travel decision environment, 71.08% of people choose to "local tourism and cultural atmosphere" option and this support factors accounted for the total environment support factors to choose the frequency of 39.53%, therefore, city residents in the rural travel decision behavior in the process, the local tourism culture the atmosphere is the main factor of environment support. Followed by the "tourism media propaganda" option (response percentage is 28.48%), one of the influencing factors showed that the media is an important tourism. Urban residents of rural travel is from their own point of view to consider whether or not to travel and the implementation of the national macro policies for their travel decision behavior of the degree of influence is not obvious, so "the state and government policy support and encouragement of choices for the lowest frequency (response rate of 4.06%). The result was shown in Table 5.

The goodness of fit analysis in the model: According to the output analysis, fitting statistics (Hosmer and Lemeshow Test) values ($\rho = 0.756$) >0.05, unable to reject the null hypothesis, shows the probability to obtain the expected frequency and there was no statistically significant difference between the observed frequency, namely survey data model fitting is good (Table 6). The final test of goodness of the model is 62.568, Model of the fit of the data is more ideal; the

Table 6: The model of goodness of fit evaluation

	Hosmer and lemeshow test			Model summary		
Step	Chi-square	df	Sig.	-2 log likelihood	Cox and Snell R^2	Nagelker ke R^2
1	5.723	6	0.756	62.568	0.514	0.704

Table 7: The results of regression model

		Model 1. (enter) step 1 (n.)				Model 2. (backward: condition method) step 2 (b.)				
	Explanatory variables	B	S.E.	Wald	Sig.	B	S.E.	Wald	Sig.	Exp (B)
β1	X1	0.001	0.002	4.316	0.015	0.000	0.000	3.156	0.071	1.014
	X2	0.015	0.004	5.025	0.024	0.017	0.006	6.068	0.007	0.890
β2	X3	-0.028	0.026	2.753	0.067	-0.029	0.017	3.042	0.058	0.914
	X4	0.049	0.031	1.795	0.118					
	X5	0.003	0.017	2.562	0.069					
β3	X6	0.027	0.018	2.454	0.096	0.043	0.021	4.796	0.026	1.058
β4	X7	1.147	0.651	2.623	0.001	1.236	0.059	3.203	0.048	3.015
	X8	0.158	0.704	0.035	0.872					
	X9	0.246	0.572	0.682	0.391					
	X10	0.123	0.625	0.115	0.758					
	X11	0.215	0.588	0.250	0.614					
Constant		-8.140	2.760	9.250	0.005	-5.029	1.650	8.132	0.007	0.005

S.E.: Standard error

following reference Nagelkerke R^2 statistic a value as 0.704, data also shows that a better fitting effect.

The results of regression model: Urban residents have willingness to travel under the premise of urban rural travel decision-making a result (travel or not travel) is essentially a dichotomous variable. The dependent variable value range of the traditional regression model between is infinite and negative infinity, in this apparently doesn't fit, so this study USES the binary Logistic regression analysis model is analyzed and using the maximum likelihood estimation method is used to estimate the parameters. This study uses SPSS 17.0 statistical software for survey data processing, first choose forced into law, will have to examine variables one-time into the Logistic regression model analysis, it is concluded that model 1; After the second choice to gradually selection method, will examine all variables in the regression model analysis, investigation variables significantly model 2 (Table 7).

The result shows that: first, personal disposable income is the most important factor that will affect consumption decision-making, the regression coefficient of urban residents personal disposable income is 0.071; second, discretionary time is the most significant variable in urban residents' personal characteristics, the sig value is 0.007 and the regression coefficient is positive; third, infrastructure condition variables' sig value is less than 0.1, the regression coefficient value is -0.029, probably because the city residents to participate in the study area of rural tourism is more focus on rural tourism ecological environment quality and less attention on the infrastructure; finally, the environment quality has high coefficient value as 0.048, means that rural personnel's service quality plays a positive effect. Overall, the regression model of the empirical results with the above assumptions, under the 10% significant level, the disposable income of urban residents' personal characteristics, discretionary time variable, tourist destination features of infrastructure condition variables and tourism traffic, tourism culture in the tourism environment variable is affecting rural travel decision-making influence factors of urban residents significantly variables, the effects of other variables is not obvious.

CONCLUSION

Based on the theoretical analysis, this study sets an empirical analysis model about urban residents' Food circulation channels decision-making and analyzes influential factors mechanism. The result shows that: first, personal disposable income is the most important factor that will affect consumption decision-making, the regression coefficient of urban residents personal disposable income is 0.071; second, discretionary time is the most significant variable in urban residents' personal characteristics, the sig value is 0.007 and the regression coefficient is positive; third, infrastructure condition variables' sig value is less than 0.1, the regression coefficient value is -0.029, probably because the city residents to participate in the study area of rural tourism is more focus on rural tourism ecological environment quality and less attention on the infrastructure; finally, the environment quality has high coefficient value as 0.048, means that rural personnel's service quality plays a positive effect. On this basis, we put forward relevant suggestions.

According to the result, it shows that urban residents' disposable leisure time are the key factors of urban residents of rural travel decisions, but urban residents can increase in disposable income and leisure time does not mean that the choice of urban residents in rural travel probability will increase obviously, the need

for government and society through a variety of ways to create various conditions for urban residents disposable income and time of unity, can be in leisure time by spending on rural tourism are different from other forms of experience tourism products. To strengthen the protection of the original ecological landscape of rural tourism destination, prominent farming culture, to create a green natural environment, increase the natural in the tourist heart share, make rural tourism really become urban residents return to natural green embrace, obtain leisure and relaxation. Based on maintaining the original appearance of the rural ecological development of rural characteristics, can use a variety of products, such as farm picking, feast farm, farming activity participation and folk customs of the display various types of tourism products, the city residents in the rural ecological environment of the beautiful nature can truly feel the quiet countryside leisure atmosphere, feeling the original ecosystem brought about by the pure and natural unity.

The infrastructure construction of tourism destination is the development of the tourism industry and hardware conditions, specialized facilities of tourism industry such as food, live, row, swim, buy, entertainment six elements are in need of certain infrastructure support. In this study did not properly reflect the significant impact of infrastructure on rural travel decision role, function and influence on behalf of tourism destination can ignore this hardware condition. On rural tourism, the original ecology is not equivalent to the original state, the renovation and construction of certain can make rural tourism resources protection and use better get. To increase the intensity of investment in the infrastructure of rural tourism destination, explore the establishment of linkage mechanism to each department cooperation, especially the foundation should be given to rural tourism attractions of a certain guidance, established a certain standard, avoid blindness and single construction, accelerate the village roads, sanitation, post and telecommunication, electric lighting tap water, sewage, garbage disposal and other infrastructure construction, improve the rural tourism accessibility, to improve the rural tourism reception capacity, creating a barrier free tourism environment for tourists, so that visitors enjoy swimming, satisfactory and return.

Service process is composed of activities or a series of activities and these activities consume all kinds of resources, including human resources and other resources. Rural tourism service quality of city residents travel decision plays a positive role, its level experience in relation to the city residents to participate in rural tourism is good or bad, to participate in and forms a revisit plays an important role in the development of rural tourism and promotes the city residents. To enhance the quality of tourism services, should not only rely on the development of rural tourism to the farmers, but should be based on strengthening the management and increasing the training, the construction of a higher cultural quality and service skill of professional talent team, through the use of market-oriented means, the introduction of tourism business service management Service Corporation and occupation managers and other professionals involved in the rural tourism and constantly improve the quality of tourism services at the same time. To better improve the rural tourism industry development, so as to attract more city resident's participation in rural tourism, so that promote the city with rural and rural tourism industrial upgrading.

ACKNOWLEDGMENT

The work of this study is supported by National Social Science Youth Fund Project "Research on Rural Tourism Sustainable Development Strategy based on Urban-rural Integration" (No: 13CJY106); and the tourism industry in Anhui Province young expert training program (No: AHLYZJ201408).

REFERENCES

Anderson, L.F. and M.A. Littrell, 1995. Souvenir-purchase behavior of women tourists. Ann. Tourism Res., 22(2): 328-348.

Chen, Q. and L. Zhou, 2013. Efficiency of finance development on improving technological innovation: Interactions with carbon markets. J. Appl. Sci., 13: 5700-5707.

Claire, H. and J. Eleri, 2012. Local leadership for rural tourism development: A case study of Adventa, Monmouthshire, UK. Tourism Manage. Persp., 4: 28-35.

Elisabeth, K. and J. Maria, 2012. Understanding and managing the rural tourism experience: The case of a historical village in Portugal. Tourism Manage. Persp., 4: 207-214.

Elspeth, A. and N. Robin, 1990. The relationship between personality gender and tourist behavior. Tourism Manage., 20: 193-202.

François, B., L. Anne, L. Sandrine, R. Tina and T. Nadine, 2015. Domestic demand for tourism in rural areas: Insights from summer stays in three French regions. Tourism Manage., 46: 562-570.

Li, Y., 2004. Urban residents travel consumer behavior analysis. J. Tourism Sci., 3: 42-44.

Li, Z., 2014. Energy efficiency and investments in low-carbon economy: The impact of carbon finance on sustainability development. J. Chem. Pharmaceut. Res., 6(5): 1255-1261.

Li, J. and F. Zhang, 2008. Chinese tourism consumption behavior research. J. Taiyuan Teach. Coll., 3(7): 93-95.

Li, Z. and Z. Ning, 2012. Research on liquidity risk and financial fragility of Chinese commercial banks. Adv. Inform. Sci. Serv. Sci., 4(22): 787-793.

Li, Z., Z. Ning and C. Qing-yi, 2012. Study on how financial institutions positively impact on China's low-carbon economy growth. Adv. Inform. Sci. Serv. Sci., 4(22): 779-786.

Littrell, M.A., L. Anderson and P. Brown, 1993. What makes a craft souvenir authentic? Ann. Tourism Res., 20: 197-215.

Mansour, G. and M. Omid, 2014. An application of European performance satisfaction index towards rural tourism: The case of Western Iran. Tourism Manage. Persp., 11: 77-82.

Neil, C., 1990. A study of gender differences: Young tourist behavior in a UK coastal resort. Tourism Manage., 20: 220-225.

Ning, Z. and Z. Li, 2013. Value-at-risk modelling for risk management of RMB exchange rate. Int. J. Appl. Math. Stat., 43(13): 297-304.

Nyaupane, G.P. and S. Poudel, 2012. Application of appreciative inquiry in tourism research in rural communities. Tourism Manage., 33: 978-987.

OECD (Organization for Economic Cooperation and Development), 1994. Selection of indicators for state of the environment monitoring. OECD, Paris.

Qing, C. and Z. Li, 2013. Time series model for foreign direct investment spillover. Int. J. Appl. Math. Stat., 49: 535-543.

Raija, K., 2014. The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination-a case study. Tourism Manage., 40: 361-371.

Samuel Folorunso, A.O., K.L. Catheryn and N. Vikneswaran, 2014. A framework for rural tourism destination management and marketing organisations. Proc. Soc. Behav. Sci., 144: 151-163.

Tomas, B., K. Irena, B. Alvydas and G. Ron, 2012. Rural tourism development in Lithuania (2003-2010)-a quantitative analysis. Tourism Manage. Persp., 2: 1-6.

Zheng, Q., 2007. Rural tourism consumer behavior based on travel frequency differentiation research. J. Hunan Bus. Sch., 4(14): 56-59.

Zhou, L., 2013. Optimal compensation rate appraisal and selection based on data mining method. Int. J. Appl. Math. Stat., 50: 37-46.

Zhou, L. and Q.Y. Chen, 2013. A dynamic model for evaluating the impact of FDI on macro economy based on panel data method. Int. J. Appl. Math. Stat., 49: 499-506.

Zhou, L. and Q. Chen, 2014. Evaluation of E-commerce performance in SMEs based on vector auto regression model. Int. J. u e-Serv. Sci. Technol., 7(5): 151-160.

Zou, S., 2013. Study on tourism consumption behavior. J. Guilin Tourism Coll., 10: 31-33.