

# FACTORS INFLUENCING EMPLOYMENT INTENTION OF THE VILLAGERS XIJIANG MIAO VILLAGE SCENIC AREA IN GUIZHOU CHINA.

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## ABSTRACT

The purpose of this study is to Factors influencing Employment intention of the villagers Xijiang Miao Village Scenic Area in China. Includes creative professional training, internet, employment opportunities and employment choice preferences. The 388 villagers in Xijiang Miao Village scenic area were studied quantitatively. The study instrument was a questionnaire, while the data analysis was performed using descriptive statistics to obtain frequency, percentage, mean, and standard deviation. The ential statistical analysis was multiple regression.

This study investigated the impact of the professional training, Internet, employment opportunities and employment choice preference of the villagers in the Xijiang Miao Village Scenic spot on their employment intention. Through questionnaire distribution, questionnaire collection and data analysis, we draw the conclusion that professional training, Internet and employment choice preference have a positive impact on the choice of employment intention, while employment opportunity has no impact on the choice of employment intention.

**Keywords:** Professional Training, Internet, Employment Opportunities, Professional training, Employment choice, Employment intention, Xijiang Miao Village Scenic Area.

## 1.2 Research Questions

What factors affect the employment intention of villagers in rural tourism in Xijiang Miao Village Scenic Area, Guizhou Province, China?

## 1.3 Research Objectives

Influcing factor effect of employment intention.

To study on present it Professional training, the Internet, Employment opportunities, Employment choice of Xijiang Miao Village Scenic Area the villagers, Guizhou Province in China.

## 1.4 Research Hypothesis

H1: Professional training has posite affecte on Employment intention of Xijiang Miao Village Scenic Area the villagers , Guizhou Province in China.

H2: Internet has posite affecte on Employment intention of Xijiang Miao Village Scenic Area the villagers , Guizhou Province in China.

H3: Employment Opportunities has posite affecte on Employment intention of Xijiang

Miao Village Scenic Area the villagers , Guizhou Province in China.

H4: Employment choice has positive affect on Employment intention of Xijiang Miao Village Scenic Area the villagers , Guizhou Province in China.

## LITERATURE REVIEW

### 2.1 Related concepts

#### 2.1.1 Professional training

Liu Quan, Sun Chao and Lu Wei (2013) pointed out that excellent business philosophy, characteristic business model and high-quality service quality are the key to the tourism industry to attract tourists and obtain a good reputation. The development and management of rural cultural tourism succeed, the relevant professionals play a key role. Therefore, it is necessary to pay attention to the talent training of rural tourism and cultural industry practitioners, and targeted different professional guidance and training and development for different employees. Shen Qian (2019) proposed that the competent departments of tourism government and the subjects of new tourism formats should publicize tourism training, strengthen the training awareness of rural tourism practitioners and encourage rural tourism practitioners to participate in the training; on the other hand, the competent authorities of tourism industry and new tourism formats should establish a professional training system and improve all links and processes of the training, so as to promote the institutionalization and normalize the training of rural tourism practitioners. Huang Guanhua (2011) pointed out that the government should strengthen the training and education of rural tourism practitioners, and provide financial support for the development of relevant training programs. For operators, the choice of personnel is the key. They should hire employees with training experience to understand the consumer psychology of customers and provide more intimate services for guests. MAO Xianru (2017) proposed to provide professional training for employees, add more rural tourism villages, carry out rural tourism into the community activities, and vigorously publicize the rural tourism. rural tourism practitioners.

#### 2.1.2 The Internet

Wang Shenglan, Li Jinfeng and Liu Shasha (2019) pointed out the development of rural Internet basic service platform, and organized registration and training for poor villagers, villagers can upload basic family information in real time, technicians can realize dynamic monitoring, and provide a large number of employment opportunities for villagers.

Yu Jin (2020) pointed out that while increasing jobs in rural areas and training villagers under the Internet mode, we should pay attention to the research and development of technology and the introduction and cultivation of talents, and also the promotion of intelligent technology through remote video and expert guidance in the village. Guo Quanzhi (2019) pointed out that under the background of the Internet era, it is priority to strengthen ideological education of villagers and let them establish correct cognition of rural e-commerce. The government should actively organize talents with high ideological level to give lectures in rural areas, so that villagers can improve their cognition of Internet technology in the process of listening to the lectures, and actively participate in the penetration of Internet technology. Xiao

Xue (2021) pointed out that we should make full use of the Internet, publicize around the local characteristics, local conditions and customs, establish brand culture, local historical celebrities, family stories, myths and legends can be used as marketing content, invite local villagers to promote the scenic spot; combined with the characteristics of Internet short video spread fast, wide coverage, shoot relevant short videos for the scenic spot, can achieve the effect of rapid promotion and drainage. Therefore, the publicity through the Internet can attract more tourists, increase jobs, promote villagers to start their own businesses, and achieve local and nearby employment. Wang (2022) pointed out that the rise of Internet electronic commerce makes traditional place presents a more harmonious social order, working outside years of young and middle-aged workers returned to home, business at home, and then get rich, can feed parents and children, children and husband and wife help each other, cause new rural order mode, village is developing rapidly, the villagers life is more and more happy.

Zhang Lingyuan (2018) pointed out that the villagers through the Internet, must constantly improve their knowledge and skills, accept more education training, promote its participation in the development of rural tourism industry, help to improve its own livelihood capital, improve the development status of the country, and the development of the Internet platform, such as taobao station, gradually become rich rural residents learning, entrepreneurship, improve the material and spiritual civilization way of life. Zeng erming (2017) by integrating with the mobile Internet, A deep understanding of the word-of-mouth effect in the mobile Internet era, Develop we-media platforms such as Weibo, wechat and online community, Actively implement the "fan marketing", To improve the pertinence, effectiveness and wisdom of rural tourism information consulting services, It is conducive to the villagers' entrepreneurship and employment; Xinhuanet (2020) proposed that in the field of rural tourism, To rely on the Internet information platform, Integrate the scattered rural tourism resources, Promote diversified innovation and entrepreneurship in the field of rural tourism; Combine leisure and entertainment, cultural creativity with rural tourism, folk culture, modern agriculture and other closely integrated, Actively develop new business forms and new models of rural tourism; Give full play to the leading role of large enterprises, We will closely return to their hometown to start businesses with poverty alleviation and the construction of beautiful villages, Introducing social capital, Activate rural entrepreneurship. Wang Chenguang and Qian Chenfei (2018) pointed out that with the emergence of the Internet, problems such as imperfect rural information have been greatly improved: through the Internet platform, the existing information is collected and published, and then the opinions and suggestions are fed to local villages through users' field experience, so as to promote their improvement and development. The Internet has become a bridge between users and the countryside. Yang Ping JuXiao Qian et al. (2020) pointed out that the villagers can use their learned knowledge, experience and technology, combined with the country unique beautiful environment and rich assets, self-employment through the Internet, created many jobs for the countryside, also solve the problem of excess labor, is conducive to rural development infrastructure, health care, education, the improvement of the public facilities.

### **2.1.3 Employment opportunities**

Pan Yuxi (2022) put forward the government employment policy, increase employment, provide more employment opportunities, and intensify policy propaganda. Liu lu (2021) pointed out that the development of tourism projects as the main direction of future development, guide

the villagers to actively involved in the tourism employment, raise income in tourism projects, in the rural economic development, the overall social and economic level improved at the same time, increase the villagers employment opportunities at home. Piao Chunji (2020) pointed out that he actively planned the employment assistance methods for the lost villagers after the tourism development of folk villages. For the villagers who can start their own businesses, they will give certain preferential policies and provide a certain amount of financial policy support, so that they can find suitable employment and entrepreneurship opportunities in the tourism development of folk villages.

Liu Yaoni (2019) pointed out that the integrated development of the three industries increases the employment opportunities of farmers, and in the process of revitalizing the rural economy, industrial and rural development has become a crucial content. In this process, we should not only understand the changes of people's tourism needs, but also provide enough funds and talent support for the development of rural tourism, and take rural tourism as a breakthrough to promote agricultural transformation and upgrading. Han Yuxuan (2020) pointed out that it is necessary to explore the establishment of an interest connection mechanism among government enterprises and farmers, improve the organized management of farmers, absorb farmers into the industrial chain, provide employment opportunities to increase their income, make farmers more intuitive understanding of their due benefits, and realize income sharing and sustainable farmers' income increase. Yang Dandan and Jiang Zuoming (2020) pointed out that the government should carry out tourism poverty alleviation planning in accordance with local conditions, change the marketing model, pay attention to the construction of rural tourism brands, enhance product competitiveness, create employment opportunities for farmers, increase per capita income and improve living standards. Wang Yuqing (2021) points out that through social capital power, establish the community internal benefit coupling mechanism, in a variety of ways to weaken rural tourism seasonal influence and the outbreak, make full use of online and offline publicity channels, the characteristics of the scenic spot elements out, to upgrade of tourism products, increase the villagers employment opportunities. Gan Yu (2021) pointed out that the government and travel company can according to the scenic spot seasonal tourism resources, innovation scenic spot tourism project, efforts to create can meet the demand of tourists of different seasons of tourism projects, improve the attraction of the scenic spot, the scenic spot has a rising tourists, realize the villagers income stability and increase, tourism projects and products can provide more employment opportunities for the villagers. Zhang Qianqian (2022) pointed out that it should improve the material living conditions of local villagers, increase their tourism income, expand the tourism income channels, and increase their employment opportunities.

#### **2.1.4 Employment choice preference**

Zhong Panlong et al. (2016) The government should strengthen the regulation of tourism income distribution, formulate reasonable tourism income redistribution system, try out the transfer payment of tourism income, subsidize the local residents of the scenic area and reduce the proportion of "elderly workers"; the tourism fund arrangement should shift to the development and construction of scenic spots especially in economically backward areas, strengthen the support and guidance of informal tourism and taxation; in order to strengthen the standardized management of informal workers, the government should allocate part of the land to facilitate centralized management. The above measures are conducive to the villagers'

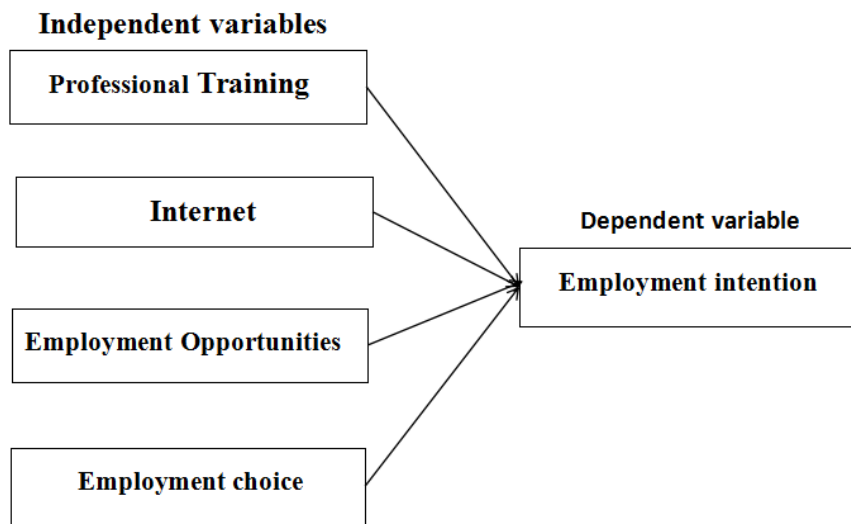
employment choice. Yang Meilan (2020) pointed out that individual service sex affects employment positioning, and each person's personality psychological characteristics, internship experience and social relations and many other aspects are different, so that different channels appear when people do employment positioning from the very beginning. Zhou Xue Yang (2017) pointed out that with the emergence of new development models and concepts such as all-region tourism and Internet + tourism, the work of the tourism industry has also taken on a new look. Tourism enterprises should actively guide the villagers to correctly understand the characteristics and development trend of the tourism industry, and re-establish the direction and goal of choice.

Wang Baihao (2022) pointed out that the employment choice of rural labor force in rural tourism includes field selection, information access channels and employment motivation. Wang Feng and Yang Shaolei (2012) pointed out that the industrial selection conditions for promoting the employment of migrant workers in the western region are the labor force conditions; from the macro perspective, the industrial selection conditions are influenced by the factors of resource endowment, industrial status, urbanization process, income level and so on in the western region.

## 2.2 Conceptual Framework

The researchers developed the overall framework of this study to study the factors affecting the employment intention of the villagers in the Xijiang Miao Village Scenic area of rural tourism. The main causal variables mainly focus on the villagers, including professional training, Internet, employment opportunities, and employment choice bias.

Therefore, the theoretical model framework of this study is obtained, as shown below:



## METHODOLOGY

This research is a quantitative research methodology with the scope of content involved to study influencing employment intention of Xijiang Miao Village Scenic Area the villagers in China. And the statistical data were analyzed by a software program was analyzed to summarize the results of the study. The specific steps of the research work are as follows.

## SUMMARY OF RESEARCH RESULTS

(1) Among the professional training variables,  $P=0.024 < 0.05$ , indicating that professional training has a significant effect on employment intention. Among the Internet variables,  $P=0 < 0.01$ , indicating that the Internet has a very significant effect on employment intention. Among the employment opportunity variables,  $P=0.246 > 0.05$ , indicating that the employment opportunity had no effect on employment intention. Among the employment choice variables,  $P=0 < 0.01$ , indicating that employment choice has a very significant effect on employment intention. Beta values can be used to describe the influence of the independent variable on the dependent variable. Employment choice had the greatest impact on employment intention (Beta=0.544), followed by the impact of the Internet (Beta = 0.263) and the least impact on professional training (Beta = 0.091) So the regression equation can be written as follows:

$$Y = (0.092)X_1 + (0.263)X_2 + (0.529)X_4 + 0.426$$

X1: Professional training

X2: Internet

X3: Employment opportunities

X4: Employment choice

(1) The hypothesis that professional training has a positive effect on employment intention is valid. According to the results of multiple regression analysis, in the impact of professional training on villagers' employment intention,  $\text{sig}=0.024$  is less than 0.05, indicating that professional training has a significant impact on employment intention. When villagers have strong professional training, the employment intention is higher; When the villagers lack professional training, the employment intention is low. The training improves villagers' skills and knowledge, which are important for their job prospects and competitiveness in the field. By taking part in the training, they can gain the latest knowledge and skills in the industry, which will give them a greater competitive edge in the job market.

(2) The hypothesis that the Internet has a positive effect on employment intentions is valid. According to the results of multiple regression analysis,  $\text{sig}=0$ , less than 0.01, indicates that the Internet has a significant impact on the employment intention of villagers. When villagers fully use the Internet, the employment intention is higher; When the villagers do not use the Internet much, the employment intention is low. The possible reason is that the Internet makes it easier for village residents to find and apply for jobs. Through online recruitment platforms, villagers can easily search for job opportunities in a wider range, allowing them to find jobs that match their skills and experience more easily, improving the quantity and quality of job opportunities. It also offers more career development opportunities. Online learning platforms allow you to learn new skills and knowledge at your own convenience and improve your career level and competitiveness. The Internet can also make the recruitment and employment process more efficient and fast. Villagers can use online recruitment platforms and professional social networks to connect with each other, saving time and costs. Through online interviews and remote working, villagers and employers can handle the recruitment and employment process more flexibly, making the whole process smoother and more efficient. So the Internet has had a positive impact on employment intentions by providing more employment opportunities, career development opportunities and speeding up the recruitment and employment process.

(3) Employment opportunities are not valid assumptions about employment intentions. According to the results of multiple regression analysis, employment opportunity has no significant effect on employment intention,  $\text{sig}=0.246$ , greater than 0.05, indicating that employment opportunity has no effect on employment intention, and the level of employment opportunity will not affect the employment intention of villagers.

The hypothesis that employment choice preference has a positive effect on employment intention is valid. According to the results of multiple regression analysis,  $\text{sig}=0$ , less than 0.01, indicates that employment choice preference has a significant impact on the employment intention of villagers. When the villagers' employment preference is clear, the employment intention is higher. When the villagers' employment preference is not clear, the employment intention is low. The possible reason is that villagers' personal interests and values are closely related to their job choice and satisfaction. If they have a clear preference for employment choice, they will work harder towards the established goal and have a stronger employment intention. Therefore, employment choice preference has the greatest impact on employment intention.

The results of the study hypothesis are shown in Fig : The results of the research hypothesis are shown in the figure below:

**Table 2.1** Hypothesis Testing Results

No.	Hypotheses	Result
H1	Professional training has positive effect on Employment intention of Xijiang Miao Village Scenic Area the villagers , Guizhou Province in China.	supported
H2	:Internet has positive effect on Employment intention of Xijiang Miao Village Scenic Area the villagers , Guizhou Province in China.	supported
H3	Employment Opportunities has positive effect on Employment intention of Xijiang Miao Village Scenic Area the villagers , Guizhou Province in China.	Not supported
H4	Employment choice preference has positive effect on Employment intention of Xijiang Miao Village Scenic Area the villagers , Guizhou Province in China.	supported

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