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Study on Urban Residents' Willingness to Buy the Products of Rural Tourism

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ABSTRACT

The level of value injected into the rural economy is dependent consumers acceptance of rural tourism. Data was obtained through primary research conducted in the three provinces in China of Hunan, Guangdong and Gansu, the paper explores urban residents' attitude to rural tourism and then estimates their willingness to pay for rural tourism products, utilizing hypothesis-evaluation to find a valid conclusion. The results show that their willingness is affected by gender, educational background, level of income; personal travel frequency, tourism form, aggregate demand form rural tourism, acceptance for rural tourism and the price of tourism in other cities have significant effect on their willingness to pay. The WTP proves that urban residents are usually willing to pay 35.1% more for non-rural tourism than they are for rural tourism.

KEYWORDS

Rural Tourism; Purchase Intention; Empirical Analysis; Urban Residents

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