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Investigating the **Attitudes of Local Residents** towards **Tourism Live Stream** in the Context of **Rural Poverty Alleviation** in **Jinzhai, China**

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Abstract | With the rapid development of online streaming technologies, Tourism Live Stream has emerged as a crucial tool for promoting tourist destinations and facilitating the sale of tourism products, gradually becoming a new trend in the tourism industry. Particularly for rural areas reliant on the tourism sector for poverty alleviation, Tourism Live Stream breaks through spatial constraints and fosters local sustainable development. This study aims to investigate how the tourism perceptions influences rural residents' attitudes toward Tourism Live Stream. Researcher developed a structural model consisting of 26 items to characterise the tourism perceptions of rural residents in Jinzhai County, China. The study findings indicate that the economy and social culture benefit/cost perceptions of rural residents significantly influence their attitudes toward Tourism Live Stream, whereas the environment benefit/cost perception is not statistically significant. Notably, economy benefit perception emerges as the most critical factor affecting residents' support for the development of Tourism Live Stream.

Keywords | rural poverty alleviation, rural residents, rural tourism, Tourism Live Stream, tourism perception

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1. Introduction

Rural poverty has been a longstanding challenge in China. Compared to urban areas, rural regions have weaker economies, fewer job opportunities, and less developed public services. Since the nationwide initiative for rural poverty alleviation was launched in 2016, the Chinese government has exerted significant efforts, leading to the upliftment of millions of rural residents. This multifaceted approach includes direct financial allocations from the national budget (Wang & Qu, 2014), encouragement of the transformation of rural primary industries (Naminse & Zhuang, 2018), and upgrades to infrastructure (Guo et al., 2020). However, as of 2019, 5.5 million rural residents in China still live in poverty, representing a 95% reduction compared to 2005 (He et al., 2021).

The United Nations World Tourism Organisation (UNWTO) introduces the concept of "Sustainable Tourism for Eliminating Poverty" (STEP), positioning sustainable tourism as a means to escape poverty (Chok et al., 2007). The tourism industry has the potential to optimise resource allocation in rural areas, facilitate industrial upgrading, and subsequently increase the income of rural residents (Scheyvens, 2007). Assets held by rural residents, such as farmland, forests, and properties, are transformed into tourism capital, reshaping local livelihoods (Wang, et al., 2020) and redefining previously homogeneous rural production relations (Xu & Wang, 2018).

In addition to providing employment opportunities and enhancing economic income for rural residents (Yu, et al., 2021), the tourism industry may also influence their ideologies and elevate their social status (Jonsson, 2012). The involvement of rural residents in the process of tourism development generates new economic and socio-psychological benefits, leading to improvements in their quality of life and subjective well-being (Xu & Wang, 2018). Consequently, the development of the tourism industry has become a crucial means of assisting rural poverty alleviation (Wang et al., 2022).

Rural areas in China retain pristine natural ecosystems and rich traditional cultures, presenting inherent advantages for the development of rural tourism (Yang et al., 2021). Concurrently, with

the rapid expansion of the Internet, as of December 2020, rural China has witnessed a significant increase in its online user base, reaching 309 million users. This lays a foundation for the convergence of traditional rural tourism and the Internet. Live stream, characterised by continuous recording and real-time broadcasting to audiences (Wang, 2019), has gained popularity as a media format with high immediacy, authenticity, and synchronous interactivity (Deng, et al., 2019). As early as 2020, the Chinese government recognised the immense potential of Live Stream in boosting the national economy. Roles such as anchors and operators have become professional careers in China, with universities offering related courses. E-commerce platforms like Alibaba and Tiktok also provide professional Live Stream training for those in the industry (Lu & Chen, 2021).

Tourism live stream not only attracts visitors by promoting rural tourism destinations, indirectly boosting the income of rural residents, but it also generates direct benefits through online sales of agricultural products. For example, a project initiated by TikTok in November 2018 showcased tourist attractions in impoverished rural areas, helping 153 villages in China generate over 600 million yuan in tourism revenue (Hsu et al., 2020). Additionally, Tourism live stream facilitates direct income for rural residents through the online sales of agricultural products, such as the sales of plums in Yongtai Village (Han & Gu, 2018) and traditional Chinese herbs in Xiajiang Village (Zhou et al., 2020).

As a novel method for promoting scenic areas and selling tourism products, TLS has garnered extensive scholarly attention in recent years (Deng, *et al.*, 2019; Hsu, *et al.*, 2020; Lu & Shuib, 2024). Despite the short duration of TLS existence, most scholars have focused on audience motivation, purchasing behavior, and the interaction between anchors and audiences (Mueser & Vlachos, 2018; Tussyadiah et al., 2018; Chen & Yin, 2021; Lin et al.., 2021), paying minimal attention to tourism destination residents and facilities.

Rural residents play a crucial role in the development of TLS. As the primary beneficiaries of rural poverty alleviation initiatives, their support is a key indicator of successful tourism development (Pato et al., 2021). The involvement of rural residents in tourism activities, their participation in tourism planning, and their collaboration with other tourism stakeholders significantly influence the direction and progress of local tourism development (Bhuiyan &

Darda, 2023). To truly demonstrate the significance and value of TLS in sustainable tourism development, it is essential to consider the perspectives of rural residents and protect their interests, such as increasing income, diversifying income sources, and preserving community cultural traditions (Souza et al., 2021).

This study first reviews the Social Exchange Theory and Stakeholder Theory, and analyses residents' perceptions of benefits/costs from three aspects: economy, social culture, and environment. Based on these analyses, hypotheses related to residents' attitudes toward TLS are proposed. Then provides a detailed description of the data collection locations and methods, employing Exploratory Factor Analysis (EFA) to establish the model structure, followed by Confirmatory Factor Analysis (CFA) for validation. The final Structural Equation Model (SEM) was constructed to assess rural residents' perceptions and their attitudes toward TLS. The findings indicate that economy and social culture perceptions significantly impact the support for TLS development among impoverished residents in Jinzhai, with the perception of economy benefits being the most influential. This study may provide valuable insights into understanding the attitudes of rural impoverished residents toward TLS and the factors influencing their support for local tourism development.

2. Literature Review

2.1. Theory

Social Exchange Theory and Stakeholder Theory are often used to guide research on residents' attitudes (Moutela et al., 2021; Bhuiyan & Darda, 2023; Mgabhi & Ezeuduji, 2023). This study also builds on these two theories, extending the research focus to explore residents' attitudes toward TLS.

Social Exchange Theory is applicable in understanding local residents' attitudes toward TLS, as tourism inherently involves the exchange of resources. Tourists exchange their economic resources for the hospitality and services of local residents (Chen et al., 2005). In many tourism destinations in China, particularly underdeveloped rural areas, the development of tourism often neglects the interests of local residents (Wang et al., 2020). To achieve sustained development

in tourism and TLS, local residents must voluntarily participate and have the power to engage in social exchange actively (Hua et al., 2018).

Stakeholder Theory analyses and explains the interests and relationships among various stakeholders in an organisation or project (Donaldson & Preston, 1995). It emphasises achieving a win-win situation by effectively communicating and cooperating with stakeholders to meet their interests and needs (Mitchell et al., 1997). In the development of rural TLS, audiences and tourists are the consumers of tourism products, while rural residents, government, and TLS platforms serve as the providers. All stakeholders share the common goal of enhancing the quality of rural TLS and aim to fairly benefit from tourism participation. The success and sustainability of a destination depend significantly on the extent to which the interests of all stakeholders are incorporated and the level of involvement of each stakeholder in pursuing tourism development (Bornhorst et al., 2010). If local residents believe that TLS is beneficial to them, over time, their perceptions may improve, making them potent advocates for future development (Sharma & Gursoy, 2015). However, due to conflicts of interest among stakeholders, their actions often do not fully align with the goals of tourism development, which poses potential risks for the advancement of TLS (Wu et al., 2024).

2.2. Perception of Benefits/Costs

Building on the research approach of previous scholars, the perception of benefits and costs is examined across three dimensions: economic, socio-cultural, and environmental (Gursoy & Rutherford, 2004; Nunkoo & Ramkisson, 2010; Smith & Diekmann, 2017; Zhang & Churchill, 2020). This study also systematically analyses these three components.

Economy benefits/costs refer to the perception and evaluation by local residents of the economic gains and drawbacks brought about by tourism (Andereck et al., 2005). Most residents view tourism as a tool for economic development, thereby supporting it as a strategy for economic growth (Walpole & Goodwin, 2000). Economy benefits are a primary motivator for local residents to endorse tourism development (Lee & Chang, 2008; Yoon et al., 2001). The perception of economy benefits is primarily manifested in the belief that the development

of TLS can enhance local economic income, including the accumulation of wealth, attracting foreign investment, increasing local tax revenue, and reducing urban-rural disparities (Gursoy et al., 2010). On the other hand, the perception of economy costs arises from the concern that the development of TLS primarily benefits a few individuals, exacerbating local wealth inequality. Residents may also perceive that tourism development leads to price inflation by local merchants and a significant surge in local property prices, adversely affecting the livelihoods of local residents (Park et al., 2015).

Economy perception can be considered the most influential and direct component within the benefits/costs perception framework (Walpole & Goodwin, 2000; Chen et al., 2005). Drawing upon previous conclusions regarding the economy benefits/costs perception of local residents toward tourism, this study posits the following hypothesis:

- Hypothesis 1: Rural residents' economy benefit perception will positively influence their attitude towards TLS.
- Hypothesis 2: Rural residents' economy cost perception will negatively influence their attitude towards TLS.

Social culture originated from local residents and have evolved through generations, with the local community serving as their tangible representation. It manifests not only in traditional customs, local festivals, and recreational activities but also in physical forms such as buildings and crafts (Rezaei et al., 2022). A strong social culture foundation can sustain the cohesion of the local community, closely binding it to the residents (Ramos & Malta, 2023). In the context of tourism development, social culture aspects act as catalysts for local growth, becoming the hallmark of the area (Ngwetjana & Sifolo, 2023).

Social culture benefits perception is evident in TLS enhancing local residents' sense of pride, cultural identity, cohesion, and increasing external understanding of the region's culture. TLS also creates opportunities for cultural exchange, revitalisation of local traditions, improvement of quality of life, and enhancement of community image (Besculides et al., 2002).

Social culture costs perception is evident in the impact of TLS on traditional culture, particularly the negative influence of the ideologies and lifestyle habits of external tourists,

leading to the degradation or disappearance of the destination's traditional culture (Wang et al., 2022). TLS prompts the gradual commercialisation of local distinctive activities, with operators prioritising profit, distorting moral standards (Dyer et al., 2007). Additionally, with the increasing number of tourists, excessive development of local tourism resources and public areas can lead to dissatisfaction among local residents (Gursoy et al., 2010).

Based on the specific manifestations of social culture benefits/costs perception, researcher propose the following hypotheses:

- Hypothesis 3: Rural residents' social culture benefit perception will positively influence their attitude towards TLS.
- Hypothesis 4: Rural residents' social culture cost perception will negatively influence their attitude towards TLS.

Environmental protection is a crucial component of tourism development and a key indicator for assessing the quality of sustainable development (Li et al., 2022). During the wave of industrialisation in the 20th century, many countries pursued economic prosperity at the expense of the environment, leading to significant environmental degradation and the depletion of natural resources. It was only after some developed nations entered the modern era that environmental issues began to receive the attention they deserved (Li et al., 2022). Wang et al. (2022) found that community residents with a higher perception of environment benefits and costs are often more supportive of and actively involved in local tourism development.

Perceptions of environment benefits in tourism development manifest in the protection and enhancement of natural ecosystems, improvement of public infrastructure, and increased environmental awareness among local residents and tourists (Sharma & Gursoy, 2015). Environment costs perception is evident in the stress placed on the local environment due to tourism development, resulting in varying degrees of damage (Zhang & Zhao, 2019). With the surge in tourist numbers brought about by TLS, the handling of large quantities of waste becomes challenging. As living standards improve, the widespread use of vehicles, such as cars, increases pressure on public facilities. This contributes to deteriorating air quality due to the increase in vehicular emissions, impacting the normal lives of local residents (Li et al., 2015;

Song et al., 2021).

Based on these observations, the following hypotheses are proposed:

- Hypothesis 5: Rural residents' environment benefit perception will positively influence their attitude towards TLS.
- Hypothesis 6: Rural residents' environment cost perception will negatively influence their attitude towards TLS.

3. Methodology

3.1. Overview of the study area

Jinzhai County administers 23 townships and one development zone, with a registered population of 672,289 as of 2023. Located in the western part of Anhui Province, it borders Henan Province to the west and Hubei Province to the south. Covering a total area of 3,919 square kilometres, Jinzhai County is the largest and most populous poverty-stricken mountainous county in Anhui Province. The county boasts rich tourism resources, including 8 well-known scenic spots, and is recognised as a National Tourism Demonstration Zone in China. However, due to its remote mountainous location, the county suffers from poorly planned and disorganised construction, weak signal coverage, and outdated communication infrastructure.

In 2015, the Chinese government revised the criteria for classifying impoverished residents, considering those with an annual expenditure of less than 2855 yuan per person as impoverished. According to the data from the 2013 recognition of poverty-stricken counties in China, Jinzhai County had 45,687 low-income households and 147,723 impoverished individuals, resulting in a poverty rate of 21.72% (Jin & Dimiter, 2023). This means that, even when accounting for the urban population, approximately one in five individuals in the local community lives in poverty. Additionally, more than a quarter of the impoverished population suffers from chronic diseases or disabilities, further exacerbating the challenges they face in overcoming poverty.

3.2. Measurement

The paradigm of this study is based on positivism. To ensure the objectivity and scientific rigor of the findings, quantifiable data and statistical analyses are utilised, which is one of the reasons positivist research commonly adopts a quantitative approach (Neuman, 2007; Creswell & Creswell, 2017; Yin, 2018). Moreover, quantitative research offers replicability across various contexts, thereby allowing for the validation of the credibility and reliability of the results (Neuman, 2007). This approach also facilitates comparison with similar findings from previous studies by other scholars.

The scale measuring rural residents' perceptions of benefits/costs influencing their attitudes toward TLS comprises 26 items, adapted from previous scholarly works on residents' perceptions of benefits/costs impacting attitudes toward tourism (Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2012; Park et al., 2015; Sharma & Gursoy, 2015). These items encompass rural residents' attitudes toward TLS (five items), perception of economy benefits (three items), perception of economy costs (three items), perception of social culture benefits (four items), perception of social culture costs (five items), perception of environment benefits (three items), and perception of environment costs (three items).

The choice of a 5-point Likert scale was made considering that the respondents are rural residents with generally lower levels of education. The use of too many items could potentially affect the response rate (Babakus & Mangold, 1992) and the overall quality of the questionnaire (Brooke, 1996). The decision to employ a 5-point Likert scale is also aligned with similar studies conducted by previous scholars in the field.

As a novel phenomenon, research on TLS has primarily focused on viewers' watching and consumption intentions (Hou et al., 2020; Kang et al., 2021; Li et al., 2021), with little attention given to local residents' attitude toward TLS. As Nunkoo et al. (2023) suggested, the ultimate dependent variable in models of local residents' attitude toward tourism can be further expanded. Through discussions with renowned tourism scholars and interviews with rural residents in the study area, researcher developed a preliminary model of rural residents' attitudes toward TLS.

3.3. Data Collection

The data for this study were collected using a stratified convenience sampling method. Given that the local residents may have lower levels of education and that elderly participants might encounter difficulties using electronic devices to complete questionnaires, researcher opted to use paper-based surveys for data collection. This approach was chosen to ensure that all eligible respondents could participate and respond easily. After obtaining basic demographic information from the local government, researcher accompanied by local guides, distributed questionnaires door-to-door along the streets. The purpose and significance of the study were clearly explained to the respondents, and they were encouraged to provide honest answers while ensuring their privacy was protected.

3.4. Data Analysis

This study employed Exploratory Factor Analysis (EFA) to identify the latent structure of rural residents' perceptions of benefits/costs and their attitudes toward TLS. Confirmatory Factor Analysis (CFA) was subsequently conducted to validate this structure. Additionally, common method bias and discriminant validity were examined during the factor analysis process.

In the assessment of reliability and validity through EFA, Cronbach's α was utilised to measure the correlation between items in the measurement model. Its values range between 0 and 1, with higher values indicating better consistency between items. However, values too close to 1 may suggest excessive similarity among items. Streiner (2003) recommended a value greater than 0.7 as appropriate. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity were employed to evaluate data adequacy. KMO should exceed 0.6 (Field, 2009), with values closer to 1 indicating higher shared variance among the samples (Stevens, 2012). The result of Bartlett's Test of Sphericity must be significant, with a p-value less than the set threshold of 0.05.

For the validation of reliability and validity during CFA, the Composite Reliability (CR) was used to assess the contribution of items to the common variance of the variable (Hair et al., 2014). CR greater than 0.7 indicates acceptable model reliability (Fornell & Larcker, 1981). The Average Variance Extracted (AVE) represents the extent to which items explain the

variance of the variable (Hair et al., 2014), with an AVE value needing to be at least 0.5 (Fornell & Larcker, 1981).

4. Results

A total of 800 questionnaires were distributed, resulting in the collection of 498 completed questionnaires, yielding a response rate of 62.25%. While this response rate is lower compared to the typical 75% response rate in general social science research (Babbie, 2016), it can be attributed to the aging population and lower educational levels of some residents, making communication challenging. Following data collection, researcher conducted preliminary data processing through three data screening steps: identifying outliers, detecting missing values, and checking normality (Kline, 2015). Finally, 387 questionnaires were retained for subsequent analysis.

Table 1. Descriptive Statistics for Items (N=387)

Items	Min	Max	Mean	S.D.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	SE	Statistic	SE
Attitude toward TLS (TLS)								
TLS1	1	5	3.55	1.304	-0.466	0.124	-0.881	0.247
TLS2	1	5	3.12	1.422	-0.037	0.124	-1.220	0.247
TLS3	1	5	3.91	1.044	-0.646	0.124	-0.278	0.247
TLS4	1	5	3.81	1.104	-0.539	0.124	-0.398	0.247
TLS5	1	5	4.05	0.995	-1.014	0.124	0.696	0.247
Perception of Economy Benefits (ECB)								
ECB1	1	5	3.08	1.254	0.015	0.124	-0.830	0.247
ECB2	1	5	3.96	0.986	-0.781	0.124	0.384	0.247
ECB3	1	5	3.18	1.268	-0.147	0.124	-0.817	0.247
Perception of Economy Costs (ECC)								
ECC1	1	5	3.28	1.204	-0.049	0.124	-0.918	0.247
ECC2	1	5	3.19	1.213	-0.056	0.124	-0.886	0.247
ECC3	1	5	3.07	1.117	-0.083	0.124	-0.380	0.247
Perception of Social Culture Benefits (SB)								
SB1	1	5	4.03	0.843	-0.741	0.124	0.638	0.247
SB2	1	5	4.29	0.826	-1.053	0.124	0.797	0.247
SB3	1	5	4.26	0.781	-0.875	0.124	0.667	0.247
SB4	1	5	4.19	0.815	-0.815	0.124	0.445	0.247

Perception of Social Culture Costs (SC)								
SC1	1	5	2.78	1.222	0.315	0.124	-0.831	0.247
SC2	1	5	2.13	1.032	0.997	0.124	0.872	0.247
SC3	1	5	2.31	1.095	0.461	0.124	-0.358	0.247
SC4	1	5	2.35	1.089	0.676	0.124	0.045	0.247
SC5	1	5	2.16	1.016	0.726	0.124	0.228	0.247
Perception of Environment Benefits (ENB)								
ENB1	1	5	3.92	0.957	-0.904	0.124	0.747	0.247
ENB2	1	5	3.57	1.079	-0.563	0.124	-0.206	0.247
ENB3	1	5	3.80	0.964	-0.732	0.124	0.504	0.247
Perception of Environment Costs (ENC)								
ENC1	1	5	2.65	1.145	0.417	0.124	-0.571	0.247
ENC2	1	5	2.92	1.197	0.215	0.124	-0.806	0.247
ENC3	1	5	2.70	1.175	0.190	0.124	-0.783	0.247

Source: Own Elaboration

In the study involving 26 items (table 1), each item has a minimum value of 1 and a maximum value of 5, indicating varying perceptions among local residents for each question. The mean values for the attitude measurement, "Attitude toward TLS (TLS)," range from 3.12 to 4.05, suggesting an overall positive attitude among respondents towards local TLS. The three items measuring perception of economy benefits, "Perception of Economy Benefits (ECB)," have mean values ranging from 3.08 to 3.96, the three items measuring perception of social culture benefits, "Perception of Social Culture Benefits (SB)," have mean values ranging from 4.03 to 4.29, and the 3 items measuring perception of environment benefits, "Perception of Environment Benefits (ENB)," have mean values ranging from 3.57 to 3.92. All mean values are above 3, indicating a generally positive perception of benefits among respondents, particularly for "Perception of Social Culture Benefits (SB)," with a mean value exceeding 4.

For the three items measuring perception of economy costs, "Perception of Economy Costs (ECC)," the mean values range from 3.07 to 3.28. The three items measuring perception of social culture costs, "Perception of Social Culture Costs (SC)," have mean values ranging from 2.13 to 2.78. The three items measuring perception of environment costs, "Perception of Environment Costs (ENC)," have mean values ranging from 2.65 to 2.92. Since these items are reverse-coded, only one item in "Perception of Economy Costs (ECC)" has an average perceived cost above 3, while the mean values for "Perception of Social Culture Costs (SC)"

and "Perception of Environment Costs (ENC)" are below 3.

Examining the data quality of the measurement results is a crucial prerequisite to ensure meaningful subsequent analysis (Hair, 2009). Researcher initially conducted EFA, and the results of reliability and validity analysis are presented in table 2. The overall Cronbach's α coefficients and those for each secondary dimension range from 0.8 to 1. KMO values are all above 0.6, and the results of Bartlett's Test of Sphericity are all below 0.001. Therefore, the scales used in this study demonstrate excellent internal consistency.

Table 2. Reliability and Validity Analysis (N=387)

Item	*KMO*	*Bartlet t*	*Factor Loading*	*Cronbach α*
Attitude toward TLS (TLS)	0.800	0.000		0.898
I watch TLS on media platforms such as Wechat, Tiktok, Kwai, Weibo, Bilibili, etc.			0.777	
I actively participate in creating TLS content on media platforms.			0.712	
I support the local government and merchants in organising TLS activities.			0.761	
I support teams from other regions to guide and create TLS content in the local area.			0.720	
I believe TLS has a significant impact on the development of the local tourism industry.			0.633	
Perception of Economy Benefits (ECB)	0.632	0.000		0.814
TLS is likely to increase my income.			0.832	
TLS is likely to create job opportunities in this region.			0.519	
TLS is likely to broaden my income channels.			0.835	
Perception of Economy Costs (ECC)	0.617	0.000		0.783
I am concerned that the prices of goods or services may increase due to TLS.			0.775	
I am concerned that the prices of lands or houses may increase due to TLS.			0.829	
I am concerned that TLS may only benefit a few people in this region.			0.495	
Perception of Social Culture Benefits (SB)	0.805	0.000		0.823
TLS is likely to improve the quality of transportation or public infrastructure in the region.			0.563	

TLS is likely to enhance the overall reputation or appeal of the region.			0.681	
TLS is likely to motivate the preservation or conservation of local heritage sites or cultural assets.			0.682	
TLS is likely to offer opportunities for local residents to interact with people from other regions.			0.692	
Perception of Social Culture Costs (SC)	0.841	0.000		0.892
I am concerned that noise pollution in the area may increase due to TLS/tourism activities.			0.572	
I am concerned that the crime rate in the area may rise due to TLS/tourism activities.			0.731	
I am concerned that the traditional culture in the area may be overlooked or even lost due to TLS/tourism activities.			0.777	
I am concerned that outdoor spaces in the area may become excessively crowded due to TLS/tourism activities, posing risks to safety or hygiene standards.			0.686	
I am concerned that conflicts may arise among local residents in the area due to TLS/tourism activities, leading to a decrease in trust levels.			0.761	
Perception of Environment Benefits (ENB)	0.689	0.000		0.821
TLS is likely to promote environmental protection in this region.			0.763	
TLS is likely to enhance the quality of my living environment or housing conditions.			0.652	
TLS is likely to encourage the adoption of clean or sustainable energy practices in this region.			0.810	
Perception of Environment Costs (ENC)	0.719	0.000		0.878
I am concerned that natural resources in the area may be overexploited due to TLS/tourism activities.			0.743	
I am concerned that a large amount of waste may be generated in the area due to TLS/tourism activities.			0.854	
I am concerned that air pollution may occur in the area due to TLS/tourism activities.			0.815	

Source: Own Elaboration

Researcher conducted the Harman's single-factor test to examine common method bias in the data. The results indicate that the first factor, without rotation, only explains 26.786% of the total variance, falling short of the 40% threshold (see table 3). This suggests the absence of significant common method bias in the data (Shiau & Luo, 2012).

Table 3. Total Variance Explained

Items	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.964	26.786	26.786	6.964	26.786	26.786
2	5.390	20.732	47.518	5.390	20.732	47.518
3	2.188	8.415	55.933	2.188	8.415	55.933
4	1.602	6.163	62.096	1.602	6.163	62.096
5	1.391	5.352	67.448	1.391	5.352	67.448
6	1.150	4.423	71.870	1.150	4.423	71.870
7	0.981	3.772	75.642			
8	0.696	2.679	78.321			
9	0.631	2.427	80.747			
10	0.586	2.255	83.002			
11	0.524	2.017	85.020			
12	0.504	1.939	86.958			
13	0.447	1.720	88.679			
14	0.376	1.448	90.126			
15	0.345	1.327	91.453			
16	0.297	1.142	92.595			
17	0.285	1.096	93.691			
18	0.276	1.062	94.753			
19	0.240	0.925	95.678			
20	0.226	0.868	96.545			
21	0.197	0.759	97.305			
22	0.176	0.678	97.983			
23	0.164	0.630	98.613			
24	0.133	0.513	99.126			
25	0.130	0.501	99.627			
26	0.097	0.373	100.000			

Source: Own Elaboration

Subsequently, researcher performed a CFA on the model. Five commonly used fit indices, CMID/DF, CFI, TFI (NNFI), GFI, and RMSEA, were employed to assess the model fit. The initial model fit indices indicated poor fit between the model and the data. After multiple adjustments based on Modification Indices (MIs), seven items were removed, and nineteen items were retained. The fit indices of the adjusted model revealed excellent fit between the model and the data (CMID/DF=2.892, CFI=0.940, TLI=0.920, GFI=0.910, RMSEA=0.070).

Composite reliability (CR) and average variance extracted (AVE) were used to further assess the model's reliability. The CR values for each variable, obtained in AMOS software, were all above 0.7, and AVE values were all above 0.5, indicating good internal consistency of the measurement items and acceptable reliability (Hair et al., 2014). The analysis results are presented in table 4.

Table 4. CFA Results (N=387)

Variables	*Items*	*Significant Estimation*				*Items Reliability*		*CR*	*AVE*
		Unstd.	*S.E.*	*z-value*	*P*	*std.*	*SMC*		
Attitudes toward TLS	TLS1	1.000				0.913	0.834	0.880	0.714
	TLS2	1.111	0.043	26.090	***	0.930	0.865		
	TLS4	0.618	0.040	15.415	***	0.666	0.444		
Economic Benefits	ECB3	1.000				0.886	0.785	0.892	0.805
	ECB1	1.035	0.060	17.183	***	0.908	0.824		
Economic Costs	ECC2	1.000				0.885	0.783	0.802	0.589
	ECC3	0.513	0.053	9.646	***	0.493	0.243		
	ECC1	0.965	0.057	16.811	***	0.860	0.740		
Social Culture Benefits	SB4	1.043	0.075	13.996	***	0.796	0.634	0.809	0.586
	SB3	0.936	0.069	13.513	***	0.746	0.557		
	SB2	1.000				0.753	0.567		
Social Culture Costs	SC5	1.000				0.861	0.741	0.847	0.649
	SC4	0.884	0.059	15.063	***	0.710	0.504		
	SC2	0.988	0.054	18.266	***	0.838	0.702		
Environment Benefits	ENB3	1.000				0.898	0.806	0.827	0.619
	ENB2	0.805	0.060	13.348	***	0.649	0.421		
	ENB1	0.868	0.054	16.190	***	0.793	0.629		
Environment Costs	ENC3	1.000				0.894	0.799	0.789	0.655
	ENC1	0.779	0.061	12.784	***	0.714	0.510		

Source: Own Elaboration

After assessing the model's reliability, researcher further examined the discriminant validity of the model using AMOS software. In SEM, discriminant validity ensures that the measurement of one item is not excessively influenced by other items, thus ensuring that each measurement item accurately reflects a unique concept (Hair et al., 2014). Adequate discriminant validity between items ensures that researcher can more accurately understand the contribution of each

item to the model. Researcher employed the Fornell-Larcker Method to test discriminant validity, and the results are presented in table 5. In this study, the square root of the average variance extracted for each construct was greater than the corresponding inter-construct correlations, indicating satisfactory discriminant validity (Fornell & Larcker, 1981).

Table 5. Discriminant Validity

	Convergence Validity	Discriminant Validity						
	AVE	Economy Benefits	Economy Costs	Social Culture Benefits	Social Culture Costs	Environment Benefits	Environment Costs	Attitudes toward TLS
Economy Benefits	0.805	**0.897**						
Economy Costs	0.589	-0.223	**0.767**					
Social Culture Benefits	0.586	0.434	-0.292	**0.765**				
Social Culture Costs	0.649	0.043	0.288	0.175	**0.806**			
Environment Benefits	0.649	0.396	-0.072	0.541	0.230	**0.806**		
Environment Costs	0.619	0.145	0.390	0.030	0.714	0.146	**0.787**	
Attitudes toward TLS	0.655	0.523	-0.452	0.557	0.152	0.305	0.011	**0.809**

Source: Own Elaboration

After completing the assessment of the model's reliability and validity, researcher established the relationship pathways between variables using SEM. The results of the path analysis are presented in table 6.

Table 6. Path Results (N=387)

DV		*IV*	*Unstd.*	*S.E.*	*C.R.*	*P*	*Std.*
Economy Benefits	--->	Attitudes toward TLS	0.377	0.060	6.254	***	0.348
Economy Costs	--->	Attitudes toward TLS	-0.363	0.061	-5.922	***	-0.328
Social Culture Benefits	--->	Attitudes toward TLS	0.578	0.126	4.593	***	0.302
Social Culture Costs	--->	Attitudes toward TLS	-0.363	0.107	-3.390	***	-0.267
Environment Benefits	--->	Attitudes toward TLS	0.091	0.078	1.170	0.242	0.066
Environment Costs	--->	Attitudes toward TLS	-0.116	0.093	-1.244	0.213	-0.102

Source: Own Elaboration

Through the path analysis, the researcher drew the following conclusions:

Economy benefits (std.=0.348, $p<0.001$) have a significant positive impact on the attitudes toward TLS;

Economy costs (std.=-0.328, $p<0.001$) has a significant negative impact on the attitudes toward TLS;

Social culture benefits (std.=0.302, $p<0.001$) have a significant positive impact on the attitudes toward TLS;

Social culture costs (std.=-0.267, $p<0.001$) has a significant negative impact on the attitudes toward TLS;

The impact of environment benefits (std.=0.066, $p>0.05$) on the attitudes toward TLS is not significant;

The impact of environment costs (std.=-0.102, $p>0.05$) on the attitudes toward TLS is not significant.

Based on the path analysis results, the researcher constructed a diagram illustrating the relationships between variables, as depicted in figure 1, with estimated path coefficients annotated.

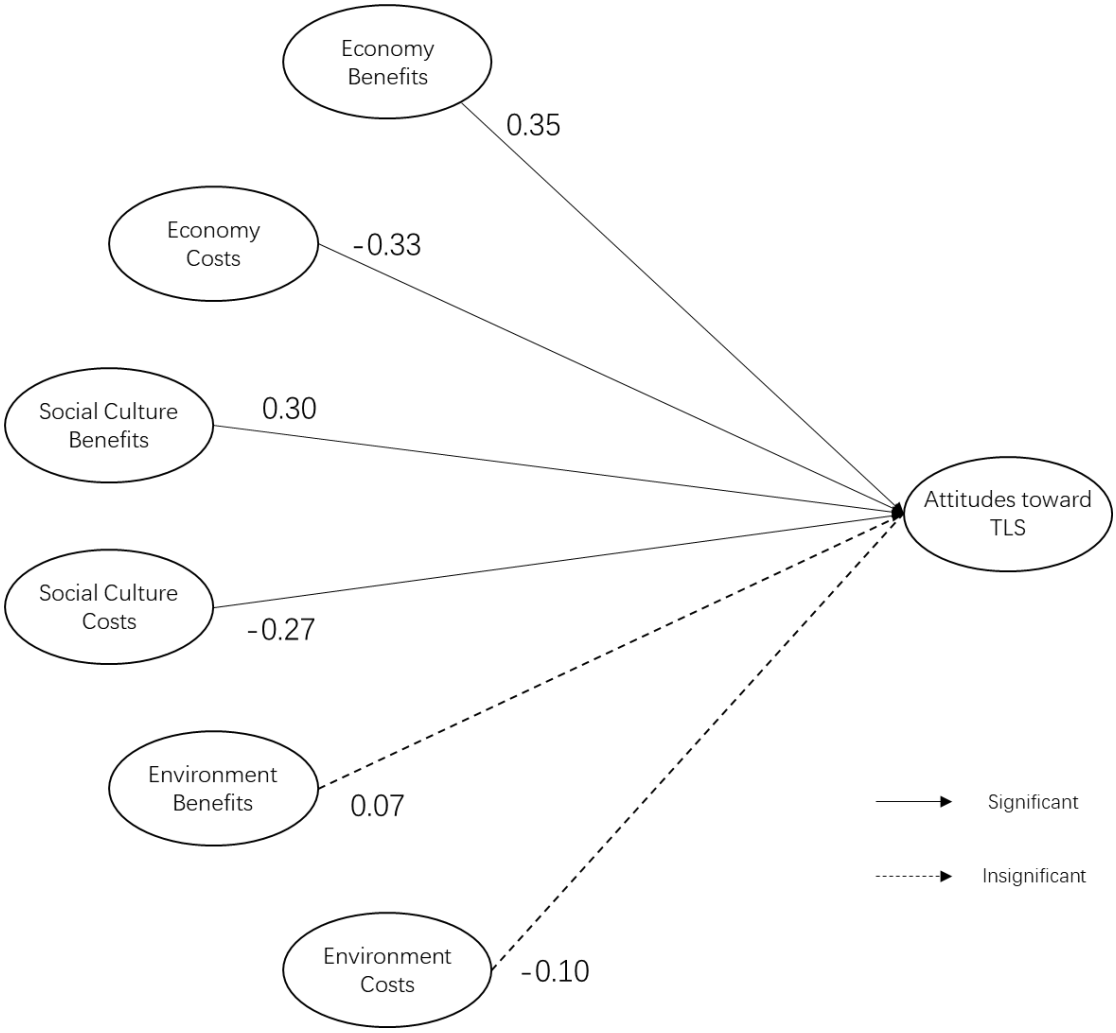

Figure 1. Structural Equation Model with Estimated Path Coefficients

Source: Own Elaboration

5. Discussion

The purpose of this study is to establish a model of rural residents' attitudes toward the development of local TLS and analyse the impact of their perceptions of benefits/costs on these attitudes. The research findings indicate that in impoverished rural areas of Jinzhai County, China, local residents' perceptions of economy benefits, economy costs, social culture benefits, and social culture costs significantly influence their support for the development of TLS. Among these, the effect of economy benefits perception (std. = 0.348, $p < 0.001$) is slightly stronger than that of economy costs perception (std.= - 0.328, $p < 0.001$), and social culture benefits perception (std. = 0.302, $p < 0.001$) is also slightly higher than social culture costs

perception (std. = - 0.267, $p < 0.001$). This suggests that the perception of benefits is the primary factor influencing rural residents' attitudes toward TLS, aligning with previous findings on rural residents' attitudes towards tourism (Li et al., 2015; Zhou et al., 2020; Wang et al., 2022).

The overall positive attitude of rural residents in Jinzhai County towards TLS indicates a greater perception of benefits than costs, signifying their generally favourable stance on the local development of TLS. This aligns with the viewpoint presented by Gursoy et al. (2002) in their study on the Sunshine Coast in Australia, where residents' attitudes toward the tourism industry depend on the balance of perceived benefits and costs, with a positive attitude stemming from a higher perception of benefits compared to costs.

However, the overall positive attitude of rural residents in Jinzhai County does not imply 100% satisfaction with TLS; significant perceptions of costs indicate the presence of negative sentiments among local residents. Through conversations with rural residents in Jinzhai County during the questionnaire distribution, researcher learned that, although TLS has brought about benefits, the generated income in some villages did not meet the expectations of local residents. Some locals feel that government-organised TLS does not adequately promote their restaurants, homestays, and shops, making it challenging for them to fully trust TLS (as indicated by Ms J, the owner of Jinxin Shopping Center, 2022). Additionally, the low viewership of locally produced TLS has raised doubts among residents about the effectiveness of TLS in attracting tourists, which, according to them, is not as effective as government promotion suggests (as indicated by Mr N, the owner of the Rural Hanging Pot Banquet, 2022). The significant perception of costs highlights the necessity for the government to enhance the effective promotion of TLS, maintain communication with local residents, and establish a more robust foundation of trust and cooperation in the development of TLS.

The results of this study indicate that the perception of economy benefits significantly and positively influences rural residents' attitudes toward TLS in Jinzhai County (std. = 0.348, $p < 0.001$). This suggests that local residents in the county have recognised and experienced the economic advantages brought about by TLS. These economy benefits may include increased employment opportunities, income generation, business growth, and overall economic development, contributing to a more positive attitude among rural residents toward TLS

(Nunkoo & Ramkisson, 2010). Conversely, the perception of economy costs significantly and negatively influences rural residents' attitudes toward TLS (std. = - 0.328, $p < 0.001$). This finding indicates that local residents are also aware of the potential negative consequences or drawbacks associated with TLS, especially concerning its impact on the local economy.

As a poverty-stricken county, Jinzhai sees tourism as a panacea for economic issues (Harris et al., 1998). In economically depressed areas, local residents are often willing to endure inconveniences in exchange for tourism income (Var et al., 1985). Therefore, it is not surprising that the perception of economy benefits is higher than other perceptions among Jinzhai County residents. The heightened awareness of economy benefits reflects the expectations and approval of local residents that tourism, especially TLS, can bring about economic growth to the area. This perspective aligns with the belief that the tourism industry can act as a catalyst for economic growth, job creation, and increased income opportunities (Sharma & Gursoy, 2015).

This study found that rural residents' perception of social culture benefits (std. = 0.302, $p <0.001$) significantly and positively influences their attitudes toward TLS, while the perception of social culture costs (std. = - 0.267, $p < 0.001$) has a significant negative impact on their attitudes. TLS, like a double-edged sword, brings both positive influences on local social culture aspects and challenges arising from its negative consequences. Overall, the perception of social culture benefits is higher than the perception of social culture costs, indicating that residents of Jinzhai County acknowledge the role of TLS in promoting local social culture communication and development.

In comparison to economy perceptions, residents of Jinzhai County exhibit weaker social culture perceptions, a pattern similar to the findings of Sharma and Gursoy (2015) in their investigation of the Gold Coast region in Australia. While tourism brings jobs and money to local residents, and though some express concerns about the negative impact of tourism on local social culture aspects, the majority of residents believe that the economic contribution of tourism outweighs its impact on social culture aspects.

This study also revealed that rural residents' perception of environment benefits (std. = 0.066, $p > 0.05$) and environment costs (std. = - 0.102, $p > 0.05$) does not significantly influence their attitudes toward TLS in Jinzhai County. This suggests that local residents in Jinzhai County are

not particularly sensitive to environment perceptions, and environmental issues are not the primary factors they consider. It is worth noting that the lack of significant impact indicates a relatively low sensitivity of residents to environment perceptions, but this does not necessarily imply that environmental issues are completely overlooked. Other factors or considerations may play a more substantial role in influencing the attitudes of Jinzhai County residents toward TLS (Li et al., 2015).

6. Conclusion

This study could aid local governments and TLS platforms in gaining a more comprehensive understanding of local residents' attitudes toward TLS and how their perceptions of benefits/costs influence their support for the development of local TLS. To revitalise the rural economy and improve the living standards of impoverished residents, the emerging path of TLS offers a viable solution for the government. With the development of Live Stream technology and the increasing accessibility of the internet in rural areas, TLS has become a more suitable method for promoting rural tourism. It captures and highlights the local community's daily life in real-time.

As the policymakers for tourism development, local governments should prioritise the interests of impoverished residents, guiding them to cooperate with and participate in TLS. Regular meetings with residents can be organised to collaboratively discuss development strategies. For TLS platforms, it is crucial to gain a deeper understanding of the needs and aspirations of local residents. This would enable anchors to engage in more meaningful interactions with the community, fostering stronger trust and cooperation. Such an approach can help establish a more positive and mutually beneficial relationship between TLS platforms and local residents, enhancing both community participation and the effectiveness of TLS.

Furthermore, this study pioneers research on local residents' attitudes toward TLS. Building on the impact of residents' perceptions of benefits/costs on their attitudes toward the tourism industry, the study further refines the focus to TLS, representing a brave interdisciplinary innovation in tourism and media studies. Through data analysis of residents in impoverished

rural areas of Jinzhai County, social exchange theory and stakeholder theory were confirmed to be effective not only in guiding residents' attitudes toward the tourism industry but also in the field of TLS.

However, this study has certain limitations. Common variables in the model of residents' attitudes toward the tourism industry, such as place attachment and tourism participation, have not been tested. Future research could consider incorporating these factors. Additionally, the results of this study are based solely on impoverished rural areas in Jinzhai County, China. Whether these findings are applicable to other regions with different population sizes, economic conditions, and cultural backgrounds requires further investigation.

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