

COMMUNITY CITIZENSHIP BEHAVIORS IN ISLAND TOURISM: INSIGHTS FROM RESIDENTS' PERCEIVED BENEFITS

COMPORTAMENTOS DE CIDADANIA COMUNITÁRIA NO TURISMO INSULAR: PERSPECTIVAS A PARTIR DOS BENEFÍCIOS PERCEBIDOS PELOS RESIDENTES

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Abstract

Since 2004, the CPC Central Committee has issued the No. 1 Document for 20 consecutive years, focusing on "farmers, agriculture, rural areas." The "No. 1 Document" has become a proper noun that highlights rural issues, and "farmers, agriculture, rural areas" have become important issues in China under the new era of rapid economic development. This essay deals with the issues of "farmers, agriculture, rural areas" that need to be solved urgently in Zhoushan island area. Zhoushan Archipelago boasts a beautiful combination of blue skies, clear seas, golden beaches, and a profound cultural heritage of Guanyin. With its rich tourism resources, the tourism industry has flourished, which has also driven the development of rural communities, as well as employment and income growth for residents. Community citizenship behaviors of residents in rural island tourism destinations play a significant role in enhancing community governance outcomes, shaping high-quality visitor experiences, and showcasing a positive rural spiritual civilization. This doctoral dissertation explores the community citizenship behaviors of residents in island tourism, focusing on the insights gained from their perceived benefits. The study begins by examining the theoretical framework that links residents' perceived benefits to their willingness to engage in community citizenship behaviors. Through a mixed-methods approach, including surveys and in-depth interviews, data were collected from residents of several island destinations. The findings reveal that residents who perceive

Resumo

Desde 2004, o Comitê Central do Partido Comunista Chinês (PCC) vem publicando o "Documento Nº 1" por 20 anos consecutivos, com foco em "agricultores, agricultura e áreas rurais". O "Documento Nº 1" tornou-se um nome próprio que destaca as questões rurais, e "agricultores, agricultura e áreas rurais" passaram a ser temas importantes na China, no contexto da nova era de rápido desenvolvimento econômico. Este ensaio aborda as questões relacionadas a "agricultores, agricultura e áreas rurais" que precisam ser resolvidas com urgência na região da ilha de Zhoushan. O arquipélago de Zhoushan possui uma bela combinação de céu azul, mar límpido, praias douradas e uma profunda herança cultural de Guanyin. Com seus ricos recursos turísticos, a indústria do turismo floresceu, o que também impulsionou o desenvolvimento das comunidades rurais, bem como o crescimento do emprego e da renda dos residentes. Os comportamentos de cidadania comunitária dos residentes em destinos turísticos rurais insulares desempenham um papel significativo na melhoria dos resultados da governança comunitária, na formação de experiências de alta qualidade para os visitantes e na demonstração de uma civilização espiritual rural positiva. Esta tese de doutorado explora os comportamentos de cidadania comunitária dos residentes no turismo insular, com foco nas percepções obtidas a partir dos benefícios que eles percebem. O estudo começa examinando o marco teórico que vincula os benefícios percebidos pelos residentes à sua disposição de se engajar em comportamentos de cidadania



significant economic, social, and cultural benefits from tourism are more likely to exhibit positive behaviors that contribute to the community's well-being and sustainable tourism development. The study identifies key factors such as personal gain, empathetic understanding, and place identity that influence these behaviors. Additionally, the research highlights the importance of effective communication and engagement strategies by local authorities and tourism stakeholders to enhance residents' perceived benefits and foster a sense of community ownership. The dissertation concludes with recommendations for policymakers and practitioners to develop programs that align tourism development with the preservation of local traditions and environmental sustainability, ultimately enhancing the quality of life for residents and the attractiveness of the destination for tourists.

Keywords: Community Citizenship Behaviors. Perceived Tourism Benefits. Residents' Community Identity. Community Residents' Attitudes. Island Rural Destination Community.

comunitária. Por meio de uma abordagem de métodos mistos, incluindo pesquisas e entrevistas em profundidade, foram coletados dados de residentes de vários destinos insulares. Os resultados revelam que os residentes que percebem benefícios econômicos, sociais e culturais significativos decorrentes do turismo são mais propensos a exibir comportamentos positivos que contribuem para o bem-estar da comunidade e o desenvolvimento sustentável do turismo. O estudo identifica fatores-chave, como ganho pessoal, compreensão empática e identidade do lugar, que influenciam esses comportamentos. Além disso, a pesquisa destaca a importância de estratégias eficazes de comunicação e engajamento por parte das autoridades locais e dos atores do turismo para aumentar os benefícios percebidos pelos residentes e fomentar um senso de pertencimento à comunidade. A dissertação conclui com recomendações para formuladores de políticas e profissionais para o desenvolvimento de programas que alinhem o desenvolvimento do turismo com a preservação das tradições locais e a sustentabilidade ambiental, melhorando, em última instância, a qualidade de vida dos residentes e a atratividade do destino para os turistas.

Palavras-chave: Comportamentos de Cidadania Comunitária. Benefícios Percebidos do Turismo. Identidade Comunitária dos Residentes. Atitudes dos Residentes da Comunidade. Comunidade de Destino Rural Insular.

1 INTRODUCTION

1.1 Background

The No. 1 Document of the CPC Central Committee is the first document issued by the CPC Central Committee every year, usually released at the beginning of the year. Following this, other departments and governments at all levels in various provinces and cities will issue a series of related opinions accordingly to guide the implementation of the No. 1 Document. Since 2004, the CPC Central Committee has issued the No. 1 Document for 20 consecutive years, focusing on "farmers, agriculture, rural areas."

The "No. 1 Document" has become a proper noun that highlights rural issues, and "farmers, agriculture, rural areas" have become important issues in China under the new era of rapid economic development.

In recent years, with the deepening understanding of environmental protection and sustainable development, the Chinese government has begun to focus on rural ecological protection and the promotion of rural tourism. Extensive practices in rural tourism development have proven that tourism development can stimulate local economic growth. The National Tourism Administration capitalized on this trend and launched "China Rural Tourism" in 2006 and "China's Harmonious Urban-Rural Tourism" in 2007, greatly promoting the development of rural tourism. Rural tourism has gradually become an important engine for promoting the development of new rural communities, attracting more urban residents to rural areas, and driving the growth of rural economies. With its unique ocean scenery, folk culture, and other attractions, China's coastal areas have experienced rapid development in island leisure tourism, making it a popular destination for rural tourism. Practice has proven that the rise and development of island leisure tourism can help improve the local industrial structure of the fishing-rural rural communities, increase income channels for farmers, restore the inheritance and protection of marine culture in the fishing-rural rural communities, create a good appearance for the fishing-rural rural communities, enhance cultural identity and cultural confidence in the fishing-rural rural communities, and continuously improve the living environment of the fishing-rural rural communities through tourism development. It also provides them with opportunities to broaden their horizons, enhance their abilities, and indirectly improves the ability of democratic management in the fishing-rural rural communities, laying a solid foundation for creating new rural communities.

1.2 Research questions and objective

The research questions for this study is:

1. How can the development effects of island tourism be evaluated from the perspective of residents' perceived benefits?

2. Is there a significant relationship between residents' perceived tourism benefits, community identity, residents' attitudes and their community citizenship behaviors, such as Helping Behavior, Protecting Behavior, Keeping Interpersonal Harmony, Involving Behavior and Recommending Behavior?
3. How do residents' perceived tourism benefits affect their community citizenship behaviors, such as Helping Behavior, Protecting Behavior, Keeping Interpersonal Harmony, Involving Behavior, and Recommending Behavior?

The main objectives of this study is:

1. To evaluate the development effects of island tourism based on residents' perceived benefits, and understand how these benefits reflect the overall impact of tourism development on the community.
2. To investigate the significant relationships between residents' perceived tourism benefits, community identity, residents' attitudes, and their community citizenship behaviors (e.g., Helping Behavior, Protecting Behavior, Keeping Interpersonal Harmony, Involving Behavior, and Recommending Behavior).
3. To analyze how residents' perceived tourism benefits influence their community citizenship behaviors, including Helping Behavior, Protecting Behavior, Keeping Interpersonal Harmony, Involving Behavior, and Recommending Behavior.

1.3 Significance of the study

For instance, Zhoushan Archipelago, as a significant island tourism destination in China, faces unique challenges and opportunities due to its distinctive natural landscapes and local cultural context. Currently, research on Zhoushan island tourism and rural community development is relatively scarce, with a notable absence of studies focused on community residents' behaviors based on their perceived benefits. This research gap limits our comprehensive understanding of the synergies between island tourism and community development and fails to provide sufficient reference for policymakers and tourism managers. Therefore, research on community residents' behaviors based on perceived benefits is not only of considerable academic value but also has practical significance. It can offer valuable insights for future studies on the collaborative

development of Zhoushan island tourism and rural communities, while also providing theoretical support for policy-making and practical applications.

This article aims to improve the evaluation system for the effectiveness of island tourism development from the perspective of residents' perceived benefits. By examining the significant relationships between residents' perceived tourism benefits, community identity, residents' attitudes, and their community citizenship behaviors, this study seeks to refine measurement dimensions and clarify the interplay between island tourism and community development. This approach will help leverage island tourism as a tool for advancing rural community development and more effectively addressing the challenges specific to island areas.

The study not only offers a fresh perspective on evaluating contemporary island tourism development but also provides a rational assessment and optimization of the existing co-development model between island tourism and community development. By doing so, it offers valuable insights for promoting high-quality development in both island tourism and rural community construction. This research holds significant theoretical value in addressing island tourism issues and advancing the overall progress of rural communities.

2 LITERATURE REVIEW

2.1 Underpinning theory

The emergence and formation of tourism impact phenomena (issues) are closely related to the people involved in tourism, which mainly include: tourists as the main body of tourism; local residents in tourist destinations, an important component of the tourist object that tourists encounter; and the tourism intermediary between the tourist subject and object, that is, various social individuals and groups such as tourism operators and managers who provide services to tourists (Lin, 2016).

Social Exchange Theory, initially developed by Homans (1961), provides a framework for understanding individual behavior in social interactions through the assessment of costs and benefits.

Social identity theory (SIT), proposed by Henri Tajfel and John Turner in the 1970s, states that individuals classify themselves and others into different social groups, such as ethnic, religious, or professional relationships, which in turn influence their identity and behavior (Tajfel,2010).

According to Oliver (1980), satisfaction is defined as the emotional response resulting from a comparison between the perceived performance of a product or service and the expectations of the individual. This comparison can either meet, exceed, or fall short of the expectations, influencing the overall level of satisfaction.

Stakeholder theory, pioneered by Freeman (1984), provides a comprehensive framework for understanding the interaction between organizations and their stakeholders.

In 1915, American sociologist Frank Farrington published the book "Community Development: Making Small Towns More Livable and Business-Friendly," which first introduced the concept of community development (Yan,2014).

In 1973, the renowned theoretical physicist Hermann Haken from West Germany established the theory of synergy (Haken,2001). Synergy Development Theory focuses on the benefits that arise when different entities collaborate, leading to outcomes that exceed the sum of their individual contributions.

The "Cognition-Affect-Intention" Relationship Theory extends our understanding of the interplay between cognitive evaluations, emotional responses, and behavioral intentions, offering valuable insights into how individuals form and act on their intentions.

2.2 Residents' perceived tourism benefits

Residents' perceived tourism benefit refers to the subjective evaluation and perception of various benefits brought about by tourism development. (Nunkoo & Ramkissoon, 2013).

2.3 Community identity

Community identity is grounded in self-categorization theory, which posits that people categorize themselves into social groups to form their self-concept (Tajfel, 2010).

2.4 Resident attitude

It refers to the emotional expression of residents towards the visitation of tourists and the development of rural tourism. In recent research, the concept of Resident Attitude has been increasingly recognized for its impact on community dynamics and tourism development. Joo *et al.* (2021) define resident attitude as the set of perceptions and evaluations that individuals hold regarding tourism and its effects on their local community, emphasizing how these attitudes can influence support for tourism initiatives and overall community satisfaction. Rua (2020) further investigate the relationship between resident attitudes and community resilience, illustrating that positive attitudes towards tourism can enhance community cohesion and adaptability in the face of economic changes.

2.5 Community citizenship behavior

It stems from organizational citizenship behavior, characterized by spontaneous and positive actions. In recent years, the concept of Community Citizenship Behavior (CCB) has been explored in various contexts, reflecting its importance in enhancing community well-being and cohesion. Wu *et al.* (2022) emphasize that CCB includes actions such as Helping Behavior, Keeping Interpersonal Harmony, Involving Behavior, Protecting Behavior and Recommending Behavior, which contribute to the overall functionality and harmony of a community. This study highlights the role of CCB in fostering positive interactions between residents and visitors, noting that proactive behaviors by residents, such as Helping and Involving Behavior, significantly enhance community spirit and tourism experiences.

2.6 The hypothesized relationship

Tourism activities can have a dual impact on residents' environmental benefits. Positive effects include improvements in public facilities and security services, while negative impacts may include social issues or safety hazards associated with increased tourism (Kim & Lee, 2022). Therefore, assessing safety perception is crucial not only for understanding the impact of tourism on the community but also for guiding safety management and community protection in tourism development (Smith & Liu, 2023).

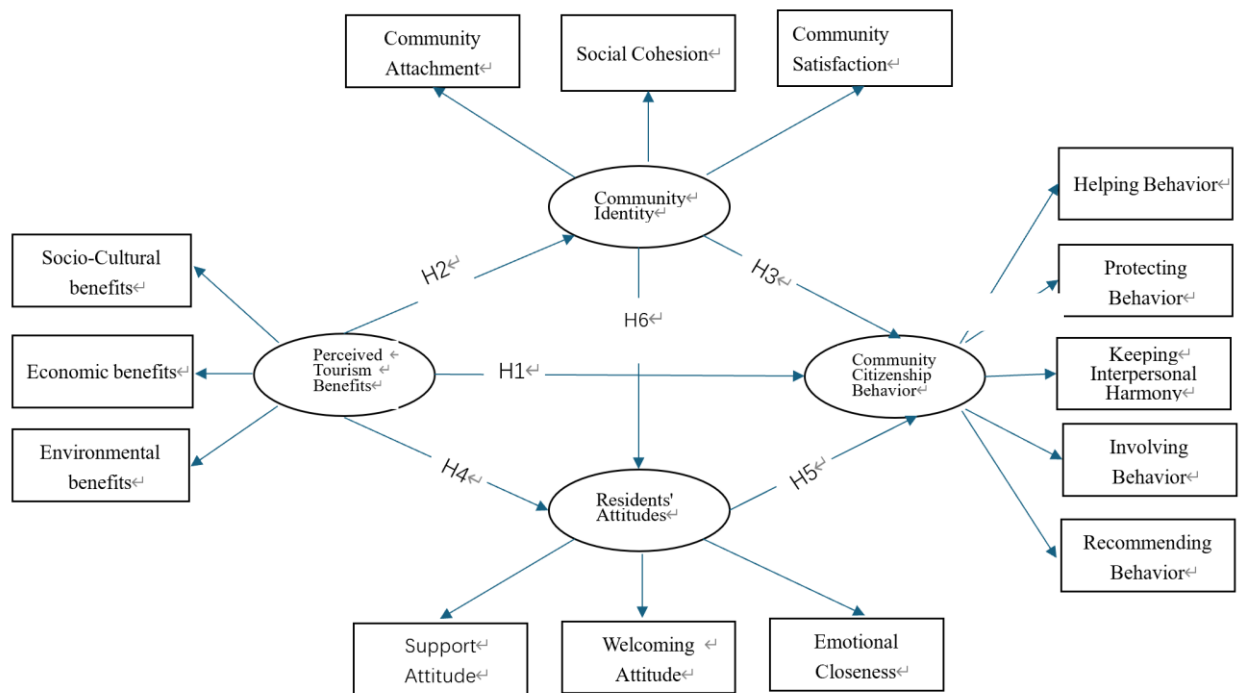
An increase in residents' well-being often reflects the overall social benefits of tourism, such as enriched community culture and improved living environments (Wang & Zhang, 2022). Enhanced well-being also indicates positive progress in community development (Jones & Miller, 2023). Thus, measuring well-being can serve as an important indicator of the long-term effects of rural tourism on community development. For instance, increased economic benefits can enhance the integration and utilization of community resources, thereby promoting rural community development and improving residents' quality of life (Davis & Roberts, 2024).

2.7 Research framework

This study takes the perspective of residents' perceived tourism benefits in island tourism destinations as the starting point, introducing variables such as community identity, residents' attitudes, and community citizenship behavior, to explore the impact of residents' perceived tourism benefits on community citizenship behavior.

The conceptual framework has one independent variables which is perceived tourism benefits. The mediating variable are community identity and resident attitude, and the dependent variable is community citizenship behavior. The variables are measured with items that capture multiple dimensions of the concepts. The framework is as below.

Figure 1
Conceptual framework



3 METHODOLOGY

3.1 Research design

The proposed study will use a mixed-method research design, collecting data with both an interview and a cross-sectional survey design.

3.2 Quantitative approach

3.2.1 Population

Neuman (2000) stated that the target population is the units in the population that the researcher wishes to target for study. The research selected the residents of Nansha Fishery and Rural Community in Zhujiajian, Zhoushan, as the primary subjects of study. According to the results of the Seventh National Population Census, the total population

of Nansha Fishery and Rural Community is 5,028, with 1,848 households. Among them, the male population is 2,551, and the female population is 2,477, indicating a relatively balanced gender ratio. The number of elderly people aged 60 and above in the community is 728, showing a certain degree of aging trend. In addition, the community also pays attention to and guarantees the lives of needy families, with 39 households identified as minimum living security households.

3.2.2 Sample

Convenience sampling is regarded as a non-probability sampling technique that attempts to obtain a sample of convenient elements. It is arbitrary (nonrandom) and subjective, and the respondents are selected because they happen to be in the right place at the right time (Malhotra, 2002). In determining absolute sample size, statisticians have developed tables that can assist in determining sample size and the degree of confidence that the findings from the study reflect the whole population. Krejcie & Morgan (1970) provides researchers with sample size when the population number is known. So, the target sample size of this research is 384 respondents.

3.2.3 Data collection

For ethical reasons, researchers must obtain the consent of the relevant departments and parties, such as the tourism bureau, village committees, and neighborhood committees, before conducting investigations. This ensures that investigations follow ethical guidelines and maintain the integrity of the research process. The study was conducted on a survey APP in China.

3.2.4 Data analysis

Statistical analysis is the processing and analysis of all kinds of data, which is scientific and strict. It is mainly realized by SPSS and AMOS data analysis software. SPSS software is used to conduct descriptive statistical analysis, reliability and validity and exploratory factor analysis on the collected questionnaire data, and determine the

measurement dimension of each variable. AMOS software was used to conduct confirmatory factor analysis and validity test of the conceptual model, and the correlation between perceived tourism benefits and Community Citizenship Behavior of residents.

3.3 The qualitative study

The interviewees will be from the tourism industry, such as experts, government officials and tourists. In total, 10 people associated with the travel industry will be interviewed.

Data will be collected through semi-structured interviews. During the interview, we will ask the interviewees the following questions: Q1. How did you learn about this tourist destination and what is the main purpose of your visit? Q2. How would you describe your overall experience, including accommodation and activities? Q3. What do you think is the impact of your visit on the local community? Q4. Have you interacted with local residents? If so, how would you evaluate these interactions? Q5. What suggestions or feedback do you have for the improvement of this tourist destination? Q6. What motivated you to choose this particular destination over others? Q7. How would you rate the quality of local facilities and services (e.g., transportation, restaurants, attractions)? Q8. In what ways do you think your visit has contributed to the local economy? Q9. How likely are you to recommend this destination to others, and why? Q10. How do you perceive the balance between tourism development and environmental conservation in this area? Q11. Did you experience any challenges or issues during your visit? If so, please describe them. Q12. How well do you think the tourism development aligns with the preservation of local traditions and heritage?

3.3.1 Process of collecting interview data

Qualitative research often involves conducting interviews, where the purpose of the dialogue is to obtain in-depth responses from participants on specific topics. Therefore, this study employs semi-structured interviews to collect qualitative data from experts, government officials and tourists. Each semi-structured interview lasts approximately 60 minutes. All interviews will be recorded verbatim. The transcriptions

of the interviews will then be coded using qualitative data analysis software NVivo, through open, axial, and selective coding processes. Data analysis is ongoing; I begin the process of coding and analyzing data as soon as some is collected. The research findings are used to guide further data collection efforts.

3.3.2 Analyzing data

The coding scheme is classified into different themes related to impacts of motivations, perceived value, satisfaction, and behavioral intentions, and these themes should relate to the research objectives. The interviews are fully transcribed and then subjected to open, axial, and selective coding using the qualitative data analysis software NVivo.

3.4 Ethical consideration in research

Adhering to research ethics not only ensures the security and privacy of the respondents but also promotes the trustworthiness and credibility of the research findings. This includes maintaining confidentiality, anonymity, voluntary participation, etc. The researcher must take appropriate measures to secure the personal data and information provided by the respondents. I not only uphold the rights and well-being of the respondents but also contribute to the overall ethical framework of the research community.

4 RESULTS

This chapter focuses on analyzing data collected from questionnaires in Zhoushan, China. To analyze the data, the research used Statistical Package for Social Sciences (SPSS) version 26.0 for Windows and AMOS version 26.0.

4.1 Data entering and coding

4.1.1 Response rate

Out of the 400 surveyed, 335 completed questionnaires were obtained and subsequently used for data analysis. The rate is 83.75%.

4.1.2 Data coding and missing values

For each item, frequencies, minimum values, and maximum values were checked to ensure the accurate transfer of data. As the data collection process utilized a surveying application, respondents were required to fill in all fields, thereby eliminating missing values.

4.2 Assessment of data

Normality is assessed by inspecting data distribution with tools like histograms, normal probability plots. Detection techniques may involve analyzing a correlation matrix, computing variance inflation factors (VIF), or examining tolerance values.

The table below displays the skewness and kurtosis measures for the variables under consideration in this research. The findings indicate that normality concerns are non-existent, as all values for skewness and kurtosis are within the acceptable thresholds of ± 2.0 .

Table 1

Descriptive Analysis of Skewness and Kurtosis value for Each Variable

Independent Variable	Skewness	Kurtosis	Conclusion
Perceived Tourism Benefits	.822	1.005	normal distribution
Community Identity	.105	-.006	normal distribution
Residents' Attitudes	.715	-.435	normal distribution
Community Citizenship Behavior	-.097	-.761	normal distribution

4.2.1 Assessment of multicollinearity

A VIF value reaching 10 signals a critical threshold, pointing to potential multicollinearity concerns. The data presented in the following tables reveal that VIF values are all below 3, and tolerance levels exceed 0.1, suggesting that multicollinearity is not problematic in this case.

Table 2

VIFs in the Model

Variable	VIF	Tolerance
Perceived Tourism Benefits	1.927	0.307
Community Identity	1.218	0.172
Residents' Attitudes	2.121	0.487
Community Citizenship Behavior	1.287	0.798

4.2.2 Common method bias

In the current research, Harman's single factor test was applied to assess the possibility of common method bias. With only 29.031% of the variance being explained by a single factor, the results suggest that common method bias is not an issue in this dataset.

Table 3

Results of Harman's Single Factor Test

Component	Extraction Sums of Squared Loadings	
	Total	Percentage of Variance
1	29.031	32.180

4.3 Descriptive data analysis

4.3.1 Descriptive analysis

Descriptive Analysis for Control Variables

The statistics for control variables are reported in the following table.

Table 4

Descriptive Statistics for the Control Variables

Variable	N	Percentage
Gender		
Female	198	58.10%
Male	137	40.90%
Education		
College degree	116	34.60%
Undergraduate degree	179	53.40%
Age		
35-54 years old	209	62.40%

The distribution of participants by gender was reported, with females comprising 198 out of the total sample, accounting for 58.10%. Males constituted 137 of the participants, corresponding to 40.90%. 88% of respondents completed a college education. Most of the visitors are between the ages of 35-54 years old.

Descriptive Analysis for Items Measuring Focal Variables

The following tables shows the zero-order correlation between variables of interests

Table 5

Descriptive Analysis of Zero-order Correlation

	Perceived Tourism Benefits	Community Identity	Residents' Attitudes	Community Citizenship Behavior
Perceived Tourism Benefits	1.000			
Community Identity	0.523	1.000		
Residents' Attitudes	0.513	0.489	1.000	
Community Citizenship Behavior	0.500	0.473	0.464	1.000

4.3.2 Reliability analysis

This study concentrated on achieving alpha values above the 0.6 mark to ensure the reliability of the variables under investigation.

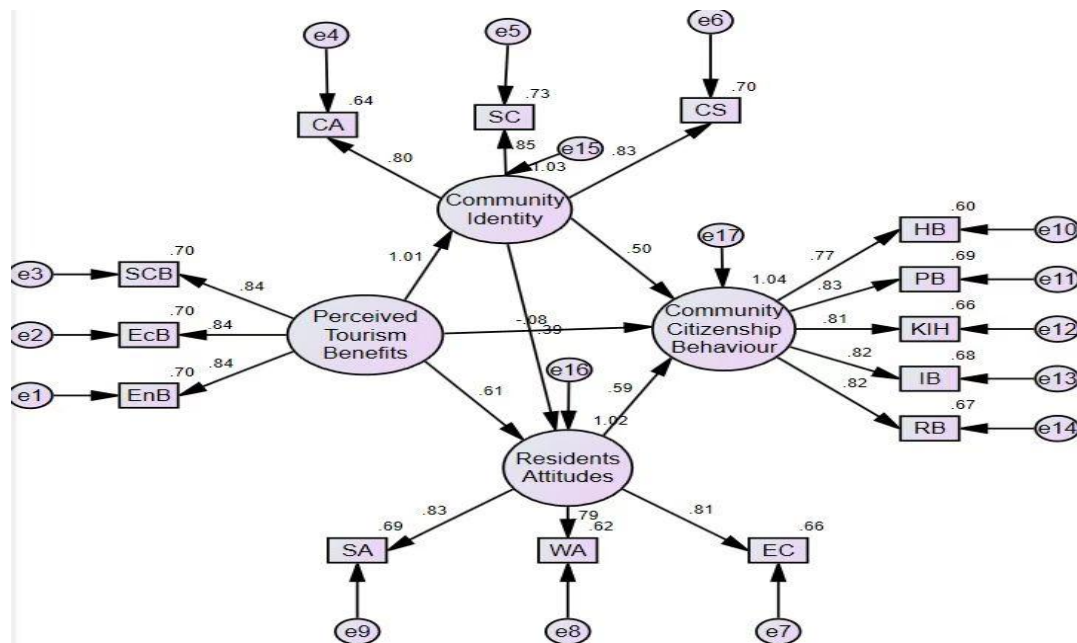
Table 6
Cronbach's Alpha

Variables	alpha
Perceived Tourism Benefits	0.896
Community Identity	0.898
Residents' Attitudes	0.885
Community Citizenship Behavior	0.891

4.4 Analysis of the structural model

After establishing confidence in the measurement model's reliability and validity through analytical means, this study moved on to the subsequent stage of the investigation, which entailed an assessment of the structural model, as outlined by Hair *et al.* (2014).

Figure 2
Results of Path Analysis



In the framework of the structural model, each link between two latent variables signifies a theoretical proposition needing validation.

Table 7*Dependent Variable - Community Identity*

Independent Variable	Coefficient	p-value	Result
Perceived Tourism Benefits	1.01	0.000	Significant

Table 8*Dependent Variable - Residents' Attitudes*

Independent Variable	Coefficient	p-value	Result
Perceived Tourism Benefits	0.61	0.000	Significant

Table 9*Dependent Variable - Community Citizenship Behavior*

Independent Variable	Coefficient	p-value	Result
Perceived Tourism Benefits	0.39	0.000	Significant

The table shows that independent variables have a statistically significant positive effect on perceived value and satisfaction.

Table 10*Dependent Variable - Community Citizenship Behavior*

Independent Variable	Coefficient	p-value	Result
Community Identity	0.50	0.000	Significant
Residents' Attitudes	1.02	0.000	Significant

The table shows that two independent variables have a statistically significant positive effect on behavioral Intention.

Table 11*Indirect Effect*

Independent Variable	Coefficient	p-value	Result
Perceived Tourism Benefits → Community Identity → Community Citizenship Behavior	0.399	0.000	Significant
Perceived Tourism Benefits → Residents' Attitudes → Community Citizenship Behavior	0.613	0.000	Significant

These results highlight the role of perceived value and satisfaction as an important mediator in the relationship between the independent variables and community citizenship behavior.

4.5 Findings based on research hypothesis

The coefficients and p-values indicate that perceived tourism benefits has a significant positive direct effect on community identity and residents' attitudes. Moreover, the results provide evidence for the mediation role of community identity and residents' attitudes in the relationship between the independent variables and community citizenship behavior.

These findings provide robust empirical support for the hypotheses.

1. Perceived tourism benefits direct effect on community identity.
2. Perceived tourism benefits positive direct effect on residents' attitudes.
3. Community identity positive direct effect on community citizenship behavior.
4. Residents' attitudes has a significant positive impact on community citizenship behavior.
5. community identity mediates the relationship between perceived tourism benefits and community citizenship behavior.
6. Residents' attitudes mediates the relationship between perceived tourism benefits and community citizenship behavior.

4.6 Qualitative results

The interview provided valuable insights into the visitor's experience and perceptions at the tourist destination. The participant's decision to visit was influenced by a combination of factors, including recommendations and personal interests. The overall experience was positive, with satisfactory accommodation and activities, but there were areas for improvement, such as transportation and dining options.

The participant recognized both the economic benefits and potential social impacts of tourism on the local community. While appreciating the financial contributions, they also expressed concerns about overcrowding and cultural homogenization. Positive interactions with local residents enhanced the experience, suggesting opportunities for further cultural engagement.

Suggestions for improvement included enhancing infrastructure and promoting sustainable practices to ensure long-term viability. The participant was likely to

recommend the destination due to its unique attractions and friendly locals. They emphasized the importance of balancing tourism development with environmental conservation and preserving local traditions.

Overall, the insights highlighted the need for sustainable and culturally sensitive tourism practices to enhance visitor satisfaction and support the local community.

5 DISCUSSION AND CONCLUSION

5.1 Conclusion

The Zhoushan Zhujiajian Nansha Fishing-Rural Community, established on June 15, 2005, is located on the southeast side of Zhujiajian Street in Putuo District, Zhoushan City, Zhejiang Province. Covering an area of 13.38 square kilometers, the community comprises five administrative villages: Wushitang, Dongsha, Siyao, Zeshan, and Miaogen. As a pioneering example of new-type fishing and rural communities in Zhoushan, Nansha Community has significantly contributed to local economic and social development.

This study will use Nansha Community as a case study to explore the impact of island tourism development on community residents' behaviors, with a focus on their perceived tourism benefits. The research will examine how these benefits influence community identity, residents' attitudes, and community citizenship behaviors, including Helping Behavior, Protecting Behavior, Keeping Interpersonal Harmony, Involving Behavior, and Recommending Behavior. Data will be collected through surveys and interviews with permanent residents, tourism practitioners, and tourists, aiming to provide valuable insights and practical recommendations for similar island communities.

5.2 Implications and suggestions

5.2.1 Implications

1. Enhancing Trust and Understanding between Residents and Tourists: Community

citizenship behaviors of residents can strengthen trust and understanding between residents and tourists, thereby improving the resident-tourist relationship.

2. **Improving the Attractiveness and Image of the Tourism Destination:** The active participation and positive behaviors of residents contribute to enhancing the overall attractiveness and image of the destination, making it more appealing.
3. **Enhancing Residents' Sense of Belonging and Pride:** By engaging in community citizenship behaviors, residents can enhance their sense of belonging and pride in their place, leading to more active support and involvement in tourism development.
4. **Promoting Sustainable Tourism Development:** Positive behaviors of residents help promote sustainable development in the tourism destination by maintaining the environment and social order, ensuring the long-term viability of tourism.

5.2.2 Suggestions

1. **Increase Resident Participation and Benefit Sharing:** Governments and tourism planners should encourage residents to participate in the planning and management of tourism and ensure that they can benefit economically and socially from tourism development.
2. **Promote Positive Interactions between Residents and Tourists:** Organize cultural exchange activities and community events to foster positive interactions between residents and tourists, enhancing mutual understanding and trust.
3. **Raise Residents' Awareness and Sense of Responsibility towards Tourism:** Through education and training, improve residents' understanding of the importance of tourism development and enhance their sense of responsibility and mission.
4. **Focus on Residents' Personal Interests and Emotional Needs:** In tourism development, pay attention not only to residents' economic interests but also to their social and emotional needs to motivate their enthusiasm.
5. **Establish Effective Communication and Feedback Mechanisms:** Create effective communication and feedback mechanisms between residents, governments, and

tourism enterprises to promptly understand and address residents' issues and concerns in tourism development.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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