

# *Research on the Effective Interactive Relationship among Community Trust, Community Tourism Participation, and Community Governance: A Case Study of Dacun in Xizhu Street*

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**Abstract:** Community trust is a core element of the complex system woven from multiple factors in rural tourism areas. It holds significant implications for breaking through the linear framework of existing research, promoting the sustainable development of rural tourism, and implementing the rural revitalization strategy. This study examines the interplay between community trust, participation, and governance in rural tourism, using Dacun Community in Kunming as a case. It employs SPSS 24.0 and AMOS 26.0 to analyze the relationships and internal logic among these factors in the context of tourism development. The findings reveal that: 1) Strengthening community trust significantly positively impacts community participation and governance effectiveness; 2) Enhancing community participation improves governance efficiency; 3) Community trust plays an essential mediating role between community participation and governance. Finally, based on the research conclusions, targeted pathways for strengthening community trust are proposed to provide valuable references for related fields.

## 1. Introduction

The report of the 20th National Congress of the Communist Party of China emphasizes that the most challenging and burdensome task in comprehensively building a modern socialist country lies in rural areas. It calls for fully promoting rural revitalization and creating livable and workable beautiful villages. General Secretary Chinese leader has repeatedly stressed that rural revitalization must adhere to the principal position of villagers and leverage their primary role. Theory and practice confirm that rural development should focus on villagers, and their orderly involvement in governance is crucial for revitalizing rural areas. Ultimately, rural revitalization is a "people-oriented" transformation of the countryside and an inevitable choice for achieving common prosperity. Rural tourism provides pathways to enhance villagers' willingness to participate in governance. It can cross rural borders, break traditional isolation, promote resource exchange between urban and rural areas, and reshape rural spatial layout, economic structure, and social forms.

As indispensable stakeholders in rural tourism destinations, community residents' attitudes and perceptions of local tourism development construct the social ecological system of rural tourism. Strengthening villagers' sense of belonging and trust is key to building harmonious communities and promoting sustainable rural tourism. Trust in the community is crucial for its stability and sustainable development, and it underpins villagers' involvement in tourism and self-governance. This paper uses Dacun Community in Xizhu Street as a case study to explore the integration and development path of rural culture and tourism against the backdrop of rural tourism construction. This study examines trust interactions in Dacun Community to comprehend its role in tourism development, its influence on community participation and governance, and its effect on villagers' perceptions of fairness, happiness, and security.

## 2. Literature Review

Using CiteSpace software to analyze the sample literature, a co-occurrence map of the keyword "community trust" from 2014 to 2024 was generated (see Figure 1). The author conducted a literature review based on the research hotspots of community trust.

Psychologist Deutsch (1958) was the first to define "trust," stating that it is a psychological activity through which individuals make predictions about uncertain future events and take corresponding actions [1]. This definition has gained wide acceptance in the academic community, leading to the emergence of concepts such as interpersonal, organizational, and social trust. Currently, "community trust" often draws on the concept of "social trust." Domestic scholars Zhao Weihong (2013) and Yi Jing (2016) have defined "community trust," and this paper defines community trust in tourism destinations as the psychological sense of identification residents feel when the community meets their expectations based on their subjective standards of interest[2-3].

Community trust focuses on the relationship between individuals and the community, involving multiple stakeholders such as residents, the party committee, government, community leaders, social organizations, and enterprises. Domestic scholar Xu Chang (2024) proposed that trust can alleviate conflicts in community interest coordination, enhance cohesion and execution, and improve trust among neighbors and leaders[4]. Wu Wenzhi (2021) emphasized the importance of a "resident-centered" approach, noting that low-quality community management can easily affect residents' trust[5]. From the perspective of destinations, Zhuoma Cuo (2012) suggested that a higher degree of community trust correlates with a greater level of resident participation in tourism cooperation[6]. Enhancing residents' trust in the community is crucial for the development of tourism communities.

Scholars are focusing on how to increase the trust levels of community residents in tourism destinations. Dung Thi Ngoc Nguyen (2022) proposed promoting resident communication and cooperation through community meetings, open governance, organizing activities, and establishing interest groups[7]. To enhance community trust, deep resident participation is essential. Xiubai Li et al. (2021) proposed establishing local cultural trusts to aggregate experts and talents, ensuring residents' deep involvement in community tourism operations[8]. Regarding the levels of public participation, Sun Fengzhi (2020) noted a shift from "symbolic" to "substantive" participation, increasing benefit sharing[9]. Trust research focuses on social interactions, emphasizing the critical role of diverse stakeholders in tourism communities.

A review of relevant domestic and international literature reveals significant research gaps regarding "community trust." First, there is a limited amount of literature directly related to "community trust," and research in the tourism field is sparse. Second, only a few scholars have explored the community trust, participation, and governance mechanisms in rural tourism destinations, with the content being relatively monotonous and the results limited. Third, there has

not been a comprehensive review examining the impact of party-building leadership and the integration of agriculture and culture on community trust in rural tourism areas, with a lack of focus on exemplary experiences and innovative paths from typical communities.

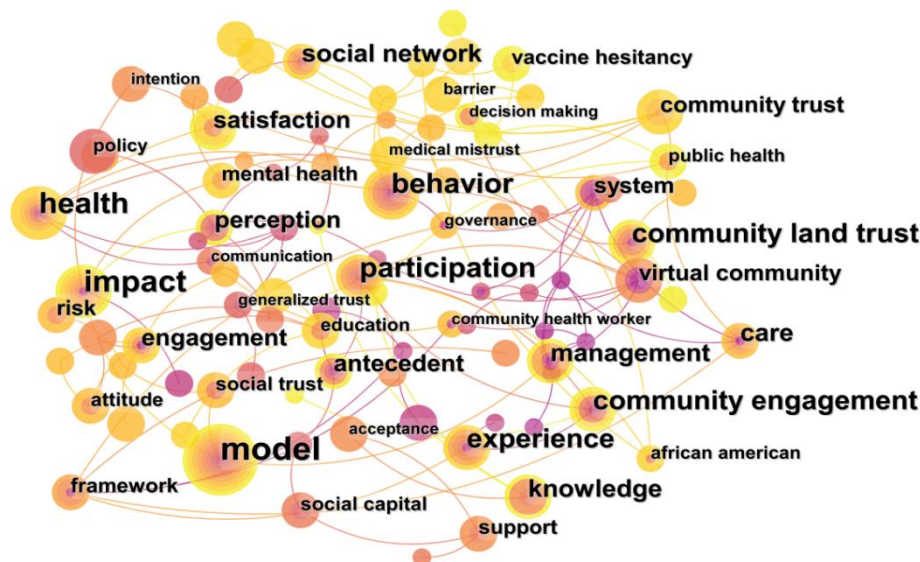


Figure 1: Co-occurrence Map of Keywords in "Community Trust" Research (2014-2024)

### 3. Case Selection

Dacun Community in Xizhu Street, located 15 kilometers from the main urban area of Kunming, was awarded the title of "Beautiful Village" in the Yunnan Provincial "Hundred-Thousand-Million" project in 2022. In 2020, Dacun Community innovatively explored a development model of "integration of agriculture, culture, and tourism + party leadership," leading the transition of rural tourism from traditional sightseeing to leisure vacationing, thereby enhancing the community's economic strength. In 2023, the total income of the collective economy reached 5.9793 million yuan, an increase of 88.85%, achieving rapid growth, with the popular check-in spot "Wheat and Rice Fields" reaching a monthly revenue peak of 340,000 yuan, becoming a successful example of commercial operations in rural tourism.

(1) In terms of rural tourism, Dacun Community has deeply explored and integrated the historical and cultural heritage of Shalangba and agricultural culture resources, creating a "Agriculture, Culture, and Tourism +" model of pastoral complex. It has launched popular attractions such as Wheat and Rice Fields and a movable type printing museum, offering diverse experiential activities that result in a win-win situation for enterprises, village collectives, and residents.

(2) In terms of governance, Dacun Community implements a strategy of "one raise, one lower, and one experience," enhancing the educational level of village cadres, lowering age thresholds, and emphasizing commercial operation experience. This has created a high-quality and youthful governance team, improving the overall quality of staff and the effectiveness of community governance.

(3) In terms of industrial development, a wholly-owned community company has been established, creating a cooperative system of "party committee + collective economic cooperation association + company (leading enterprise) + farmers." Additionally, a comprehensive planting strategy of "rice + wheat" has been implemented, optimizing the industrial structure, broadening income channels, solving employment for villagers, and implementing a dividend mechanism for

villagers to share in the development results.

As a typical rural tourism destination, Dacun Community represents a good research sample. By taking the villagers of Dacun Community as the research subjects, this study aligns with the research objectives and aims to explore the role of trust interaction mechanisms in community governance and participation in tourism operations, providing new perspectives and experiences for rural tourism development in other regions.

#### 4. Research Hypotheses

To delve deeper into the internal mechanisms of the interactions among community trust, community participation in tourism operations, and community governance, this paper constructs the following theoretical hypothesis framework:

In organizational behavior, the trust of organizational members promotes organizational citizenship behavior. Chen Xinglin (2010) proposed that organizational trust serves as a mediating factor between perceived fairness and citizenship behavior[10]. Harilal Vyasha (2022) stated that community trust is a key element driving the development of the tourism industry[11]. Enhancing community trust promotes residents' participation in the community. At the level of community governance, trust among residents is an important criterion for measuring the effectiveness of community governance[12-13] (Yan Jirong, 2010; Si Xuemin, 2022). Zhu Bowen (2024) verified the positive impact of social trust on citizens' attitudes toward participating in community governance[14]. Based on the above, this study proposes the following research hypotheses:

**H1: Community trust in rural tourism destinations has a significant positive impact on community participation in tourism operations.**

**H2: Community trust in rural tourism destinations has a significant positive impact on community governance.**

Community residents' participation in tourism operations is crucial for the development of the tourism industry, especially in rural tourism. Li Qiang (2019) stated that resident participation enhances the cultural connotation of rural tourism, improves the quality of experiences, and increases competitiveness[15]. Residents gain economic returns by providing services, showcasing customs, and selling handicrafts, thereby improving their quality of life. Participation is key to community governance, helping to maintain community harmony and stability, enhancing cohesion and a sense of belonging[16] (Zuo Jian et al., 2022). Based on this, the study proposes the following research hypothesis:

**H3: Community participation in tourism operations in rural tourism destinations has a significant positive impact on community governance.**

#### 5. Data Analysis

The data for this study was collected in July 2024. To ensure the broadness and representativeness of the survey sample, Dacun Community in Xizhu Street was selected as the case study site, and questionnaires were distributed to community residents using a random sampling method. A total of 215 questionnaires were distributed, yielding 197 valid responses, resulting in an effective recovery rate of 91.63%.

Among the 197 valid respondents, the majority were male, with 94.92% being permanent residents of the village. The primary demographic was middle-aged individuals, most of whom had an education level of junior high school or above. 69.54% were members or probationary members of the Communist Party, and the monthly income of most respondents ranged from 2,500 to 4,500 yuan. The highest proportion of respondents were village committee staff, accounting for 42.64%, followed by other occupations at 37.56%.

To ensure the reliability of the data, reliability and validity tests were conducted using IBM SPSS 24.0. Regarding reliability testing, as shown in Table 1, the reliability analysis primarily utilized Cronbach's  $\alpha$  and composite reliability (CR) values for estimation. The results indicated that the Cronbach's  $\alpha$  values for all variables ranged from 0.832 to 0.883, and the composite reliability values ranged from 0.825 to 0.895, all meeting the standard of greater than 0.7, reflecting good reliability of the scale.

Validity analysis includes convergent validity and discriminant validity. Convergent validity was assessed through factor loadings and the Average Variance Extracted (AVE) values. As seen in Table 1, the factor loadings of the measurement items for each variable meet the requirement of being greater than 0.5, and the AVE values range from 0.618 to 0.729, which are within an acceptable range, indicating good convergent validity for the latent variables. For the discriminant validity test, the square root of each latent variable's AVE should be greater than the correlation coefficients between it and other variables. As shown in Table 2, the latent variables demonstrate high discriminant validity.

Table 1: Reliability and Convergent Validity Test of Measurement Items for Each Variable

Variable	Measurement Item	Factor Loading	Cronbach's $\alpha$	CR	AVE
Community Trust	CT <sub>1</sub>	0.862	0.832	0.825	0.677
	CT <sub>2</sub>	0.853			
	CT <sub>3</sub>	0.875			
	CT <sub>4</sub>	0.776			
	CT <sub>5</sub>	0.635			
	CT <sub>6</sub>	0.836			
Community Participation in Tourism Operations	CIT <sub>1</sub>	0.762	0.883	0.895	0.729
	CIT <sub>2</sub>	0.837			
	CIT <sub>3</sub>	0.726			
	CIT <sub>4</sub>	0.935			
	CIT <sub>5</sub>	0.832			
	CIT <sub>6</sub>	0.751			
	CIT <sub>7</sub>	0.699			
Community Governance	CG <sub>1</sub>	0.795	0.854	0.863	0.618

Table 2: Correlation and Discriminant Validity Analysis between Variables

Dimension	Community Trust	Community Participation in Tourism Operations	Community Governance
Community Trust	0.828		
Community Participation in Tourism Operations	0.382	0.820	
Community Governance	0.427	0.513	0.767

Note: The diagonal values are the square roots of the Average Variance Extracted (AVE), and the off-diagonal values are the correlation coefficients between variables; \* represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

## 6. Path Analysis and Hypothesis Testing

Based on the previous analysis and the constructed relationship model among community trust, community participation in tourism operations, and community governance, this section explores the interaction relationships among the three. As shown in Figure 2, the model includes three core latent variables: community trust, community participation in tourism operations, and community governance.

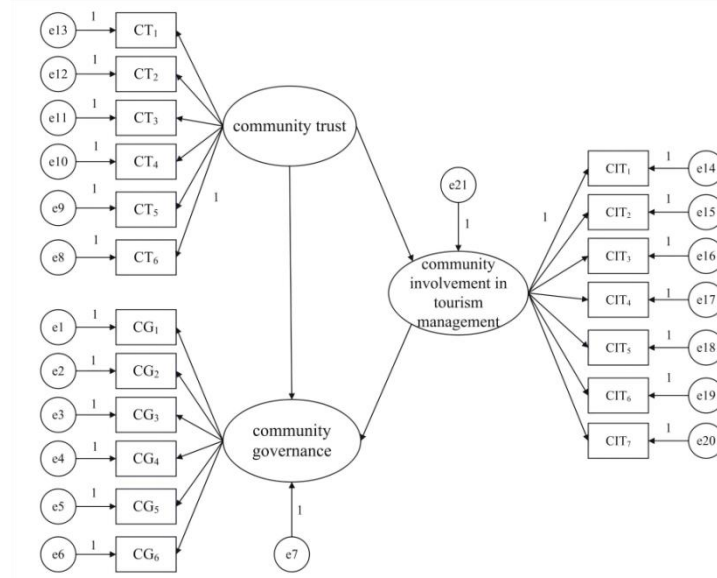


Figure 2: Initial Structural Equation Model of the Relationships among Community Trust, Community Participation in Tourism Operations, and Community Governance

### 6.1 Overall Fit Testing

The fit of the structural equation model is evaluated based on three aspects: absolute fit indices, relative fit indices, and parsimony fit indices. As shown in Table 3, the model demonstrates good overall fit.

Table 3: Overall Fit of the Initial Structural Equation Model

	Statistical Test Statistic	Test Result	Reference Standard Value
Statistical Test Statistic	CMIN/DF	2.267	1~3
	GFI	0.895	0.90 (good); Greater than 0.80 (reasonable)
	RMSEA	0.073	<0.10
	RMR	0.034	<0.05
Incremental Fit Index	AGFI	0.851	0.90 (good); Greater than 0.80 (reasonable)
	CFI	0.923	
	NFI	0.891	
	TLI	0.874	
	IFI	0.877	
Parsimony Fit Index	PGFI	0.595	>0.5

## 6.2 Path Coefficient Testing

The summary table of the regression path coefficients displays the structural impact relationships among factors or measurement scales, quantifying the degree of influence through standardized path coefficients.

Table 4: Summary Table of Standardized Path Coefficients for the Initial Structural Equation Model

X	→	Y	Unstandardized Path Coefficient	SE	Z	p	Standardized Path Coefficient
Community Trust	→	Community Participation in Tourism Operations	0.427	0.069	5.564	0	0.532
Community Participation in Tourism Operations	→	Community Governance	0.417	0.135	2.649	0.007	0.326
Community Trust	→	Community Governance	0.258	0.123	2.379	0.015	0.293

Note: → indicates the path influence relationship.

As shown in Table 4, community trust has a significant positive impact on community participation in tourism operations, community participation in tourism operations has a significant positive impact on community governance, and community trust has a significant positive impact on community governance.

## 6.3 Mediating Effect Testing

Table 5: Results of Mediating Effect Analysis (N=197)

	Community Governance			Community Trust			Community Governance		
	B	t	p	B	t	p	B	t	p
Constant	5.512**	2.597	0.003	12.63**	5.941	0	3.455	1.359	0.175
Gender	0.376	1.097	0.274	0.113	0.172	0.998	0.354	1.156	0.249
Permanent Resident	0.079	0.544	0.587	1.532*	1.894	0.016	0.068	0.407	0.729
Age	0.055	0.319	0.592	1.098	2.214	0.606	0.049	0.362	0.637
Education Level	0.011*	0.721	0.033	0.667*	2.318	0.017	0.229	0.969	0.572
Political Status	0.421	2.847	0.128	0.825	2.541	0.139	0.116	1.708	0.148
Occupation	0.331*	1.899	0.036	0.727*	1.717	0.019	0.225	1.336	0.183
Community Participation in Tourism Operations	0.221**	4.232	0	0.700**	7.201	0	0.283*	2.104	0.013
Community Trust							0.168**	4.666	0.001
R <sup>2</sup>	0.193			0.321			0.225		
Adjusted R <sup>2</sup>	0.168			0.292			0.211		
F-value	F(5,188)=5.953,p=0.000			F(5,188)=11.111,p=0.000			F(6,187)=7.691,p=0.000		

Controlling for variables such as gender, age, and educational level, community participation in tourism operations was selected as the independent variable, community governance as the dependent variable, and community trust as the mediating variable for the mediation effect test. As shown in Table 5, the influence of community participation in tourism operations on community governance is significant, and the influence remains significant after including the mediating variable. The impact of community trust on community governance is also significant.

After completing the mediating analysis, the effect size was further calculated. As shown in Table 6, the effect of community trust as a mediator is 49.45%.

Table 6: Summary of Mediating Effect Size Results

Item	Test Conclusion	c Total Effect	a*b Mediating Effect	c Direct Effect	Effect Size Calculation Formula	Effect Size
Community Participation in Tourism Operations → Community Trust → Community Governance	Partial Mediation	0.271	0.134	0.187	$a * b / c$	49.45%

Through the path testing of the initial structural equation model and the mediation tests, research hypotheses H1, H2, and H3 all passed the tests, confirming that H1, H2, and H3 are valid.

## 6.4 Empirical Results Analysis

Based on the results of the above hypothesis tests and combined with the practical case analysis, the following analyses are made:

### 6.4.1 The Impact of Community Trust on Community Participation in Tourism Operations

The research hypothesis is supported by interviews: "During the process of opening my homestay, I trust our village committee. They provided many valuable suggestions regarding decoration and operation, and gave me great help." (ID 01, Homestay) "Compared to general tourist attractions, our leaders have unique insights and foresight in developing the collective economy. Once they speak, they can quickly mobilize everyone. Under their guidance, everyone is willing to follow because we lack education, and not following their correct guidance often leads to economic losses." (ID 02, Village Enterprise Employee)

### 6.4.2 The Impact of Community Trust on Community Governance

The research hypothesis is supported by interviews: "Yes, integrating villagers and enterprises together enhances the community's cohesion when organizing activities, avoiding lack of participation. The trust relationship established in the community enhances our identification with community affairs." (ID 03, Village Enterprise Leader) "The trust of villagers in us is very important. Through village meetings and other forms, we ensure that major decisions are made collectively by the villagers, and the economic benefits brought by industrial development are shared with the entire village through a dividend mechanism. A series of governance methods have increased villagers' trust." (ID 04, Party and Mass Service Center Staff)

### 6.4.3 The Impact of Community Participation in Tourism Operations on Community Governance

The research hypothesis is supported by interviews: "We have a points-based supermarket



management mechanism that encourages villagers to participate in community construction through scoring and evaluation, such as the 'Three Guarantees' and beautiful home construction. Those who perform well receive points that can be redeemed for goods at the supermarket." (ID 05, Party and Mass Service Center Staff) "Whether it's service, sanitation, or any other village matters, I actively participate. The leaders provide us with such excellent projects that increase our economic income. The leaders also say they are just representatives of the villagers, and we should also help them with their burdens." (ID 06, Coffee Shop)

## 7. Conclusions

### 7.1 Research Conclusions

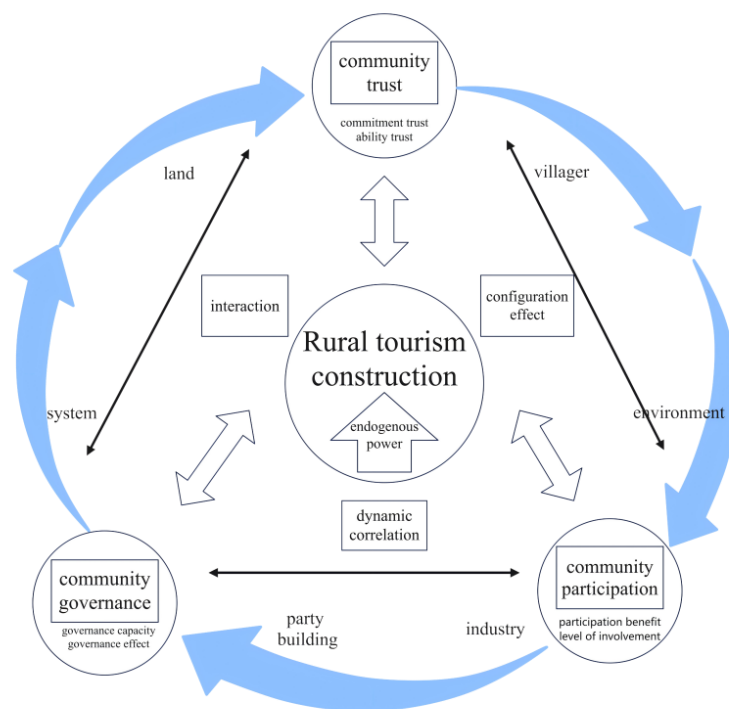


Figure 3: Theoretical Model of Community Trust, Community Participation, and Community Governance in Rural Tourism Development

This paper reviews the literature on community trust, clarifying research questions and methodologies. As shown in Figure 3, using Dacun Community in Xizhu Street as a case study, data was collected through an online questionnaire and analyzed using SPSS and AMOS software to explore the interactive relationships among community trust, participation, and governance in rural tourism areas, leading to the following conclusions:

#### 7.1.1 Community Trust is at the Core of Rural Tourism Development

Community trust is a highly stable emotional state that transcends the dimensions of satisfaction and identification commonly found in previous studies, indicating potential future loyalty. The study views community trust as an emotional mediator, revealing the intrinsic connections between community participation and governance. Residents of Dacun Community form subjective feelings based on their personal gains and losses, conducting objective assessments of their material needs,

which leads to a sense of identification and trust in the community. The development of tourism provides villagers with broader living space, improved living environments, and higher labor returns, yielding positive feedback in terms of economy, rights, and emotions, thereby stimulating villagers' civic awareness and behavior. Community participation and governance behaviors are manifestations of a high level of trust and an extension of emotional connections among community members.

### **7.1.2 Community Trust Positively Regulates Community Participation and Governance**

Community trust reflects villagers' emotional identification and value assessment of the community, playing a positive role in enhancing community participation and optimizing governance. The active participation of Dacun Community residents in tourism operations contributes to economic growth and community governance, representing a core pathway for the development of rural tourism. Additionally, community trust serves as a mediating factor between community participation and governance, directly influencing participation levels and governance quality, and promoting harmonious community development by regulating the relationship between the two. A strong emphasis on cultivating community trust, strengthening emotional connections, and constructing effective participation mechanisms and governance structures will create a positive interactive relationship that injects vitality into rural tourism and ensures the stable development of tourism destinations.

### **7.1.3 Community Participation Positively Regulates Community Governance**

The participation of residents in Dacun Community in tourism affairs enhances the effectiveness of community governance. Villagers gain a deeper understanding and support for government policies and actively participate in their implementation. Furthermore, the community encourages villagers to engage in the development, operation, and service of the tourism industry, allowing them to fully grasp the overall landscape of rural tourism development and recognize the challenges involved, thereby improving governance efficiency. Excellent community governance fosters positive interactions between villagers and the government, reducing administrative costs and increasing policy implementation efficiency. This cooperative model achieves a win-win situation for both public and private interests. The sense of participation among villagers enhances their trust in the community and confidence in economic prospects, demonstrating the significant role of community participation in governance.

## **7.2 Research Insights**

### **7.2.1 Enhance Community Trust, with Community Party Organizations Playing a Leading Role**

On one hand, community trust is built on good governance. Party organizations can boost their presence by connecting with villagers, maintaining partnerships, and merging party activities with business. They should match public values, use mass line methods, and offer various services to promote villager involvement in rural tourism and to foster collaborative ties between the party and different groups. On the other hand, specialized services are key to building trust in community party organizations and assessing community involvement and governance effectiveness. This requires merging professionalism with local traits to meet villagers' needs. Party organizations should respect local culture, promote active villager participation, enhance cadre quality, lower age restrictions, and prioritize business experience. Adjusting structures and providing professional training can improve self-governance capabilities.

## 7.2.2 Enhance Community Trust, Effectively Improving Community Governance Levels

To enhance villagers' trust, it is essential to align with reality. Community governance should be open and transparent, with mutual understanding between villagers and the community. First, community governance should aim for openness, transparency, and inclusiveness, with village committees quickly addressing residents' needs and creating a feedback loop that encourages participation and responsiveness. Second, a mechanism for village supervision should be established, combining online and offline supervision to strengthen assessments and monitoring of rural governance, correcting problems promptly to ensure effective self-governance and enhance civic spirit and public awareness. Third, a comprehensive talent introduction and incentive mechanism should be established, improving the public service system in education and healthcare to enhance the attractiveness of rural areas, encouraging more people to come to and stay in the countryside.

## 7.2.3 Enhance Community Trust, Encouraging Villagers to Participate in Rural Tourism

Encouraging villagers to participate in rural tourism enhances community trust and promotes economic diversification. First, leverage local resources and develop economies suited to the area, using a "community + company + farmer" approach to promote integrated development across sectors and involve villagers in rural tourism. Second, rural tourism organizations, such as farmhouse associations, leisure tourism cooperatives, and village collective tourism service agencies, should be cultivated. A digital collaboration platform should be established to help practitioners build extensive connections, enhancing villagers' participation capacity and ensuring equal opportunities. Third, rural tourism should offer unique experiences distinct from urban life, allowing villagers to create authentic experiences by showcasing their living environments, daily lives, and traditional customs.

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