

Tourism empowerment, community participation and shared value creation: Basis for developing rural tourism integration framework

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Abstract

Rural tourism is an important driving force for the construction of a "harmonious and beautiful countryside", which has practical significance for achieving the three major goals of rural industrial development, farmers' income increase, and rural social harmony and stability, enhancing farmers' sense of happiness, satisfaction, and sense of gain. A research model based on community participation, community empowerment, and shared value creation is proposed, and research hypotheses are proposed. The questionnaire survey was conducted among the villagers represented by six tourism characteristic towns in Conghua District, Guangzhou, Guangdong Province, and the empirical analysis was carried out. The results indicate that village community participation has a significant impact on community empowerment, village community participation has a significant impact on shared value creation, and community empowerment has a significant impact on shared value creation. The study also proposed corresponding suggestions for issues such as low participation of village communities in rural tourism, in order to provide reference value for the development of rural tourism. This study attempts to take community villagers as key subjects in the process of tourism development, and to study the relationship between community participation, community empowerment, and shared value creation in rural tourism development, which has certain research significance. However, limited by the level of research, the depth of research still needs to be further improved; Meanwhile, due to limited conditions, there are still shortcomings in the universality and representativeness of the data, which will have a certain impact on the universality of the research conclusions.

Keywords: rural tourism, community participation, community empowerment, shared value creation

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1. Introduction

According to the deployment of the rural revitalization strategy, we will accelerate the modernization of agriculture and rural areas in accordance with the overall requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent living. Rural tourism can effectively combine modern agriculture with modern tourism, becoming an important way to promote rural economic development, industrial integration, and increase farmers' income. It has attracted high attention from all sectors of society and achieved good results. Actively promote the development of rural tourism, expand employment opportunities in rural areas, and provide tourists with a series of services related to leisure, tourism, and happy experiences by fully utilizing local agricultural production processes, farmers' leisure life, and rural green ecology. Accelerate the transformation and upgrading of agriculture to a comprehensive, multifunctional, and cost-effective new industry. Drive the development of rural related industries and improve the mode of rural economic development. Infrastructure and public resources are the foundation of rural tourism development, and the government is often the leader in rural tourism development, coordinating and planning, and allocating resources reasonably.

In actual tourism development, based on various factors such as funding, related project development needs to attract investment from society. However, villagers in rural tourism communities are prone to marginalization in tourism development, leading to a series of issues such as profit distribution that directly affect the sustainable development of rural tourism and community harmony. Currently, in the development of rural tourism, the distribution of benefits is unreasonable. Most villagers obtain relatively low-level and low-income employment opportunities; The excessive pursuit of economic benefits, Overexploitation of rural tourism resources and neglect of ecological environment protection have led to the negative attitude of community villagers towards rural tourism; The excessive commercialization development has led to an impact on the traditional culture and customs of villages. Positioning community villagers as the main developers of rural tourism and exploring effective mechanisms for village participation in rural tourism communities can help achieve coordinated, efficient, and comprehensive development of rural tourism.

This study aimed to determine the importance of tourism empowerment and community participation to develop shared value creation among the villagers of Tourism Characteristic Town (Conghua, Guangzhou, Guangdong, China). Specifically, to determine tourism empowerment in terms of economic, psychological, social and political; assessed the community participation in terms of inclusiveness effectiveness and degree of participation; Evaluated the shared value creation in terms of reconceiving product, redefining productivity and enabling local cluster development; Tested the significant relationship between the three major variables; Developed a rural tourism integration framework.

2. Methods

Research Design - Researchers used the descriptive correlation method to determine the relationship among the three variables. Descriptive research method is a simple research method, which describes and explains the existing phenomena, laws and theories through its own understanding and verification. It is a general account of various theories, and it is more about explaining other people's arguments, but it is essential in scientific research. It can directionally ask questions, reveal disadvantages, describe phenomena, and introduce experiences. Researchers collected information from respondents by providing and distributing questionnaires. This descriptive was utilized to effectively collect the data of the interviewees. Thus, the relationship among the three variables of Tourism Empowerment, Community Participation and Shared Value Creation was obtained.

Participants of the Study - The researcher In this study, 337 villagers from 8 tourist towns in Conghua District, Guangzhou, Guangdong Province, China participated in the survey. The reason why researchers chose villagers as the survey subjects is because the purpose of this study is to study the relationship between community participation, tourism empowerment, and shared value creation in the development of rural tourism. Therefore, in the questionnaire survey, all respondents were villagers from Conghua Tourism Town, who are core stakeholders in the development of rural tourism.

Data Gathering Instrument - This research According to the purpose of this study, the researcher made a predictive study on Eight tourist towns in Conghua District, Guangzhou, China. The effective items of the questionnaire were designed through interviews, open questionnaires and literature research, and a complete questionnaire was constructed by combining the questionnaires and research results of Scheyvens (1999). The questionnaire has been verified and tested for reliability. The first part of the questionnaire is a brief introduction to the participants, such as age, educational background, occupation, and gender. The second part carries out investigation, analysis and statistics from three aspects: Tourism Empowerment, Community Participation, Shared Value Creation. The researchers obtained data through questionnaire survey.

The questionnaire describes Tourism Empowerment from the aspects of economic empowerment, psychological empowerment, social empowerment, political empowerment, evaluates community participation from the aspects of inclusion effectiveness, participation. shared value creation is evaluated from reconceiving product redefining productivity enabling local cluster development. According to Likert's four-point scale design, the higher the score, the higher the degree of agreement, the lower the score and the lower the degree of agreement: "4" means strong agreement (SA) and "3" means agreement (A); "2" means disagreeing with (d); "1" means strongly disagree (SD).

In order to ensure that our questionnaire and scale are reliable, stable and consistent. Internal consistency and reliability of the questionnaire samples was tested using Cronbach's alpha analysis test here. In today's academic circles, when Cronbach's alpha analysis is used, scholars usually use reliability coefficient to express reliability. The greater the reliability coefficient, the greater the reliability of measurement. Its coefficient has a value between 0 and 1. Generally speaking, if the coefficient does not exceed 0.6, it is generally considered that the internal consistency reliability is insufficient. When it reaches 0.7-0.8, it means that the scale has considerable reliability. When it reaches 0.8-0.9, it means that the reliability of the scale is very good. The Cronbach Alpha coefficients are all above 0.8. Among them, the coefficients of Inclusion, Effectivity, and Enabling Local Cluster Development are all greater than 0.9. The conclusion is ' excellent '. Economic Empowerment, Psychological Empowerment, Social Empowerment, Political Empowerment, Participation, Reconceiving Product, Redefining Productivity are all greater than 0.8. The conclusion is ' good '. The maximum coefficient is 0.939, and the minimum coefficient is 0.827. The results indicate that the reliability and quality of the research data are high and can be used for the next large-scale questionnaire survey.

Data Gathering Procedure - The data Due to the fact that the researcher is from Guangdong and is relatively close to the research site, all questionnaires were conducted on-site. Data collection is also relatively convenient. Assisted by the WeChat "Questionnaire Star" mini program. Wjx is a professional online questionnaire survey, examination, evaluation, and voting platform dedicated to providing users with powerful and user-friendly online questionnaire design, data collection, customized reports, survey result analysis, and other services (Wjx's homepage address is www.Wjx.cn). Because the content of the questionnaire is a survey on three aspects: village community participation, tourism empowerment, and shared value creation. Conghua, Guangzhou is the representative of rural tourism development. Therefore, eight tourism towns, including Xitang "Fairy Tale Town" in Aotou Town, Xihe "Custom Town" in Suburb Street, Lianxi "Walking Leisure Town" in Liangkou Town, "Lianma Town" in Lvtian Town, Hot Spring Fortune Town, Nanping Jingxiu Town, Mibu Town and Ecological design Town, are selected as research sites. In each tourist town, researchers first contact village officials. The questionnaire was distributed with the assistance of village cadres. The villagers voluntarily completed a questionnaire survey. From April 18, 2023 to May 18, 2023, a total of 358 questionnaires were

collected. There are 337 valid questionnaires, with an effective rate of 94.13%.

Ethical Considerations - The Before conducting research work, ethical considerations have been considered. At the prominent position of the questionnaire, it should be clearly stated to the respondents that this survey is only for academic research to maintain the quality and completeness of the questionnaire collection. At the same time, researchers contacted village officials in advance to ensure that the target interviewees were able to truthfully answer necessary questions. At the same time, the target respondents answered the questionnaire anonymously online. This also fully ensures the confidentiality and anonymity of the target interviewees. Finally, the dignity and privacy of the target interviewees were protected. All information in the survey questionnaire is strictly confidential to fully protect the privacy of the respondents.

Data Analysis - To perform This article aims to explore the relationship between community participation, tourism empowerment, and shared value creation in the development of rural tourism among villagers. Different statistical analysis tools are used to collect, analyze, and interpret data. The weighted average is used to evaluate the economic, psychological, social, and political aspects of tourism empowerment; Assess the 'inclusivity, effectiveness, and level of community participation'; Evaluate the "redefining products, redefining productivity, and promoting local cluster development" of shared value creation. Pearson product moment correlation is used to test the significant relationship between tourism empowerment, community participation, and shared value creation. Multiple linear regression is used to guide the development of an integrated framework for tourism empowerment, community participation, and shared value creation. In addition, all data was processed using SPSS version 26 statistical software to further explain and analyze the research results.

3. Results and Discussion

Table 1

Tourism Empowerment

Tourism Empowerment	Weighted Mean	Std Dev	Interpretation	Rank
Economic	2.9149	0.57392	<i>Agree</i>	1
Psychological	2.8813	0.52995	<i>Agree</i>	3
Social	2.9041	0.49102	<i>Agree</i>	2
Political	2.8383	0.46230	<i>Agree</i>	4
Tourism Empowerment Overall	2.8846	0.43589	<i>Agree</i>	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

This study explains the relevant indicators of Tourism Empowerment from four aspects: Economic Empowerment, Psychological Empowerment, Social Empowerment, Political Empowerment. The four indicators are basically consistent, with an average value of 2.8846, indicating that these four aspects are appropriate to interpret indicators related to Tourism Empowerment. According to the data analysis in the table, in the survey on the Villagers in tourist town, villagers generally believe that Economic Empowerment, Social Empowerment are more important.

The weighted scores of economic empowerment, psychological empowerment, social empowerment, and political empowerment range from 2.80 to 2.92, all of which are Agreement, with a standard deviation of 0.42 to 0.58, indicating a relatively small overall score difference among the secondary dimensions; The scores of tourism empowerment are all close to 2.90, all of which are Agree, with a standard deviation of about 0.4, indicating that the overall score difference between the first level dimensions is relatively small. Scheyvens introduced the empowerment theory into the tourism field for research, elaborating on the subjects, receptors, and content of community tourism empowerment. He also developed a measurement scale for community tourism empowerment, and ultimately constructed a community tourism empowerment framework that includes four dimensions: politics, economy, psychology, and society. He also proposed effective paths and suggestions for community tourism empowerment (Scheyvens, 1999).

Community tourism empowerment is to improve the awareness and enthusiasm of residents to participate in

the development of neighborhood tourism, protect the interests of residents to participate, and ultimately achieve sustainable Sex tourism development in the community under the promotion of tourism stakeholders (Chen Renhao, 2019). Focusing on the connotation, foundation, content and other issues of community tourism empowerment of cultural heritage sites, it is concluded that the premise of community tourism empowerment is whether it is affected by the negative Externality of tourism development, and that the empowerment of cultural heritage sites should be a three-dimensional structure of "three levels, four dimensions and multiple ways" (Xu Xing'an et al., 2015).

Based on the investigation of Y Village in Hancheng, Shaanxi Province, and in view of the de empowerment of residents in the development of tourism, it is proposed that a reasonable benefit distribution mechanism should be established (Wu Mei, Guo Zhanfeng, 2017). The ultimate goal of community participation in tourism is to achieve the coordinated development of local society, economy, and ecology, as well as the harmonious unity of various participating entities, which can achieve sustainable development. In this process, if a community truly participates in tourism, it must achieve economic, social, psychological, and political empowerment, achieve a balance of power relations, and ultimately achieve sustainable development of tourism.

Table 2

Community Participation

Community Participation	Weighted Mean	Std Dev	Interpretation	Rank
Inclusion	2.8714	0.45638	<i>Agree</i>	2
Effectiveness	2.8506	0.41291	<i>Agree</i>	3
Participation	2.8776	0.43520	<i>Agree</i>	1
Community Participation Overall	2.8666	0.39285	<i>Agree</i>	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

This study explains the relevant indicators of Community Participation from three aspects: Inclusion Effectiveness, Participation. The three indicators are basically consistent, with an average value of 2.8666, indicating that these four aspects are appropriate to interpret indicators related to Community Participation. According to the data analysis in the table, in the survey on the Villagers in tourist town, villagers generally believe that Participation, Inclusion are more important. The weighted scores of inclusivity, effectiveness, and degree of participation are between 2.80 and 2.92, all of which are Agreed, with a standard deviation of 0.42 to 0.58, indicating that the overall score difference of each secondary dimension is relatively small; The scores of community participation are all close to 2.90, all of which are Agree, with a standard deviation of about 0.4, indicating that the overall score difference between the first level dimensions is relatively small. Influenced by the trend of Participatory democracy, Murphy introduced community participation into tourism planning for the first time (Murphy P. 1985).

Dynamic analysis from the perspective of institutional embeddedness reveals how existing systems constrain and affect local community participation in tourism development (Cui Xiaobo, 2015). Based on the MOA model, this paper analyzes the influencing factors of community participation in tourism poverty alleviation in ethnic areas from three aspects: participation opportunities (policy support, employment support, channel support), participation abilities (knowledge, skills), and participation motivation (participation willingness and impact) (Wang Zhaofeng, Xiang Qiushuang, 2017). The obstacles affecting the participation of domestic communities in tourism development are summarized as follows: community residents' weak democratic consciousness, weak participation ability, imperfect participation mechanism, blocked participation channels, Elitism in tourism decision-making, and unclear property rights of tourism resources (Bian Xianhong, Sha Run, Zou Limin, 2005).

Community participation in tourism refers to the process of tourism being owned and managed by the community, sharing risks and benefits, which generally includes cultural and environmental protection elements (Sebele, 2010). A tourism poverty alleviation method based on community tourism, which integrates a large number of impoverished people into the tourism industry through the development of community tourism,

thereby achieving the goal of poverty alleviation (Guo, 2021). From the perspective of community participation, it involves economic participation, social participation, cultural participation, and political participation in the community. From the specific process of community participation, participation includes different aspects such as intervention in decision-making and selection processes, contribution and effort, commitment and ability, motivation and responsibility, local knowledge innovation, resource utilization and control, capacity building, benefit sharing, self-organization, etc. (Li Xueping, 2015).

Community participation is not only an important means to achieve sustainable development of regional tourism, but also an effective way to optimize the comprehensive effects of tourism poverty alleviation in terms of economy, society, culture, and ecology. Under the influence of factors such as resource endowment conditions, regional tourism development level, and community residents' participation, community participation in tourism poverty alleviation presents a phased characteristic. Community participation "is a broad concept that, from the perspective of participation elements, includes participation subjects, participation objects, participation methods, participation content, participation degree, etc. In the practice of poverty alleviation through tourism in ethnic villages, due to the differences in tourism development history, tourism market, tourism product characteristics, stakeholders, etc., community participation in poverty alleviation through tourism will change dynamically at different stages, the degree of community participation in tourism and the role relationship between stakeholders, and then evolve into different combinations of poverty alleviation through tourism.

The weak awareness and ability to participate are important factors that constrain the participation of impoverished populations in tourism development and their access to benefits in ethnic minority areas (Dong Peihai, 2021). Community participation should focus on the overall participation of the community rather than the participation of individual farmers, fundamentally solving the common problems of "lack of spatial justice" and negative leakage of social, cultural, and environmental effects in the process of individual participation of community farmers. The degree of community participation is influenced by various internal and external factors such as the composition and recognition of residents, the prestige and ability of community neighborhood committees, the interests of residents and their ability to mobilize them, as well as the background of regional tourism development. The key to achieving tourism spatial justice is to ensure that social members, including indigenous people, share the fruits of tourism development, and achieve equal opportunities, participation, and revenue sharing in tourism development (Wang Jingchuan, 2017).

Gaining benefits is the most important factor affecting residents' community participation. If residents believe that the benefits of participating in tourism outweigh the costs, they support the tourism development of their community (Ma, 2015). The community participation of rural tourism destination residents includes political participation, economic participation, cultural participation, and environmental participation (Wang Hua, 2015). The healthy development of tourism cannot be separated from the support and participation of residents. The active participation of residents in community activities is not only conducive to the healthy and sustainable development of tourism destinations, but also has a good promoting effect on the development of individual and group residents in the community. Tourism planning and development rely on the support and participation of residents. The higher the level of residents' participation, the more conducive it is to the sustainable development of the local tourism industry, and to the formation of a sense of fairness and justice among residents (Wang, 2019).

It is possible to increase residents' participation opportunities and enhance their subjective participation attitudes to strengthen their participation behavior (Zhang Yan, 2015). Measure residents' community participation behavior from stages such as planning, management, and decision-making. Specific measurement projects for residents' community participation were constructed from five aspects: "participation in tourism decision-making", "participation in image maintenance", "participation in environmental protection", "participation in tourism training", and "engaging in tourism work" (Tsung, 2013). Community participation in tourism refers to the process of decision-making, planning, development, management, and supervision in tourism, fully considering the opinions and needs of the community, and making it the main body and participant

in tourism development to ensure sustainable tourism development and community development. By achieving a balance of power relations with the government and foreign tourism enterprises through empowerment, local communities can truly participate in the tourism industry and benefit from local rural tourism. By increasing rights, various stakeholders in social participation can achieve harmonious unity, thereby achieving local social K poverty alleviation and sustainable tourism development. The core of community participation is to provide community residents with the power to participate in local tourism development, decision-making, and fair opportunities to obtain tourism benefits. Participation ability positively affects participation perception and indirectly stimulates participation willingness by influencing participation perception. This indicates that among the three factors of participation ability, participation perception, and participation willingness, the decisive factor in community participation of rural tourism residents in the case study is participation ability, which directly or indirectly determines the occurrence of community participation behavior (Miao Xiaolu, 2019).

This study explains the relevant indicators of Shared Value Creation from three aspects: Reconceiving Product, Redefining Productivity, Enabling Local Cluster Development. The three indicators are basically consistent, with an average value of 2.8652, indicating that these three aspects are appropriate to interpret indicators related to Shared Value Creation. According to the data analysis in the table, in the survey on the Villagers in tourist town, villagers generally believe that Reconceiving Product, Enabling Local Cluster Development are more important.

Table 3

Shared Value Creation

Shared Value Creation	Weighted Mean	Std Dev	Interpretation	Rank
Reconceiving Product	2.8917	0.51408	<i>Agree</i>	1
Redefining Productivity	2.8492	0.43879	<i>Agree</i>	3
Enabling Local Cluster Development	2.8546	0.44520	<i>Agree</i>	2
Shared Value Creation Overall	2.8652	0.40588	<i>Agree</i>	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

From Table 3, it can be seen that the weighted scores for re conceptualizing products and markets, redefining the value chain in products, and supporting the development of industrial clusters are between 2.80 and 2.92, all of which are Agree, with a standard deviation of 0.42 to 0.58, indicating that the overall score difference between each secondary dimension is relatively small; The scores of shared value creation are all close to 2.90, all of which are Agree, with a standard deviation of about 0.4, indicating that the overall score difference between the first level dimensions is relatively small.

Porter first proposed the idea of creating shared value in 2011, emphasizing the mutual promotion between economic value and social value created by enterprises. Creating shared value is a self-serving behavior for enterprises to realize economic value by creating social value, which can improve their operating efficiency, achieve differentiated competitive advantages, and further expand the market scale. Companies can create economic value by creating social value. There are three key methods: re conceptualizing markets and products, redefining productivity in the value chain, and ensuring the development of local groups (Porter, Kramer, 2013).

Gholami proposed that the methods for creating value through SCSR include community-based development; Integrate CSR strategy into enterprise strategy; Create shared value. Wang Mian and Tan Jinqiong proposed that the way for enterprises to create shared value through fulfilling CSR is to construct an enterprise ecological value chain, achieving a virtuous cycle of value creation and value sharing. Porter and Kramer officially define the concept of shared value creation as "a policy and operational approach of a company that enhances its competitiveness while also improving the economic and social environment of the community in which the company operates." They attempt to solve the tension between the company and society by creating shared value and propose three paths to achieve shared value - re conceptualizing products and markets Redefining productivity in the value chain, supporting the development of local clusters, in order to achieve shared value and improve the environmental, social, and economic performance of enterprises. Creating shared

value is an innovation of the traditional capitalist spirit and corporate model, which can be achieved in three ways: redefining demand, products, and markets. Redefine the connotation of productivity from the perspective of the value chain. Promote the development of industrial clusters.

The core concept of fulfilling corporate social responsibility is shared value creation. In practice, enterprises must integrate social interests into the core concept, identify the "intersection" between the enterprise and society from the enterprise value chain and social environment, and formulate the development strategy and business mode of the enterprise (Yuan Ziqi, Sun Manli, 2013). Fulfilling social responsibility is conducive to creating social shared value, and it is proposed to build a value creation structural framework based on corporate social responsibility (Vytautas Juscius, Donaas Jonikas, 2013). Through empirical research on the application of creating shared value, the results indicate that shared value can enhance economic benefits while generating social and environmental benefits, and can strengthen customer relationships (Heiko Spitzbeck, Sonia Chapman, 2012). To study the impact of the application of shared value creation on enterprise performance, we used the Content analysis method to collect sample variable data of shared value measures, represented enterprise performance with the return on net assets, measured shared value with the number of shared value measures adopted by enterprises, and studied the relationship between shared value and enterprise performance through the analytic hierarchy process (Fu Hongzhen, 2013).

Based on the theory of creating and sharing value, build a business model under Open innovation from the dimensions of value proposition, value creation, value transmission and value realization (Song Chuanwen, 2014). Being able to contribute to product innovation for enterprises, meet the needs of more consumers, expand product market share, increase enterprise profits, and thus achieve the goal of value co creation. The service-oriented logic emphasizes that enterprises cannot convey the value of products or services but can only provide value propositions. Only when the value propositions of enterprises can be recognized by customers can resources be provided, and value can be created interactively with customers. It is believed that the unique knowledge, experience, and skills possessed by customers are key elements that enhance the competitive advantage of enterprises. In value co creation activities, the role of enterprises is to provide value propositions and supporting resources, emphasizing that customers are the true value creators (Gronroos, Voima, 2013).

The core of co creating value between consumers and enterprises is consumer experience; Interaction is an important way to achieve value co creation (Wu Wenzhen, 2012). In the activities of value co creation, there are various forms of interaction, including user to user interaction, enterprise to enterprise interaction, user to enterprise interaction, and interaction between entities within the enterprise value network, which can generate co creation value. Value co creation runs through the entire process of interaction. Under the service-oriented logic, value creation generally occurs in the daily consumption process of consumers. Customers are the creators of value, and enterprises are the promoters or co-creators of the customer value creation process. Enterprises directly influence customer value creation by participating in the customer value generation process (Li Chaohui, 2013).

Establishing a reasonable value proposition between enterprises and users can help enterprises truly understand their needs and better provide products and services that are valuable to users and fully meet their needs. Meanwhile, a reasonable value proposition is beneficial for achieving competitive performance of enterprises (Jiang Jihai, 2016). Niu Zhenbang (2015) believes that value proposition is a mutually beneficial value proposition that both enterprises and customers hope to achieve, and it is the psychological state of customers' identification and resonance with the enterprise's value proposition. Value co creation activities are the coordination and cooperation between value creation entities. Enterprises and consumers invest corresponding resources to create the value they need and complement and exchange resources in the process of interaction and cooperation, making contributions to each other's value creation activities (Wu Wenzhen, 2012). The characteristic of emotional value proposition is that enterprises propose value propositions based on the emotional demands of use value, in order to meet customers' needs for product personalization, experience, and solutions. Ultimately, the value creation process is jointly completed by the user and the enterprise (Jiang Jihai,

2016)

Cognitive needs, hedonic needs, and economic interests are important motivations for customers to participate in value co creation (Li Chaohui, 2014). The interaction between users and enterprises can generally be divided into shallow or deep interactions, and only deep interactions can have a fundamental impact on the value co creation of enterprises (Niu Zhenbang, 2015). The new framework that reintegrates business and society is the theory of creating shared value, which means that enterprises not only create social value but also enormous economic value in the process of responding to social challenges and meeting social needs (Porter, Kramer, 2002). The theory of creating shared value requires companies to reconnect business success with social progress. Creating shared value is different from the secondary activities of companies such as social responsibility, charity, and sustainable development. It is a new way to achieve economic success and is the core activity of the company. It points out the theoretical relationship between enterprises and stakeholders, such as the need for healthy communities, as a well-developed community can not only create product demand, but also provide enterprises with a favorable business environment and key public resources.

Enterprises enhance customer value based on the theory of creating shared value, and the value of the enterprise will also be improved. Therefore, they can invest more resources in product and service improvement, thereby improving customer satisfaction and loyalty, ultimately enhancing customer value, and forming a good cycle model of creating shared value. In the customer value system, based on the strategy of creating shared value, enterprises improve the quality of products and services, leading to an increase in the satisfaction and loyalty of old customers. In turn, due to the word-of-mouth effect, the number of new customers also increases, ultimately increasing enterprise value and forming a good mechanism for enterprises and customers to create shared value.

The interest linkage mechanism can not only transfer risks, but also establish an interest linkage mechanism based on the theory of creating shared value, making both parties more motivated to engage in good cooperation. The construction of an enterprise value network consists of five parts, namely value positioning, scope of operation, profit capture, strategic control, and business implementation. It is the entire process from value positioning to value acquisition. The combination of value network construction and the strategy of creating shared value can create more value for enterprises and customers (Liu Ying, 2015).

Relationship Between Tourism Empowerment and Community Participation

The Relationship Between Tourism Empowerment and Community Participation. Tourism Empowerment and all its sub variables were found to be significantly related to community participation with p-values lower than 0.05. This indicates that the higher the tourism empowerment, the higher the community participation. Specifically, the higher the economic empowerment is, the villagers would have higher community participation (inclusion - .448, effectiveness - .577, participation - .440 and overall - .546). Propose the establishment of a reasonable empowerment and effective participation mechanism, and resolve community conflicts brought about by tourism development through interest coordination, to establish a mutually supportive sustainable development environment for ethnic tourism villages (Luo Yongchang, 2020).

In the development process of village tourism, from early low-level "community participation" to "tourism empowerment", "tourism empowerment" promotes high-level "community participation", which will bring a high perception of community residents' welfare. The empowerment of tourism varies at different stages of tourism development, such as government level tourism public policies that strengthen service functions and have a significant impact on promoting community participation in sustainable tourism development (Hu Fan et al., 2019). There is a certain correlation between community participation and community empowerment. Since tourism development is not a strong endogenous demand from community residents, but rather the intervention and guidance of external forces. Tourism empowerment has expanded the connotation of community participation. Especially due to factors such as unreasonable income distribution, residents do not support or even resist tourism development (Luo Yuchan, 2020).

Defining tourism empowerment as the dynamic process of increasing community participation in tourism through the combined action of internal and external forces (Hu Fan, 2019). Community residents' participation in tourism originates from their willingness and depends on external conditions. It is not self-occurring, but needs to be stimulated and created, and the process of stimulation and creation itself is a process of empowerment. So, community participation in tourism and tourism empowerment come together. Tourism empowerment does not mean the end point, but another starting point. Its role must be reflected in community participation practice, and its effectiveness also needs to be tested in community participation practice. At the same time, positive community participation behavior and participation results will enhance the self-concept and self-efficacy of community residents. Therefore, community participation in tourism and tourism empowerment are mutually reinforcing.

Community participation in tourism is a process in which community residents compete with external forces and gain control over the development of tourism. However, the widespread lack of power and powerlessness among community residents cannot give them an advantage in the power struggle with the government and developers. Instead, it leads to a deeper sense of helplessness and isolation among community residents. When the sense of helplessness and powerlessness of community residents exceeds their tolerance limit, they will exhibit uncooperative or even confrontational behavior, which is obviously detrimental to the stability of the community and the sustainable development of tourism.

Scholars at home and abroad have actively explored the relationship between community participation in tourism and tourism empowerment. Representative viewpoints include empowerment symbolizes the top part of the participation ladder, where community members are the driving force actively promoting community change; The core of community participation is equal opportunity and empowerment; The core of community participation in tourism development is based on the democratization process of community residents' participation; Community empowerment is a further expansion of the connotation of community participation in tourism.

Tourism empowerment is defined as a virtuous cycle and dynamic development process in which rural residents continuously enhance their personal abilities and rights awareness, expand their rights in various aspects such as economy, politics, psychology, etc., and enhance their influence and control over the internal and external environment during the process of tourism development, gradually shifting from passive participation to active participation. The core of community participation is tourism empowerment, and the ultimate goal of tourism empowerment is to achieve community participation. Community participation is an important theoretical foundation in this study (Li Jiaying, 2017).

Relationship Between Tourism Empowerment and Shared Value Creation

The Relationship Between Tourism Empowerment and Shared Value Creation. Tourism Empowerment and all its sub variables were found to be significantly related to Shared Value Creation with p-values lower than 0.05. This indicates that the higher the tourism empowerment, the higher the Shared Value Creation. Specifically, the higher the economic empowerment is, the villagers would have higher Shared Value Creation (Reconceiving Product - .484, Redefining Productivity - .530, Enabling Local Cluster Development - .489 and overall - .591).

The four aspects of tourism empowerment, namely tourism political empowerment, tourism psychological empowerment, tourism social empowerment, and tourism economic empowerment, all have a significant positive impact on community participation. Tourism development leads to the spatial reproduction and cultural reconstruction of rural communities, which to some extent leads to the "de empowerment" of community residents, placing them in a vulnerable position among numerous stakeholders. External forces often embed and play a leading role, which undermines the enthusiasm of community residents to participate in tourism development. Enhancing tourism empowerment in the four dimensions of politics, psychology, society, and economy will mobilize local residents to participate more actively in community activities, care about and understand the development status of local tourism economy, and actively participate in the co construction and

sharing of rural tourism.

Through the Case study, it is believed that under the service-oriented logic, empowering customers can help enterprises establish dynamic interactions with customers, which is conducive to value co creation between sharing economy enterprises and customers. Value co creation under this model can not only help enterprises achieve higher innovation performance, but also have a positive effect on business model innovation. Empowerment is not limited to channel establishment and capability empowerment, but also an important aspect of psychological empowerment. Enterprises can effectively guide customer resource investment by establishing a psychological sense of identity and belonging with customers through various means. Customers have been involved in value co creation since the planning stage of their value proposition. Through the subsequent stages of design, development, and testing of value co creation, they have a deeper emotional connection to new products or services. They are also willing to spontaneously participate in product promotion in the subsequent product launch stage. In the context of empowerment, customer loyalty is high and customer stickiness is stronger.

The degree of customer authorization is positively correlated with customer psychological ownership. When consumers are authorized to participate in the decision-making process, their self-efficacy is improved. Consumers feel that they can influence the decision-making results and have a certain sense of responsibility for the results. An enhanced sense of responsibility leads to a stronger sense of ownership. Empowering customers with authorization significantly improve their civic behavior, especially when customers realize that their behavior will have an impact on the enterprise, and their psychological identity becomes stronger. Empowering customers with authorization bring the relationship between customers and enterprises closer, increasing their willingness to participate in value creation (Liu Ying, 2015).

Relationship Between Community Participation and Shared Value Creation

The Relationship Between Community Participation and Shared Value Creation. Community Participation and all its sub variables were found to be significantly related to Shared Value Creation with p-values lower than 0.05. This indicates that the higher the Community Participation, the higher the Shared Value Creation. Specifically, the higher the inclusion is, the villagers would have higher Shared Value Creation (Reconceiving Product - .430, Redefining Productivity - .447, Enabling Local Cluster Development - .378 and overall - .449).

Community participation can be summarized as transactional participation and welfare participation. Transactional participation refers to the participation of the community in tourism planning, decision-making, management, education and training related affairs. Welfare participation refers to the income distribution rights of communities and residents as the property rights subject of tourism Cultural resource management. The former is related to "rights", and the latter is related to "benefits" (Gao Jie, 2015).

By constructing systems and mechanisms to strive for community benefits, or market-oriented, and flexibly developing benefit allocation mechanisms based on the lifecycle of tourism products, residents' profits exhibit an inverted U-curve (Yang Mei, 2018). Rural tourism faces multiple challenges such as the lack of community participation, the deconstruction of traditional culture, and the disorder of rural governance. Community participation in tourism promotes the development of advantageous industries in the local area, enhances residents' community identity and rural moral governance level, and promotes the protection, inheritance, and innovation of intangible cultural heritage. This emphasizes the practical significance of the new endogenous development of rural tourism (Xu Hong, 2022).

Social networks, trust in external groups, mutual cooperation, and shared goals are important motivating factors for residents to participate in community tourism (Jaafar, 2020). Residents of tourism communities gain access to participation platforms and channels through big data, improve their awareness and enthusiasm of participation, and achieve self-empowerment at the same time, and use data dividends to innovate community governance systems to promote development (Li Jiaying, 2017).

Relationship Between the Three Variables of Tourism Empowerment, Community Participation, and Shared Value Creation.

The relationship between the three variables of Tourism Empowerment, Community Participation, and Shared Value Creation. Among them, the dependent variable is Shared Value Creation, and the independent variables are Tourism Empowerment and Community Participation. By establishing a linear regression relationship, use Tourism Empowerment and Community Participation to explain Shared Value Creation. The results in Table 17 indicate that Tourism Empowerment and Community Participation can effectively explain Shared Value Creation, with an explanatory power of 74.6%. The R² of the entire model is 0.746, with an adjusted R² of 0.745. The significance level of each parameter is 0.000, all lower than 0.05, indicating that the regression has good explanatory power. The regression equation is: $Y=0.332x_1+0.564x_2+b$. Among them, the dependent variable y is Shared Value Creation, the independent variable x₁ is Tourism Empowerment, the independent variable x₂ is Community Participation, and b is a constant term. The above regression equation also indicates that if villagers want to have more Shared Value Creation, then Tourism Empowerment and Community Participation can be strengthened.

Regression Analysis of Tourism Empowerment and Community Participation (predictor) on Shared Value Creation (Dependent)

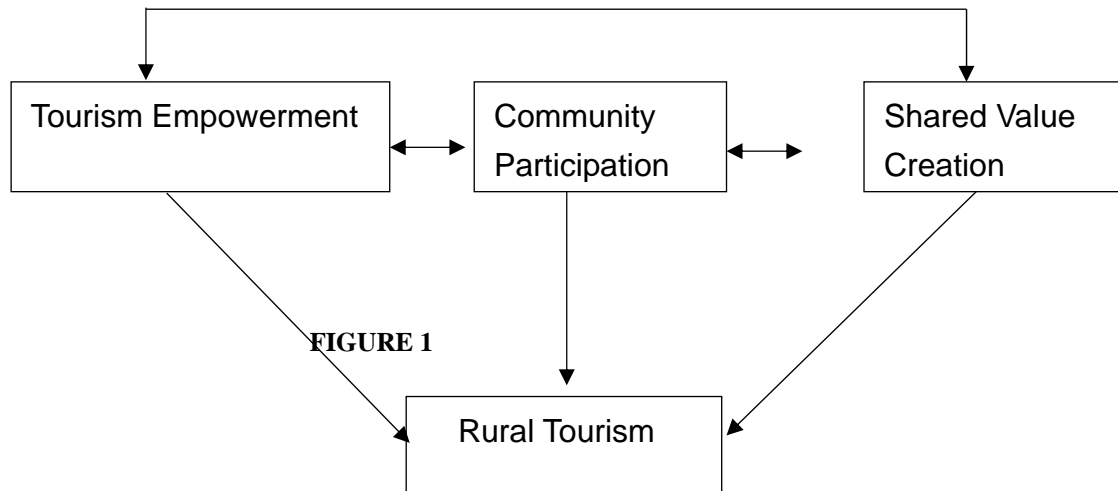
The relationship between the three variables of tourism empowerment, community participation, and shared value creation. among them, the dependent variable is shared value creation, and the independent variables are tourism empowerment and community participation. By establishing a linear regression relationship, use Tourism Empowerment and Community Participation to explain Shared Value Creation. The results in Table 17 indicate that Tourism Empowerment and Community Participation can effectively explain Shared Value Creation, with an explanatory power of 74.6%. The R² of the entire model is 0.746, with an adjusted R² of 0.745. The significance level of each parameter is 0.000, all lower than 0.05, indicating that the regression has good explanatory power. The regression equation is $Y=0.332x_1+0.564x_2+b$

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RURAL TOURISM FRAMEWORK

This article proposes a framework to strengthen the willingness of villagers to participate in rural tourism, adopting effective management measures to enhance community participation, enhance community empowerment, achieve value sharing, and improve the comprehensive benefits of rural tourism development. The results indicate that there is a significant relationship between the three variables of tourism empowerment, community participation, and shared value creation. In other words, the higher the level of participation and effectiveness of the village community, the more conducive it is to improve the level of community empowerment. The stronger the villagers' perception of their own value, the more actively they participate in the development of rural tourism and achieve value sharing. From the above figure, community participation is not only influenced by community empowerment, but also has an impact on shared value creation. Community participation has a certain mechanism of action between tourism empowerment and shared value creation.

Proposed Framework for Effective Rural Tourism



4. Conclusions and Recommendations

This study qualitatively and quantitatively analyzes the integration of tourism empowerment and community participation in the creation of shared value, and draws the following conclusions: Assessed the community participation in terms of inclusiveness effectiveness and degree of participation ; Evaluated the shared value creation in terms of reconceiving product, redefining productivity and enabling local cluster development; Tested the significant relationship between the three major variables ; Developed a rural tourism integration framework. The respondents agreed on the tourism empowerment in terms of economic, psychological, social and political ; The respondents agreed on the community participation in terms of inclusivity, effectiveness, and level of participation. The respondents agreed on the value creation in terms of reconceiving product, redefining productivity, and enabling local cluster development. Villagers moderately identify with common value creation in terms of re accepting products, redefining productivity, and promoting local cluster development. There is positive significant relationship between tourism empowerment, participation level, and common value creation. Rural tourism integration framework was developed.

Based on the conclusions of the study, the researcher put forward the following suggestions. Innovate tourism business models to achieve economic empowerment; Strengthen service skills and management training to achieve psychological empowerment; Actively carry out assistance activities and cultivate humanistic spirit to achieve social empowerment; Improve institutional construction and achieve political empowerment. By providing multi-level and multi-channel community participation methods, the initiative of villagers to participate in rural tourism development can be enhanced. Innovate tourism products according to market demand; Integrate resources, expand distribution channels, and improve service efficiency; Optimize operational management and achieve industrial transformation and upgrading through cooperation with universities and regions. Create an atmosphere of tourism empowerment, stimulate the community participation initiative of villagers, and improve the creation of shared value. The proposed model can be evaluated to support the sustainable development of rural tourism. For future researchers, cross-sectional and longitudinal analyses can be conducted to verify the mechanisms of tourism empowerment, community participation, and shared value creation.

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