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ECOLOGICAL SECURITY PERCEPTIONS AND TOURISM DEVELOPMENT ATTITUDES: A CASE STUDY OF XILAMUREN GRASSLAND RESIDENTS

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Abstract

As crucial stakeholders in eco-tourism, community residents' perceptions of ecological tourism security directly impact their attitudes towards its development. Sustainable tourism entails safeguarding the natural, social, and economic ecosystems of destinations. This study analyzed how residents' perceptions of ecological security at the Xilamuren Grassland site influence their outlook on grassland eco-tourism. Based on survey data capturing perceptual dimensions and satisfaction levels, multiple regression modeling was conducted. Key findings were: (1) Overall ecological security perception among locals is currently subpar, with uncertainties persisting around aspects like guarantee systems, infrastructure, public culture, and economics; (2) Despite low eco-tourism satisfaction, residents maintain a supportive stance regarding prospective development; (3) Significant correlations exist between security perceptions and tourism attitudes. While perception levels positively predict optimism, public safety views do not. By identifying specific areas of concern amongst residents that dampen their participation, targeted interventions by authorities could mitigate adverse impacts and promote broader engagement in sustainable grassland eco-tourism.

Key words: attitude, community residents, eco-tourism, grassland tourist destination, perception of ecological security, Xilamuren Grassland

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