

# *The Resolution of the Predicament of Blood Transfusion Assistance and the Stimulation of Tourism Community Participation: From the Perspective of Fairness Perception and Community Trust*

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**Keywords:** Tourism community; Fair perception; Community trust; Community tourism engagement

**Abstract:** Residents are core stakeholders in the tourism community, and their perception of equity directly influences attitudes and behavioral tendencies towards tourism support. Community trust is the spiritual bond that connects residents, and perception of equity and trust are crucial for stimulating community tourism participation and enhancing people's well-being. Given the fragile ecology of Yulong Snow Mountain, efficient tourism participation by residents is a strong support for the sustainable development of the community. This study selects Jiazi Village in Yulong County, Lijiang as the case location and uses a structural equation model to focus on whether and what driving relationship exists between perceived equity for community trust and community tourism participation. The study found that: ① Perception of equity has a significant positive impact on community tourism participation and community trust; ② Community trust has a significant positive impact on community tourism participation; ③ Community trust mediates between perception of equity and community tourism participation. The study suggests optimizing the tourism revenue distribution mechanism, strengthening the community trust system, stimulating the intrinsic motivation of residents to participate in tourism, promoting high-quality development of tourism communities, and providing theoretical basis and practical guidance for tourism community governance.

## 1. Introduction

In the context of the strategy of fully promoting rural revitalization and achieving common prosperity, tourism communities carry the important mission of driving local economies and improving people's livelihoods. Residents, as key participants and direct beneficiaries of tourism communities, have a direct impact on the sustainability of tourism development. In practice, some communities still face the reality of insufficient motivation and low effectiveness of residents' participation in tourism. Tourism development creates employment and business income opportunities for the community, but when it comes to issues such as family income and income

distribution, some residents, out of concern for the loss of existing interests, are sensitive and cautious when expressing their own benefits, emphasizing "tiredness", "little compensation", "small income", and showing less actual improvement in tourism development. This indicates that residents' attitudes towards tourism development do not depend solely on objective income levels, but are also influenced by factors such as a sense of fairness and trust. If residents lack effective participation opportunities for a long time, they are prone to develop a mentality of dependence on compensatory benefits, weakening the sense of subjectivity and the foundation of community cooperation and the synergy of tourism development.

The key to breaking this predicament lies in building an effective mechanism driven by the perception of fairness. Equity perception is a key driver of community engagement and a fundamental source of community trust, and its strength is directly related to residents' attitudes and behavioral tendencies. Trust, as a fundamental element of community cooperation and collective action, drives the transformation of residents' intrinsic identity into actual participation behavior (Xu et al., 2015)<sup>[1]</sup>. Research has found that persistent sense of unfairness erodes community trust, creates negative attitudes among residents, and significantly suppresses their willingness to participate (Vyasha et al., 2022)<sup>[2]</sup>. Existing studies have mostly focused on the influencing factors, forms of participation and governance performance of community tourism participation, or discussed the issue of insufficient resident participation from the perspectives of benefit distribution and institutional arrangements. However, there is still insufficient research attention on whether and how the enhancement of fairness and trust can drive the improvement of community tourism participation, and further exploration is needed. In view of this, this study attempts to explore the pathways and influences among perception of fairness, community trust and community tourism participation, to reveal the intrinsic pathways by which perception of fairness affects community tourism participation and the mediating role of community trust, with the aim of providing practical references for improving community tourism participation mechanisms and enhancing villagers' tourism participation levels, and ensuring that villagers are driven by perception of fairness, To truly and effectively participate in tourism development.

## 2. Literature review

To gain a comprehensive understanding of the evolving trends and hotspots of research related to "perception of equity in tourism communities" in English, this paper used CiteSpace software and selected Web of Science (WOS) databases to conduct keyword co-occurrence analysis of English literature from 2015 to 2025.



Figure 1 Keyword Co-occurrence map of research literature related to "Perception of equity in Tourism communities" (2015-2025)

From the perspective of the keyword co-occurrence network (Figure 1), nodes such as "community participation", "trust", and "perception" stand out, and are closely linked with keywords

like "attitude", "behavior", and "support", indicating that the relevant literature not only focuses on development issues such as tourism development, destination management, and sustainable tourism, but also attaches importance to social psychological processes at the community level, such as residents' perception evaluation, trust relationships, attitude support, and participation behaviors. The connections between the keywords suggest that fair perception evaluation, trust generation, and participation behavior among residents have a strong correlation in the context of community tourism development. Based on this, incorporating fair perception, community trust, and community tourism participation into the same analytical framework helps to explain the internal logic of residents' participation in community tourism development.

## 2.1 Research Related to perception of equity in tourism communities

The theory of equity perception emphasizes that individuals form equity judgments by comparing input and return, and it is divided into three dimensions: distribution, procedure, and interaction. Among them, distribution equity refers to reasonable outcome distribution, procedure equity refers to impartial decision-making process, and interaction equity refers to respectful and sincere interaction (Burg et al., 2013)<sup>[3]</sup>.

The research on fairness perception focuses on the fairness of interests and the improvement paths. Residents' sense of fairness mainly depends on the fairness of their participation opportunities and rights (Zhang Yaoyi, 2017)<sup>[4]</sup>. A fair distribution mechanism is an important approach to mobilizing residents' enthusiasm (Bojie et al., 2021)<sup>[5]</sup>. In ethnic tourist destinations, the core of tourism poverty alleviation policies is to ensure that residents receive fair treatment (Zhuang et al., 2020)<sup>[6]</sup>. Some scholars have used structural equation models to confirm that perception of equity can effectively reduce residents' conflict tendencies and promote their participation in community tourism development (Chai Shousheng et al., 2024)<sup>[7]</sup>. In terms of the improvement path, measures such as awareness cultivation, capacity building, rights protection and consultative co-governance (Bojie et al., 2021)<sup>[5]</sup> are adopted to promote residents' effective participation in community tourism development and enhance their perception of equity.

## 2.2 Research related to community trust

Community trust is a positive expectation and emotional connection that residents have with their neighbors, the government, tourism enterprises, and community organizations (Fang Yaqin, 2015)<sup>[8]</sup>, emphasizing that it is a core component of social capital, can enhance community cooperation and collective identity, and can influence individual cognition, attitudes, and behaviors (Shi Shaohua et al., 2017)<sup>[9]</sup>.

Research on community trust mainly focuses on interpersonal relationships and governance participation. Based on stakeholder theory, trust is a key element of community collective action networks, and the lack of trust can lead to resident apathy and management crises (Sunkar et al., 2018)<sup>[10]</sup>. Trust can stimulate residents' enthusiasm for participating in public affairs, and cultural and sports activities can strengthen interpersonal trust (He et al., 2020)<sup>[11]</sup>. In the context of tourism, trust relationships are based on equality of rights, and unequal factors can weaken trust (Guo et al., 2025)<sup>[12]</sup>. Therefore, some scholars have further explored strategies for enhancing trust in tourism communities through pathways such as fair distribution, institutional guarantee, decision-making empowerment, and supervisory feedback (Cai et al., 2025) to increase<sup>[13]</sup> the participation and trust of residents in tourism communities.

To sum up, existing studies have shown that community residents' perception of equity significantly affects their participation behavior. Therefore, it is selected as the core variable and the mature dimensions are used to measure from the three dimensions of procedural, distributive and

interactive equity; Empirical studies on equity perception often use structural equation models, which show that they have a strong explanatory power for research questions in this field; The research shows that community trust can be used as a mediating variable to reveal the transmission path; The current research has not fully interpreted the driving relationship between perceived equity in tourism communities and community trust and community tourism participation, leaving some room for this study.

### 3. Overview of the case

Jiazi Village is located in Daju Township, Yulong Naxi Autonomous County, Lijiang City, Yunnan Province, within the Yulong Snow Mountain Nature Reserve. It has 19 villagers' groups with a total of 645 households and 2,620 people, and is a multi-ethnic settlement. The village has been recognized as a national Tourism Poverty Alleviation demonstration Village in 2018, a model community for Ethnic unity and progress in Lijiang City in 2022, a provincial "Green Mountains and Clear Waters are as Good as Mountains of Gold and Silver" practice innovation base in 2023, and one of the second batch of national pilot projects for Cultural Industry Empowering rural Revitalization in 2025.

Jiazi Village was once a provincial-level poverty-stricken village. Through innovative models such as "scenic area leading village", "branch leading the way, company operating, village committee supervising, and people participating", it has developed eco-tourism, strengthened the collective economy of the village, and implemented tourism to support agriculture, which has driven villagers to increase their income and become prosperous. It was lifted out of poverty in 2016. In 2024, the total income of the village collective was about 97.5 million yuan, and the per capita net income was about 27,000 yuan, an increase of 350% compared with 6,000 yuan in 2006. Jiazi Village is well-known and representative in the development of ecotourism. This paper focuses on the impact of perception of equity on community trust and tourism participation, dissects the successful experience and development predicament of Jiazi Village, and provides important references for other tourism communities.

### 4. Research hypotheses

#### 4.1 The relationship between equity perception and community tourism engagement

The fairer the outcome of residents' income distribution and the more just the distribution process, the stronger their willingness to support community development (Xu Xing 'an et al., 2015)<sup>[1]</sup>. Fairness perception influences behavioral decisions through psychological mechanisms (Chai Shousheng et al., 2024)<sup>[7]</sup>. When residents perceive fairness in distribution, procedures, and interactions, they are more willing to give back to the community through participatory behavior. Perception of equity is positively correlated with community tourism participation (Gautam et al., 2024; Tang et al., 2024).<sup>[14-15]</sup> Therefore, the following hypothesis is proposed:

- H1a: Distributive equity has a significant positive impact on community tourism engagement;
- H1b: Procedural fairness has a significant positive impact on community tourism participation;
- H1c: Interactive equity has a significant positive impact on community tourism engagement.

#### 4.2 The Relationship between Perception of Equity and Community Trust

Community trust is the subjective evaluation of residents, influenced by perception of fairness. Distribution order and distribution pattern significantly affect community trust (He Xuehuan et al., 2018).<sup>[16]</sup> Procedural equity indirectly enhances community trust by strengthening community identity (Rakotonarivo et al., 2020).<sup>[17]</sup> Residents often view community managers as "community

agents", and their interaction experiences directly affect trust levels (Zhu et al., 2022).<sup>[18]</sup> Perception of equity has a significant positive impact on community trust (Zhao Jingjing et al., 2023).<sup>[19]</sup> Therefore, the following hypothesis is proposed:

- H2a: Distributive equity has a significant positive impact on community trust;
- H2b: Procedural fairness has a significant positive impact on community trust;
- H2c: Interactive equity has a significant positive impact on community trust.

### 4.3 The Relationship between Community trust and Community Tourism Engagement

High levels of community trust contribute to building harmonious community relations and mobilizing mutual participation (Fang Yaqin, 2015)<sup>[8]</sup>. Community trust can integrate interpersonal resources and achieve "relational governance", making it easier to form collective identity and consensus of interests (Liang Hui et al., 2018)<sup>[20]</sup>, while the lack of trust can easily lead to dissatisfaction and suppress participation consciousness (Hu Li et al., 2023)<sup>[21]</sup>. Community trust has a positive impact on community tourism participation (Kim et al., 2025)<sup>[22]</sup>, and plays a mediating role between perception of equity and participation behavior (Zhao Jingjing et al., 2023).<sup>[19]</sup> Therefore, the following hypothesis is proposed:

- H3: Community trust has a significant positive impact on community tourism engagement;
- H4: Community trust mediates between perception of equity and community tourism participation.

To sum up, construct the theoretical model of "equity perception, community trust, and community tourism participation" as shown in Figure 2.

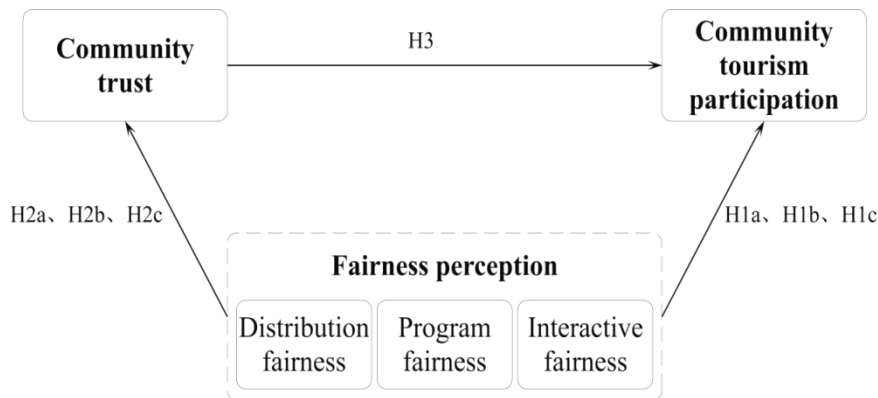


Figure 2 Research Model

## 5. Empirical research

### 5.1 Questionnaire design and data collection

The questionnaire consists of four parts: basic sample characteristics, perceived equity, community trust, and community tourism participation. The measurement items were mainly based on the relevant scales of He Xuehuan et al. (2018), Chai Shousheng et al. (2024), Shi Shaohua et al. (2017), Zhao Jingjing et al. (2023), and Yang Xingzhu et al. (2005), and were compiled in the context of the case. The scale uses the Likert five-point scoring system, where 1 represents "strongly disagree" and 5 represents "strongly agree". The scale was revised after being reviewed by two experts in the relevant field to ensure its relevance, clarity and applicability.

In May 2025, a pre-survey was conducted in Jiazi Village, where 13 households were interviewed and 25 questionnaires were distributed, all of which were effectively retrieved. Based on the results of

the pre-survey, the overall reliability and validity of the scale were good, and the items of the questionnaire were retained. In June 2025, a formal survey was conducted. 246 questionnaires were distributed, and 240 were valid (according to Schreiber et al., the valid sample size was 10 times<sup>[24]</sup> the number of measurement questions), with an effective rate of 97.56%.

## 5.2 Basic characteristics of the sample

In terms of gender structure, males accounted for 57.92% and females 42.08%; The respondents were mostly permanent residents of the village, accounting for 84.17%; In terms of age distribution, given that minors have weak cognitive abilities and social experience, they may have misunderstandings of abstract concepts such as "fairness" and "trust", which affect the accuracy of the data. Therefore, they were not included in the survey. The two age groups of 31-45 and 46-60 were relatively high, at 37.92% and 34.17% respectively; In terms of educational attainment, educational qualifications are mainly concentrated in junior high school and below, high school or secondary vocational school and junior college, with only 10.83% having a bachelor's degree or above. Overall educational attainment level is relatively low. 31.25 percent of respondents have a personal monthly income of 3,000 to 5,000 yuan; The occupational structure was diverse, with 28.33 percent engaged in agricultural breeding, 19.17 percent in scenic area operation and service, 9.58 percent in village committee staff, 11.25 percent in individual business operators, and 31.67 percent in other types of occupations.

## 5.3 Analysis of Reliability and Validity

To ensure the reliability of the data, SPSS 24.0 software was used in the study for reliability and validity tests. In the reliability test, as shown in Table 1, the Cronbach's  $\alpha$  coefficient of the total scale was 0.89, and the Cronbach's  $\alpha$  coefficients of each latent variable were all higher than 0.70, indicating that the scale had good reliability.

In the validity test, the KMO value of the total scale was 0.87, the approximate chi-square value of the Bartlett sphericity test was 5,393.81, and the significance level was 0.00. The combined reliability (CR) of each latent variable was higher than 0.80, indicating high internal consistency of the scale. In addition, the average variance extraction (AVE) of each latent variable was above 0.50, indicating high convergent validity of the scale. Table 2 results show that the square roots of AVE for each latent variable are greater than their correlation coefficients with other latent variables, indicating good discriminative validity among constructs and a reasonable division of model variables.

Table 1 Results of the reliability and validity test

Latent variables	Observed variables	Standardized factor payloads	AVE	Cronbach's $\alpha$	CR
Distributive equity (DJ)	DJ <sub>1</sub>	0.85	0.66	0.86	0.91
	DJ <sub>2</sub>	0.83			
	DJ <sub>3</sub>	0.80			
	DJ <sub>4</sub>	0.82			
	DJ <sub>5</sub>	0.75			
Procedural fairness (PJ)	PJ <sub>1</sub>	0.74	0.57	0.85	0.87
	PJ <sub>2</sub>	0.77			
	PJ <sub>3</sub>	0.79			
	PJ <sub>4</sub>	0.76			
	PJ <sub>5</sub>	0.72			
Interactive Equity	IJ <sub>1</sub>	0.75	0.58	0.84	0.85

(IJ)	IJ <sub>2</sub>	0.72			
	IJ <sub>3</sub>	0.77			
	IJ <sub>4</sub>	0.76			
	IJ <sub>5</sub>	0.79			
Community trust (CT)	CT <sub>1</sub>	0.74	0.54	0.83	0.85
	CT <sub>2</sub>	0.71			
	CT <sub>3</sub>	0.70			
	CT <sub>4</sub>	0.75			
	CT <sub>5</sub>	0.77			
Community tourism engagement (CP)	CP <sub>1</sub>	0.83	0.61	0.86	0.90
	CP <sub>2</sub>	0.81			
	CP <sub>3</sub>	0.77			
	CP <sub>4</sub>	0.79			
	CP <sub>5</sub>	0.74			
	CP <sub>6</sub>	0.72			

Table 2 Results of the discriminative validity test

Latent variables	Distributive equity	Procedural fairness	Interactive fairness	Community trust	Community tourism engagement
Distributive equity	<b>0.81</b>				
Procedural fairness	0.58	<b>0.75</b>			
Interactive equity	0.65	0.68	<b>0.76</b>		
Community trust	0.44	0.45	0.55	<b>0.73</b>	
Community tourism engagement	0.36	0.40	0.42	0.31	<b>0.78</b>

#### 5.4 Measurement Model analysis

Confirmatory factor analysis (CFA) was used to test the fit of the measurement model in this study. According to the AMOS 23.0 output, the goodfit index (GFI) of the initial measurement model did not reach the standard threshold. After testing, it was found that the correction index of item CP4 was higher, and it was deleted to improve the model's goodness of fit. After the correction, all fitting indicators reached acceptable levels (see Table 3), and the model as a whole fitted well.

Table 3 measures the model fitting index

Fitting metrics	Absolute fit metrics				Relative fit metrics			Minimalist fit metrics	
	x <sup>2</sup> /df	GFI	AGFI	RMSEA	NFI	IFI	CFI	CAIC	AIC
Ideal Standard	1 ~ 3	>0.90	>0.90	<0.08	>0.90	>0.90	>0.90	the smaller the better	the smaller the better
Initial model	2.28	0.87	0.85	0.07	0.89	0.92	0.92	826.43	534.18
Modified model	1.94	0.91	0.90	0.06	0.91	0.94	0.94	778.26	492.35

#### 5.5 Structural Model Analysis

The research hypothesis was tested by AMOS, and the test results are shown in Table 4. Distributive equity, procedural equity, and interactive equity all have significant positive effects on community tourism participation, and hypotheses H1a, H1b, and H1c hold; Distributive equity, procedural equity, and interactive equity all have a significant positive impact on community trust,

assuming H2a, H2b, and H2c; Community trust has a significant positive impact on community tourism participation, and hypothesis H3 holds.

Table 4 Hypothetical Path Verification

Hypothesis	Influence path	Standardized path coefficients	T value	Hypothesis test results
H1a	Distributive equity → Community tourism engagement	0.27**	4.18	Support H1a
H1b	Procedural fairness → Community tourism engagement	0.24**	4.03	Support H1b
H1c	Interactive equity → Community tourism engagement	0.21**	3.84	Support H1c
H2a	Distributive equity → community trust	0.30**	4.11	Support H2a
H2b	Procedural equity → Community trust	0.33**	4.27	Support H2b
H2c	Interactive equity → Community trust	0.26**	3.96	Support H2c
H3	Community trust → Community tourism engagement	0.29**	4.35	Support H3

Note: \* P<0.05, \*\* P<0.01.

## 5.6 Mediating effect test

The Bootstrap method was used to test the mediating effect of community trust in this study, and the test results are shown in Table 5. With a 95% confidence interval, the sample size was set at 5000. The effects analysis shows that community trust mediates between perception of equity and participation in community tourism, so hypothesis H4 holds.

Table 5 Test of Mediating Effects

Hypothesis	Influence path	Point estimation	95% confidence interval		Test results
			Lower limit	Upper limit	
H4	Fairness perception → Community trust → community tourism engagement	0.08	0.05	0.17	Established

## 6. Research Conclusions and implications

### 6.1 Research Conclusions

#### 6.1.1 Perception of equity has a positive impact on community tourism engagement

Distributive equity, procedural equity, and interactive equity all have significant positive effects on community tourism participation. In terms of distribution equity, residents perceive that the distribution of tourism revenue is in line with expectations, and their initiative in participating in tourism affairs is significantly enhanced; In terms of procedural fairness, the tourism decision-making process is transparent, their opinions are effectively absorbed, and their willingness to participate in tourism planning and management is significantly enhanced; In terms of interactive fairness, tourism operators and managers will enhance the enthusiasm and sustainability of residents' participation through equal communication. This indicates that the perception of fairness is a driving

force for community tourism participation. By meeting the reasonable demands of residents, it enhances their sense of identity and support for tourism development and promotes their in-depth participation in tourism affairs.

### 6.1.2 Perception of equity has a positive impact on community trust

Distributive equity, procedural equity, and interactive equity all have significant positive effects on community trust. When residents perceive that the distribution of benefits is fair and transparent, if the benefit-sharing mechanism is reasonable and the cost-sharing ratio is balanced, it can reduce suspicion and resistance caused by the imbalance of benefits and significantly enhance institutional trust in the management entity; When the decision-making process is fair, such as guaranteeing residents' participation rights and making information public and accessible, it can strengthen residents' recognition of the tourism organization mechanism and enhance organizational trust; When the interaction is fair, such as when tourism managers respect communication and respond to demands in a timely manner, it can shorten the psychological distance and strengthen interpersonal trust. It can be seen that the perception of fairness promotes the improvement of trust levels by enhancing residents' positive cognition of benefit distribution, decision-making participation and interactive communication.

### 6.1.3 Community trust has a positive impact on community tourism engagement

Community trust has a significant positive impact on community tourism engagement. When residents trust village committees and community tourism organizations, they are more likely to actively participate in matters such as tourism decision-making, ecological protection and reception services. As an important social capital, community trust can effectively reduce residents' concerns about the uncertainty of tourism development and stimulate the initiative and proactiveness of collaborative participation. In addition, perception of equity directly affects participation and indirectly affects participation through community trust, which mediates between perception of equity and community tourism participation. This effect reflects the synergy between equity and trust. Equity nurtures trust, and trust further translates into practical actions, providing an intrinsic impetus for the sustainable development of ecotourism communities.

## 6.2 Research Recommendations

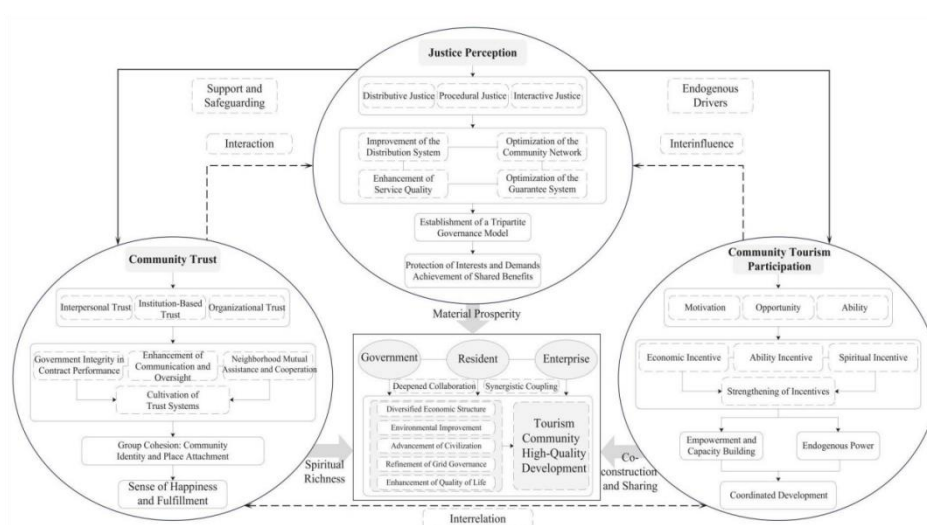


Figure 3 Diagram of the driving mechanism for fair perception

Based on the constructed driving mechanism of equity perception (Figure 3), the following specific and feasible research recommendations are made in light of the research conclusions.

### **6.2.1 Strengthen the perception of fairness and lay a solid foundation for tourism participation**

To break through the predicament of "blood transfusion" assistance, the first step is to enhance residents' perception of fairness in tourism development. We should focus on the key links in tourism operation, such as resource allocation, opportunity supply, income realization and compensation implementation, improve open and transparent institutional arrangements, and enhance distribution fairness; we should optimize information disclosure, public consultation and feedback mechanisms for tourism project access, festival planning, environmental governance and capital use, and enhance procedural fairness; based on the daily interaction between village officials, tourism enterprises and residents, we should strengthen information disclosure, policy interpretation and appeal response, enhance the fairness of interaction, improve the acceptability of governance results, and transform the sense of fairness into continuous participation willingness and behavior.

### **6.2.2 Expand participation channels and enrich forms of tourism participation**

The key to stimulating tourism community participation lies in transforming tourism traffic into specific channels that residents can access, operate and sustainably benefit from. Based on the resource endowment and market demand of the tourism community, residents' participation is promoted to extend in the direction of business, service and project orientation, focusing on the development of direct participation forms such as homestay reception, characteristic catering, tour guide explanation, research experience, cultural and creative production, agricultural products and characteristic products exhibition and marketing, festival services, so as to promote local employment and residents' income growth; At the same time, positions such as scenic area cleaning, parking guidance, wedding auction assistance, and agricultural product delivery can be added. The village collective will uniformly organize employment, coordinate job rotation and service arrangements, and incorporate villagers who do not directly operate into the tourism supporting links<sup>[23]</sup>.

### **6.2.3 Improve the training system and enhance the ability to participate in tourism**

Whether residents can continue to participate in tourism development depends not only on the supply of opportunities but also on capacity support. Regular tourism training should be carried out by means of centralized lectures, on-the-job training, scenario simulation, demonstration observation, paired assistance and online micro-lessons, and the pace and form of training should be flexibly adjusted according to the peak and off-peak seasons of tourism to enhance the conversion rate of training results. A closed-loop mechanism of "training - practice - feedback - refresher training" can be established. Through follow-up guidance, regular review, stage assessment and experience sharing, residents can accumulate experience and improve skills in tourism practice, and achieve the transformation from "able to participate" to "good at operation and good at service".

### **6.2.4 Strengthen trust cultivation and consolidate the foundation for tourism development**

Community trust is an important link for the perception of equity to translate into participation in action. The authorities shall establish a normalized tourism communication mechanism led by the village committee, coordinated by tourism enterprises and actively participated by villagers, regularly disclose relevant information on tourism operations and community governance affairs, and release

public consultation and feedback results; at the same time, it clarifies the boundaries of powers and responsibilities, stabilizes the expectations of the interests of all parties, standardizes the dispute handling process, and enhances residents' recognition of governance rules. Through villagers' meetings, home visits, network communication and problem follow-up, we integrate trust cultivation into daily tourism governance practices, respond to concerns in a timely manner, reduce misunderstandings and suspicions, and shift the foundation of trust from emotional maintenance to institutional guarantee, so as to provide strong support for the high-quality development of tourism communities.

## Acknowledgments

Research on the Path to Improving the Quality and Efficiency of Tourism Catering in Internet-Famous Villages along Dianchi Lake - Kunming Social Science Planning Project (Project Number: KSGH2618) Research on the Dynamic Interaction of Community Trust and Participation in Governance in National Parks under Rural Revitalization, Science Research Fund Project of Yunnan Provincial Department of Education (Project Number: 2025Y1100)

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