

Residents' participation in rural tourism and interpersonal trust in tourists: The mediating role of residents' perceptions of tourism impacts

Tingting Huo, Feng Yuan, Mingmin Huo, Yuhong Shao^{*}, Sijin Li, Zhiyong Li

School of Tourism, Sichuan University, No. 24 South Section 1, Yihuan Road, Chengdu, 610065, China

ARTICLE INFO

Keywords:

Resident participation
Interpersonal trust
Residents' perceptions
Interpersonal relationship theory
Social exchange theory
Rural tourism

ABSTRACT

Interpersonal trust is a critical psychological factor that reveals the quality of resident-tourist relationship in tourism destinations. However, residents' positive attitudes toward tourists are gradually taken for granted, with research on residents' psychological tendency (i.e., interpersonal trust) in providing tourism services and creating mutually beneficial resident-tourist interaction lagging behind. Based on interpersonal relationship theory and social exchange theory, this study employed a sequential mixed-methods design to examine the formation of interpersonal trust in tourists during resident participation in rural tourism. The dimensions of resident participation (i.e., decision-making, economic, and social participation) and the conceptual model were first identified through qualitative analysis. Subsequently, through the PLS-based structural equation modeling using a sample of 469 residents from Jiuzhai Valley, China, the study suggested that economic and social participation were instrumental in shaping residents' cognitive and affective trust in tourists both directly and indirectly through residents' perceived benefits of tourism. This study offers implications for academia and destination management to promote sustainable tourism development and social harmony against the crisis of trust between residents and tourists caused by the COVID-19 pandemic.

1. Introduction

Local residents take multiple roles in a tourism destination, varying from suppliers to tourists to valuable place ambassadors (Wu, Wu, Li, & Tong, 2022). An overwhelming mass of tourism research has been conducted around residents' attitudes and behaviors, which have been widely considered significant influencing factors of resident-tourist interaction, tourism experience and further destination image (Chen, Hsu, & Li, 2018; Tse & Tung, 2022). Scholars and practical operators have thus increasingly emphasized getting residents involved into the process of tourism development and benefit distribution and even treat such measure as a panacea (Šegota, Mihalič, & Kuščer, 2017). But is that really the case? Continuous resistance activities organized by local residents are acknowledged to have long accompanied the development of rural tourism, with tourists becoming victims of such resistance (Wang & Yotsumoto, 2018). And residents' intolerance against tourists has further grown under the COVID-19 pandemic (Tung & Tse, 2022). Moreover, as noted by Tung and Tse (2022), residents' intolerance or distrust against tourists may spillover to general intolerance against communities, and even threaten the sustainable development of

destinations. As the evidence shows, residents' involvement in the tourism industry does not lead inexorably to residents' positive attitudes toward tourists or good resident-tourist interaction. The effects of resident participation in the tourism industry on harmonious and close resident-tourist relationship remain largely a black box. Hence, this study focuses on resident participation in tourism and its effects in view of residents.

Resident participation in tourism refers to the involvement of local residents into tourism planning and management and benefit acquisition of tourism industry through setting up businesses or getting employment (Ren, Li, Li, & Dang, 2021; Su & Wall, 2015). Whereas, most scholars observed residents through the lenses of tourism planning and development, while largely overlooking residents' involvement into the benefit acquisition of tourism and its influence on residents' attitudes (Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017b; Xu et al., 2019; Šegota et al., 2017). Although Aleshinloye, Woosnam, Tasci, and Ramkissoon (2022), Simpson and Simpson (2016), Woosnam, Dudensing, and Walker (2015) have included residents' involvement in economic benefits of tourism into the analytic framework of the formation of residents' attitudes, little research has systematically operationalized

^{*} Corresponding author.

E-mail address: scu_shaoyuhong@126.com (Y. Shao).

<https://doi.org/10.1016/j.jhtm.2023.02.011>

Received 23 August 2022; Received in revised form 26 December 2022; Accepted 12 February 2023

Available online 17 February 2023

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the specific dimensions of resident participation and partly hindered the empirical examination of its effects. Hence, we develop a multi-dimensional construct of resident participation based on related literature and interview data, including decision-making participation, economic participation and social participation. Decision-making participation refers to residents engaging in the tourism planning and management and sharing their opinions on tourism development (Ren et al., 2021). Economic participation affords residents economic benefits through investment or employment in tourism (Ren et al., 2021). Social participation is residents participating in various socio-cultural activities for tourism promotion and quality improvement (Timothy, 1999; Timothy & Tosun, 2003).

In the context of rural tourism, resident-tourist interaction increases throughout residents “act on a front stage” providing tourism experiences for incoming tourists, wherein trust is acknowledged as one of the most critical outcomes (Levi, 1998). Residents’ participatory behaviors (i.e., getting involved into the process of tourism planning and management or benefit acquisition) accompanied by resident-tourist interaction can potentially promote greater mutual understandings and similar beliefs, further developing trust and solidarity (Woosnam & Norman, 2009). The formation of interpersonal trust between residents and tourists in tourism interactions can be explained by interpersonal relationship theory, which reveals that interpersonal trust is a product of interpersonal relationships (Luo & Zhang, 2016). Interpersonal trust is believed to shape an individual’s beliefs and attitudes toward another in an exchange relationship (McAllister, 1995). It is a lubricant for many societal processes, especially social cooperation (Luhmann, 2012). Understanding interpersonal trust between residents and tourists instead of traditionally limiting the resident-tourist relationship to shallow encounters or “functional exchanges” (Wall & Mathieson, 2006) helps to effectively improve resident-tourist relationship and largely complement and support tourism marketing efforts.

However, research capturing interpersonal trust underlying potentially inextricable resident-tourist relationship is still lagging. Although Park and Tussyadiah (2019) have highlighted the significance of interpersonal trust between residents and tourists, the current focus is on tourists instead of residents. Since residents share the same activity spaces with tourists and can improve the destination’s attractiveness and image for tourists (Presenza, Del Chiappa, & Sheehan, 2013), more research is needed from the residents’ viewpoint. As an essential psychological prerequisite of social cooperation, residents’ interpersonal trust in tourists contributes to boosting resident-tourist relationship, increasing residents’ work efficiency and improving tourists’ tourism experience (Presenza et al., 2013), further promoting the sustainable development of rural tourism. Additionally, trust is a critical factor in underpinning individuals’ attitudes and behaviors and sustaining society in a rapidly evolving event of uncertainty like COVID-19 (Balog-Way & McComas, 2020; Paul, Steptoe, & Fancourt, 2021), especially for tourism destinations which involve numerous interpersonal interactions. Thus, from the perspective of interpersonal relationship theory, this study aims to detect the formation of residents’ interpersonal trust in tourists during residents’ participation in providing different forms of tourism services and creating mutually beneficial interactions.

Furthermore, the two-way interaction between distinct groups can be explained by social exchange theory (SET) (Gannon, Rasoolimanesh, & Taheri, 2020). Perdue, Long, and Allen (1987, 1990) is among the first to introduce SET into the field of tourism and argued that residents who benefit from tourism perceive less negative social and environmental impacts and hold more positive attitudes toward tourism development. Although the outcomes from tourism exchange between residents and tourists are traditionally considered to be related to residents’ attitudes (Tse & Tung, 2022), scholars such as Nunkoo (2015) and Strzelecka and Okulicz-Kozaryn (2018) have further extended SET to explain the formation of more general attitudes (i.e., trust) during the tourism exchange process. Therefore, based on SET, it’s assumed that residents’

interpersonal trust toward tourists is also determined by the outcomes of their interactions with tourists through resident participation, manifesting in perceived benefits and costs of tourism.

Considering the interpersonal relationship theory and the SET theory apply well in explaining the formation of residents’ interpersonal trust, this study employs the two theories to develop the conceptual framework to examine the impact of resident participation on residents’ interpersonal trust, alongside the mediating role of residents’ perceived benefits/costs of tourism. Our primary theoretical contributions are to the resident-tourist interaction research. First, this study enriches the theoretical basis of the resident-tourist interaction literature by introducing residents’ interpersonal trust into the analysis. Existing theoretical perspectives of resident-tourist interaction center on emotional solidarity (Erul & Woosnam, 2021), social representations theory (Monterrubio, 2019), and symbolic interaction theory (Zhang & Xu, 2023), while residents’ interpersonal trust formed in resident-tourist interpersonal interactions has been overlooked. Second, to the best of our knowledge, this study is among the first to adopt a comprehensive perspective to operationalize the multi-dimensional construct of resident participation and empirically evaluates the importance of different dimensions in the view of residents. Different dimensions of resident participation will ultimately produce different levels of residents’ interpersonal trust in tourists. Third, the conceptual model of this study, conducted using interpersonal relationship theory and SET, reveals the direct and indirect effects of decision-making, economic and social participation on residents’ interpersonal trust in tourists alongside residents’ perceived benefits/costs as mediators. The findings emphasize the significance of residents as internal stakeholders in sustaining harmonious resident-tourist relationship and echo the actual trend on the significance of residents’ interpersonal trust for the ‘health’ of destinations in the context of pandemic (Zhou, Ibrahim, & Mohamed, 2022). The findings provide insights for local government and tourism planners on the factors affecting residents’ interpersonal trust in tourists and on ways to improve residents’ satisfaction level, tourists’ tourism experience and loyalty, and further sustainable tourism development and social harmony.

2. Literature review

2.1. Resident participation in tourism

Residents are important participants in developing tourism destinations. As noted by Su and Wall (2015), resident participation in tourism includes participation in decision-making and participation in benefits. Participation in decision-making refers to the participation of community members in tourism planning and management (Ren et al., 2021), while participation in benefits focuses on the benefit acquisition of tourism. Currently, most relevant research focuses on resident participation in decision-making and uses the concept of community participation to explore the behaviors of residents in the decision-making process (e.g., Rasoolimanesh, Ringle, et al., 2017b; Xu et al., 2019). According to Haywood (1988, p. 106), *community participation* is “a process of involving all relevant and interested parties (i.e., local citizens, local government officials, planners, developers, architects, and business people) in such a way that decision making is shared”. Although there is an overlap between resident participation and community participation, the subjects of resident participation and community participation are not the same. Especially in developing countries, residents are usually on the edge of or outside the decision-making process because of a lack of knowledge, capital, and interest (Xu et al., 2019).

According to Li (2006) and Su and Wall (2015), residents mainly benefit from the economic and social aspects of the process of tourism development through corresponding participatory behaviors in these aspects. As for the economic aspect, residents mainly participate in and benefit from tourism development through employment (Li, 2006). For

example, residents engage in different types of jobs related to tourism, such as employees, employers, and government officials, which contributes to increasing direct income and improving the quality of life. In terms of the social aspect, residents' participatory behaviors, such as protecting the environment and receiving professional proficiency training, cannot be ignored. These behaviors enable residents to better understand local tourism development and make them more effective tourism development agents (Timothy & Tosun, 2003). Besides, residents show many discretionary, spontaneous, and supportive behaviors toward tourism (Wu et al., 2022), such as helping tourists and other community members, which helps maintain community harmony, protect tourism resources and improve destination image. Given the broadness of residents' participatory behaviors (Zhang & Xu, 2019), it is necessary to adopt a comprehensive perspective to understand resident participation.

However, although scholars have gradually paid attention to the tourism participation of residents at the economic or social levels (e.g., Ren et al., 2021; Su & Wall, 2015), little research has systematically proposed and operationalized these dimensions (i.e., decision-making, economic, and social participation). Besides, scholars have mainly focused on the impact of resident participation on their perception, attitudes, and behaviors toward tourism (e.g., Orgaz-Agera, Castellanos-Verdugo, Guzmán, Cobea, & Oviedo-García, 2020; Ren et al., 2021; Wang, Dai, Ou, & Ma, 2021; Zhang et al., 2020). For example, Ryu, Roy, Kim, and Ryu (2019) explored the relationship between residents' participation and their perceived benefits of endogenous rural tourism project in Kumbalangi in Kerala, India. Ren et al. (2021) took the ecotourism demonstration villages in western China as examples and investigated whether and how residents' participation in ecotourism influenced their ecological behaviors. It is important to note that rural tourism has a wide effect on residents, and as a result, it can affect a range of more general attitudes including but not limited to interpersonal trust (Chuang, 2011; Wang et al., 2021). As one of the most important potential outcomes of resident-tourist interaction, interpersonal trust can serve as a lubricant for the processes of tourism development. With these issues in mind, it is necessary to explore the relationship between the tourism participation of residents and their interpersonal trust toward tourists.

2.2. Interpersonal relationship theory and interpersonal trust

Scholars (e.g., Deutsch, 1958) began to research *trust* in the 1950s. Since the 1970s, *interpersonal trust* has grown in popularity and has been operationalized and measured (Ramkissoon, 2020; Rempel, Holmes, & Zanna, 1985). Due to the extensive scope that interpersonal trust covers and its multidisciplinary nature, scholars have different views on the definition and research perspectives of this term (Luo & Zhang, 2016). Generally speaking, interpersonal trust refers to “the extent to which a person is confident in and willing to act on the basis of, the words, actions, and decisions of another” (McAllister, 1995, p. 25). Interpersonal trust occurs when two parties feel safe and comfortable in interpersonal interactions and implies the willingness of a party to be vulnerable to others because he or she believes the other party will fulfill the expected commitment (Mayer, Davis, & Schoorman, 1995).

Four theories and perspectives are mainly considered in the studies of interpersonal trust, namely personality trait theory, interpersonal relationship theory, social structure theory, and situational theory (Luo & Zhang, 2016; Xue & Zhai, 2009). First, the personality trait theory regards interpersonal trust as an enduring individual trait and emphasizes individual differences in interpersonal trust (Evans & Revelle, 2008). Second, the interpersonal relationship theory regards interpersonal trust as a result of interpersonal relationships (Lewis & Weigert, 1985; Mayer et al., 1995). It focuses on the impact of interpersonal interaction between the two parties on interpersonal trust (Li & Hsu, 2018). Third, the social structure theory treats interpersonal trust as a social phenomenon and pays attention to the effects of social factors on

interpersonal trust from a macro level (Luo & Zhang, 2016). Fourth, the situational theory considers interpersonal trust under the features of the specific situation (Thielmann & Hilbig, 2015).

Among these theories, interpersonal relationship theory has its unique advantage in explaining the formation of interpersonal trust in interpersonal interactions. On the one hand, interpersonal trust is a social phenomenon involving at least two people and inherently derived from social interaction (McAllister, 1995), which echoes the interpersonal relationship theory that conceptualizes interpersonal trust at the relational level. As noted by Luo and Zhang (2016), interpersonal relationship theory emphasizes the socialized nature of interpersonal trust and overcomes the shortcomings of personality traits and situational perspectives. On the other hand, the interpersonal relationship theory considers the relationships at the micro level rather than the macro level adopted by the social structure perspective, which contributes to understanding the complicated relationships between individuals. In this regard, this study adopts the interpersonal relationship theory to reveal the process of interpersonal trust developed by residents toward tourists.

According to interpersonal relationship theory, interpersonal trust is viewed as comprising cognitive trust and affective trust (McAllister, 1995). Cognitive trust is the rational form of trust built upon the trustor's available knowledge and the assessment of the trustee's characteristics, including ability, predictability, and reliability (Johnson & Grayson, 2005). Available knowledge and “good reasons” are the foundations for trust decisions. Affective trust refers to the emotional bonds between the two parties and is featured as a feeling of security and a belief that genuine care and concern are reciprocated (McAllister, 1995). The essence of affective trust is the emotional dependence on the trustee. The relative importance of cognitive and affective trust varies by the type of social relationship, situation, and system (Luo & Zhang, 2016).

Currently, interpersonal relationship theory has been widely used to explore the process of interpersonal trust generated by continuous interaction (Johnson & Grayson, 2005; Luo & Zhang, 2016). In tourism, research on interpersonal trust from the interpersonal relationship perspective mainly focuses on the relationships between tourists and tourism providers. For example, Luo and Zhang (2016) explored how interpersonal trust between couch surfers and couch hosts was built and evolved in virtual communities that include online and offline interactions. Park and Tussyadiah (2019) identified guests' trust in the peer-to-peer platform and propensity to trust as the antecedents of trusting beliefs in hosts. However, little tourism literature explores interpersonal trust developed by residents toward tourists. Although Strzelecka and Okulicz-Kozaryn (2018) have examined the impact of tourism on residents' generalized trust attitudes, the study of residents' interpersonal trust toward tourists still needs further research. From the stakeholder theory perspective, residents and tourists are the main tourism subjects in a destination, and residents' willingness to provide services is crucial to tourism development (Nugroho & Numata, 2020). Residents' interpersonal trust in tourists contributes to boosting resident-tourist relationship, increasing residents' work efficiency, and improving tourists' satisfaction level (Presenza et al., 2013), further promoting the development of local tourism.

2.3. Residents' perceptions of tourism impacts and social exchange theory

Tourism provides a range of distinct benefits to residents as well as negative impacts. In terms of benefits, as a labor-intensive sector, tourism creates many jobs at all levels and provides investment opportunities for residents, thus increasing household incomes and improving the local economy (Dyer, Gursoy, Sharma, & Carter, 2007). Besides, benefits to residents also include social welfare, such as gender equality (Ferguson, 2011) and subjective well-being (Lindberg, Munanura, Kooistra, Needham, & Ghahramani, 2021). As for costs, tourism development can harm society, culture, and environmental aspects, such as the increased cost of living (Gannon et al., 2020), conflicts (Dyer et al.,

2007), and pollution (Lindberg et al., 2021). Given these positive and negative impacts are directly or indirectly related to incoming tourists, residents’ tourism perceptions can affect their acceptance of tourists and support for tourism development (Rasoolimanesh, Ringle, et al., 2017b).

SET has been widely used to frame the two-way interaction between distinct groups (Gannon et al., 2020). SET is described as “a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation” (Ap, 1992, p. 668). According to SET, one exchange party evaluates another party’s trustworthiness based on the positive and negative outcomes that emerge from the relationship (Nunkoo, 2015). Perdue et al. (1987, 1990) is among the first to introduce SET into the field of tourism to explain the exchange of resources between individuals and groups. To be specific, when residents perceive that the tourism benefits based on interaction with tourists outweigh its costs, they are inclined to develop interpersonal trust toward tourists (Gannon et al., 2020). On the contrary, if the benefits of tourism development are surpassed by the costs, residents may perceive tourists as a threat to their community and resist the entry of tourists. In this regard, SET provides a suitable theoretical basis for understanding the resident-tourist relationship and the interactions between tourism perceptions and interpersonal trust.

3. Research design

We applied a sequential mixed-methods approach to examine the relationship between resident participation in tourism and their interpersonal trust in tourists. The sequential mixed-methods design combines qualitative and quantitative research and allows “one type of data provides a basis for collection of another type of data” (Mertens, 2019, p. 372). It is helpful to generate complementary views and produce a better understanding of theoretical and practical developments (Venkatesh, Brown, & Sullivan, 2016). Specifically, based on the related concepts of resident participation in the literature, Study 1 employed content analysis to identify and expand the constructs of resident participation through open coding and axial coding of qualitative data. Meanwhile, we proposed the conceptual model of the effect of resident participation on residents’ interpersonal trust in tourists based on interpersonal relationship theory and SET, with the interview data supplementing the proposed hypotheses. In Study 2, the quantitative approach was employed to verify the proposed conceptual model. The overall survey sites included two villages within Jiuzhaigou National Park and nine villages located on the main trunk line to Jiuzhaigou National Park (see Fig. 1). The survey was distributed between January 16 and February 5

of 2021.

4. Study context

Jiuzhai Valley was chosen as the study site for its long-term closed system with a high proportion of indigenous people. Jiuzhai Valley is one of the best-known tourism destinations in Sichuan Province, Southwestern China. Despite many crises (e.g., the earthquake in 2017 and COVID-19 in 2020), the tourism industry in Jiuzhai Valley has strong resilience. After local tourism’s steady revival and opening in 2019, the maximum capacity of tourists has increased from 5000 to 41,000 (Jiuzhai Valley National Park, 2019). Since Jiuzhai Valley initiated its tourism program in 1981, the tourism industry has fueled the local economy’s development and created abundant job opportunities, attracting many residents participating in tourism.

5. Study 1: Qualitative study

5.1. Methodology

This study conducted content analysis to identify resident participation in tourism with specific and measurable items and developed the hypotheses based on a systematic literature review and semi-structured interviews. Residents who have participated in tourism for more than five years were recruited by purposive sampling and snowballing, ensuring the sample includes individuals of different demographics and various occupations. The interview protocol is presented in Appendix A. Data collection followed the principle of theoretical saturation (Molina-Azorin, Tari, Pereira-Moliner, Lopez-Gamero, & Pertusa-Ortega, 2015). Overall, ten interviews were conducted either face-to-face or by telephone (see Table 1). Each interview was recorded and transcribed with the respondents’ consent.

5.2. Data analysis and results

During the qualitative data analysis, we identify the construct of resident participation in tourism via two procedures: open coding and axial coding (Strauss & Corbin, 1990). The NVivo 11 software was applied to technically code the transcripts. The qualitative data include the interview data and the information from Jiuzhai Valley’s official website to ensure the objectivity and comprehensiveness of the data.

Before coding, we derived relevant concepts which reveal the common instances of resident participation based on literature on resident

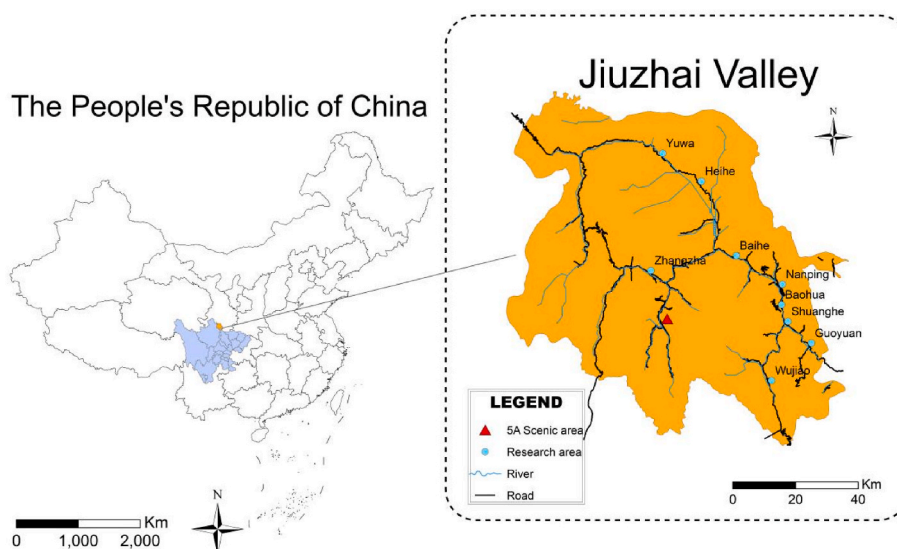


Fig. 1. Research sites.

Table 1
Profile of the interviewees.

Participant	Age	Gender	Occupation	Working years	Time (min)
1	46–55	M	Bus driver	23	30
2	46–55	F	Costume-renter	36	43
3	46–55	F	Homestay owner	5	54
4	36–45	M	Photographer	15	37
5	36–45	M	Restaurant chef	8	35
6	26–35	F	Shop assistant	10	41
7	36–45	F	Scenic spot instructor	10	48
8	26–35	F	Tourist guide	9	53
9	36–45	M	Village official	22	41
10	36–45	M	Village party secretary	15	37

participation in tourism. In the open coding step, we firstly coded the transcripts' keywords and descriptions associated with resident participation in tourism and obtained 23 initial concepts. Through data interpretation, continuous comparisons, and induction, 14 preliminary code categories were summarized. Next, in the axial coding step, we compared and abstracted the subcategories for differences or similarities and then related them to conceptual units (Hoehle & Venkatesh, 2015). We finally identified three core categories of resident participation in tourism, namely decision-making participation, economic participation and social participation and clarified the specific contents of the three dimensions. Table 2 presents the results of text coding.

5.3. Hypotheses development

To further investigate the relationships among resident participation, residents' tourism perceptions and residents' interpersonal trust in tourists, a research model is proposed based on related theories, relevant literature and qualitative findings from Study 1. First, we reviewed the related theories and previous literature to support the relations between the three types of resident participation (see Table 2) and interpersonal trust. Second, we referred to the contents developed in qualitative interviews as realistic bases to support our hypotheses. The research model is shown in Fig. 2.

5.3.1. Resident participation in tourism and interpersonal trust

According to interpersonal relationship theory, interpersonal trust is a product of interpersonal relationships (Luo & Zhang, 2016). Resident participation in tourism accompanied with their interpersonal interactions with tourists can potentially promote greater mutual understandings and similar beliefs, further developing trust and solidarity (Woosnam & Norman, 2009). Besides, as the main means of livelihood of residents, rural tourism is also believed to affect more general attitudes including but not limited to interpersonal trust (Chuang, 2011; Wang et al., 2021). Therefore, we hypothesize that three types of resident participation affect their interpersonal trust toward tourists.

Decision-making participation. Decision-making participation refers to residents engaging in the tourism planning and management and sharing their opinions on tourism development (Ren et al., 2021). For residents, participating in tourism decision-making is advantageous for meeting their needs and priorities and improving their knowledge level, which may thus influence their interpersonal trust in tourists. On the one hand, residents' needs and priorities would be respected and guaranteed directly through decision-making participation, which helps to raise their enthusiasm for tourist activities, further improving their attitudes and trust toward tourists (Cooke, 1982; Tosun, 2000). Meanwhile, residents with a high degree of decision-making participation will also be the first to realize the problems existing in the process of tourism development (e.g., social carrying capacity), thus may frustrating their interactions with and attitudes toward tourists (Aas, Ladkin, & Fletcher, 2005; Cooke, 1982). On the other hand, participating in tourism

Table 2
Operationalized construct of resident participation (selected examples).

Main category	Subcategory	Exemplary statement
Decision-making participation	Participation in the decision-making	In the village committees conference, our village officials unanimously decided to develop horse caravan collective economy. (P10)
	Management	I have been responsible for tourism safety management such as firefighting and security. (P4)
	Problem discussion	The rectification activities centered on multiple areas of the residents' vital interests and are rectified by extensively listening to residents' opinions and sorting out outstanding problems. (Jiuzhai Valley's official website)
Economic participation	Opinions sharing	I have suggested to village officials that Jiuzhai Valley could enhance its tourist attraction by planting some ornamental flowers and plants. (P4)
	Tourism investment	Except for the work of the village committees, I am also mainly engaged in hotel investment. (P10)
	Profits distribution	We plan to develop the horse caravan collective economy through the shareholding system to achieve dividend distribution of residents. (P10)
	Personal involvement	I convert the extra rooms into standard rooms to provide accommodation for tourists. (P3)
Social participation	Family's involvement	My son works as a photographer in the scenic area. (P3)
	Cross-cultural activities	I would actively introduce Tibetan customs to tourists, such as drinking butter tea and barley wine, lighting up lamps and worshipping Buddha. (P3)
	Tourism education and training	The government has conducted management training for village officials every year. (P9)
	Tourism resources conservation	Administration organized the community to carry out environmental protection activities in the scenic area. (Jiuzhai Valley's official website)
	Environmental protection training	Local government organizes residents to participate in forest fire prevention training. (Jiuzhai Valley's official website)
	Destination image protection	I think tourists are impressed by the hospitality of our Tibetan people. (P3)
	Cultural conservation activities	Every year we go to the mountains for the Maxia Festival. (P10)

planning and management significantly determine the extent of residents' locale-related knowledge (Segota et al., 2017) and the development of corresponding emotional and cognitive bonds with tourists. According to self-confidence theory (Pan, Xu, Lu, & Gursoy, 2021), greater knowledge and a better understanding of tourism can promote residents' confidence and pride in their community, thus facilitating their willingness to welcome and interact with incoming tourists. As noted by Woosnam, Norman, and Ying (2009), residents tend to feel closer to tourists both cognitively and emotionally when they have a good conversation with tourists about various destination issues. For example, one participant mentioned:

The service is most important for tourism industry, and I think tourists are easy to get along with ... I uphold the principle of warmth and sincerity and I've treated tourists in my home for free several times ... I really treat them like friends. (P10, Village party secretary)

Accordingly, we propose:

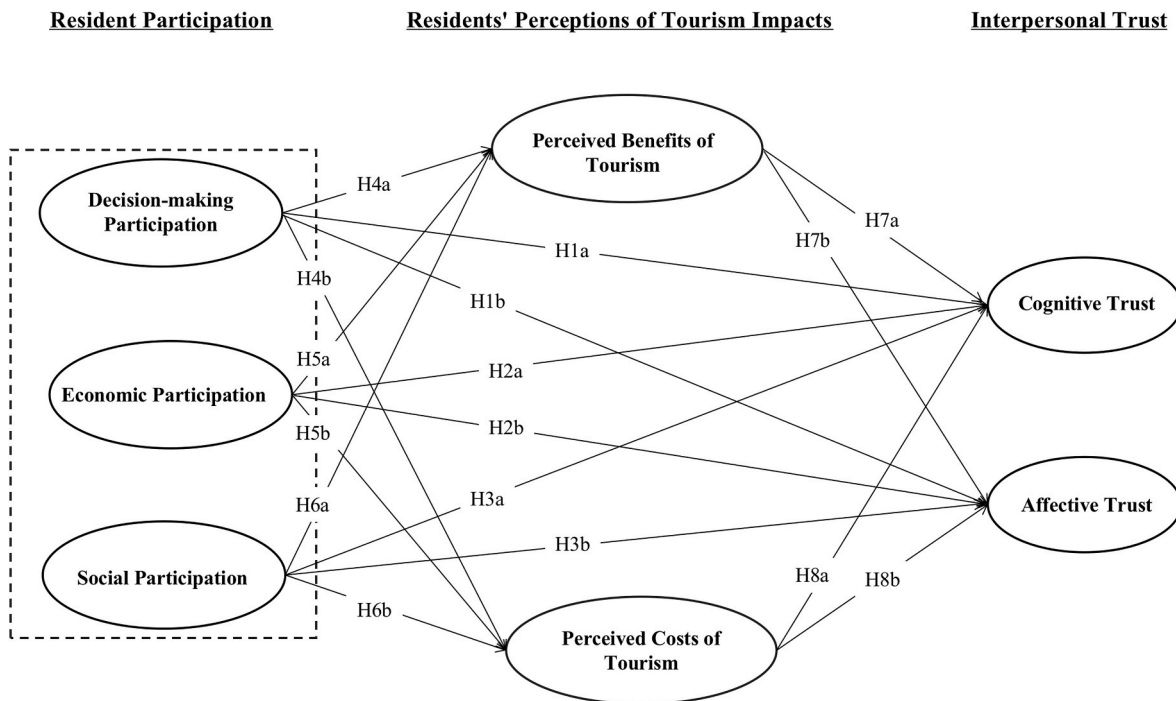


Fig. 2. Research model.

H1. Decision-making participation positively influences residents' cognitive trust (a) and affective trust (b).

Economic participation. Economic participation is related to residents obtaining economic benefits through investment or employment in tourism (Ren et al., 2021). Economic participation is believed to be a critical factor in determining residents' attitudes and trust (Garcia, Vazquez, & Macias, 2015). Since residents' economic benefits often come directly from tourist consumption, economic participation is assumed to affect their attitudes and trust toward tourists to a certain extent. According to Simpson and Simpson (2016) and Woosnam et al. (2015), residents derive economic benefits from tourists through participating in tourism, thus contributing to forming an emotional identity and trust with the tourists from whom they benefit. Steady economic gains from economic participation contribute to converting residents' benefit acquisition into long-term trust in tourists and support for tourism. The qualitative study revealed similar opinions regarding developing interpersonal trust through economic participation. For instance, one resident addressed:

I have always maintained the mentality that "Customer is God". Tourists bring me income, and I'm willing to provide perfect services ... I think tourists were impressed by me because of my hospitality, helpfulness and good services ... Some tourists even become return customers, and I have a great sense of accomplishment. (P3, Homestay owner)

Accordingly, the following hypothesis is proposed:

H2. Economic participation positively influences residents' cognitive trust (a) and affective trust (b).

Social participation. Social participation refers to residents participating in various activities for tourism promotion and quality improvement, including cross-cultural exchanges with tourists, tourism training, etc (Timothy, 1999; Timothy & Tosun, 2003). These multifarious forms of social participation not only broaden the channels for residents to interact with tourists but also promote them to become ambassadors for the destination, thus may directly contributing to developing residents' trust in tourists. On the one hand, social participation, such as participation in festivals and special events, is widely acknowledged as an effective platform for shared behaviors and tourism

activities between residents and tourists (Fredline & Faulkner, 2000). According to Woosnam and Norman (2009), such form of resident participation and shared behaviors can foster greater cultural understanding, similar beliefs in protecting indigenous cultures and natural resources, and strengthen emotional and cognitive ties between residents and tourists. On the other hand, participating in environmental protection, skill training, and cultural exchange activities is instrumental in developing residents' sense of ownership and cultural identity (Simpson, 2008; Timothy, 1999; Wang et al., 2021), thus prompting them to initiate friendly and trusting relationships with tourists (Ren et al., 2021). Consistent with current research findings, our qualitative study also suggested social participation contributes to residents' interpersonal trust. For example, one local explained:

I have contacted with many tourists and become more confident. I was impressed by a tourist who always smiled at me when I introduced the attractions, even though my explanation was not smooth. Her smile encouraged me, and such respect and recognition make me more willing to engage in tourism. (P7, Scenic spot instructor)

Thus, the following hypothesis is proposed:

H3. Social participation positively influences residents' cognitive trust (a) and affective trust (b).

5.3.2. Mediating role of residents' perceptions of tourism impacts

Residents' perceptions of tourism impacts are assumed to play mediating roles in the relationship between resident participation and interpersonal trust. First, decision-making participation plays an important role in increasing an individual's knowledge and judgment on issues related to tourism (Segota et al., 2017), which shapes local residents' views about the positive and negative impacts of tourism development (Andereck, Valentine, Knopf, & Vogt, 2005; Sontikul et al., 2016). As noted by Wang and Pfister (2008), residents who are highly involved in the decision-making process are more apt to believe that governments are on behalf of the collective good and focus on the benefits brought by tourism development. In contrast, residents with a low level of decision-making participation are usually negatively disposed toward tourism and hold skeptical opinions on its development

(Ap, 1992; Nunkoo, Smith, & Ramkissoon, 2013). Thus, following extant literature (Li, 2006), we can expect the degree of decision-making participation to exert a positive impact on residents' perceived benefits of tourism and a negative impact on their perceived costs. The qualitative study echoed these propositions. For example, one resident discussed:

I often tell the villagers that we cannot cut down trees. The local development depends on tourism. Only by protecting the ecological environment can we increase tourism income. (P10, Village party secretary)

Based on the above, we propose:

H4. Decision-making participation positively influences residents' perceived benefits (a) and negatively influences perceived costs (b) of tourism.

Second, regarding economic participation, the direct economic gains from economic participation will greatly raise residents' perceived benefits of tourism (Su & Wall, 2015). Besides, residents with a high level of economic participation may ignore the costs of tourism because of the more direct and greater economic benefits brought by the tourism business (Ren et al., 2021). While residents not involved in various economic projects may not be concerned about the impacts of tourism development. Generally, economic participation can strongly promote residents' perceived benefits of tourism and decrease perceived costs. This relationship has gained support by qualitative analysis. For example, one resident noted:

In 1998, I could earn 200 yuan by guiding tourists for one day, which was almost the same as my monthly salary working in Chengdu. Therefore, I have decided to continue working in tourism, given the direct and considerable economic benefits brought by the industry ... Tourism development has signally improved my income and quality of life. (P9, Village official)

Accordingly, we develop the following hypothesis:

H5. Economic participation positively influences residents' perceived benefits (a) and negatively influences perceived costs (b) of tourism.

Third, interactions with tourists and capacity training through social participation help to foster residents' positive perceptions of tourism (Hasani, Moghavvemi, & Hamzah, 2016). Social participation offers residents more benefits from tourism beyond economic benefits, such as increased exposure to the outside world and improvement of the ability, which serve as important social values for residents and contribute to enhancing their cultural identity and community pride (Ryu et al., 2019; Singh, Timothy, & Dowling, 2003). Thus, residents with a high level of social participation tend to perceive more benefits of tourism than costs. Several residents in the interview considered social participation as an effective way to promote cultural exchange, increase personal knowledge and enhance values. For example, one resident noted:

I have opportunities to get in touch with many knowledgeable tourists from different professions, such as doctors and teachers during participating in tourism, and thus I expect my children to receive higher education like them ... I think participating in tourism is beneficial. (P7, Scenic spot instructor)

Therefore, the following hypothesis is proposed:

H6. Social participation positively influences residents' perceived benefits (a) and negatively influences perceived costs (b) of tourism.

Social exchange theory (SET) explains the two-way interaction between distinct groups (Gannon et al., 2020). The relationships based on this two-way interaction generally evolve into trust, loyalty, and mutual commitment over time (Cropanzano & Mitchell, 2005). Perdue et al. (1987, 1990) is among the first to introduce SET into the field of tourism and argued that residents who benefit from tourism perceive less negative social and environmental impacts and hold more positive attitudes toward tourism development. Subsequently, SET has been

widely used to explain the outcomes of tourism exchange process, that is, residents' perceptions of tourism impacts (Andereck et al., 2005; Ap, 1992). Scholars have further extended SET to explain the formation of more generalized attitudes (i.e., trust) during the tourism exchange process (Nunkoo, 2015; Strzelecka & Okulicz-Kozaryn, 2018). Following Unurlu (2020), SET was employed as a theoretical foundation of the conceptual framework in this study.

Based on SET, residents' positive attitude to tourism impacts positively affects their welcoming attitude toward tourists, while the negative attitude to tourism impacts negatively affects the welcoming attitude toward tourists (Unurlu, 2020). Hence, this study assumed that perceived benefits of tourism facilitate residents' interpersonal trust in tourists while perceived costs frustrate interpersonal trust. Specifically, regarding residents' perceived benefits of tourism, good outcomes from tourism exchanges are believed to enhance the emotional bonds and interpersonal trust between residents and tourists. As noted by Simpson and Simpson (2016), residents who perceive more benefits from tourism will focus more on the arrival of tourists and take the initiative to form and maintain emotional relationships and thus may develop interpersonal trust in tourists. Conversely, residents are more likely to disregard or even be hostile to tourists when negative impacts of mass tourism are salient to residents (Palmer, Koenig-Lewis, & Jones, 2013). For example, Rasoolimanesh, Jaafar, Ahmad and Barghi (2017a) suggested residents' perceptions of negative environmental impacts negatively influence their attitudes and trust toward tourists. As illustrated by one local resident in the qualitative study:

Tourists make me concern tourism industry more because they can bring me increased income. I still keep in touch with tourists, exchange Tibetan culture and recommend local specialties to them ... Gradually, we have developed emotional connections through the constant communication. (P4, Photographer)

Based on the above, we propose:

H7. Residents' perceived benefits of tourism positively influence residents' cognitive trust (a) and affective trust (b).

H8. Residents' perceived costs of tourism negatively influence residents' cognitive trust (a) and affective trust (b).

As discussed above, residents' perceived benefits/costs of tourism potentially mediate the relationships between the three dimensions of resident participation and their cognitive and affective trust in tourists. Regarding residents' perceived benefits of tourism, direct tourism benefits and the cost of investing during participating in tourism makes residents form more intuitive views of positive impacts of tourism, further influencing their positive attitudes and trust toward incoming tourists. On the one hand, through resident participation in tourism, the perception of tourism benefits directly affects residents' attitudes toward tourists (Unurlu, 2020) as tourist arrivals are closely related to residents' acquisition of direct benefits. Through different types of participation in tourism, residents have numerous opportunities to get into the "foreground" and interact with tourists. They can perceive different aspects of positive tourism impacts (e.g., increased employment and business opportunities, cross-cultural exchange), and thus become more welcoming for tourists (Pan et al., 2021) and even expect to establish emotional and trusting relations (Woonsam & Norman, 2009). On the other hand, different forms of resident participation consist of residents' effort, time, capital, ideas, and emotion, and such inputs make residents pay more attention to the benefits of tourism (Ryu et al., 2019). Residents' expectations of beneficial interactions with visitors bring excitement about tourism, which further translate into stronger trust in tourists (Strzelecka & Okulicz-Kozaryn, 2018). Therefore, we propose the hypotheses as follows:

H9. Residents' perceived benefits of tourism mediate the relationships between decision-making participation (a), economic participation (b), social participation (c) and residents' cognitive trust.

H10. Residents’ perceived benefits of tourism mediate the relationships between decision-making participation (a), economic participation (b), social participation (c) and residents’ affective trust.

On the contrary, residents’ perceived tourism costs formed during tourism participation is believed to disturb friendly and trusting resident-tourist interaction. Compared with non-participants, residents who participate in tourism are more likely to have negative perceptions of tourism (Perdue et al., 1987), further resisting tourism development and incoming tourists (Unurlu, 2020). According to Cisneros-Martinez, McCabe, and Fernandez-Morales (2018), residents feel a sense of ownership over their places and cultural assets, and they are concerned about different negative impacts caused by mass tourism, such as environmental pollution and subsequent dilution of local culture. When residents perceive excessive negative changes caused by over-tourism, they will feel like they’ve lost of internal control over tourism activities, further fostering anti-tourism sentiment (Gossling, McCabe, & Chen, 2020). Therefore, these perceived costs during resident participation in tourism are assumed to hinder the establishment of emotional and trusting-based resident-tourist relationship, and the following hypotheses are proposed:

H11. Residents’ perceived costs of tourism mediate the relationships between decision-making participation (a), economic participation (b), social participation (c) and residents’ cognitive trust.

H12. Residents’ perceived costs of tourism mediate the relationships between decision-making participation (a), economic participation (b), social participation (c) and residents’ affective trust.

6. Study 2: Quantitative study

6.1. Methodology

We conducted a quantitative approach using questionnaire surveys with a four-part structured questionnaire to verify the proposed conceptual model. The first part gathered demographic information, including gender, age, nationality, education, and annual household income. The second part measured resident participation using the three-dimensional scale, including 14 items based on the results of content analysis and relevant literature (Rasoolimanesh, Jaafar, et al., 2017a; Xu & Hu, 2021; Zhang et al., 2020; Lei, Gan, Zheng, & Wen, 2020; Lu & Wang, 2005; Lv, 2019), namely decision-making participation (four items), economic participation (four items), and social participation (six items). The third part measured perceived benefits/costs of tourism with eight items derived from Gursoy, Chi, and Dyer (2010), Ouyang, Gursoy, and Sharma (2017) and Rasoolimanesh, Ringle, et al. (2017b). The fourth part evaluated interpersonal trust following Li and Hsu (2018), including two scales with ten items (i.e., affective and cognitive trust). The measurement items are shown in Appendix B. The items were changed to adjust to the research context. All scales were scored on a Likert scale, from 1 (strongly disagree) to 7 (strongly agree).

A pretest involving 150 residents were first conducted to ensure the face validity of measurement items. Then, residents who have participated in tourism-related business within the last five years were chosen. A total of 706 samples were collected. We first conducted a face-to-face investigation and gathered 281 offline questionnaires. Then, 425 online surveys were collected after the questionnaires were distributed to residents via WeChat. After eliminating questionnaires that were incomplete, nonsensical and took less than 3 minutes to complete, 469 were deemed useful for data analysis (effective response rate: 66.4%). Among the valid questionnaires, females accounted for 61.8%, while males accounted for 38.2%. The age of respondents mainly centered on 26–35 years old (41.4%) and 36–45 years old (40.7%). For nationality, 65.2% of respondents were Tibetans. Regarding education background, 142 respondents only had a junior high school degree (30.3%), and 112 had a senior high school degree (23.9%). As for annual household income,

most respondents earned less than 30,000 RMB (40.3%).

6.2. Results

6.2.1. Exploratory factors analysis

Exploratory factor analysis (EFA) was first performed to refine the measurement items for robust structure (see Table 3). The reason that EFA was first applied is two-folds. On the one hand, there are no prior hypotheses about measurable variables in the three-dimensional constructs of resident participation in tourism, EFA is thus suggested instead of confirmatory factor analysis (CFA) (Gerbing & Hamilton, 1996). Moreover, although the constructs of interpersonal trust are based on literature (Li & Hsu, 2018), the questions in constructs are in the view of residents in rural destinations instead of strictly following the theoretical measurement scales suggested by the literature. EFA is applied to prove that the constructs fit the theoretical scales in the literature. On the other hand, since the measures of residents’ perceptions of tourism impacts are gathered from different sources, a pretest (i.e., EFA) needs to be conducted (Hair, Black, Babin, & Anderson, 2013). The reliability of

Table 3
Exploratory factor analysis results (N = 150).

Constructs and factors	Loading	Eigenvalue	Cronbach’s alpha	Variance explained (%)
Resident Participation (KMO and Bartlett’s test = 0.826, Significance = 0.000)			0.873	63.543
DMP1	0.825	2.066	0.873	21.773
DMP2	0.817			
DMP3	0.864			
DMP4	0.777			
EP1	0.645	1.411	0.675	16.660
EP2	0.744			
EP3	0.597			
EP4	0.743			
SP1	0.650	5.419	0.867	25.111
SP2	0.598			
SP3	0.705			
SP4	0.828			
SP5	0.843			
SP6	0.642			
Residents’ perceptions of tourism impacts (KMO and Bartlett’s test = 0.789, Significance = 0.000)			0.644	64.527
PBT1	0.842	3.458	0.875	42.961
PBT2	0.844			
PBT3	0.886			
PBT4	0.721			
PBT5	0.780			
PCT1	0.751	1.705	0.625	21.567
PCT2	0.750			
PCT3	0.765			
Interpersonal Trust (KMO and Bartlett’s test = 0.887, Significance = 0.000)			0.877	59.747
AT1	0.666	1.123	0.812	26.744
AT2	0.721			
AT3	0.739			
AT4	0.771			
AT5	0.557			
CT1	0.633	4.852	0.822	33.003
CT2	0.812			
CT3	0.762			
CT4	0.644			
CT5	0.778			

Note: DMP = decision-making participation; EP = economic participation; SP = social participation; PBT = perceived benefits of tourism; PCT = perceived costs of tourism; AT = affective trust; CT = cognitive trust.

the constructs was assessed in SPSS 26. Principal component analysis with varimax rotation was used to screen the items. Factors with eigenvalues greater than 1 were retained for further analysis. As shown in Table 3, Cronbach's alpha values of all factors were above 0.6, suggesting the internal consistency is acceptable (Hair et al., 2013; Jenkinson, Wright, & Coulter, 1994). The Kaiser-Meyer-Olkin (KMO) values of all factors were above 0.7, and Bartlett's tests were highly significant ($p < 0.000$), which verified the appropriateness of factor analysis (George & Mallery, 2001). Additionally, each item's factor loading was higher than 0.5, indicating that constructs had strong correlations with the variable (Comrey & Lee, 1992). The total variances of all factors with eigenvalues higher than 1 ranged from 59.747% to 64.527%. The factors were loaded into the corresponding constructs as expected.

6.2.2. Reliability and validity of the measurement model. Using SmartPLS 3 software, the study employed a PLS (partial least square)-based structural equation modeling (PLS-SEM) approach to analyze the data. We adopted indicator reliability, convergent validity, internal consistency reliability, and discriminant validity to evaluate the reliability and validity of the reflective measurement model (see Table 4). First, concerning indicator reliability, the majority of the outer loadings for all items were greater than the threshold value of 0.7, suggesting acceptable indicator reliability (Chin, 1998). Second, we adopted the average variance extracted (AVE) criterion to assess convergent validity. The AVE values of decision-making participation, economic participation, and social participation were 0.913, 0.812, and 0.877, respectively. The AVE values of residents' perceived benefits/costs of tourism were 0.896 and 0.741. Regarding affective trust and cognitive trust, the AVE values were 0.846 and 0.876, respectively. The AVE values of all dimensions in the model reached the threshold of 0.5, indicating sufficient convergent validity (Hair, Risher, Sarstedt, & Ringle, 2019). Third, we used composite reliability (CR) to measure internal consistency reliability. The CR values of three dimensions of resident participation, two dimensions of residents' perceptions of tourism impacts, two dimensions of residents' interpersonal trust ranged from 0.741 to 0.913, all exceeding the suggested threshold of 0.70 (Hair et al., 2019). Fourth, we used the Heterotrait-monotrait (HTMT) ratio to assess discriminant validity. As shown in Table 4, each HTMT ratio was less than the threshold value of 0.85, indicating that discriminant validity is satisfactory (Hair et al., 2019).

6.2.3. Structural model assessment and hypotheses testing. We proceeded to estimate the structural model after confirming the reliability and validity of the measurement models (see Fig. 3, Tables 5 and 6). First, we assessed multicollinearity by computing VIF scores. The VIF values of all constructs ranging from 1.166 to 2.972 were lower than 0.3, indicating no collinearity issues. Second, we examined the coefficient of determination (R^2) and the cross-validated redundancy (Q^2) to evaluate the model's predictive power. As Fig. 3 displays, the model explained 15.1% of the variance of PBT, 1.4% of the variance of PCT, 31.0% of the moderate level of variance of AT, and 28.8% of the moderate level of variance of CT. The Q^2 values of AT, CT, PBT and PCT were above zero. Therefore, the structural model showed adequate predictive accuracy (Chin, 1998; Sarstedt, Ringle, & Hair, 2017).

Table 4
Assessment of reflective constructs (N = 469).

Constructs	Outer loadings	CR	AVE	Heterotrait-monotrait (HTMT) ratio								
				(1)	(2)	(3)	(4)	(5)	(6)	(7)		
(1) DMP	0.821–0.868	0.913	0.725									
(2) EP	0.697–0.730	0.812	0.519	0.425								
(3) SP	0.693–0.796	0.877	0.543	0.644	0.678							
(4) PBT	0.706–0.847	0.896	0.634	0.277	0.409	0.385						
(5) PCT	0.555–0.942	0.741	0.504	0.115	0.226	0.099	0.137					
(6) AT	0.702–0.758	0.846	0.523	0.223	0.466	0.404	0.675	0.180				
(7) CT	0.701–0.832	0.876	0.586	0.249	0.401	0.436	0.620	0.164	0.807			

Then, we employed 5000 Bootstrapping re-samples to test the significance and relevance of the path coefficients. Regarding the direct effects of resident participation on interpersonal trust (see Table 5), decision-making participation had no significant effects on cognitive trust and affective trust; thus, H1 was rejected. Economic participation had significantly positive effects on both cognitive trust ($\beta = 0.113, p = 0.001$) and affective trust ($\beta = 0.118, p = 0.001$); hence, H2 was supported. Meanwhile, social participation was positively and significantly associated with cognitive trust ($\beta = 0.111, p = 0.001$) and affective trust ($\beta = 0.115, p = 0.001$); thus, H3 was supported. Regarding the effects of resident participation on residents' perceived benefits/costs of tourism, decision-making participation exerted a significantly positive impact on perceived costs of tourism ($\beta = 0.158, p = 0.041$) but not perceived benefits of tourism; therefore, H4 was rejected. Conversely, economic ($\beta = 0.219, p < 0.001$) and social ($\beta = 0.193, p < 0.001$) participation were found to both have significant and positive impacts on perceived benefits of tourism while failing to influence perceived costs of tourism; therefore, H5 and H6 were both partially supported. Regarding the effects of perceived benefits/costs of tourism on interpersonal trust, perceived benefits of tourism had a significantly positive influence on cognitive trust ($\beta = 0.528, p < 0.001$) and affective trust ($\beta = 0.549, p < 0.001$); thus, H7 was supported. The impacts of perceived costs of tourism on cognitive trust and affective trust were insignificant; hence, H8 was rejected.

We then examined the mediating effects of perceived benefits/costs of tourism between the relationships of resident participation and their interpersonal trust in tourists. As shown in Table 6, since economic participation had both direct and indirect impacts on cognitive trust ($\beta = 0.116, p < 0.001$) and affective trust ($\beta = 0.120, p < 0.001$), perceived benefits of tourism played a partial mediating role between economic participation and interpersonal trust (i.e., cognitive trust and affective trust). Similarly, the results showed that the perceived benefits of tourism mediated the relationship between social participation and cognitive trust ($\beta = 0.102, p = 0.001$), and between social participation and affective trust ($\beta = 0.106, p = 0.001$). Therefore, H9b, H9c, H10b, and H10c were supported. In contrast, there was no significant indirect relationship between decision-making participation and interpersonal trust (i.e., cognitive trust, and affective trust). Thus, H9a and H10a were not supported. Basically, perceived costs of tourism had no mediating function in all relationships, which provided rejection for H11 and H12.

7. Discussion and conclusion

With the coexistence with the COVID-19 approach being conducted globally, residents' interpersonal trust in tourists are increasingly important for the health development of a tourism destination (Ramkissoon, 2020). However, empirical tourism research on interpersonal trust have been limited, especially from the residents' perspective. Based on the interpersonal relationship theory and SET, this study aimed to understand how residents' interpersonal trust in tourists is developed through resident participation in tourism. Study 1 identified the conceptual dimensions of resident participation in a rural tourism context, namely, decision-making, economic, and social participation, through a qualitative approach. The qualitative study further proposed the

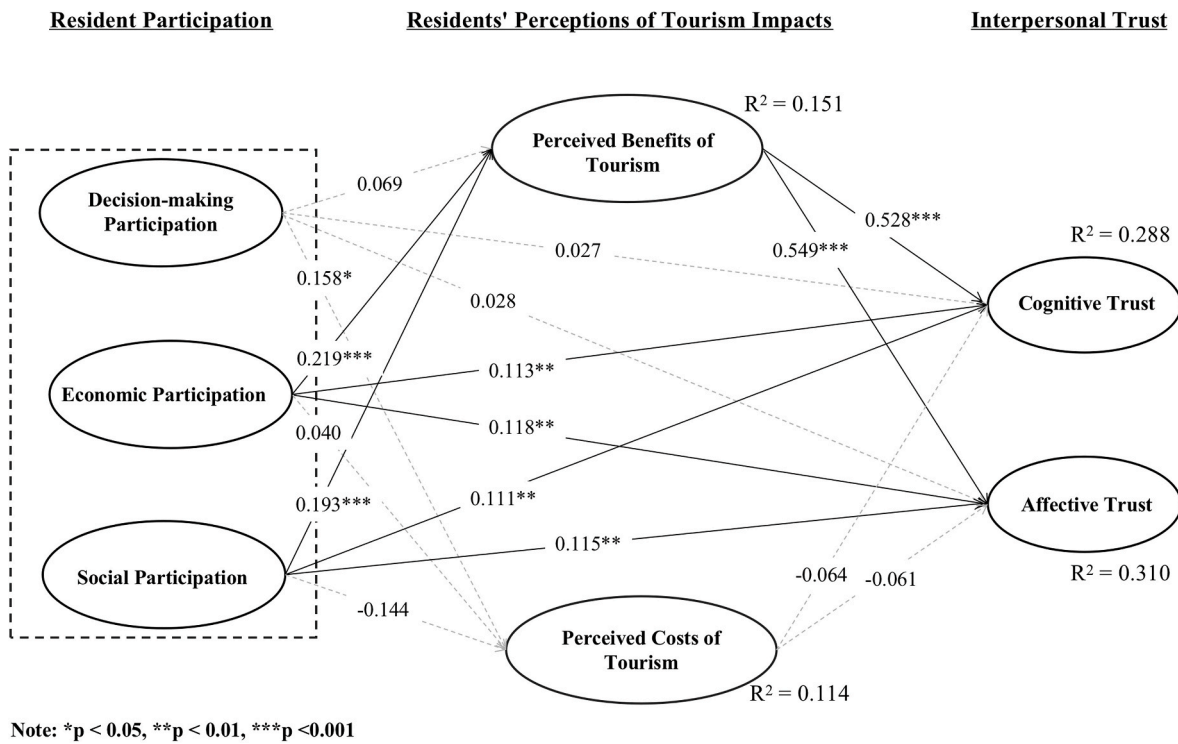


Fig. 3. Structural model results.

Table 5 Hypothesis testing results (direct effects).

Hypothesis (H)	Paths	Path coefficients	t-statistics	p-values	Results
H1a	DMP -> CT	0.027	0.911	0.362	Not supported
H1b	DMP -> AT	0.028	0.941	0.347	Not supported
H2a	EP -> CT	0.113	3.222	0.001	Supported
H2b	EP -> AT	0.118	3.317	0.001	Supported
H3a	SP -> CT	0.111	3.379	0.001	Supported
H3b	SP -> AT	0.115	3.450	0.001	Supported
H4a	DMP -> PBT	0.069	1.377	0.169	Not supported
H4b	DMP -> PCT	0.158	2.046	0.041	Not supported
H5a	EP -> PBT	0.219	3.980	0.000	Supported
H5b	EP -> PCT	0.040	0.458	0.647	Not supported
H6a	SP -> PBT	0.193	3.493	0.000	Supported
H6b	SP -> PCT	-0.144	1.848	0.065	Not supported
H7a	PBT -> CT	0.528	12.905	0.000	Supported
H7b	PBT -> AT	0.549	13.002	0.000	Supported
H8a	PCT -> CT	-0.064	1.352	0.176	Not supported
H8b	PCT -> AT	-0.061	1.345	0.179	Not supported

Table 6 Hypothesis testing results (indirect effects).

Hypothesis (H)	Paths	Path coefficients	t-statistics	p-values	Results
H9a	DMP -> PBT -> CT	0.037	1.367	0.172	Not supported
H9b	EP -> PBT -> CT	0.116	3.629	0.000	Supported
H9c	SP -> PBT -> CT	0.102	3.254	0.001	Supported
H10a	DMP -> PBT -> AT	0.038	1.369	0.171	Not supported
H10b	EP -> PBT -> AT	0.120	3.637	0.000	Supported
H10c	SP -> PBT -> AT	0.106	3.314	0.001	Supported
H11a	DMP -> PCT -> CT	-0.010	1.135	0.256	Not supported
H11b	EP -> PCT -> CT	-0.003	0.350	0.727	Not supported
H11c	SP -> PCT -> CT	0.009	1.054	0.292	Not supported
H12a	DMP -> PCT -> AT	-0.010	1.076	0.282	Not supported
H12b	EP -> PCT -> AT	-0.002	0.378	0.705	Not supported
H12c	SP -> PCT -> AT	0.009	1.033	0.301	Not supported

conceptual framework based on related literature and interviews. Study 2 examined the model by using survey data from 469 residents living and working in Jiuzhai Valley. The results showed that economic

participation and social participation positively influenced cognitive trust and affective trust both directly and indirectly through residents' perceived benefits of tourism. In contrast, decision-making participation failed to significantly influence both cognitive trust and affective trust.

Notably, residents' perceived benefits exert significant, positive effects on their cognitive and affective trust in tourists. This result reinforces the propositions of SET and is consistent with prior studies

(Chen, Cottam, & Lin, 2022; Gannon et al., 2020; Simpson & Simpson, 2016). Chen et al. (2022) and Simpson and Simpson (2016) argued that residents who perceive more benefits from tourism tend to actively and intentionally interact with and impress tourists and co-create value with tourists; thus, they are prone to develop interpersonal trust toward tourists. In contrast, there is no empirical evidence to affirm the negative effects of residents' perceived costs on cognitive trust and affective trust, somewhat contradictory to Palmer, Koenig-Lewis, & Jones's (2013) finding that residents who perceive excessive negative tourism impacts are more likely to disregard or even be hostile to tourists. Considering tourism in Jiuzhai Valley, serving as the pillar industry, has been stagnant to some extent since the major earthquake in 2017 and subsequent pandemic (Liu, Chen, & Zhu, 2021), residents will be more concerned with the recovery of tourism and desperately expect tourists' return. Thus, they may focus more on the benefits of rebooting tourism rather than the possible costs, leading to the insignificant mediating effects of perceived costs of tourism. The findings conduce to a better understanding of the exchange process identified by SET (Gannon et al., 2020; Perdue, Long, & Allen, 1990).

Regarding the direct and indirect effects of individual resident participation on their interpersonal trust in tourists, different dimensions exert varying impacts. Specifically, decision-making participation has insignificant direct and indirect effects on both cognitive and affective trust. This finding may be related to the fact that residents in developing countries are generally on the edge of or outside the process of tourism planning and management because of the government-led administrative pattern and the lack of knowledge, capital, and interest (Li, 2006; Xu et al., 2019). Thus, the minimal decision-making participation may hardly affect residents' interpersonal trust toward tourists.

Economic participation has both positive significant direct and indirect impacts on cognitive trust and affective trust, with residents' perceived benefits of tourism as the mediating factor. Notably, economic participation exerts a relatively strong effect on cognitive and affective trust, coinciding with evidence framing economic benefits as a key influencing factor in the formation of attitudes and trust for residents involved in tourism (Garcia et al., 2015; Simpson & Simpson, 2016). As noted by Simpson and Simpson (2016) and Woosnam et al. (2015), residents that are economically linked to tourism hold more positive attitudes toward tourism and tourists. Moreover, according to Tosun (2000), the relatively inadequate infrastructure and backward quality education for ages in rural destinations have created hedonic and utilitarian ideology, which explains that residents in Jiuzhai Valley pay more attention to material needs and economic status and prioritize harmonious interactions and mutual trust under higher levels of economic participation and positive perceptions toward tourism.

Moreover, the results confirm the significant direct and indirect effects of social participation on cognitive trust and affective trust, alongside the mediating role of residents' perceived benefits of tourism. Therefore, echoing extant knowledge (Nugroho & Numata, 2020), the mediating role of residents' perceived benefits between social participation and residents' interpersonal trust are complementary; getting involved in various forms of cross-cultural exchange activities with tourists and tourism education and training increase residents' ethnic pride, and awareness of the cultural promotion (Ryu et al., 2019; Wang et al., 2021) and promotes them to initiate friendly and trusting relationships with tourists directly and indirectly by increasing residents' positive perceptions toward tourism (Kim, Duffy, & Moore, 2023).

7.1. Conclusion

Despite great attention has been paid to residents' attitudes and behaviors in the field of resident-tourist interaction, the effects of resident participation in tourism on residents' psychological tendency (i.e., interpersonal trust) remain ambiguous. Hence, based on interpersonal relationship theory and SET, this study proposed a research model that conceptualizes resident participation in tourism as the antecedents,

residents' interpersonal trust in tourists as outcomes of their participation in tourism and their subsequent perceived benefits/costs of tourism. The results indicated all the hypotheses were supported, except for the insignificant effects of decision-making participation and the insignificant mediating effects of residents' perceived costs of tourism.

Residents' positive attitudes toward tourists are gradually taken for granted, assuming resident-tourist relationship always benefit residents (Kim et al., 2023). From the perspective of interpersonal relationship theory, the constructs of residents' interpersonal trust in tourists in this study bring insights to residents' psychological tendency and what they indeed want from their participation in tourism and interactions with tourists. The findings show residents are looking forward the long-term friendly relationships with tourists instead of traditional short-term functional exchanges (e.g., Davari & Jang, 2021). Practically, this study helps to understand how resident develop interpersonal trust toward tourists during resident participation in tourism in the rural tourism context. The findings suggest tourism authorities and practitioners should work hard to expand the forms and deepen the degree of resident participation and pay attention to residents' interpersonal trust in tourists to ensure that residents' interests and well-being, as well as good resident-tourist interaction and destination image.

7.2. Theoretical implications

The findings make several remarkable contributions to the resident-tourist interaction literature. First, this study unearths the quality of resident-tourist interaction and its influencing factors by introducing residents' interpersonal trust. While previous studies have argued that local residents should hold active attitudes and emotions when interacting with tourists (Erul & Woosnam, 2021; Nam, Kim, & Hwang, 2016; Woosnam, 2012), residents' psychological tendency (i.e., interpersonal trust) in such interactions needs further research attention. From the interpersonal relationship theory perspective, this study captured how residents develop interpersonal trust when participating in tourism. This study further indicated cognitive trust is less influenced by resident participation in tourism compared to affective trust across different participation dimensions. The finding contributes to an important stream of tourism research that suggests host-guest relationships are long-term reciprocal relationships, with affective trust serving as the primary factor to bond such relationships (e.g., Luo, Brown, & Huang, 2015).

Second, this study operationalizes the multi-dimensional constructs of resident participation through a qualitative method and empirically evaluates the importance of different dimensions in the view of residents. By empirically proposing and validating the dimensionality of resident participation and examining the impacts of resident participation on their perceptions of tourism and interpersonal trust in tourists, this study provides insights to traditional literature merely focusing on decision-making participation (e.g., Choi & Murray, 2010; Li, 2006; Rasoolimanesh, Ringle, et al., 2017b); that is, involving residents in economic and social benefits of tourism is also important community life domain. In other words, in a developing country context, residents tend to cherish more immediate economic and socio-cultural benefits derived from tourism development instead of slow reform promoted by decision-making participation. Besides, the findings support the work of Li (2006) and Su and Wall (2015) who extended social exchange from economic process to non-economic process.

Third, this study represents a pioneering empirical attempt to integrate interpersonal relationship theory and SET into a conceptual model to examine the direct and indirect effects of decision-making, economic and social participation on residents' interpersonal trust in tourists alongside residents' perceived benefits/costs as mediators. The findings provided strong evidence supporting the implied effect of different dimensions of resident participation in tourism on underlying resident-tourism interaction quality (i.e., interpersonal trust) in previous literature (Woosnam & Norman, 2009) and verified residents' significant

roles as internal stakeholders in facilitating resident-tourist interaction quality and building a destination brand (Nam et al., 2016). This study timely echoes the actual trend on the significance of residents' interpersonal trust in tourists for the 'health' of destinations in the context of pandemic (Zhou et al., 2022).

7.3. Managerial implications

This study also delivers several practical implications. First, local authorities should pay more attention to resident participation in tourism and residents' interpersonal trust in tourists. Residents' interpersonal trust toward tourists (i.e., affective trust and cognitive trust) reveals the quality of resident-tourist interaction and potentially impacts a destination image, with affective trust develops more swiftly during tourism exchanges. Moreover, resident participation has been proved to conduce to forming such trust in this study, suggesting that the impacts of resident participation go beyond economic benefits to social benefits in a developing country context. Thus, local authorities should recognize residents as important place ambassadors and invest both time and money in promoting resident participation and their perceptions of tourism and cultivating a sense of initiative, responsibility, and pride of residents toward the community, further improving their interpersonal trust in tourists.

Second, increasing economic participation helps foster residents' interpersonal trust toward tourists. Therefore, the local authorities should emphasize resident participation in economic benefits and fair distribution of benefits by facilitating residents' engagement in business activities at different levels with proper tourism-related training, standardizing land property rights and benefit distribution systems, and providing aggressive support and direct subsidies to the communities against possible crises. This is especially important given adding steady and equitable economic gains can translate residents' benefit acquisition into long-term trust in tourists and support for tourism (Wang, Shen, Ye, & Zhou, 2020), further strengthening community cohesion and tourism competitiveness.

Third, local governments should work hard to facilitate residents' social participation in different aspects and promote resident-tourist interaction, considering the significant role of social participation in building interpersonal trust from residents toward tourists. For example, destination managers can include residents in tourism marketing events both online and offline and promote cultural exchanges and contacts between residents and tourists, such as the shooting of travel vlogs and

traditional festivals.

Forth, the results reveal both higher direct and indirect effects for economic participation on residents' interpersonal trust in tourists compared to social participation with residents' perceived benefits serving as significant mediating factors. This suggests that local governments should focus more on resident participation, especially in economic benefits, to develop residents' interpersonal trust in tourists, and residents' positive perceptions of tourism are not crucial in shaping such interpersonal trust in isolation. Therefore, local governments and policymakers should prioritize expanding the forms of resident participation and deepening the degree of resident participation to ensure direct benefits from tourism, especially economic benefits, have wider coverage and good development prospect when designing tourism development strategies.

7.4. Limitations and future research directions

This study has several limitations, which highlights opportunities for future studies. First, this study takes Jiuzhai Valley as the case site. Future studies may consider various tourism destinations across developed and developing contexts. Yet, the conceptual model provides insights into further establishing the hypothesized direct and indirect relationships between resident participation and interpersonal trust in more general cultural settings. Second, although a sequential mixed-methods approach was employed to propose and empirically examine the hypothesized relationships, there are still drawbacks of a cross-sectional design. Future research should use a longitudinal approach to consider the evolution of hypothesized paths. Third, we only examined the most significant mediating variables. Other mediating factors may be detected in future studies to thoroughly clarify the influencing mechanisms of resident participation on residents' interpersonal trust in tourists, such as place attachment.

Funding

This work was supported by Chinese National Funding of Social Sciences [grant number 22BJY158].

Declaration of competing interest

None.

Appendix A. The interview protocol

- 1) What is your job, and what is your main source of income? (Whether it is directly or indirectly related to tourism)
- 2) What is your process of engaging in tourism? (i.e., period, mode, motivation, obstacles, and future plans)
- 3) How do you think your life has changed since the development of local tourism? (i.e., material, spiritual, tourism perceptions)
- 4) Do you chat or socialize with tourists? Why? What do you like to talk about with tourists?
- 5) Do you think tourists are friendly? Are they trustworthy? Will the interactions with tourists make you more willing to work in tourism? Why?
- 6) Do you keep personal contact with tourists? (WeChat? The phone?) Why?/Are there any impressive tourists, and why?
- 7) What do tourists think of your tourism work after they interact with you? (If not clear, what do you think the tourists will say about your job?) In what aspects are tourists satisfied or unsatisfied?

Appendix B. Measurement items

Constructs	Items	Sources
Decision-making participation	DMP1 I contribute to local tourism development decision-making. DMP2 I participate in local tourism's planning and management. DMP3 I discuss local tourism issues with officials. DMP4 I share my views on tourism with officials.	CA; Rasoolimanesh, Jaafar, et al. (2017a); Xu and Hu (2021); Zhang et al. (2020); Lei et al. (2020); Lu and Wang (2005); Lv (2019)
Economic participation	EP1 I provide investment/resource for local tourism. EP2 I participate in the distribution of local tourism profits. EP3 I am involved in the local tourism.	

(continued on next page)

(continued)

Constructs	Items	Sources
Social participation	EP4 My family member is involved in the local tourism. SP1 I participate in the cultural heritage conservation activities. SP2 I participated in cultural exchange activities with tourists. SP3 I participate in education and training activities about tourism services. SP4 I participate in tourism resource protection and environmental monitoring. SP5 I participate in the maintenance of tourism destination image. SP6 I participate in environmental protection training on local tourism development (such as forest fire prevention and flood control).	
Perceived benefits of tourism	PBT1 Tourism provides more job opportunities. PBT2 Tourism brings more business opportunities. PBT3 Tourism improves the quality of life. PBT4 Tourism enhances my pride in my hometown. PBT5 Tourism promotes cultural exchange between tourists and residents.	Gursoy et al. (2010); Ouyang et al. (2017); Rasoolimanes, Ringle, et al. (2017b)
Perceived costs of tourism	PCT1 Tourism leads to the rise in crime rate. PCT2 High-spending tourists have a bad influence on my life. PCT3 Tourism increases environmental pollution (garbage, noise and other pollution).	
Affective trust	AT1 I share thoughts, feelings and hopes with tourists. AT2 I am willing to listen to the difficulties that tourists encounter in traveling. AT3 I will feel at a loss if I no longer provide services for tourists, or tourists do not come to Jiuzhai Valley in the future. AT4 I will actively respond to tourists' questions about local customs or living habits. AT5 I am emotionally involved in the interaction with tourists.	Li and Hsu (2018)
Cognitive trust	CT1 I believe that tourists can feel my professionalism and dedication. CT2 I believe that I will impress tourists based on my work performance. CT3 Tourists know I work carefully and don't bring them trouble. CT4 Most of tourists trust and respect me even if they don't know me well. CT5 I believe tourists will pay more attention to my work performance after communicating with me.	

Note: CA = content analysis (of the transcriptions of interviews).

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