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A Study on the Correlation among Social Interaction, Career Self-Efficacy and Well-Being of Employees in Rural Tourism

Xia YU¹, Yunjian ZHENG², Xiaofeng SU³, Qiujiu ZHENG⁴

Abstract

Rural areas gradually become modern people in cities taking good care mentally and physically due to the pressure in life or the memory of past life in rural areas. Rural tourism and vacation in rural areas are therefore gradually preferred by city people. With the effect of financial crises in past years, a lot of people become dissatisfied with the life. Well-being would have a person present joy, content, and rich psychological feelings. Countries in the world expect to create well-being cities for the people's well-being. Aiming at rural tourism employees in Fujian Province, total 380 copies of questionnaire are distributed, and 287 valid copies are retrieved, with the retrieval rate 76%. The research results are expected to provide reference for the development of sustainable rural tourism of governmental departments and businesses to achieve the sustainable development of life, production, and ecology in rural areas.

Keywords: rural tourism, social interaction, career self-efficacy, well-being, social status, social support.

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Introduction

National life standards are enhancing in past years, and the government has regarded tourism industry as a major development direction to rapidly grow the number of national tourists. Various tourist attractions are crowded on holidays to create infinite business opportunities in tourist attractions and the surrounding spots. In order to snatch maximal profits, relevant travel agencies' large development results in resource destruction and even cause irreversible damage. Along with the emergence of tourism industry, a lot of negative impacts are generated, such as ecological damage, environmental pollution, loss of traditional culture, and moral bankruptcy, while most beneficiaries are foreign consortia or those with economic advantage in the society. People therefore start to think of the overall negative impact of tourism. Rural areas gradually become modern people in cities taking good care mentally and physically due to the pressure in life or the memory of past life in rural areas that rural tourism and vacation in rural areas are gradually preferred by city people. City people visit rural areas with distinct appearance from city landscapes to change the mind and relax physical and mental nervousness. Agriculture and rural areas are the major places with natural and cultural landscapes and ecological environment. When the people seek for being far away from noise and approach pure and natural recreational environment, the landscapes in rural areas present such a mission to provide the people with tourism places. Natural ecology and landscapes in rural areas create good opportunities for rural tourism. Without the appearance in rural areas, rural tourism would lose the meaning and would have city people engage in rural tourism in other rural areas. Being affected by financial crises in past years, a lot of people are dissatisfied with the life. Well-being provides people with joy, content, and rich psychological feelings that well-being cities are created in various countries in the world in order to offer the people with well-being. In this case, governments should pay attention to factors in national well-being, in addition to the growth of GDP. The promotion of life well-being, including people with residence, fair income, environmental quality, and educational opportunity, could enhance people's hope of future life. The prevalence of rural tourism has more youngsters returning hometown to engage in rural tourism. The correlations among social interaction, career self-efficacy, and well-being of employees in rural tourism are therefore studied, expecting to provide reference for the development of sustainable rural tourism of governmental departments and businesses to achieve the sustainable development of life, production, and ecology in rural areas.

Literature review

Lu *et al.* (2017) referred social interaction to the public interaction under publicly agreed and obeyed behavior standards; such interaction played different roles with distinct individual social status. Yilmaz, Gul, & Engur (2018) indicated that social interaction involved in various complicated relationship in politics, economy, culture, and life, including family relationship and interpersonal relationship. Rees (2018) defined social interaction as the involvement in one or more than two people, where the involved persons were not mutually affected and not limited to physical interaction, letters, telephones, and networks were covered, and interactive relationship, interpersonal relationship, and social activity among people were a part of interaction. Ditcheva, Schallhorn, & Batista (2018) mentioned that social interaction researchers paid attention to the production of meaningful social interaction experience in social interaction processes and the generation of such social interaction experience. Social interaction referred to the process of two or more than two movers mutually affecting each other. Kim & James (2019) pointed out employees' career self-efficacy and social interaction with significantly low positive correlations as "career planning", "collection of livelihood information", and "self-assessment of ability and personality". Brauer & Proyer (2018) pointed out correlations between employees' social interaction and career self-efficacy, moderate correlations between trust and communication quality, and low correlations with alienation. Family support provided great motive for employees; either physical assistance or information provision and emotional comfort could have employees make progress on the career efficacy. Accordingly, the following hypothesis is inferred.

H1: Social interaction shows positive relations with career self-efficacy.

Gao *et al.* (2017) regarded career self-efficacy as individual confidence in successfully completing a task in the career development process, as individual belief or evaluation of career ability and behavioral performance to directly affect the ambition setting, activity selection, and continuous performance on coping behavior. Isik & Cengiz (2018) indicated that the idea of career self-efficacy was evolved from general self-efficacy as individual belief in being willing to face problems, particularly encountering obstacles, in distinct situations. Orben & Dunbar (2017) indicated that ones with high career self-efficacy showed better attitude and tolerance and could better present the real interests in the career choice as well as more career choices than employees with low self-efficacy. On the contrary, those with low self-efficacy would more easily be anxious about self-career and lack self-confidence to appear uncertainties and hesitation on career choice. Akün (2017) pointed out positive correlations between employees' self-efficacy and well-being that the design of self-efficacy related activity could enhance well-being. Maitya, Dassb, & Kumar (2018) proposed

positive correlations among adolescents' social support, self-efficacy, and well-being and remarkable predictability of adolescents' self-efficacy of well-being. Jungnickel (2018) explained moderate correlations between Amis self-efficacy and psychological well-being as various existing knowledge, skills, and experience in Ami culture that the accumulation of individual intrinsic efficacy could achieve the effect of psychological well-being. From above literatures, the following hypothesis is inferred..

H2: Career self-efficacy reveals positive relations with well-being.

Ting & Ho (2017) regarded well-being as overall psychological feelings, individual overall emotional and cognitive evaluation of life satisfaction and psychological feelings resulted from the mutual effect between personality traits and environment, including happiness, content, and pleasure; distinct well-being would appear according to individual needs. Haidar *et al.* (2018) considered that the feeling of well-being allowed an individual finding out and understanding the value and meaning of existence to acquire content. Rasmussen (2018) regarded notably positive correlations of social interaction type, number, frequency, and degree of participation with well-being; in other words, the higher social interaction could help promote well-being. Taking only-child senior high school students as the samples, Cooper, Loades, & Russell (2018) stated that peer social interaction could explain the variation of psychological well-being; in other words, those with good peer social interactive relationship and good at social in adolescence would not easily appear anxiety and depression and presented higher well-being, which achieved remarkably positive correlations with peer relationship, revealing the better peer social interactive relationship, the better psychological well-being. Nelson *et al.* (2017) mentioned that the society developing good interaction showed great effects on the growth of employees and bad social interactive relationship would result in problematic psychological well-being of employees. According to above literatures, the following hypothesis is inferred.

H3: Social interaction presents positive relations with well-being.

Methodology

Operational definition

Social interaction. Referring to Chang *et al.* (2018), social interaction in this study is divided into following dimensions: (1) *Family interaction:* Family relationship contains family climate, communication, and leisure. Family climate presents direct and indirect effects on personality. In terms of direct effects, it affects individual unique behavior and life adjustment; (2) *Peer interaction:* The status and power of both parties in peer interaction process is equal and the give and

get is about the same. Peer interactive relationship, also named social relationship or partnership, is a type of interpersonal relationship, referring to the mutual relationship between an individual and peers; (3) *Superior interaction*: It refers to the loop of superiors and employees delivering and receiving message from the opposite party through verbal or non-verbal explicit behavior and continuously dynamic mutual effects to form the communication between both parties.

Career self-efficacy. Referring to Guo (2018), career self-efficacy in this study contains the following dimensions: (1) *Self-evaluation*: Being able to clearly state the reasons for personal ambition and select department or occupation suitable for personal ability; (1) *Problem solving*: Being able to find out solutions and being capable of solving problems when encountering frustration at work; (2) *Making plan*: Knowing how to make plans to acquire a favorite job vacancy.

Well-being. Referring to Ha & Jue (2018), well-being is divided into two dimensions in this study: (1) *Emotional well-being*: including the cognition to measure positive emotion and overall life satisfaction; (2) *Positive functioning*: containing psychological well-being and social well-being.

Research sample and object

Fujian Province highly stresses on the protection and development of traditional villages, insists in culture as the core, digs out the value of village culture, enhances the integrated development of culture and tourism, and creates a road for rural revitalization by retaining nostalgia in countryside. Meanwhile, it integrates tourism programs for satisfying people's demands for beautiful life, positively creates exquisite rural tourism routes and rural tourism projects, positively guides the development of country house industry, and largely develops multiple programs and services to satisfy tourists' diverse needs for consumption. Supporting service systems of labels and toilets are further completed to promote the comprehensive service for the development of rural tourism. Aiming at rural tourism employees in Fujian Province, as the experimental objects, total 380 copies of questionnaire are distributed, and 287 valid copies are retrieved, with the retrieval rate 76%.

Reliability and validity test

Validity refers to a measurement tool being able to measure what a researcher intends to measure. Validity is generally divided into content validity, criterion-related validity, and construct validity. The questionnaire items in this study are referred to domestic and international research that the questionnaire presents certain content validity. The overall structure causality of social interaction, career self-efficacy, and well-being is tested with linear structural relations model, and the data entry is based on the correlation coefficient matrix of above observed variables. The linear structural relations model analysis results reveal that the overall model fit reaches the reasonable range that it shows favorable convergent

validity and predictive validity. Item-to-total correlation coefficients are used for testing the construct validity of the questionnaire content, i.e. reliability analysis, and the calculated item-to-total correlation coefficients are applied to judge the content. The item-to-total correlation coefficients of the dimensions in this study are higher than 0.7, revealing certain construct validity of the dimensions.

To further understand the reliability and validity of the questionnaire, reliability and validity analyses are preceded. The higher Cronbach's α reveals the better reliability. According to the standard, the formal questionnaire is developed, and the measured Cronbach's α appears in 0.75~0.90, apparently conforming to the reliability range.

Results and discussion

LISREL model indicator

LISREL (linear structural relation) model, combining factor analysis and path analysis in traditional statistics and added simultaneous equations in econometrics, could simultaneously calculate multiple factors and causal paths. The model fit could be evaluated from preliminary fit criteria, overall model fit, and fit of internal structure of model.

The research data are organized in *Table 1*. Preliminary fit, internal fit, and overall fit of the model are explained as below. The complete model analysis results, *Table 1*, show that three dimensions of social interaction (family interaction, peer interaction, superior interaction) could significantly explain social interaction ($t > 1.96$, $p < 0.05$), three dimensions of career self-efficacy (self-evaluation, problem solving, making plan) could remarkably explain career self-efficacy ($t > 1.96$, $p < 0.05$), and two dimensions of well-being (emotional well-being, positive functioning) could notably explain well-being ($t > 1.96$, $p < 0.05$). Apparently, this model presents good preliminary fit.

In regard to internal fit, social interaction presents positive and significant correlations with career self-efficacy (0.851, $p < 0.01$), career self-efficacy shows positive and remarkable correlations with well-being (0.824, $p < 0.01$), and social interaction also reveals positive and notable correlations with well-being (0.836, $p < 0.01$) that H1, H2, and H3 are supported.

The overall model fit standards $\chi^2/DF=1.386$, smaller than the standard 3, and $RMR=0.003$ reveal proper χ^2/DF and RMR results. Furthermore, chi-square is sensitive to sample size that it is not suitable for directly judging the fit. However, the overall model fit standards $GFI=0.982$ and $AGFI=0.925$ are higher than the standard 0.9 (the closer GFI and $AGFI$ to 1 showing the better model fit) that this model presents better fit indices.

Table 1. Overall linear structural model analysis

evaluation item	parameter/evaluation standard	result	t	
preliminary fit	social interaction	family interaction	0.702	13.46**
		peer interaction	0.683	11.27**
		superior interaction	0.696	12.38**
	career self-efficacy	self-evaluation	0.657	8.33*
		problem solving	0.672	10.26**
		making plan	0.665	9.15*
	well-being	emotional well-being	0.722	15.69**
positive functioning		0.714	14.75**	
internal fit	social interaction→career self-efficacy		0.857	33.45**
	career self-efficacy→well-being		0.842	27.81**
	social interaction→well-being		0.872	38.29**
overall fit	X2/Df		1.424	
	GFI		0.977	
	AGFI		0.935	
	RMR		0.005	

Note: * stands for $p < 0.05$, ** for $p < 0.01$, and *** for $p < 0.001$.

Theoretical model discussion

The overall research results are shown in *Figure 1*. Path coefficients achieves the significance are denoted with solid line, while those do not reach the significance are displayed with dotted lines. Clearly, the path coefficients of all variables achieve the significance, revealing that such path coefficients reach convergent validity, conforming to the basic requirement for an analysis model. The model fit in this study is therefore verified that the research model conforms to the theory and presents validity.

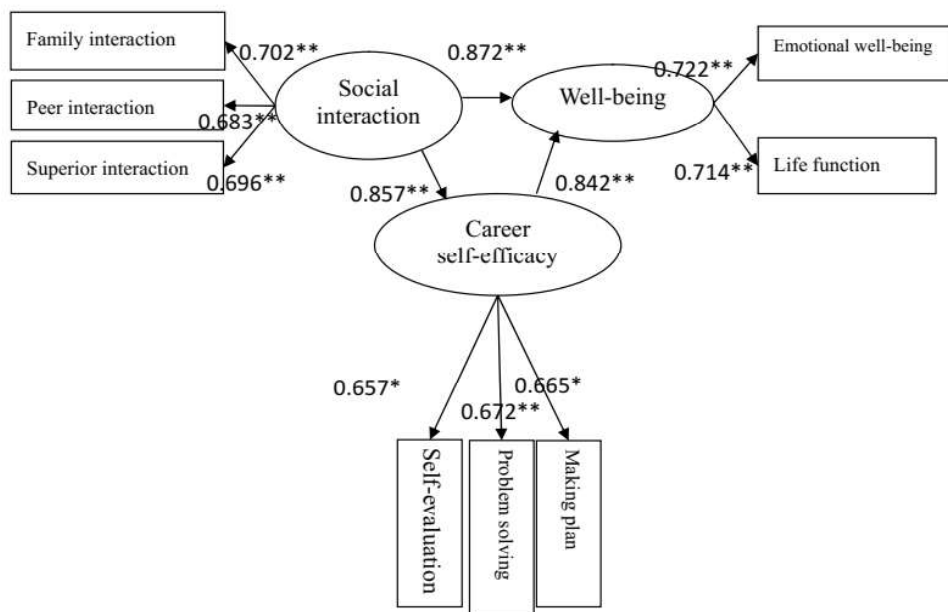


Figure 1. Path Analysis

Table 2. Hypothesis test

research hypothesis	correlations	empirical result	P	result
H1	+	0.857	P<0.01	supported
H2	+	0.842	P<0.01	supported
H3	+	0.872	P<0.01	supported

Conclusion

The research results reveal that social interaction would affect career self-efficacy of employees in rural tourism and employees with good family interaction show higher career self-efficacy on self-evaluation, problem solving, and making plan. Career self-efficacy would affect well-being, showing that employees with stronger self-evaluation, problem solving, and making plan present better emotional well-being and positive functioning and would improve the evaluation of well-being. Social interaction could directly affect well-being, revealing that employees getting well along with family members and friends would consider applying social interaction to win interpersonal relationship and be emphasized. Good superior relationship could largely affect employees' growth to show better well-being. Good working environment in social interactive relationship would actually affect career self-efficacy of employees in rural tourism organizations and

the higher career self-efficacy would enhance well-being after referring to most social interaction contents.

Suggestions

From the research results and findings, following practical suggestions are proposed in this study.

1. In order to enhance employees' well-being, rural tourism businesses could hold small activities, e.g. unions, sports, painting, reading clubs, parent-child interaction, and hiking on holidays, to enrich employees' spirits and social interaction as well as pay attention to employees' interpersonal relationship and personal career goals to enhance employees' career self-efficacy and well-being.
2. Managers in rural tourism businesses should interact more with employees, cultivate emotions, and assist in the problems at work or in private as much as possible so that employees regard getting along with superiors as a motive, rather than pressure. It could help employees establish career self-efficacy and enhance well-being.
3. In addition to complete the human resource systems in departments, rural tourism businesses could test candidates' social interaction and personality in the recruitment, encourage and create working environment and climate suitable for social interaction, and build friendly working environment to enhance employees' career self-efficacy to have employees become the stable power to promote various policies in the organization.

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