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**Residents Perceptions of Tourism Development and Activities:
The Case of Mongolia as a Developing Country with a Small Market**

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RESIDENTS PERCEPTIONS OF TOURISM DEVELOPMENT AND ACTIVITIES: THE CASE OF MONGOLIA AS A DEVELOPING COUNTRY WITH A SMALL MARKET

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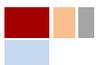
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Abstract

The status of Mongolia's tourism industry is related to the level of participation of residents and, first of all, their positive and negative perceptions of the impact of tourism. As they are an irreplaceable stakeholder in tourism, they are generally moving towards an approach that involves them in participatory tourism activities. The basic understanding of local people in Mongolia about the impact of tourism, their distinguishing features, and the interrelationship between the effects aims to explain that local people are essential participants in tourism. The survey was conducted in 2021 using a random sampling method with four groups of 10 each and a total of 40 closed-ended questionnaires related to the TDA. A total of 4415 residents participated. As a result of the research, local people perceived the impact of economic, social, cultural, environmental, state, and administrative activities caused by the TDA differently as positive and negative, and these effects were found to be positively and strongly correlated. The current average level of knowledge of residents about the impact of tourism proves that "residents" have become one of the leading players in tourism, and in the future, the concept of "participatory" tourism should be reflected in development plans.

Keywords: Residents; Perceptions; Positive and Negative Impacts.



A. Introduction

1. Residents Perceptions

It can be observed from international experience that creating and developing a profitable tourism system that benefits local communities' economy, society, culture, and infrastructure takes considerable time and faces multiple obstacles (Muresan et al., 2016). In Mongolia's rural economy, which is predominantly constituted of livestock farming and agriculture, issues such as climate change and pasture land degradation pose real threats to the continued productivity of the sector. Agricultural production may decrease as the frequency of risks to the primary source of income increases. In the 2040s, tourism strategies will be based on the integration of social, ecological, and economic values (Postma et al., 2017) and follow the basic principles and development dimensions of "people and profit and mother earth" (Valentin & Spangenberg, 2000).

The difference between support and non-support of tourism and tourism development policies by residents can depend more on the perception of tourism (Habito Javier, 2016). In the pre-tourism development phase, local people often have less knowledge about tourism because they do not fully understand the motivation of tourists to travel (Habito Javier, 2016). This trend is also evident in the case of Mongolia. Whether or not to support tourism development is a difficult decision for most people (Rasoolimanesh et al., 2015), and the more divergent and contested the perspectives are, the more problems tourism development faces in local areas.

Knowledge and perception of society are not necessarily the same for all communities (Sharpley, 2014), and the need to adapt to new generations, solutions, and ways of life has already arisen. Many factors influence the perception and attitude of residents (Gursoy et al., 2009). These factors can be grouped as a) responsible residents, b) passive observers, c) uninformed residents, and d) uninformed activists (Šegota et al., 2017). The lack of education and information among local people limits their awareness of TDA. Whereas an increase in awareness has been linked to a) a better understanding of the importance and value of tourism and b)



providing residents with accurate information prevents them from false expectations (Habito Javier, 2016) and fosters realistic expectations from TDA, thereby enabling the participation of residents in the elimination of tourism constraints.

To bring residents closer to other stakeholders of the tourism sector, recognition of that context is essential (European Union, 2013) in addition to increasing the knowledge and understanding of tourism (Habito Javier, 2016) and getting the support of residents through the development of a specific local place (spot) or community (Gannon et al., 2021).

2. Residents as TDA Stakeholders

As a developing country, if the integration of new relationships, new products, and new uses with social innovation is considered to be the direction of the future, in addition to the interests of tourists and hosts, it is crucial to ensure the future opportunities of the residents, and then to activate the participants in sustainable development by the government (Pechlaner et al., 2010). As long as there is a substantial inconsistency between sectors and the incompatibility of interests of the parties, there is an urgent need to provide a scientific evaluation and conclusion of the TDA. Tourism is considered a social phenomenon (Dann et al., 2001; Hoffman, 2014; Yudinaa et al., 2016); social, economic, and environmental impacts of residents; interdependent network; research aimed at identifying many issues such as resource scarcity and network management with stakeholder theory has been conducted previously.

According to stakeholder theory, citizens, entrepreneurs, government officials, and tourists perceive tourism differently (E. T. Byrd et al., 2009). Local groups and communities are some of the most critical stakeholders influencing TDA (Nicolaidis, 2015). When there is a connection between citizens, the conditions of citizens improve and TDAs develop economically (Meleddu, 2014); Citizens' perceptions of TDA can vary depending on demographic factors (Moraru, 2021); the involvement of all parties affects the success of the sustainable tourism (T. E. Byrd, 2007); Many phenomena



and processes are taking place in rural areas, such as local people's ecological understanding and attitude towards TDA (Song et al., 2021).

Considering the difference in the understanding of citizens related to and not related to TDAs from the perspective of theory, practice, and methodology of stakeholder theory (Woo et al., 2018) can lead to considering the concept of a tourism network. Stakeholder management in tourism is the management of a network of resources, and it is noted that it is essential to have many stakeholders with aligned goals and few intermediary actors (Rowley, 1997). Stakeholder theory is the relationship between the parties, the results, and interests favorable to the parties (Manan et al., 2023). The inclusion of theoretical concepts such as management decision-making (Jones & Wicks, 1999) indicates the interaction process in the system of the TDA. Citizens are part of the tourism system, and their constant observation allows them to identify system failures (Easterling, 2005) and to manage stakeholders' interests (Selin Yilmaz & Devrim Gunel, 2009).

3. The Positive and Negative Effects of the TDA

The lack of understanding of TDA often creates doubts and apprehensions among locals and leads to belief systems in which tourism is not seen as impactful or beneficial to rural communities (Sharpley, 2014).

Local people's lives are inextricably linked with the business they are engaged in, and people are often cautious about new companies, especially new ideas. It is especially true for people involved in animal husbandry and agriculture - lacking business skills puts them in disadvantaged positions when they become interested in doing small and medium-sized businesses. It can be considered one of the main reasons for not participating in or not paying attention to the tourism business (Akbar et al., 2020). In the local area, a) the number of tourists is small, b) there is no policy to attract residents to tourism, and c) solving complex problems such as the lack of tools, labor, and planning knowledge (Akbar et al., 2020) and increasing the participation of residents, who are active participants in the



TDA. It should be noted that strategy implementation improves from the time of performance (Muresan et al., 2016).

Engaging residents in the local TDA and heritage conservation is critical to support tourism (Gannon et al., 2021). Suppose they know their local social, cultural, and economic structures and conditions. In that case, they change their perceptions and attitudes about the impact of tourism (Tatoglu et al., 2002) and influence their values, behavior, living conditions, style, and quality (S. Huang & Hsu, 2005; Jaafar et al., 2017), making their decision-making more responsible. However, it should not be forgotten that the direct relationship between the seasonality of the TDA and its seasonal income can be another key limiting factor for the TDA in the locality, especially in remote rural areas.

Tourism's positive and negative effects on residents depend primarily on the number of tourists, demographics, economic indicators, travel time, and activities involved (Tatoglu et al., 2002). On the one hand, tourism has a negative impact, but at the same time, the economic benefits of the region are increasing. In short, the perception of tourism is measured in terms of both positive and negative outcomes (Látková & Vogt, 2012) because its impact is ambiguous (Gannon et al., 2021; Gu et al., 2021; Sukhragchaa et al., 2021).

Negative effects: It has been identified that well-informed residents respond positively to TDA, while poorly informed and less-involved or non-involved residents respond negatively (Šegota et al., 2017). According to the logic of the social exchange theory and the expectation-refusal paradigm, it cannot be ignored that the management of the tourism industry's impact in the local area is insufficient, and tourism labor productivity is low (Boley et al., 2017). As such, the local government and administration must be competent in planning and organizing programs and measures to reduce the negative impact of TDA on the residents' daily lives, society, culture, and environment (An, 2016; Deery et al., 2012; Ko & Stewart, 2002; Látková & Vogt, 2012).



Positive effects: It is highlighted that residents' attitudes are positive, and high expectations are created in areas where tourism development is of interest (Suntikul et al., 2009). Research has shown that resident psychology directly and significantly affects events, while support indirectly positively affects the residents' lives (Duan et al., 2020). It has been noted that when residents perceive positive impacts, they develop a sense of pride in their community (Kim et al., 2015). Giaccio (2018) and Croes (2014) research participants identified the perception of positive economic impact as an essential indicator (Croes, 2014; Giaccio et al., 2018).

Residents support and accept sustainable tourism as developing handicrafts and improving social welfare (Muresan et al., 2016). Also, following tourism, a positive attitude and ethics of caring for the environment create (An, 2016) so residents' support increases when they feel that tourism is a positive activity (Látková & Vogt, 2012; Muresan et al., 2016; Nunkoo & Ramkissoon, 2011). Such varied factors can significantly impact the local community's participation in the TDA. Notably, there is little empirical data illustrating how the residents' knowledge of the positive effects of tourism may be linked to their support change over time (Huh & Vogt, 2008; Sharpley, 2014).

It has been noted that it is practical to promote a better understanding of tourism to residents by elaborating on the benefits of tourism on the environment and economy (Gannon et al., 2021).

Based on the theory and methodology of previous researchers, this research work is innovative because it is being done for the first time in Mongolia. In developing local tourism development strategies, it would be more effective to focus on implementing common positive perceptions as mutually accepted relationships and negative perceptions as unregulated relationships. Therefore, considering the local people as the leading players in tourism development, we made it the primary goal of the research to determine their knowledge and general understanding of tourism in all 21 provinces, which are the administrative units of Mongolia. To achieve the goal, a) the positive and negative perceptions of the citizens about the impact of tourism are different, and b) how the impacts of tourism are related to each other.



B. Method

This study follows a quantitative design. The hypotheses were tested using a questionnaire administered in the 21 provinces of Mongolia. Random sampling was used to select participants, with close-ended questionnaires as the data collection instrument (Ap & Crompton, 1998; Gannon et al., 2021; Tatoglu et al., 2002). The economic, social, cultural, environmental, and political effects of tourism development on the living environment of local people were studied based on the impact indicators defined by Ap and Crompton (Ap & Crompton, 1998). The hypothesis is as follows:

Hypothesis 1: People's positive and negative perceptions of the impact of tourism are different.

Hypothesis 2: Tourism impacts are positively and strongly correlated.

Residents over 15 years of age from 21 provinces of Mongolia were selected as the research object, and it was carried out for 80 days from July 1 to September 20, 2021. Questionnaires were randomly sampled using a combination of hard copy and electronic methods. The minimum optimal sample size was calculated to have a confidence level of 95% and a margin of error of +/- 5%, and a total of 4415 questionnaires were processed as valid and sufficiently representative of the population.

The research survey has five parts and 46 questions: 1) questions about the general conditions of the participants; 2) 10 questions about "Economic changes"; 3) 10 questions about "Social and cultural changes"; 4) 10 questions on "Environmental changes" and 5) 10 questions containing "Changes in state and administrative activities". When evaluating the variables of tourism-related changes, a 5-point Likert scale was used: when the citizen participating in the research assesses their knowledge and understanding of the impact, 1 point for "No knowledge", 2 points for "Slight knowledge", 3 points for "Moderate knowledge", 4 points for "Very knowledgeable", and 5 points for "Sufficient knowledge" respectively.

The research results were processed using IBM SPSS 26 software, including Frequency analysis, Descriptive analysis, Factor analysis, and



Reliability Analysis. The Independent two-sample t-test was used to test Hypotheses 1, and Correlation analysis was used to verify and confirm Hypotheses 2.

C. Result and Discussion

1. Result

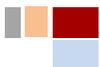
a. General Information about the Study Participants

Study participants were diverse in gender and age: 57.1% of the respondents were women, and 58.4% were between the ages of 25 and 44. Since it was taken in a mixed form of online and paper, 21 provinces participated; 17.8% were natives living in their communities for 16-20 years, and 46.0% had lived there for over 20 years. 45.1% of the respondents were civil servants, and 21.9% belonged to other categories (herdsmen and farmers). 41.6% were unrelated to tourism, 37.4% were indirectly related, and 21.0% were directly related. The respondents who participated in the survey answered that their business activities were directly (42.2%) and indirectly (30.3%) related to tourism, and their business activities were indirectly associated with tourism (42.2%). Also, the work and service of the government employees who participated in the study were positively associated with tourism (40.3%).

b. Descriptive Statistics Results

The survey research results indicate that the residents general understanding of the changes with the impact of tourism was low to moderate ($m=2.52-3.66$ on a scale of up to 5 points). The highest indicators are POSITIVE social, cultural, and economic changes. These include: residents answered they have "moderate knowledge" ($m=3.42$) to the question of economic changes: "Increases the reputation of local scenic spots", "Improves knowledge and use of historical and cultural heritage", "New knowledge and new cultural uses are created following tourism", "Activates local trade and services", "Increases jobs in trade and services".

The lowest rating, or "No knowledge" rating, was not averaged, and the lowest rating in the survey came from Negative Government,



Administration, and Economy changes. For example, to the question of government and government changes, residents answered that they have "Slight knowledge" (m =below 2.70) of economic changes such as "During the tourist season, the burden of taxes and fines on service centers increases", "The development of tourism causes a shortage of labor in agriculture (agriculture and animal husbandry)" and "Government and administrative bureaucracy increases with tourism", "Changes in government and administrative structures and human resources hinder the implementation of tourism policies and strategies", and "Corruption and bribery crimes increase with tourism".

c. Factor Analysis and Reliability Analysis Result

Table 1 shows the factor analysis results and the reliability analysis of Residents' knowledge and understanding of tourism. The result of the KMO criterion was 0.961, and the actual performance was 57.212%, which means that the sample number was sufficient, and the significance value of Bartlett's test ($\text{sig}=0.000$) was statistically significant, so the factor analysis was effective. Variables with high loading values were set to be greater than 0.5, and queries with values lower than 0.5 were excluded from the calculation.

There were no dropped values in the study, and the explanatory power of the variables was statistically significant. Also, based on the theory, the questions were divided into four variables, and, like other researchers, they were called "Economic changes", "Social and cultural changes", "Environmental changes", and "Changes in government and administrative activities". The Cronbach's alpha coefficient, which expresses the reliability of the questions, is very close to 1, or greater than 0.8 (0.845-0.889), and it is concluded that the research question is reasonable and the processing of the following four factors was found to have good reliability and validity. The correlation analysis was performed to detect different values.



Table 1. Results of factor analysis and reliability analysis (by all 21 provinces)

Factors	Items	Factor Loading	Eigen Value	% of Variance	Cronbach's Alpha
Economic changes	ECO_1	.725	13.749	34.373	.868
	ECO_2	.725			
	ECO_3	.712			
	ECO_4	.702			
	ECO_5	.675			
	ECO_6	.672			
	ECO_7	.656			
	ECO_8	.644			
	ECO_9	.635			
	ECO_10	.620			
Social and cultural changes	SOC_1	.691	4.945	12.362	.856
	SOC_2	.686			
	SOC_3	.674			
	SOC_4	.672			
	SOC_5	.659			
	SOC_6	.659			
	SOC_7	.657			
	SOC_8	.657			
	SOC_9	.642			
	SOC_10	.604			
Environmental changes	ENV_1	.688	2.462	6.155	.845
	ENV_2	.672			
	ENV_3	.666			
	ENV_4	.656			
	ENV_5	.651			
	ENV_6	.648			
	ENV_7	.631			
	ENV_8	.628			
	ENV_9	.613			
	ENV_10	.609			
Changes in state and administrative activities	GOV_1	.754	1.729	4.322	.889
	GOV_2	.744			
	GOV_3	.740			
	GOV_4	.737			
	GOV_5	.704			
	GOV_6	.700			
	GOV_7	.693			
	GOV_8	.687			
	GOV_9	.668			
	GOV_10	.662			



Factors	Items	Factor Loading	Eigen Value	% of Variance	Cronbach's Alpha
Total variance explained 57.212					
KMO = .961 Bartlett's test $\chi^2=109687.378$ (df=780, sig=.000)					

Source: Self-elaborated.

d. Hypothesis Test

To confirm hypothesis 1, Residents' perceptions of the impact of tourism were divided into two groups: positive and negative, and the existence of differences in variables was determined using the t-test of two independent samples, as shown in Table 2. Residents are more aware of the negative effects of "Environmental Changes" than the positive effects. However, the positive impact of "Economic changes", "Social and cultural changes", and "Changes in government and administrative activities" have been evaluated as being more aware of the negative effects.

Table 2. Results of t-test for two independent samples (by all 21 provinces)

	Positive effect		Negative effect		Difference (Positive-Negative)	t value	p-value
	Mean	St dev	Mean	St dev			
Economic changes	3.37	.957	2.83	.966	.577	35.405	**
Social and cultural changes	3.52	.915	2.81	.974	.738	42.055	**
Environmental changes	3.10	.965	3.27	1.012	-.134	-9.194	**
Changes in state and administrative activities	3.04	.979	2.69	1.034	.387	22.658	**

Source: Self-elaborated.

* $p < 0.05$ ** $p < 0.01$

Therefore, Hypothesis 1 is confirmed, and the influence of local people on tourism can be distinguished as positive and negative.

To confirm Hypothesis 2, the correlation between the factors was analyzed, and the results are shown in Table 3. The variables expressing changes with the impact of tourism were positively and well correlated ($r = 0.637-0.728$, $N = 4415$, $p < 0.01$). In other words, when the economy of a



province changes by 1 point due to the influence of tourism, there is a change in social culture by 72.8%, environment by 63.9%, and state and administrative activities by 64.7%.

The strongest positive correlation was the relationship between social and cultural changes and environmental changes in Uvs province ($r= 0.1000$) and the relationship between ecological changes and government and administrative activities in Orkhon province ($r= 0.800$). The weakest positive correlation was found in Gobi-Altai province between Social and cultural differences and changes in government and administrative activities ($r= 0.382$) and between Economic and Environmental changes ($r= 0.371$) in Ovorkhangai province. Therefore, Hypothesis 2 is confirmed, or tourism impacts are strongly correlated, and when one changes by one point, the others will change with a high percentage.

Table 3. Correlation analysis results (for all 21 provinces)

	1	2	3	4
Economic changes (1)	1			
Social and cultural changes (2)	.728**	1		
Environmental changes (3)	.639**	.721**	1	
Changes in state and administrative activities (4)	.647**	.637**	.675**	1

Source: Self-elaborated.

* $p < 0.05$ ** $p < 0.01$

2. Discussion

In this research, the opinions of 4,415 residents of 21 provinces were studied and processed to determine the knowledge and understanding of residents about tourism, which is suggested to be some of the critical elements for ensuring the sustainable development of tourism in rural and remote areas.

First, the business activities of the residents who participated in the study were directly and indirectly related to tourism, and the participation of manufacturers, service providers, and government employees was uniform. Also, 63.8 percent of the people living in the locality for more than 16 years participated, meaning the survey reached its target group. By factor and reliability analysis, ten questions about "Economic changes", 10



questions about “Social and cultural changes”, 10 questions about “Environmental changes”, and ten questions about “Changes in government and administrative activities”, a total of 4 factors of 40 questionnaires were considered to be reliability and validity.

Second, for this study, the average value of “Environmental change” was 3.18, which is higher than other variables, according to the evaluation given by residents. Tourism increases waste management (3.26) and eco-awareness (3.17) among tourists and residents, which is consistent with the results of researcher An’s environmental research group, which says that positive ecological attitudes and ethics will emerge following tourism (An, 2016). Furthermore, it is agreed that tourism increases environmental protection education (An, 2016; Eigenbrod, 2016; Khoshkam et al., 2016; Muresan et al., 2016; Targetti et al., 2020; World Tourism Organization, 2013). However, the result of Hong Wu et al.’s (2020) study was not consistent with or opposite to the fact that residents view relative environmental changes positively (Wu et al., 2020).

The mean value of negative impact is 3.27, which is higher than the positive value, which means that people believe the environment is deteriorating due to tourism. It is believed that tourism increases waste (m=3.40) and degrades the soil due to the creation of many unsupervised roads (m=3.37); the use of plastic and synthetic materials increases due to tourism (m=3.37). Considering that tourism development has many negative impacts (Choi & Sirakaya, 2006; Eshliki & Kaboudi, 2012; Nuray TÜRKER & Sevgi ÖZTÜRK, 2013), it reduces social participation, proper development of infrastructure (Choi & Sirakaya, 2006), it is necessary to make information and knowledge as accessible as possible through programs, training, and events to develop networks and increase the importance of local values through the participation of partnerships among residents (Akbar et al., 2020).

The analysis of the differences between positive and negative perceptions of the variables showed that the positive perception of the environment is lower than the negative one, and the correlation analysis



showed that environmental change has a positive and good correlation with other variables.

Third, the mean value of the variable "Social and cultural changes" was 3.16. According to the study of Kim and Jun (2015), local people recognize that tourism development increases the reputation of local scenic spots, creates new knowledge and cultural consumption, and improves water, energy, passenger transportation, and road infrastructure. It has been confirmed that it takes pride in the local area (Kim et al., 2015). It is also consistent with the results of our study, with a mean positive affect value of $m=3.52$. Residents agree that tourism with the highest average value increases the reputation of local scenic spots ($m=3.66$) and improves knowledge and use of historical and cultural heritage ($m=3.66$).

In any society, there are positive and negative relationships, support, and resistance (Butler, 1980; Habito-Javier, 2012; Rothman, 1978). Dogan's (1989) study confirmed that in developed countries with already established tourism sectors, the promotion of TDA can lead to the denial of traditional customs, increased crime rate, and distortion of the general socio-cultural structure, which was confirmed again by Huang and Stewart (Y.-H. Huang & Stewart, 1996).

In our research, the average value of the negative impact on the social and cultural environment due to the development of tourism was $m=2.81$, which means that the residents believe that the negative impact is less than the positive impact. Considering that tourism changes social values, beliefs, and cultural environment in the long term (Wang et al., 2014), tourism program developers and planners should focus on minimizing the negative effects that may occur over a long time. It has been confirmed that the support of local communities is the mainstay for sustainable tourism development (Jurowski et al., 1997) and that it creates hospitality tourism.

The lowest rating in the negative impact section of our research is that tourism disturbs the peace of the residents, which can be a favorable condition for getting support from the residents for the development of



tourism in the local area. However, society's temporary thinking and mentality contradict the long-term planning of sustainable development (Farmaki et al., 2015). Regarding variables, positive and negative perception analysis showed that positive socio-cultural perception is better than negative, and correlation analysis showed that socio-cultural change has a positive and good correlation with other variables.

Fourth, the average value of the "Economic Changes" survey was mean=3.10. Ozgur's (1985) research confirmed that local people are more aware of the economic impact of tourism, while our study showed that economic impact ranked after environmental and social impact (Tatoglu et al., 2002). Both Giaccio (2018) and Croes (2014) found participants' perceptions of positive economic impact as crucial indicators (Croes, 2014; Giaccio et al., 2018). Our research also confirms this result with a mean value of 3.38, which is higher than the concept of negative impact. Also, according to the results of our study, the highest indicator of positive economic impact is the stimulation of local trade and services (m=3.53), followed by increased employment (m=3.42).

Therefore, locals recognize tourism as a potential sector for local business development and employment (Giaccio et al., 2018). The notion that new business types increase with tourism has a high rating (m=3.42), and it has the same result as the research of Giaccio et al. that it increases small and medium business opportunities (Giaccio et al., 2018). The highest indicator of the concept of negative economic impact is the concept of tariff (m=3.10) and real estate price inflation (m=3.0), which is the same as the results of Liu et al.'s research (Liu & Li, 2018). Also, there are adverse effects such as seasonal instability of businesses (Duro & Turrión-Prats, 2019) and income disparity (Alam & Paramati, 2016); it is necessary to pay attention to the occurrence which increases the number of unemployed residents depending on the season, increases the burden of taxes and fines, and labor shortages.

During the peak of tourism, local people need to work in agriculture and farming, which reduces the number of workers in the tourism sector, and they cannot take full advantage of the opportunity to earn additional



income. There is a need to educate local people ($m=2.52$) further. According to the analysis of positive and negative perceptions of the variables, the positive economic perception has more indicators than the negative one, and the correlation analysis showed that economic change has a positive and good correlation with other variables.

Finally, the general average value of "Changes in government and administrative activities" is $m=2.86$, which leads to the conclusion that Residents' knowledge is insufficient. The political influence had the same results as the economic and socio-cultural environmental influence category, with residents being more aware of positive political effects ($m=3.04$) than negative influence ($m=2.69$). The average value of the negative impact in this regard is 2.69, and a significant percentage of residents say that they do not know about the activities of the government, which indicates insufficient information and participation. Local authorities and tourism development planners should provide information and programs (e.g., training and workshops) to residents, tourists, service providers, and other stakeholders to raise awareness of public and government actions to plan and protect tourism resources (Choi & Sirakaya, 2006). Together, those stakeholders develop a system for monitoring, revising, and revising the destination management plan.

According to the analysis of the difference between positive and negative perceptions of the variables, the positive political perception has a lower index than the negative one, and the correlation analysis showed that political change has a positive and good correlation with other variables.

D. Conclusion

Since there is a lack of human-made attractions in Mongolia's TDA, the development of tourism needs to create conditions for the participation of rural people. The study reveals that rural people understand the impact of the TDA, and their perceptions are positive and negative. Also, it has been proven that the positive and strong correlation between those influencing factors shows that the influence is ambiguous (Gannon et al., 2021; Gu et al., 2021), and the concept of tourism is measured by positive and negative results (Látková & Vogt, 2012).



It is possible to express people's positive and negative perceptions of the impact of tourism from the point of view of strengths and weaknesses, as well as the relations, solutions, results, and interests of the TDA system. Within the framework of stakeholder theory, it is expressed that there is a need to create a development model based on "joint" participation, with the participation of every citizen and group as a need and requirement. Assuming enough knowledge about the impact of economic, social, cultural, environmental, governmental, and administrative factors on tourism, they become "key players in the stakeholder theory". They are assumed to have equal participation in society as other participants' rights and obligations.

This paper began with the suggestion that since rural tourism is the basic model of tourism development in Mongolia, current and future designs and plans of TDA need to be based upon detailed studies of local people's knowledge and understanding of tourism and inclusive of their thoughts and suggestions (Wang et al., 2014) for participatory development ends. We concluded that it is necessary to establish a more participatory tourism sector to ensure a better alignment between residents' and government's interests (Gursoy et al., 2002) and develop socio-culturally appropriate tourism development models and programs for each province that meets the principles of sustainable natural resource use.

Ultimately, the happier the locals receive the tourists, the more repeat tourists will increase, and word-of-mouth marketing will increase (Leblanc, 1992). Therefore, there is an urgent need to carry out further social research to determine the happiness index of the local people and implement TDAs that are better suited for the specifics of the province and the region. The findings of this research offer valuable starting points for such scholarly and policy efforts.

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