

Relationship between the impact of flower viewing tourism and residents' attitude

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Plant viewing tourism (PVT) and the impact of tourism on destinations are often discussed, but research on flower viewing tourism (FVT) in the region is still less relevant. The purpose of this study is to highlight the tourism based on flower viewing and to find the impact on flower viewing tourism and perceptions and attitudes of residents. The data comes from a questionnaire survey of 305 residents living in Chengdu City. The questionnaire designed a total of 17 items, and three main dimensions of influencing factors were constructed after performing exploratory factor analysis, which are environment, economy, and sociocultural. Then, SEM was used to examine the relationship between these dimensions and the attitudes of residents. The results show that residents' positive attitudes towards flower viewing tourism can be reflected by the positive response of economic and environmental impacts, while no significant correlation has been found between sociocultural impacts and attitudes. Finally, the data results are discussed and analyzed in-depth, and four conclusions of this study are proposed. This study systematically analyzes for the first time the impact of flower viewing tourism on the region and the attitudes of residents and proposes an effective model that can measure this relationship, so it is meaningful and contributing. Meanwhile, it is one of the few studies in this field. These results can provide suggestions for the future development direction of cities and the formulation of tourism policies, and promote regional sustainable tourism development.

Keywords: Flower viewing tourism, tourism impact, residents' attitudes, structural modeling, sustainable tourism development

