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A Study on Minority Women 's Willingness to Participate in Tourism Poverty Alleviation and Its Influencing Factors
A Case Study of Kazak in Xinyuan County

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Abstract
Tourism poverty alleviation is the attitude and driving force of potential tourism employment behavior, and also the forecast target of employment behavior. This paper investigates the willingness of 660 Kazak women in 33 rural areas of Xinyuan County to participate in tourism poverty alleviation. The Probit model is used to study the influencing factors of Kazakh women's willingness to participate in poverty alleviation. The results show that 51.9% of the respondents showed the willingness to participate in tourism poverty alleviation work. Among all influencing factors affecting Kazakh women's willingness to participate in tourism poverty alleviation, the positive factors of Kazakh women' s employment intention include the Chinese level, ethnic food making skills, tourist souvenir making skills, government's attention to tourism poverty alleviation, economic income supporting the participation in tourism poverty alleviation, family support for working out, and parents' health level; age, tourism poverty alleviation accuracy, tourism poverty alleviation employment environment, distance between the residence and the scenic spot, the number children in the family, per capita grassland area showed negative effects; education years, halal diet care degree, singing and dancing skills, per capita cultivated land area did not pass the significant test.

Keywords: Kazakh women; willingness to participate in tourism poverty alleviation; influencing factors

1. Introduction

Tourism poverty alleviation refers to the industrial poverty alleviation mode which develops tourism in areas with certain tourism resources to lift local poor people out of poverty and become rich [1]. Since the 1980s, the government and scholars have paid attention to the poverty alleviation through tourism. In recent years, the government has placed great hopes on the poverty alleviation through tourism. Policy documents have been issued to emphasize that the role of tourism development should be brought into full play in poverty alleviation. Xinyuan County in Yili has been famous for its rich tourism resources, high-quality ecological environment, weak economic foundation, wide range of poverty and Kazakh ethnic agglomeration. Tourism poverty alleviation is a new, ecological and efficient way of poverty alleviation which can effectively drive Xinyuan County to develop ecological economy and it turns out to be the best option of poverty alleviation and prosperity. In 2017, Xinyuan County formulated the tourism development strategy of "one core, two lines, one triangle and six groups", focusing on the construction of an industrial layout of "integrating the whole region and world quality products". In 2016, Xinyuan County established a "tourism poverty alleviation experimental area" centered around the Nalati scenic spot, and vigorously supported a group of poor households to set up agricultural (animal husbandry, fishery) family

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entertainment projects and family hotels. Remarkable achievements have been attained in the undertaking of tourism poverty alleviation. The development of tourism in Xinyuan County has a great impact on local economy and society, especially on local women' s social and economic status and employment mode. However, influenced by national customs and habits, the traditional idea of "men are in charge of the outside affairs, and women are in charge of the interior affairs"[1] causes a series of special difficulties to the employment of Kazakh women. As for the characteristics of rural employment, such as the threshold of labor increase in rural areas and the flexibility of rural employment, it can be realized through the characteristics of labor increase in rural areas[2]. The tourism industry includes food, housing, transportation, tourism, shopping, entertainment and other aspects. Compared with other industries, the tourism industry is characterized by low threshold and strong accessibility. Kazakh women play an important role in the production and inheritance of ethnic characteristic diet and national handicraft industry. Under the background of the comprehensive implementation of targeted tourism poverty alleviation policy, local women' s willingness to participate in poverty alleviation through tourism should be improved, which not only helps solve the employment problem of women, but also improves the benefit of tourism poverty alleviation.

2. Literature review

DFID put forward the concept of Pro-poor Tourism (PPT) at the Conference of Sustainable Development in 1999[3]. With the popularization of PPT concept in foreign countries, domestic scholars gradually transfer the object and target of tourism poverty alleviation from the regional level to the poverty level. Zhou Xinhong et al. consider poverty alleviation as the essence of poverty alleviation tourism. In the process of helping the poor, the development of tourism is a means to achieve the goal of poverty alleviation[4]. Subsequently, more and more domestic scholars have studied poverty alleviation through tourism from the perspective of the development and benefits of the poor population[5]. At present, the research on the effect of tourism poverty alleviation is mainly carried out from the macro and micro perspectives. Taking Alexandra Town and Madikway Game Reserve for example, Rogerson makes a comparative study on the role of tourism poverty alleviation in promoting the economic development of different urban and rural areas[6]. Guo Shu studies the poverty alleviation effect from the perspective of industry chain in a research[7]. Yang Dejin put forward the improvement path of new technology, responsibility, convenience, accuracy, full coverage and high-quality tourism poverty alleviation[8]. Based on the theory of planned behavior, Lu Chong et al. observed the willingness and corresponding influencing factors of poverty-stricken farmers and herdsmen in Sichuan Tibetan areas using the double threshold model[9].

Since the 1970s, some scholars began to pay attention to the relationship between women and tourism. The foreign research mainly concentrates on the attitude and cognition of rural women tourism workers about poverty alleviation[10], the wage status and work experience of female employees in tourism enterprises[11]. At present, domestic research on women and tourism poverty alleviation can be divided into two categories, in which the first category primarily explores the impact of tourism poverty alleviation and development on local women. Using the grounded theory, Mao Daowei took rural tourism as the example to study the changes caused by women's participation in tourism poverty alleviation from the aspect of economy, psychology and social culture[12]. The second category begins with the perspective of women as participants in tourism poverty alleviation. For instance, this paper analyzes the advantages and disadvantages of women's participation in tourism poverty alleviation, and puts forward some suggestions for women's tourism employment[13].

At present, most of the literature about poverty alleviation through tourism is made in underdeveloped areas, especially minority areas. As a powerful force of modernization, tourism is changing the social structure and the social role of people, and generating a great impact on local women. It is of great significance to explore the willingness and influencing factors of ethnic minority women in poverty-stricken areas for improving the employment rate and accuracy of tourism poverty alleviation. Nowadays, under the background of traditional culture and ethnic

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customs, there is still a lack of research on minority women's participation willingness and influencing factors in tourism poverty alleviation.

Taking Kazakh as an example, this paper analyzes women's willingness to participate in tourism poverty alleviation and relevant influencing factors from the aspect of personal characteristics, tourism employment skills, tourism poverty alleviation perception and family environment, in order to enrich the research field of tourism poverty alleviation and provide theoretical support for the local government concerning the implementation of tourism poverty alleviation policies.

3. Research hypothesis, theoretical model and research method

(1) Overview of the study area

Xinyuan County, located in the east of the Yili Prefecture, has always been known as "the Pearl of Grassland" and “Xinjiang Wine Town”. With a total area of 7,581 square kilometers, the county governs 11 towns and 77 administrative villages, with a total population of 321,700. Among them, the Kazakh population is 150,100, about one tenth of the total Kazakh population in China. Moreover, Xinyuan County is also the county with the largest number of Kazakh people. The agricultural population of Xinyuan County accounts for 74% of the total population. And Xinyuan County is one non-key county for poverty alleviation and development in the autonomous region. There are 12 key villages for poverty alleviation and development. Xinyuan County is rich in tourism resources, and its famous scenic spots are Nalati scenic spot, Künes National Forest Park, West Region wine culture museum, etc. In recent years, the tourism industry in Xinyuan County has developed rapidly. In 2016, the number of tourists received was 3.3728 million, and the tourism income was 1.159 billion yuan, increasing by 31.2% and 37.2%, respectively (Figure 1).

Figure 1. **Tourism development of Xinyuan County from 2011 to 2016**

(2) Influencing variables and research hypotheses

Based on the previous research results about Kazakh women's willingness to participate in tourism poverty alleviation, this paper constructs a theoretical framework that examines the influencing factors of Kazakh women's willingness to participate in tourism poverty alleviation from four aspects, namely, personal characteristics, tourism employment skills, tourism poverty alleviation perception and family environment.

1. Personal characteristics

(1) Age

In the tourism industry, there are many jobs with high labor intensity, such as tour guide, hotel service personnel, and scenic spot staff. Secondly, young people have stronger adaptability and are easier to master new tourism skills. Moreover, unmarried young people have fewer family burdens of taking care of the elderly and children, and have more opportunities to go out to work. Therefore, the following assumption is put forward.

H1(a): Age has a significant negative impact on Kazakh women's willingness to participate in tourism poverty alleviation.

(2) Years of education

Education can enable people to acquire knowledge, master skills and increase knowledge. The more years of education, the stronger the

willingness to go out for employment among Kazakh women, and meanwhile, the more opportunities for tourism employment. Therefore, the following assumption is put forward.

H1(b): The duration of years of education has a significant positive impact on Kazakh women's willingness to participate in tourism poverty alleviation.

(3) Halal diet care

The more the Kazakh people care about their food and drink, the more they care about the Muslim food and drink. And under such circumstances, it is more likely for Kazakh women to pay attention to the Muslim food and drink. Therefore, the following assumption is put forward.

H1(c): There is a significant negative relationship between the degree of halal diet care and the willingness for Kazakh women to participate in tourism poverty alleviation.

(4) Chinese level

Jobs such as tour guide, scenic spot service staff, hotel service staff and other tourism posts all require the employees to have a good command of Chinese communication skills. Kazakh women with good Chinese proficiency have more opportunities in tourism employment. Therefore, the following assumption is put forward.

H1(d): There is a significant positive relationship between Chinese level and Kazakh women's willingness to participate in tourism poverty alleviation, that is, the higher the level of Chinese, the stronger the willingness to participate in tourism poverty alleviation.

2. Tourism employment skills

(1) Ethnic food production skills

There is a large amount of Kazakh ethnic food, and tasting Kazakh food is an important content for tourists to choose. Kazakh women with the skills of making ethnic food are more likely to sell special food, run restaurants and farmhouses or engage in other tourism-related work in the scenic area. Therefore, the following assumption is put forward.

H2(a): Ethnic food production skills and Kazakh women's willingness to participate in tourism poverty alleviation have a significant positive relationship.

(2) Tourist souvenir making skills

Kazakh embroidery, woolen products and other tourist souvenirs are well-known at home and abroad. With the development of tourism, Kazakh women with tourism souvenir making skills will be more willing to participate in tourism poverty alleviation. Therefore, the following assumption is put forward.

H2(b): There exists a significant positive relationship between tourism souvenir making skills and Kazakh women's willingness to participate in tourism poverty alleviation.

(3) Performance skills of folk song and dance

The unique ethnic song and dance play a facilitating role in the development of tourism. Kazakh people are passionate, ebullient, and good at dancing and singing. Therefore, the following assumption is put forward.

H2(c): Ethnic song and dance performance skills have a significant positive impact on Kazakh women's willingness to participate in tourism poverty alleviation.

3. Perception of poverty alleviation through tourism

(1) The government attaches great importance to tourism poverty alleviation

The government performs a positive role in the process of poverty alleviation through tourism in both ways. First of all, the government has formulated policies and regulations to provide software support for tourism poverty alleviation. Second, it improves infrastructure and provides hardware support for tourism poverty alleviation. Therefore, the following assumption is put forward.

H3(a): The government's emphasis on tourism poverty alleviation has a significant positive impact on Kazakh women's willingness to participate in tourism poverty alleviation.

(2) Accuracy of tourism poverty alleviation

At present, targeted poverty alleviation by tourism lacks accuracy in mostly areas of China, and the phenomenon of "helping the rich but not the poor" has emerged, which further widens the gap between the rich and the poor, and inhibits the enthusiasm for local community residents to participate in tourism poverty alleviation. Therefore, the following assumption is put forward.

H3(b): Tourism poverty alleviation accuracy has a significant positive impact on Kazakh women's willingness to participate in tourism poverty alleviation, that is, the higher the accuracy of tourism poverty alleviation, the stronger the willingness to participate in tourism poverty alleviation.

(3) Employment environment for poverty alleviation through tourism

The employment environment for poverty alleviation through tourism is an important factor that affects the tourism employment decision. It includes employment safety environment, employment humanistic environment and employment stability. Female employees are more sensitive to job security environment and humanistic environment. Therefore, the following assumption is put forward.

H3(c): Tourism poverty alleviation employment environment has a significant positive impact on Kazakh women's willingness to participate in tourism poverty alleviation.

(4) Economic income of tourism poverty alleviation

The economy of Xinyuan County is relatively backward, and the employees are more sensitive to salary. Therefore, the following assumption is put forward.

H3(d): The economic income of tourism poverty alleviation has a significant positive impact on Kazakh women's willingness to participate in tourism poverty alleviation.

4. Family environment

(1) The degree to which the family hinders women's decision of going out to work

Kazakh people believe in Islam which preaches the traditional idea of "men are in charge of the outside affairs, and women are in charge of the interior affairs". Such ideology, to a certain extent, prevents Kazakh women from going out to participate in employment. Therefore, the following assumption is put forward.

H4(a) The degree to which the family hinders women's decision of going out to work has a negative impact on Kazakh women's willingness of employment.

(2) Distance between the residence and the scenic spot

The farther the distance between the residential area and the scenic spot, the weaker perception of tourism development[19], and the lower possibility for local community residents to participate in tourism employment. At the same time, the farther the distance from the residence to the scenic spot, the higher the cost of tourism employment. Therefore, the following assumption is put forward.

H4(b): The distance between the residence and the scenic spot has a significant negative impact on Kazakh women's willingness to participate in tourism poverty alleviation.

(3) Health status of parents

The health status of parents is closely related to Kazakh women's migrant work. Kazakh believe in Islam, and show high respect for the elderly. If their parents are not in good health, Kazakh women will choose to stay at home to take care of their parents. Therefore, the following assumption is put forward.

H4(c): There is a significant positive relationship between parents' health status and Kazakh women's willingness to participate in tourism poverty alleviation, that is, if their parents are healthy, Kazakh women will have strong willingness to participate in tourism poverty alleviation.

(4) Number of children in the family

The national family planning policy stipulates that the nationality with more than one million people and less than ten million people can have one more child than the Han nationality. Many Kazakh families will raise 2-3 children, which will also prevent Kazakh women from going out to work. Therefore, the following assumption is put forward.

H4(d): The number of family children has a significant negative impact on Kazakh women's tourism poverty alleviation willingness, that is, the more the number of family children, the weaker the willingness for Kazakh women to help the poor through tourism.

(5) Per capita cultivated land area

The cultivated land area of Xinyuan County is about 800,000 mu, and the per capita cultivated land area of farmers and herdsmen is about 2. 5 mu. Generally speaking, the more cultivated land, the higher the family's economic income, and the lower the possibility for them to engage in poverty alleviation through tourism. Therefore, the following assumption is put forward.

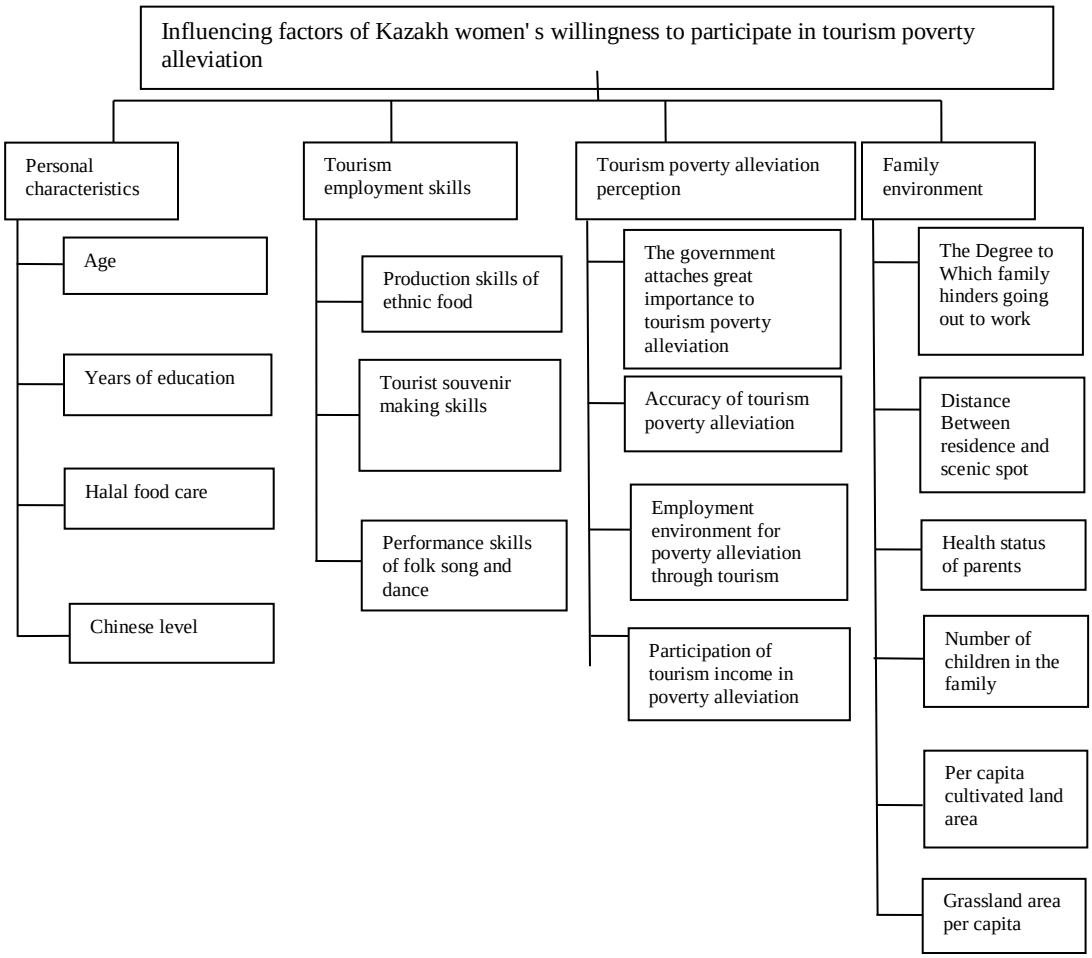
H4(e): There is a significant negative relationship between per capita cultivated land area and Kazakh women's willingness to participate in tourism poverty alleviation.

(6) Per capita grassland area

Kazakh is a traditional nomadic nationality. Xinyuan County has 7,616,600 mu of the best natural grassland in Xinjiang and even in the whole country. The per capita grassland area of each farmer and herdsman is about 15 mu. Generally speaking, the larger the grassland area and the more the livestock raised by family, the better the family's economic income, and the lower the possibility for them to engage in poverty alleviation through tourism. Therefore, the following assumption is put forward.

H4(f): Per capita grassland area has a significant negative relationship with Kazakh women's willingness to participate in tourism poverty alleviation.

Based on the above hypotheses, the theoretical model is established as below.



4. Research methods and date

(1) Research model

According to above analysis and hypotheses, considering that some explanatory variables are assigned to zero, it is not suitable to apply the logistic model. Given that the sample data basically conforms to normal distribution, Probit model analysis seems to be more suitable. Probit model is one of the important models in econometric nonlinear analysis, and is often applied to the study of labor transfer[20]. This paper classifies and processes the data of Kazakh women's employment intention, and classifies the survey results of (very willing) and (relatively satisfied) into the (willing) category with the value of 1, while the results of (general), (unwilling) and (very unwilling) are classified into the (unwilling) category as the reference frame with the value of 0. This transformation can not only reduce the demand for large sample size of 5 point categorical variable regression model, but also meet the model's requirements for binary dependent variables and improve the accuracy of data analysis among variables in this model. According to the results of the survey data, the factors influencing the willingness to participate in tourism poverty alleviation are complex and diverse. This paper uses a set of variable X to explain the influencing factors of Kazakh women's willingness to participate in tourism poverty alleviation. The relationship function is as follows:

Y (willingness to participate in tourism poverty alleviation) = f (personal characteristics, tourism employment skills, tourism poverty alleviation perception, family environment) + random disturbance.

The Probit model of Kazakh women's willingness to help the poor through tourism can be established

as follows:

$$Prob(Y_i = 1 | X_i) = \Phi(\alpha_0 + B_1 X_1 + B_2 X_2 + B_3 X_3 + B_4 X_4 + \varepsilon_n)$$

$$= \Phi(\alpha_0 + \beta_{11} x_{11} + \cdots + \beta_{1n} x_{1n} + \beta_{21} x_{21} + \cdots \beta_{2n} x_{2n} + \beta_{31} x_{31} + \cdots \beta_{3n} x_{3n} + \beta_{41} x_{41} + \cdots \beta_{4n} x_{4n} + \varepsilon_n)$$

In the formula, $\mathrm{Prob(Y=1|\ X_i)}$ represents the probability of Kazakh women's tourism employment, and X_i is the independent variable vector which mainly stands for personal characteristic variable, or tourism employment skill variable, tourism poverty alleviation perception variable and family environment variable. $X1n$ is the nth independent variable under the first independent variable vector, α_0 is the constant term, β_{1n} is the Probit regression coefficient of the nth independent variable under the first independent variable vector, and ξ_n is the disturbance term that excludes the influence of other independent variables.

(2) Research data

The research team visited Xinyuan County during August 5-August 22 and October 11-October 27 in 2016. Three villages were randomly selected from each township, and 20 women from poor families (aged over 18 and under 60) were randomly selected from each village. The questionnaire was divided into four parts: (1) demographic characteristics (2) tourism employment skills (3) tourism poverty alleviation perception (4) family environment. The Likert Scale was used to express the degree of problem perception. The questionnaire was compiled in the Kazakh language. The questionnaire was divided into two groups, composed of teachers and students of Xinjiang University Tourism College. Each group was equipped with two Kazakh teachers and students to ensure the convenience of data acquisition. Each group was equipped with a supervisor. In case that any questionnaire was found to be inconsistent or incomplete, the respondents were required to fill in it again. Considering the authenticity and privacy of the data obtained, all interviews and surveys were conducted at the home of the interviewees. The Cronbach' s α of the questionnaire was 0. 763, indicating the good reliability of the questionnaire, and the KMO value was 0. 712, indicating the good validity of the questionnaire. A total of 660 questionnaires were distributed and 632 were recovered. 610 questionnaires were valid, with an effective rate of 92. 42%. The influencing variables and corresponding descriptions are as shown in Table 1.

5. Results and analysis

(1) Sample descriptive statistics

According to the analysis shown in the demographic characteristics table (Table 2), Kazakh women aged under 25 accounted for 11.7%, and 36.1% of the Kazakh women were 25-35 years old, 35.6% were over 35-45 years old, and 16.5% were over 45-60 years old. The educational background of the respondents was generally low, with junior high school education and primary school education accounting for 72.2%, 14.6% and 13.2%, respectively. In terms of marital status, there are more married women, accounting for 84.2%. In terms of health level, 83.6% of the respondents are in good health. In terms of willingness to participate in tourism poverty alleviation, 49.5% of the respondents chose to participate in tourism poverty alleviation-related work, 38.5% of the respondents chose to be ordinary, 8.6% of the respondents had no willingness, and the proportion of respondents who were very unwilling and very willing were 0.9% and 2.4%, respectively. Among those who are willing to participate in tourism poverty alleviation, most of the respondents chose to set up stalls in scenic spots, accounting for 25.9%, followed by 23.9% of respondents who chose scenic spots, and 17.1% of respondents who chose to run restaurants by themselves. The number of people who choose to work in scenic spots is relatively small, accounting for 3.9%. The number of people who choose tourism transportation and sell local products is the least, only accounting for 2%.

(2) Model estimation results

In this paper, stata software is used for model operation. To comprehensively analyze the influencing factors of Kazakh women' s willingness to participate in tourism poverty alleviation, stepwise regression method is employed to control the scope of independent variables, and the robustness of regression results is verified. The model is estimated by maximum likelihood estimation method, and heteroscedasticity is corrected by White test equation. Table 3 shows the estimated results.

1. Personal characteristics

"Age (X_{11})"has a negative impact at the 10% significance level, which indicates that the older the age, the weaker the willingness of Kazakh women to participate in tourism poverty alleviation, which

is in consistence with Cheng Mingming' s view that the older the age, the weaker the willingness of the labor force to go out to work [14]. With the growth of age, Kazakh women' s physical health status declined, and their willingness to go out for employment decreased. In the meanwhile, the pressure of supporting the elderly and raising children has increased. Additionally, there are more restrictions on going out to participate in tourism, which is consistent with Xu Bin's view that rural elderly women are more vulnerable to poverty due to their health status and spiritual comfort. With the increase of age, Kazakh women' s labor ability decreases, their physical function declines, their dependence on their spouses and their children increases, and they are more bound to participate in tourism [15].

"Education years (X_{12})" has not passed the significance test. Although the income effect of rural education, especially women' s education, is stronger in poor areas [16], there is no relationship between Kazakh women's willingness to participate in tourism poverty alleviation and their education years. The reasons are presented as follows. Firstly, the tourism industry is still a labor-intensive industry, and the education level of migrant workers is not high. Second, the labor competitiveness of Uyghur women with higher education level is enhanced, the scope of employment options is increased, and the probability of engaging in tourism industry is reduced.

This is consistent with the conclusion of Li Guangming's research that "Halal diet care degree(X_{13})" exerts a significant negative impact on Uygur rural labor force's migrant work [17]. The main reason may be that Kazakh women in Xinyuan county go out to participate in tourism. Their working places are basically near their homes, and rarely go out of Xinjin. Therefore, "Halal diet care degree(X_{13})" has not become an obstacle to the willingness of poverty alleviation through tourism.

"Chinese Level (X_{14})" has a positive impact at the 5% significance level, indicating that the better the Chinese level, the stronger the willingness of Kazakh women to participate in tourism poverty alleviation. This is consistent with Su Hai's view that poverty alleviation needs to improve women' s development ability [18]. As a tourist destination with strong Kazakh customs, Xinyuan County attracts a lot of tourists at home and abroad. The ability of Chinese communication has become an important condition for tourism employment. A large number of Kazakh women have low willingness to go out for poverty alleviation.

2. Personal employment skills

"National food production skills (X_{21})" showed a positive impact at the 10% significance level. Kazakh women who have the skills of making ethnic food are the first choice to sell special food, restaurants and farmhouse entertainment in scenic spots. The survey demonstrates that the proportion of Kazakh women choosing self-employed restaurants for tourism employment is approximately 17. 1%.

"Tourism souvenir making skills (X_{22})" has a positive impact at the 10%significance level. The survey shows that stall management is the first choice for Kazakh women in tourism employment, accounting for 25. 9%. In recent years, Xinyuan county has actively developed ethnic tourism souvenirs, which has stimulated Kazakh women's enthusiasm in making tourist souvenirs and greatly alleviated the employment pressure of women.

The factor of "performance skills of ethnic song and dance(X_{23})" has not passed the significance test. The main reasons may be firstly Kazakh has always been a singing and dancing nation. No matter what industry Kazakh women are engaged in, it will not affect their enthusiasm for singing and dancing. Secondly, some tourism industries need practitioners with ethnic singing and dancing skills. However, the demand is still small.

3. Tourism employment perception

"The government at aches great importance to poverty alleviation through tourism (X_{31})" has a positive impact at the 10% significance level, suggesting that the government' s attention positively promotes the local Kazakh women' s willingness to participate in tourism poverty alleviation. In recent years, the government of Xinyuan County attaches great importance to the development of tourism industry. The local tourism industry has been developed continuously and stably. The characteristics of high efficiency and strong correlation of tourism deeply influence the economic and social life of local residents.

"Tourism poverty alleviation accuracy (X_{32})" has a positive impact at the 10% significance level, which indicates that the more accurate Kazakh women perceive tourism poverty alleviation, the stronger their willingness to participate in tourism poverty alleviation. This accords to Li Fanghua's view that the targeted poverty alleviation policy has greater potential to drive women to participate in labor from the long-term development trend [19]. Based on the survey, the perceived value of tourism poverty alleviation accuracy in Xinyuan county is

only 2.12. In the future, the government should continue to improve the accuracy of tourism poverty alleviation and increase the willingness to participate in tourism poverty alleviation.

"Tourism poverty alleviation employment environment (X_{33})" shows a positive impact at the 5% significance level, which indicates that the better the tourism employment environment, the stronger the willingness to participate in tourism poverty alleviation. The survey shows that approximately 62. 4% of Kazakh women consider that tourism is unstable and obvious in low and peak seasons. When they have jobs in peak season and are dismissed in off-season, and their social status is not high, they are not willing to engage in tourism employment, which is consistent with the search conclusion of Korea Sheng et al [23].

"Income from participating in tourism Poverty Alleviation (X_{34})" has a positive impact at the significance level of 1%. In the survey, 59.2% of Kazakh women think that tourism employment income is higher than other industries. The employment of Kazakh women in Xinyuan county is currently still in the primary stage, and economic income is still an important factor affecting Kazakh women' s employment.

4. Family environment

At the significant level of 5%, the degree of "family hindering going out to work(X_{41})" showed a negative impact. The traditional thought of "men are in charge of the outside world, and women are in charge of the interior" is relatively serious. In the meanwhile, as the Kazakh believe in Islam, drinking is prohibited according to the Koran' s canon. Numerous Kazakh unilaterally consider that tourism employment is mostly done in hotels, Therefore, Kazakh women are not allowed to go out to participate in tourism employment.

The "distance between residence and scenic spot (X_{42})" showed a negative impact at the 10% significance level, meaning that the closer the distance between the residence and the scenic spot, the stronger the willingness of Kazakh women to help the poor by tourism. There is a long distance between the residence and the scenic spot. Firstly, it costs a lot for Kazakh women to participate in tourism employment. Secondly, it is less affected by tourism industry, so they have a vague perception of tourism employment. As a consequently, they will not choose tourism industry for employment.

The significant level of "parents' health (X_{43})" showed a positive impact at the 10% significant level, indicating that if the elderly in the family are in poor health and need to be taken care of, Kazakh women are less willing to travel to provide help for the poor.

The significant level of "family children (X_{44})" showed a negative impact at the 10% significant level, indicating that the number of family children is large, Kazakh women need to take care of their children, and the willingness to participate in tourism poverty alleviation is small.

The main reason for the "per capita cultivated land area (X_{45})" has not passed the significance test. The main reason may be the agricultural economic income benefit is recently low. Meanwhile, the tourism industry in Xinyuan county has developed rapidly, and the tourism industry has shown considerable economic benefits. Even if the Kazakh family with more cultivated land area, women' s willingness to participate in tourism poverty alleviation work will exist.

The "per capita grassland area (X_{46}) " showed a negative effect at the significant level of 10%. This is not consistent with Yang ali' s view that owning grassland or cultivated land resources can gradually accumulate funds for poor farmers and herdsmen as well as promote poor farmers and herdsmen to participate in tourism poverty alleviation [24]. The main reasons are presented as follows. Firstly, Kazakh families with large grassland area breed more cattle and sheep. Secondly, the family with large grassland area has higher economic income.

6.Conclusion and Enlightenment

(1) Conclusion

This paper investigates 660 Kazakh women' s willingness to participate in tourism poverty alleviation and its influencing factors in 33 villages of Xinyuan county. According to the obtained results, 49. 5% of the respondents chose to participate in the tourism poverty alleviation related work, 38. 5% of the respondents chose to be ordinary, 8.6% of the respondents said they were not willing, and the proportion of the respondents who were very unwilling and very willing were 0.9% and 2. 4% respectively. The influencing factors of Kazakh women' s employment intention include Chinese level, ethnic food making skills, tourist souvenir making skills, government' s attention to tourism poverty alleviation, economic income from participating in tourism poverty alleviation, family support for working out, and parents' health level. Age, tourism poverty alleviation accuracy, tourism poverty alleviation employment environment, the distance between residence and scenic spot, the number of family children and per capita grassland area showed negative effects. In addition, education

years, Halal diet care degree, singing and dancing skills, per capita cultivated land area, etc. did not pass the significant test.

(2) Enlightenment

According to the research conclusion, in order to improve Kazakh women' s willingness to participate in tourism poverty alleviation, there are the

following enlightenment:

At first, we should popularize Chinese learning and eliminate the language communication barriers of Kazakh female employees. The government should popularize the Chinese learning of ethnic minorities through various channels, improve their language communication ability and enhance the competitiveness of tourism employment.

Secondly, we should change the traditional concept of employment. In addition, we should break away from the traditional mode of thinking that men are superior to women and put an end to gender discrimination in employment. We should strengthen the publicity of tourism employment image and change Kazakh women' s misconception that tourism employment status is low and their income is low.

Thirdly, we should increase learning and training to enhance the skills of Kazakh women in poverty alleviation through tourism. Ethnic food production skills and souvenir making skills exert a significant positive impact on Kazakh women' s willingness to participate in tourism poverty alleviation. Moreover, the government can help expand the business model of Kazakh tourism products and increase the economic benefits of Kazakh tourism products.

Finally, it is necessary to improve the accuracy of tourism poverty alleviation and increase the benefits of tourism poverty alleviation. In the survey, a lot of Kazakh women in Xinyuan county think that there is unfair distribution of tourism income, and tourism poverty alleviation is not conductive to the real poor community residents. The government should accurately identify the object of tourism poverty alleviation, implement the way of tourism poverty alleviation, establish tourism poverty alleviation security mechanism as well as enhance the accuracy of tourism poverty alleviation.

It should be noted that the present study only investigates the willingness of Kazakh women to participate in tourism poverty alleviation in Xinyuan County, and does not make a comparative analysis with other ethnic groups or regions. In the future, different cases can be chosen to compare the willingness factors of Kazakh women to participate in tourism poverty alleviation, or compare the influencing factors of Kazakh women and Han women' s willingness to participate in tourism poverty alleviation with the aim to find out the common points and special points.

Questionnaire

Dear ladies,

Hello! We are the "research team of Kazakh women 's willingness to participate in tourism poverty alleviation". In order to further understand Kazakh women' s willingness to tourism employment, we specially launched this questionnaire survey. Thank you very much for participating in the survey as a representative of Kazakh women and providing your real ideas. I hope you can get your strong support and cooperation. This survey is anonymous, and the data is processed by the background. We are very honored to listen to you. Thank you for your kind cooperation!

1. Your age

A. 18 to 25 B.25 to 35 C.35 to 45 D.45 to 60

2. Your education background

A. uneducated B. primary school C. junior high school D. senior high school or technical secondary school E. junior college or above

3. Your marital status

A. married B. unmarried

4. How healthy are you

A. very bad B. not good C. general D. good e. very good

5. Per capita annual income of your family

A. 1000 and below B.1000 to 2000 C.2000 to 4000 D.4000 and above

6. Would you like to engage in tourism?

A. very unwilling B. not willing C. generally D. willing E. very willing

7. Which of the following ways of tourism employment would you like to engage in?

A. Operating restaurants and hotels B. setting up stalls in scenic spots C.Hotel Service

D. tourism transportation E. scenic area staff F. tour guide g. sales of local products H. other tourism work

8. Distance between residence and scenic spot

A. less than 2 km b.2-5 km c.5-10 km d.10 km

9. Why do you think you can't get a job in tourism

A. lack of education level B. age factor C. no professional skills D. not proficient in Chinese

10. What do you think are the main problems in tourism employment

A. low wages B. large amount of labor C. higher employment requirements D. low tourism status

11. The impact of your Chinese Proficiency on Tourism Employment:

A. very small B. small C. general D. large E. very large

12. The impact of your skills in making Kazakh food on Tourism Employment:

A. very small B. small C. general D. large E. very large

13. The impact of your skills in making tourist souvenirs on Tourism Employment:

A. very small B. small C. general D. large E. very large

14. The impact of your skills of playing and singing ethnic musical instruments on Tourism Employment:

A. very small B. small C. general D. large E. very large

15. The influence of parents' health on tourism employment:

A. very small B. small C. general D. large E. very large

16. The influence of halal food care on tourism employment:

A. very small B. small C. general D. large E. very large

17. What do you think is the level of tourism employment income

A. very low B. low C. general D. high E. very high

18. What do you think is the employment environment of tourism industry

A. very bad B. not good C. general D. good e. very good

19. The accuracy of tourism poverty alleviation policy

A. very low B. low C. general D. high E. very high

20. The government attaches importance to the degree of poverty alleviation through tourism

A. very low B. low C. general D. high E. very high

21. The attitude of family members supporting poverty alleviation and employment through tourism

A. very low B. low C. general D. high E. very high

22. The per capita cultivated area of your family is ( ) mu.

23. The per capita grassland area of your family is ( ) mu.

24. The number of children in your family is ( ).

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Tables

Table 1. **Statistical characteristics of variables**

	variable	Mean	Standard deviation	Estimated impact	Variable interpretation
characteristics	Tourism poverty alleviation willingness (Y)	0.46	0.393		1=willing to travel for employment 0=unwilling to travel for employment
	Age (X_{11})	27.56	7.323	（-）	minimum age = 18, maximum age=60
	Years of education (X_{12})	6.8	2.872	（+）	minimum number of years of study = 0, maximum number of years of study = 18
	Halal food care level (X_{13})	3.87	0.782	（-）	Don't care about 1-2-3-4-5 Vry much
	Chinese level (X_{14})	2.13	0.673	（+）	Very poor 1-2-3-4-5 Very good
Tourism employment skills	National characteristic food production skills (X_{21})	3.64	0.583	（+）	Very poor 1-2-3-4-5 Very good
	Tourist souvenir making skills (X_{22})	3.76	0.676	（+）	Very poor 1-2-3-4-5 Very good
	National song and dance performance skills (X_{23})	3.87	0.525	（+）	Very poor 1-2-3-4-5 Very good
Tourism poverty alleviation perception	The government attaches great importance to tourism poverty alleviation (X_{31})	2.82	0.724	（+）	Very poor 1-2-3-4-5 Very good
	Accuracy of poverty alleviation by tourism (X_{32})	2.79	0.678	（+）	Very poor 1-2-3-4-5 Very good
	Tourism poverty alleviation employment environment (X_{33})	3.62	0957	（+）	Very poor 1-2-3-4-5 Very good
	Economic income from participating in tourism poverty alleviation (X_{34})	3.62	1.231	（+）	Very poor 1-2-3-4-5 Very good
family environment	Degree of family hindrance from going out to work (X_{41})	2.11	0.663	（-）	Very support 1-2-3-4-5 Very Unsupported
	Distance between residence and scenic spot (X_{42})	15	39	(-)	1: 0-5 kilometers, 2: 5-10 kilometers, 3: 10-15 kilometers, 4: 15-20 kilometers, 5: over 20 kilometers
	Parental health (X_{43})	0.86	0.865	（+）	Healthy or dead = 1, Unhealthy = 0
	Number of children in the family (X_{44})	1.9	0.562	（-）	minimum number of children = 0, maximum number of children = 5
	Per capita arable land area	2.5	0.427	（-）	1: 0-1 mu, 2: 1-2 mu, 3: 2-3 mu, 4: 3-4 mu, 5: 4 mu or more
	Grassland area per capita	15	22	（-）	1: 0-5 mu, 2: 5-10 mu, 3: 10-15 mu, 4: 15-20 mu, 5: 20 mu or more

Table 2. **Statistical table of variables**

Variable	Category	Proportion
Age	18≤year<25	11.7%
	25≤year<35	36.1%
	35≤year<45	35.6%
	45≤year<60	16.5%
Education level	Primary school education	45.3%
	Junior high school education	26.9%
	High school or technical secondary school	14.6%
	College or above	13.2%
Marital status	Married women	84.2%
	Unmarried women	15.8%
Health level	good	83.6%
Willingness to participate in tourism poverty alleviation	Very willing	2.4%
	be willing	49.5%
	commonly	38.5%
	unwilling	8.6%
	Very reluctant	0.9%

Table 3. **regression results of influencing factors of tourism employment**

variable	Model 1	Model 2	Model 3	Model 4
Age (X_{11})	-0.0021★ (-1.723)	-0.0032★ (-1.692)	-0.0025★ (-1.733)	-0.0026★ (-1.811)
Years of education (X_{12})	0.0354 (0.527)	0.0278 (0.348)	0.0302 (0.631)	0.0352 (0.525)
Halal food care level (X_{13})	-0.1262 (-1.042)	-0.2012 (-0.783)	-0.1983 (-0.637)	-0.2111 (-1.031)
Chinese level (X_{14})	0.2362★★ (2.183)	0.2362★★ (1.952)	0.2561★★ (2.038)	0.2581★★ (2.107)
National characteristic food production skills (X_{21})		0.0221★ (1.753)	0.0268★ (1.885)	0.0251★ (1.769)
Tourist souvenir making skills (X_{22})		0.0456★ (1.877)	0.0458★ (1.910)	0.0458★ （1.683）
National Song and Dance Performance Skills (X_{23})		0.0521 （0.226）	0.0625 （0.189）	0.0632 (0.351)
The government attaches importance to tourism poverty alleviation (X_{31})			0.0033★ (1.839)	0.0033★ (1.701)
Accuracy of poverty alleviation by tourism (X_{32})			0.0588★ (1.899)	0.0623★ (1.750)
Tourism poverty alleviation employment environment (X_{33})			0.0423★ (1.682)	0.0425★ (1.771)
Participating in tourism poverty alleviation economic income (X_{34})			0.3681★★★ (4.637)	0.3761★★★ (3.920)
Degree of family hindrance from going out to work (X_{41})				-0.2211★★ (-2.153)
Distance between residence and scenic spot (X_{42})				-0.0587★ (-1.807)
Health of parents (X_{43})				0.0258★ (-1.621）
Number of children in the family (X_{44})				-0.2241★ （-1.906）
Per capita arable land area (X_{45})				0.3520 （0.728）
Grassland area per capita (X_{46})				-0.2452★ （-1.809）
_cons	-12.3452★ （-1.903）	-11.4551★ （-1.739）	-11.3456★ （-1.699）	-11.5677★ （-1.820）
Log likelihood	-3456.22	-3428.15	-3352.16	-3524.13
McFadden R-squared	0.3452	0.3678	0.4123	0.4225
N	615	615	615	615

(Note:★★★,★★, ★are significant at 1%, 5% and 10% levels respectively)