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RESIDENTS' ACCEPTANCE INTENTIONS TOWARDS INTERNATIONAL TOURISTS IN HAINAN, CHINA: THE MEDIATING ROLE OF ATTITUDE

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Universiti Utara Malaysia

DOCTOR OF PHILOSOPHY
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RESIDENTS' ACCEPTANCE INTENTIONS TOWARDS INTERNATIONAL TOURISTS IN HAINAN, CHINA: THE MEDIATING ROLE OF ATTITUDE

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A thesis submitted to the Ghazalie Shafie Graduate School of Government in fulfilment of the requirement for the Doctor of Philosophy
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Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
(College of Law, Government and International Studies)
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ABSTRACT

Hainan is the sole free trade port in China that exhibits the most prominent features. Tourism constitutes a fundamental sector within the region's economic framework. On the one hand, the regional economy is experiencing upward pressure, while on the other hand, it encounters an unparalleled challenge in attracting international tourists. Existing literature has three core gaps: the lack of integrated application of theory of reasoned action (TRA) and social exchange theory (SET) in a single research model, the scarcity of studies focusing on residents' acceptance intention in the specific context of Hainan, and the insufficient exploration of how trust and perceived risk affect resident attitudes as well as the mediating role of resident attitude itself, which are the key deficiencies this study aims to address. The current research aims to examine the influence of Hainan residents' acceptance intentions toward international tourists in light of the unique global market conditions. The research theoretical frameworks were established by integrating TRA and SET, which encompass the concept of "subjective norm", with the variables of "trust", "perceived risk", "perceived cost", and "perceived benefits". The mediating role of "resident attitude" was also considered in the development of these frameworks. Data collection took place from February 10, 2024, to June 15, 2024, resulting in 442 valid questionnaires obtained from a survey conducted among residents across six main tourist cities in Hainan. The data were subjected to analysis in three distinct stages: descriptive statistical analysis, measurement model verification, and analysis using structural equation modeling. The results indicate that trust exerts a significant positive impact on Hainan residents' attitudes, while perceived risk has a strong negative effect. Resident attitude emerges as a critical mediator linking antecedent variables to acceptance intentions, and perceived benefit and subjective norm also positively influence acceptance intentions, whereas perceived cost shows no significant effect. Theoretically, it enriches the integration of TRA and SET and fills the research gap on resident acceptance intention in Hainan; practically, it provides targeted policy insights to enhance resident acceptance intention towards international tourists.

Keywords: Residents' Acceptance Intention, International Tourists, Theory of Reasoned Action, Social Exchange Theory, Hainan Free Trade Port.

ABSTRAK

Hainan adalah satu-satunya pelabuhan perdagangan bebas di China yang mempamerkan ciri-ciri yang paling menonjol. Pelancongan merupakan sektor asas dalam kerangka ekonomi rantau ini. Di satu pihak, ekonomi serantau mengalami tekanan menaik, manakala di sisi lain, ia menghadapi cabaran yang tiada tandingan dalam menarik pelancong antarabangsa. Literatur sedia ada mempunyai tiga jurang utama: kekurangan aplikasi bersepadu Teori Tindakan Beralasan (TRA) dan Teori Pertukaran Sosial (SET) dalam satu model penyelidikan, kekurangan kajian yang memfokuskan pada niat penerimaan penduduk dalam konteks khusus Hainan, dan penerokaan yang tidak mencukupi tentang bagaimana kepercayaan dan risiko yang dirasakan mempengaruhi sikap penduduk serta peranan pengantara sikap penduduk itu sendiri, yang merupakan kekurangan utama yang cuba ditangani oleh kajian ini. Penyelidikan ini bertujuan untuk mengkaji pengaruh niat penerimaan penduduk Hainan terhadap pelancong antarabangsa berdasarkan keadaan pasaran global yang unik. Kerangka teori penyelidikan dibentuk dengan menggabungkan TRA dan SET, yang merangkumi konsep "norma subjektif", dengan pembolehubah "kepercayaan", "risiko yang dirasakan", "kos yang dirasakan" dan "faedah yang dirasakan". Peranan perantaraan "sikap penduduk" juga dipertimbangkan dalam pembangunan kerangka kerja ini. Pengumpulan data dijalankan dari 10 Februari 2024 hingga 15 Jun 2024, menghasilkan 442 soal selidik sah yang diperoleh daripada tinjauan yang dijalankan di kalangan penduduk di enam bandar pelancongan utama di Hainan. Data tersebut dianalisis dalam tiga peringkat berbeza: analisis statistik deskriptif, pengesahan model pengukuran, dan analisis menggunakan pemodelan persamaan struktur. Dapatan kajian menunjukkan bahawa kepercayaan memberi impak positif yang ketara terhadap sikap penduduk Hainan, manakala risiko yang dirasakan memberi kesan negatif yang kuat. Sikap penduduk muncul sebagai perantara kritikal yang menghubungkan pembolehubah anteseden dengan niat penerimaan, dan manfaat yang dirasakan serta norma subjektif juga mempengaruhi niat penerimaan secara positif, manakala kos yang dirasakan tidak menunjukkan kesan yang signifikan. Secara teorinya, ia memperkayakan penyepaduan TRA dan SET dan mengisi jurang penyelidikan mengenai niat penerimaan penduduk di Hainan; dari segi praktikal, ia menyediakan pandangan dasar yang disasarkan untuk meningkatkan niat penerimaan penduduk terhadap pelancong antarabangsa.

Kata Kunci:Niat penerimaan penduduk, Pelancong antarabangsa, Teori Tindakan Beralasan, Teori Pertukaran Sosial, Pelabuhan Perdagangan Bebas Hainan.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
AB	Actual Behaviours
AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of Moment Structures
ATT	Attitude
AVE	Average Variance Extracted
BI	Behavioural Intention
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability
FTZ	Free Trade Zone
FTP	Free Trade Port
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
INTQ	Resident Acceptance Intention
MLE	Maximum Likelihood Estimation
NNFI	Non-normed Fit Index
PBQ	Perceived Benefit;
PCQ	Perceived Cost
PRQ	Perceived Risk;
RMSEA	Root Mean Square Error of Approximation
SN	Subjective Norm
SEM	Structural Equation Modelling
SET	Social Exchange Theory
SMC	Square Multiple Correlations
Std	Standardized Factor Loadings
SRMR	Standardized Root Mean Square Residual
TLI	Tucker Lewis Coefficient
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behaviour
TRU	Trust

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UNWTO	World Tourism Organization
Unstd.	Unstandardized factor loadings
WHO	World Health Organization
WTTC	World Travel & Tourism Council

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Tourism is the world's largest and most diverse service industry and is a crucial economic driver and investment avenue for several nations. It contributes significantly to revenue generation, job opportunities, and operational activities. The broad impact of its contribution may be seen in the areas of consumption, infrastructure development, and gross domestic product (GDP) (Marti & Puertas, 2025; Raihan & Tuspekova, 2022). The tourist industry has obtained significant financial support from both the public and private sectors. The phenomenon of increased global integration and market liberalization has resulted in a consistent growth pattern in tourist flows, both domestically and internationally, toward various tourism locations (Kyrylov et al., 2020; Page & Duignan, 2023). Consequently, international tourism not only contributes to the generation of foreign currency profits and the mitigation of balance of payments challenges faced by several developing nations, but it also fosters employment, income, savings, investment, and overall economic development (Abdellatif et al., 2024; Gidebo, 2021).

Between the end of 2019 and December 2021, the worldwide pandemic of infections, relapses, and rebounds is unparalleled in its magnitude and impact (UNWTO, 2023).

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Nevertheless, the post-pandemic period presented a substantial obstacle to the existing economic and tourism institutions. The demand for tourism remains robust, and both domestic and international travel markets indicate enormous room for expansion. One of the most pressing social issues that the world is currently facing, and one that is likely to remain for some time, is how to lessen the blow that post-pandemic tourism took (WHO, 2023). 2024 signifies the resurgence of international travel following its most severe crisis in historical records, four years subsequent to the onset of the COVID-19 pandemic. In 2024, international tourism receipts surpassed USD 1.6 trillion, reflecting a 3% rise from 2023 and a 4% increase from 2019 (in real terms) (UNWTO, 2025). By 2023, receipts had reverted to their pre-pandemic levels. In 2024, overall export revenues from tourism, encompassing passenger travel and receipts, are projected to attain a record high of USD 1.9 trillion, or 3% above the 2019 level. It is projected that international tourist arrivals rose by 3% to 5% in 2025 compared to 2024 (UNWTO, 2025). The tourism industry has demonstrated its ability to recover from crucial economic, political, and health-related disruptions (Marome & Shaw, 2021).

The World Travel & Tourism Council (WTTC) partnered with Oxford Economics to release an "Economic Impact Report." It looked at how travel and tourism affected the economy and jobs in 185 countries and 28 financial regions across the globe. The 2024 WTTC Economic Impact Trends Report indicates that the United States remains the preeminent tourism market globally. The WTTC forecasts that China emerged as the largest travel and tourism market globally within this decade (WTTC, 2025). In 2024, the most recent data from China's National Immigration Administration (NIA) indicated that the nation's immigration management agencies

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had conducted inspections of a cumulative total of 610 million entries and exits, reflecting a year-on-year increase of 43.9%. This total comprised 291 million residents from the Chinese mainland, 254 million residents from Hong Kong, Macao, and Taiwan, and 64,882,000 foreign tourists, which represented year-on-year increases of 41.3%, 38.8%, and 82.9%, respectively. There were 20.115 million visa-free entries of foreigners at all ports in China, representing a year-on-year increase of 112.3% (NIA, 2025).

As a result of the official statistics from China's Hainan Tourism and Culture released data in 2024, which showed that the Hainan Island province received 97.2 million tourist trips, an 8% increase from the previous year. Tourist expenditures surpassed 204 billion yuan (approximately 27.87 billion U.S. dollars). In 2024, the influx of inbound tourists to Hainan exceeded one million, representing a year-over-year growth of over 100 percent (GOV.CN, 2025).

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Hainan is the sole Chinese port that allows for free trade, in addition to embodying the essence of Chinese culture. During a conference on April 13, 2018, Xi Jinping, the general secretary of China, outlined the prerequisites for a free trade port (FTP) in Hainan. He was particularly attentive to the unique characteristics of the Chinese context. This conference commemorated the 30th anniversary of the Hainan Special Economic Zone's establishment. The Hainan province is a region located in southern China. The public disclosure of the comprehensive blueprint outlining the development strategy for the Hainan FTP started on June 1, 2020 (GIDE, 2020).

Consequently, it is evident that a substantial desire for excitement regarding travel to diverse areas persists. The entire island of Hainan is currently undergoing the construction of a pilot free trade zone, with the tourism industry being one of the three main economic pillars of the area. Hainan is recognized as a FTP that embodies distinct Chinese characteristics, a prominent tourist destination, and is currently undergoing development as a comprehensive pilot free trade zone that encompasses the entirety of the island (SCMP, 2022). One of Hainan's most valuable businesses is the tourism industry. On the one hand, the economy of the region is required to continue growing by the policy of the Chinese Government. Hainan has undeniably showed up as a fundamental exemplar for China and a veritable proving ground for an FTP. But on the other hand, the economy is being hit by the pandemic in ways that have never been seen before. In spite of the persistent and indeterminate nature of the pandemic, the official proposal to fully implement the Hainan FTP is projected to span a duration of four years. This timeline covers the period between 2019 and 2022, which is associated with the gravest phase of the pandemic outbreak. Despite these challenges, it is imperative that the Hainan FTP continues incrementally. Given the current circumstances in Hainan, which include the persistent impact of the pandemic and various economic considerations, it is likely that the attitudes and sentiments of the residents went through a transformation.

In the wake of the pandemic, the locals of Hainan continue to exhibit a steadfast faith and desire to accommodate visitors from other countries, as has been their longstanding custom. The residents of tourist locations exhibit increased levels of perceived costs, perceived benefits, perceived risks, and trust in relation to the safety concerns linked with sightseeing tourists. There is a growing sense of caution among

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residents towards tourists, particularly those originating from high-risk regions outside of China. For example, future unexpected pandemics, or other possible disease infections from highly infected regions in China and other countries that are not necessarily considered regularly. Fortunately, despite the challenges posed by this pandemic, tourist firms are persevering and actively seeking to capitalize on possible prospects within the tourism sector. It is of the utmost importance to provide a safe environment for the residents of tourist sites in countries and places where tourism is a major economic driver (Mamirkulova et al., 2020; Perkumienė et al., 2023). As a renowned and special tourism destination in China, a thorough survey regarding the trust, attitudes, and perceived risks of the residents towards foreign tourists is essential for this study.

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1.2 Background of the Study

Tourism is currently in the process of rapid expansion, and it is becoming a growing component of economic activity on a global scale in the 21st century (Kyrylov et al., 2020), providing a substantial contribution to the economics of nations all throughout the world, particularly financially underdeveloped nations with weakened economies (Manzoor et al., 2019). On the other hand, a pandemic of unprecedented proportions has altered not just the planet but also the tourism industry as a whole. The pandemic has had a significant negative impact on a wide range of ancillary and supporting service sectors, including construction, transport, food and beverage, retail and merchandise, and accommodation industries (Lee et al., 2020). The education system associated with tourism is even beginning to be reorganized and reformed at this time. It is no longer possible to achieve sustainable growth in the tourism industry, which was once its greatest beauty (Pedeliento & Kavaratzis, 2019).

Tourism not only encourages the development of new technologies by drawing in investments from other countries. Furthermore, it promotes the preservation of natural habitats and the upholding of cultural traditions within the host nation. (Ezenagu, 2020; Fang & Fang, 2020). Traveling to new places not only enlightens one about other ways of life but also serves as a vital medium for the exchange of cultures across nations (Lee et al., 2020; Terziev & Vasileva, 2024). Therefore, tourism, provided that it is properly planned, has the potential to be a constructive tool not only for growing economic capacity, but also as an asset for a country in terms of its environment, society, and culture (Lo & Janta, 2020; Pedeliento & Kavaratzis, 2019). This is particularly relevant for cities, regions, and countries that have, for an extended time, relied on tourism as the primary support for their economy and as the primary means by which people can maintain a high standard of living; this highlights the significance of tourism.

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The practice of tourism has evolved into a way of life that the majority of the population is able to partake in. However, the widespread spread of the pandemic and the massive number of individuals who have been affected have had a substantial external impact on the economy of the world and have aggravated the downward pressure that has been placed on the economy of the world (Ali et al., 2022; Seyfi & Hall, 2020). This has had a particularly severe effect on tourism. This trend has consequently contributed to the rapid development of tourism as an essential economic engine, particularly in developing coastal areas. This is especially true in locations where there is already a coastal presence. As a result, tourism has developed

into a core industry in many coastal cities, which has led to the promotion and expansion of many socioeconomic benefits.

Hainan, or "Qiong" as it is more commonly known, is a province in the southern region of China's People's Republic. Situated in southern China, it is home to Haikou as its capital (Croddy, 2022). When facing north, you wil have a view of Guangdong and the Qiongzhou Strait. When looking west, you will see Guangxi and Vietnam, with the Gulf of Tonkin acting as a barrier between them. Brunei, Malaysia, and the Philippines are located to the south and southeast of China, while Taiwan is situated to the east. The South China Sea acts as a dividing line between it and all of these countries. The topography of Hainan Island exhibits a dome mountain structure, with a high elevation at the center and a low elevation in the middle. The island experiences a tropical maritime monsoon climate. There are 35,354 square kilometers in Hainan. as its sea area falls under its jurisdiction, which is around 2 million square kilometers. There are four counties and six autonomous counties in Hainan Province as of 2022, in addition to four cities at the prefecture level and five cities at the county level (Cummings, 2022). The administrative map of Hainan is depicted in Figure 1.1.

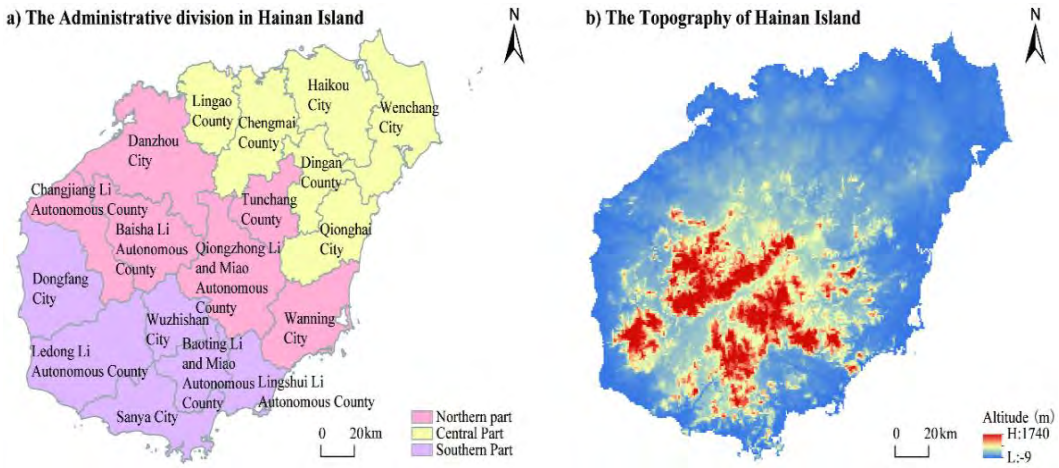

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Figure 1.1 Administrative district and topography of Hainan Island.

The province of Hainan had a permanent population of 10,270,200 people at the end of 2022 (Weaver et al., 2023). The State Council presented plans in 2018 to convert the entirety of Hainan Island into a Free Trade Zone (FTZ) in China. The island is set to undergo a transformation into a platform that will exhibit China's environmental conservation initiatives, serve as a hub for international tourism and retail, function as a center of professional service excellence with a global perspective, and serve as a crucial gateway to the trading routes of the Pacific and Indian Oceans. In 2020, the Central Government unveiled an extensive framework for the establishment of the Hainan FTP. Significant interest in FTP research and development has been sparked by the expansion of China's opening-up efforts under the Belt and Road Initiative (Hu et al., 2020), The aim is to establish a policy framework for the FTP by 2025, with a focus on liberalizing and facilitating trade and investment. The policies pertaining to the development of Hainan FTP comprise the building of specialized customs supervision zones that possess distinct customs operations across Hainan Island, the waiver of import tariffs for commodities with added value surpassing 30% upon entry into mainland China, and the construction of a novel international transport hub that connects Western China with the global market, alongside an international aviation hub (Hu et al., 2020).

Hainan has a strong inclination towards capitalizing on its abundant tropical tourist resources, including forests of mangroves, reef-covered beaches, tropical agricultural farms, and rainforests. Sanya, situated in the southern region of the island, is a

prominent tourist destination and vacation spot in China, known for its tropical beaches. Hainan has a wide array of tourism events and festivities. The Hainan Coconut External Festival attracts a significant number of local and foreign tourists annually. The Boao Forum for Asia is an annual gathering that takes place in Boao, Hainan, and serves as a platform for leaders from various Asian countries to come together, similar to the World Economic Forum (Chow-Bing, 2024; Cummings, 2022). Against the backdrop of Hainan's booming tourism industry and its strategic development as an FTP, international tourist inflows keep expanding, and a critical practical issue has gradually emerged: understanding the factors that shape local residents' acceptance intention towards international tourists is essential for balancing tourism development and local social harmony, which constitutes the core practical issue this study intends to address.

This study focuses on Hainan Island of China, which must rely on tourism as a means of survival, the sudden and persistent nature of the pandemic, and the question of how to live in harmony with the pandemic while maintaining one's economic stability, especially the subtle shifts that have been made in the tourism industry as a response. Also, how the attitude of international travelers and residents would shift as well as their intentions to accept one another, with the goal of introducing additional investigation into the findings presented in this study. The specific issue explored in this study is to unpack the psychological and perceptual mechanisms driving Hainan residents' acceptance of international tourists, which fills the practical research gap of understanding resident attitudes and acceptance intentions to support the sustainable development of international tourism in Hainan's FTP context.

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1.3 Statement of the Problem

The significance of establishing pleasant rapport between international visitors and residents has been recognized as a crucial element for achieving effective tourism as acknowledged by governmental entities, legislators and industry professionals (Cochrane, 2010; Edgell et al., 2008; Garrod et al., 2012; Mckercher, 2020; Moscardo, 2011; Rojas et al., 2023). In contemporary times, there has been a growing significance placed on the investigation of resident perception and attitude in the realm of sustainable tourism planning (Choi & Sirakaya, 2005; Eusébio et al., 2018; Fan, 2023; Gannon et al., 2021; Rasoolimanesh & Jaafar, 2017). For regions dependent on tourism that engage in cross border tourism cooperation between China and ASEAN, like Hainan, resident attitudes directly determine destination competitiveness and the effectiveness of tourism policies. Brief contextual links to Asian and Chinese tourism studies (Lim et al., 2023; Xu et al., 2024) are integrated herein, grounded in Hainan's geographic proximity and cooperative ties with Asia-Pacific partners; this contextualization complements rather than shifts the research focus, which remains centered on Hainan's global tourism market in alignment with the actual composition of its international visitors. Therefore, it is crucial to comprehend the requirements and perspectives of residents regarding tourism and incorporate them into the formulation and implementation of tourism policies and strategies (Dias et al., 2024; Errichiello & Micera, 2021; Lalicic & Önder, 2018; Liu & Wall, 2006).

However, the extant database of published works mostly focuses on the attitudes and perspectives shown by tourists in relation to the growth of tourism (Hadinejad et al., 2021; Qiao et al., 2024; Zamani-Farahani & Musa, 2008), in addition to the

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multifaceted effects of tourism on society, economy, culture, and the environment (Mohammadi et al., 2010; Pratama & Mandaasari, 2020). Regional tourism research is not elaborated extensively in the present study, as such an expansion would diverge from the core theme of exploring resident acceptance intentions within a global tourism framework. The existing body of scholarship pertaining to the tourism sector has seen significant growth, yet it is worth noting that previous studies have mostly concentration on examining the effects of tourism development on industry performance (Aldao et al., 2021; Dogru et al., 2024; Fletcher et al., 2021; Wassler & Talarico, 2021). These research investigations often use a perspective that regards tourism as a phenomenon, rather than focusing on the analysis of the outcomes and dynamics of interpersonal interactions. This oversight has led to a critical practical gap: destination managers lack empirical evidence to optimize resident-international tourist engagement strategies, which directly constrains the sustainable growth of inbound tourism flows.

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It is crucial to differentiate between the perspectives of residents and the perspectives of traveler's growth and its effects. Various scholarly investigations have been dedicated to examining the mechanisms involved in the regaining of destination image (Lu & Atadil, 2021; Zhu et al., 2024; Zhu et al., 2022) and assessing the effects on alterations in the behavior of visitors (Hamdy et al., 2024; Marques Santos et al., 2020; Yu et al., 2020). Several scholars have sought to shed light on locals' actions by applying the theoretical frameworks and principles of social exchange theory. This has included their perspectives on the consequences of tourism and their responses to its further expansion (Dutt et al., 2023; Wang et al., 2021; Wang et al., 2020). However, these studies rarely contextualize the cost-benefit calculus within the

unique development contexts of FTP regions, which represents a critical oversight for destinations prioritizing international tourism as a core economic pillar. The major objective of the study is to find out how locals weigh the pros and cons of more tourists. If residents think that the benefits brought by visitors to the region surpass the associated costs, they will actively pursue such benefits. The individual made an effort to sustain interpersonal connections with others (Dimitrovski et al., 2022; Y. Wang et al., 2024). This inquiry addresses a pressing real-world issue: destination managers lack empirical insights into how residents balance economic gains against resource and social risks when engaging with international tourists, which is essential for designing inclusive tourism development policies.

According to Romão et al. (2018), the discipline of tourism studies has neglected to examine the perspective of destinations' residents, which is of significant importance. This gap is particularly noticeable since people regard tourists as separate entities from the wider notion of tourism. The dynamic between visitors and residents has been the subject of a great deal of scholarly inquiry. These studies have shed light on the substantial influence that the contact between these two groups may have on their individual views and their degree of satisfaction (Kim et al., 2023; Lee & Back, 2006; Obradović et al., 2021; Reichel et al., 2000). Research in this area has focused on the importance of residents and tourists interacting with one another. The establishment of a mutually advantageous association between the aforementioned groups is widely recognized as a crucial factor in fostering hospitable and reciprocal relationships (Chen et al., 2020; Choo & Petrick, 2014). Nevertheless, the dominant perspective in the area of tourism research continually places emphasis on the viewpoint of the visitor while investigating this relationship. This is primarily due to the perception of

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the traveler as the central figure in the realm of tourism, as well as the customer responsible for generating economic gains for local communities. This visitor-centric bias creates a critical practical problem: tourism policies and development strategies often fail to account for resident concerns, leading to conflicts between host communities and tourists. For regions dependent on tourism like Hainan FTP, this oversight risks undermining both sustainable tourism development and the success of the FTP initiative, as resident acceptance is a prerequisite for long-term destination competitiveness.

However, it is crucial to evaluate the attitude and perspective of residents in order to understand their contribution to the tourism experience (Pung et al., 2020; Yu et al., 2018). This leads to the question of what the resident experience entails in the context of tourist exchanges. Previous research has indicated that the development of tourist-friendly and aesthetically pleasing environments can be achieved by fostering positive attitudes among residents (Duman et al., 2018; Giles-Corti & Donovan, 2003; Hung et al., 2021; Jennings & Weiler, 2006; Ross & Wall, 1999; Shafiee et al., 2025). This perspective continues to prioritize the belief that comprehending the perceptions of residents is crucial for the benefit of tourists. Nevertheless, it is also important to consider residents' perceptions of their relationship with tourists, as this contributes to the long-term viability of the tourism industry (Andriotis & Vaughan, 2003; Gautam & Bhalla, 2024; Lee & Jan, 2019; Petrevska et al., 2023). A key unresolved issue here is that existing studies fail to distinguish between residents' perceived benefits (e.g., economic gains) and costs (e.g., resource strain) of tourist interactions, especially in FTP contexts where international tourist volumes grow rapidly. By recognizing the advantages of tourism, host communities are able to appreciate its

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value and acknowledge the significance of residents in the overall interaction with tourists (Andriotis & Vaughan, 2003; Soares et al., 2021). Therefore, in order to enhance the overall experience for both residents and visitors and promote a mutually beneficial connection, it is crucial to further explore the viewpoint of locals about the dynamics between residents and tourists. This exploration is not merely academic: it provided actionable strategies for destinations to balance tourist development and resident well-being, a core challenge for sustainable tourism governance.

Furthermore, given that tourism serves as the primary economic driver for people in tourism areas, it is important for empirical research to examine the residents' acceptance intention or forbearance towards visitors, especially in the post-pandemic period, when the tourism industry has been hit the hardest, and country-to-country tourism markets have been re-structured for tourism and are no longer at their pre-pandemic peak of tourism development. The present research utilizes the TRA to construct a theoretical structural model of tourism, including residents' perceptions such as perceived risks and trust as influential factors. In addition, this constitutes a critical research gap you highlighted: the lack of studies exploring the mediating role of attitude in residents' acceptance of international tourists in Hainan, and the absence of research that integrates TRA and SET to clarify how attitude mediates the link between SET's cost-benefit calculations and TRA's intention. Unlike previous studies that apply TRA and SET in parallel or overlook attitude's mediating function, this study advances theoretical understanding by positioning attitude as the key mediating variable in the integrated framework, a theoretical contribution that is particularly underexplored in the context of Haina FTP's international tourism development. Hsu et al. (2017) used TRA and SET to investigate the factors influencing exchangers'

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attitudes and intentions toward Internet bartering. Huang et al. (2008) use TRA and SET as dimensions of national culture and face. By combining the TRA and SET theories, this study is dissimilar from previous studies about the choice of variables or the object of the study between residents and tourists. After the pandemic, how do residents perceive the benefits and costs of exchange in a risky context for a region focused on tourism as a development, and how do residents perceive that the benefits of tourists to the area outweigh the costs in their minds and for which they will strive to maintain more harmonious relationships with international tourists. Within the TRA framework, perceived behavioral control encompasses both the costs and benefits that individuals anticipate incurring, and integrating this with SET's core logic of reciprocal exchange enables a more nuanced explanation of resident acceptance intention than either theory alone can provide.

In order to achieve this objective, the situation is suggested that these variables be incorporated into the TRA and SET, enabling an empirical examination of the impact of these variables on residents' acceptance intentions to them. Locals in tourist destinations place a high level of importance on their perception of the risks and trust in the safety of sightseeing tourists, particularly for regions that attract large volumes of international visitors from diverse cultural and geographic backgrounds. At the same time, they have become more attentive to the balance between welcoming international tourists and protecting local community interests and quality of life. Then, for geographic areas and nationalities where tourism is an essential component of the economy, residents in tourist sites are entitled to a number of important security services, one of the most necessary of which is a secure living environment.

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Hence, Hainan, China, which represents a very popular tourist destination, is building a FTP. it is important to conduct a comprehensive assessment of the attitudes, perceived risks, perceived cost, perceived benefits, and trust of residents in Hainan when it comes to dealing with international tourists. As a pilot

FTP with a strategic focus on international tourism consumption, Hainan provides an ideal context for testing the integrated TRA and SET framework. The findings of this study will not only advance theoretical understanding of the dynamics between residents and tourist but also provide policy recommendations based on evidence for Hainan to enhance its attractiveness as a global tourism destination while safeguarding resident well-being.

1.4 Research Questions

This research especially examines the intention of people in Hainan to welcome visitors from other nations. The independent factors included in this study are trust, perceived risks, perceived costs, perceived benefits, and subjective norms. Attitudes are considered the mediating variables in this analysis. The objective of the present study is to examine the variables that impact the propensity of Hainan residents to welcome foreign tourists by identifying their underlying mechanisms. The research is succinctly outlined in five questions as follows:

(1) What is the possible role of attitude as a mediator in the causal link and influence mechanism between trust and residents' acceptance intention towards international tourists in Hainan?

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(2) What is the specific mediating path of attitude as a mediator in the link between perceived risk and residents' acceptance intention towards international tourists in Hainan?

(3) What are the specific influences and action paths of perceived costs and perceived benefits on residents' acceptance intention toward international tourists in Hainan?

(4) What is the specific extent and direction of the influence of attitude on residents' acceptance intention towards international tourists in Hainan?

(5) What is the specific extent and direction of the influence of subjective norms on residents' acceptance intention towards international tourists in Hainan?

1.5 Research Objectives

The study aimed to achieve the following five objectives:

(1) To examine the mediating role of attitude and clarify its causal link and influence mechanism on the relationship between trust and residents' acceptance intention towards international tourists in Hainan.

(2) To examine the mediating role of attitude and explore its specific mediating path on the relationship between perceived risk and residents' acceptance intention towards international tourists in Hainan.

(3) To examine the influences of perceived costs and perceived benefits as well as their specific action paths on residents' acceptance intention towards international tourists in Hainan.

(4) To investigate the influence of attitude and confirm its specific extent and direction on residents' acceptance intention towards international tourists in Hainan.

(5) To identify the influence of subjective norms and confirm its specific extent and direction on residents' acceptance intention towards international tourists in Hainan.

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1.6 Significance of the Study

The dissertation's significance is derived from its contribution to the understanding of the dynamics between tourists and residents on Hainan Island. The aim of this study is to examine the comprehension of the link between residents and tourists within the framework of the post-pandemic. The individuals and organizations implicated in this context encompass both national and local tourism boards, as well as employers and managers operating across diverse segments of the tourism industry.

First, this study contributes to our comprehension of the dynamic between residents and tourists, examining it from both a business and interpersonal standpoint. It assumes that these relationships are formed with the intention of obtaining various benefits, such as financial gains, emotional experiences, and social and cultural exchange.

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Second, the implementation and utilization of the TRA and SET in the context of resident-tourist relations has the potential to reveal the various factors that impact the perception of Hainan residents towards international tourists. Therefore, this research employs the TRA and the SET to get a deeper understanding of the factors that influence the dynamics of the connection between residents and international tourists.

Third, this research offers a great opportunity to examine the significance of the resident perspective in relation to the interaction between tourists and the residents. The results obtained from this study provide empirical evidence to support the idea

that the dynamic between residents and international visitors is shaped by the level of hospitality or performance shown by both parties throughout their contacts.

Fourth, the results of this research have the potential to yield marketing implications, particularly in the context of internal marketing for residents. This research investigates the correlation between residents and visitors from other countries by using the buyer-seller relationship framework. According to this structure, all respondents in the market need to aim for mutual attractiveness to cultivate a reciprocal connection (Baxter, 2012; Hald et al., 2009; Kim et al., 2023; Williams & Attaway, 1996).

Furthermore, it is important to note that, fifthly, the act of responsible tourism can also function as a means of reminding individual international tourists about the value of exhibiting commendable visitor behavior. This entails being considerate towards the residents, displaying respect, and conducting oneself in a manner that aligns with cultural norms and expectations. By adhering to these principles, tourists can foster a positive relationship with the residents they visit, thereby increasing the likelihood of being warmly welcomed and receiving hospitable treatment.

Sixth, the resurgence of the pandemic and the associated ambiguity regarding its resolution have led residents of tourist hotspots to assign an unparalleled degree of significance to their assessment of the risks posed by and trust in the security of visiting sightseers.

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Lastly, the objective of this research is to underscore the importance of delivering effective services to international visitors and its potential impact on enhancing the resident's receptiveness towards tourists in their unique setting. Additionally, it aims to mitigate the occurrence of avoidable misinterpretations and marginalization.

1.7 Scope of the Study

The scope of this research was restricted to a population of 10,270,200 people residing in Hainan Province in 2022 (Weaver et al., 2023). The study respondents were individuals residing in the eastern, southern, and northern parts of Hainan Province. Nevertheless, the researcher encountered limitations in studying the whole population of Hainan. Data were gathered from a variety of sources covering local residents from 6 major cities: Haikou, Sanya, Wenchang, Qionghai, Wanning, and Lingshui. The population field covers foreign firms, local enterprises, institutions, community organizations, religious groups, civic corporations, and social networking communities, as well as individuals with multi-ethnic, multi-religious backgrounds.

To ensure the relevance and representativeness of the sample, this study adopted clear inclusion and exclusion criteria. The inclusion criteria required respondents to be aged 18–65 years old (regardless of gender), have a clear marital status and fixed residence in the study regions of Hainan, meet specified thresholds for monthly income, occupation, and education level, and provide voluntary informed consent to participate. Conversely, the exclusion criteria applied to individuals under 18 or over 65 years old, non-residents of the targeted Hainan regions, those lacking willingness to participate voluntarily, and those who did not meet the specified income, occupation, or education requirements. It is also important to note that the findings of

this study have limited generalizability beyond Hainan Province, as conclusions are rooted in Hainan's unique tourism development context and local demographic characteristics, and cannot be directly extrapolated to other domestic or overseas regions.

1.8 Operational Definitions

This research contains several essential definitions, which have been operationally specified as follows:

Trust: The willingness of an individual to depend on the other person's behavior or desire to engage in a human connection that benefits both parties (Noorderhaven, 1996; Rathbun, 2011).

Tourism's Perceived Risk: Someone's subjective assessment of actions that could influence their travel decisions, especially when they perceive harmful levels that surpass their acceptable expectations (Bauer, 1960; Chew & Jahari, 2014).

Subjective Norms: Participation in particular behaviors may impact one's outlook and attitude toward societal pressures, depending on how easy or difficult it is to express one's ideas in response to positive or negative judgments from others (Procter et al., 2019).

Attitude: How a specific behavior is perceived and evaluated, taking into account the resulting outcome (Verma & Sinha, 2018). However, the study took into account

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general attitudes towards tourism, whereas the TRA specifically focuses on attitudes towards a specific behavior (Ng, 2020).

Intention: This concept was first developed as the prediction of an individual's behavior in a certain context and was assessed by the likelihood of one's propensity to participate in a specific activity (Ajzen & Fishbein, 1975).

Perceived Costs: The subjective assessments that individuals or entities make about the negative aspects or sacrifices linked to a specific decision, action, or behavior. Important consideration factors such as financial outlay, time, exertion, inconvenience, psychological distress, or foregone opportunities in understanding engagement and disengagement decisions (Lequerica & Kortte, 2010; Suzuki, 2021).

Perceived Benefits: Value in society, money, mind, and heart, as well as the crucial component of actualization, were among the many important features emphasized by Sheth et al. (1991).

Costs and Benefits by Residents: The assessment of costs and benefits includes the use of subjective judgment via comparing procedures that take into account two distinct categories of possible consequences, namely economic and socioemotional outcomes (Gomez–Mejia et al., 2014). Subjective factors, such as the likelihood of achieving economic benefits, the presence of tourist resources, and the community's views and attitudes toward the environment, impact the assessment of costs and benefits through residents (Weaver & Lawton, 2013).

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Community: It is defined as a place-oriented series of interconnected behaviors that allow residents to express a shared sense of identity while dealing with day-to-day issues. Based on interactional theory, this definition considers social contact to be an essential component of community (Kaufman 1959; Wilkinson 1991).

1.9 Organization of the Study

The present investigation is organized into five distinct chapters:

Chapter I. Introduction. An extensive overview of the background research on the thesis's subject is provided in the first section. It describes the goals and significance of the study from both a theoretical and practical standpoint. Following this, the thesis's essential innovative features, including its research questions, ideas, study methodologies, and a summary of the present status of the field, are explained. Additionally, the program, framework, and ideas of the study are introduced.

Chapter II: Literature Review. The section that follows commences by providing a clear definition of pertinent concepts. Following that, drawing upon fundamental tourism island concepts, as well as two theoretical frameworks, namely, social exchange theory and the theory of reasonable behavior. A more representative theoretical approach is employed to scrutinize the inclination of residents in Hainan towards accommodating international tourists. The study's theoretical foundation is established through the utilization of SET and TRA to expound upon the clues. The current study commences by introducing a literature review that aims to identify and evaluate pertinent research on Hainan's external tourism cues, the residents' attitude towards foreign tourists, the acceptance intention of foreign tourists, and the impact of trust and perceived risk. This evaluation aims to ascertain the scholarly substance

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of the present thesis.

Chapter III: Research Methodology. The present study begins by elucidating the theoretical foundation upon which it is based. In the meantime, a model is proposed to establish the relationship between various dimensions, including residents' acceptance intention to international tourists, trust, perceived risk, perceived benefit, perceived cost, subjective norm, and attitude. The research hypothesis among these constructs is formulated based on prior studies.

Chapter IV: Research Finding and Analysis. The chapter's research findings serve as the basis for the comprehensive explanation of the questionnaire design process and content of this study. The measurement of each variable is described in great detail. The Likert seven-point scale has been implemented in this research to construct a list of variable measurement items corresponding to the survey. The questionnaire has been revised judiciously based on the preliminary findings of the study. The final version of the questionnaire has been disseminated and data have been gathered accordingly. Next, an empirical analysis will be conducted. The study employs SPSS25.0 and Amos Graphics statistical tools to examine the individual characteristics of the sample and their impact on each construct. The collected questionnaire data undergoes descriptive statistical analysis, random sampling in clusters, One-way Analysis of Variance (ANOVA), and comparison of multiple group models. The initial hypotheses of the study were analyzed in terms of measurement patterns, structural patterns, and mediating effects.

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Chapter V: Discussions, Conclusion, and Recommendations. This study's principal aim is to examine the desire of residents in Hainan acceptance intention to international visitors. This research draws upon empirical analysis to get its findings. As independent variables, the study takes into account trust, perceived risk, perceived benefit, perceived cost, and subjective norm; as a mediating variable, attitude is considered. The major goal of this study is to examine the many elements that impact the inclination of Hainan residents to accept international tourist visits, as well as the underlying processes that contribute to this phenomenon. Moreover, to extract relevant managerial consequences. In addition, the subsequent chapter will discuss the conclusion and potential future possibilities. While conducting a comprehensive review of the study's accomplishments and research findings, it is imperative to outline the practical and theoretical implications of the findings, recognize any limitations, and suggest ways for future research.

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1.10 Conclusion

Examining the acceptance intention of Hainan residents towards international tourists is the main focus of the present study. The independent variables are subjective norm, trust, perceived risk, perceived cost, and perceived benefit. Additionally, attitude will be examined as a mediating variable to understand the underlying mechanisms that influence Hainan residents' acceptance intention of international tourist visitors. Drawing upon international literature, this study formulated research questions that were tailored to the specific research setting. To gather research data, questionnaires were used as a data collection instrument. The obtained data was subsequently analyzed using statistical methods. Finally, it is expected that management experts in

the travel industry and local government entities engaged in tourism will find this research useful for its practical implications and advice.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a thorough analysis of the current literature on the topic of the study of the acceptance intention to welcome international visitors in Hainan after the pandemic. The first step involves a comprehensive examination of pertinent ideas, including the contextual framework of the tourist sector on the island, the intricacies of tourism in Hainan, and the systematic strategies used to address the challenges posed by the pandemic. The examination of these notions is necessary within the research setting to address the research questions and aims. The following part provides an overview of the two theoretical frameworks used in this research, namely, the SET and the TRA. Additionally, it explores the connections between the theoretical underpinnings and the constituent elements of the suggested model. Subsequently, a comprehensive examination of research advancements in the respective domain on the conceptual framework is presented, alongside an analysis of the fundamental underpinnings of the interconnections among the constituent elements that are to be empirically investigated in the conducted study.

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2.2 Tourism Industry on Islands

According to Spilanis and Vayanni (2004), island tourism is a unique phenomenon that sets itself apart from other types of tourism. This particular form of tourism places a strong emphasis on the allure of romance and adventure, which are regarded as distinctive features that make islands a highly desirable destination. The allure of islands as a travel destination across cultural and social boundaries can be attributed to a perceived sense of distance and cultural and environmental isolation, as noted by Yang et al. (2019) and Joo et al. (2021). The aforementioned traits render islands appealing locations for conducting field research (Skjølsvold et al., 2020). Scholars have regarded them as "observation and research tourist destinations on a significant scale" (Sharma & Nayak, 2019).

The literature has extensively investigated diverse themes about tourism on islands. Several investigations have examined the factors that contribute to successful tourism on islands. De Urioste-Stone et al. (2016) conducted a study on the impact of tourists' transportation and social environment. Internal determinants such as economic factors exert an influence on the development of tourism, whereas external factors include tourism businesses and government policies. The study conducted by Ho et al. (2017) revealed that inadequate infrastructure, particularly substandard roadways and limited access to telephone and internet services, may result in reduced involvement of local inhabitants in the process of tourism development and planning on Tioman Island, Malaysia. Contrary to these views, Saveriades (2000) contends that tourism has the potential to introduce novel practices, customs, and resources to visitors.

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However, these external cultures may also displace conventional values. Mai and Smith (2015) conducted a study on the influence of tourism on islands and found that it enables residents to reassess and relocate local resources and infrastructure, thereby establishing fresh connections between tourism and the island's customary industries. Notwithstanding, it is contended that the advantages of tourism are disparately allocated across villages contingent upon their respective income levels.

The investigation of island tourism has also encompassed the examination of the perceptions held by residents. Stylidis (2018) revealed that individuals residing in tourism destinations who perceived tourism to be significant or influential to their professional lives exhibited a greater likelihood of harboring favorable perceptions and opinions of the attitude towards the tourism industry. Individuals who had favorable views towards tourism development and its associated benefits were shown to be more inclined to have such perceptions compared to those who did not. The study conducted by Alipour et al. (2020) examined the attitudes and views of individuals residing on the island of Taiwan about the tourism industry.

The results of the study indicated that the people maintained strong perspectives on tourist policy and their impacts. The results of the study suggest that the residents exhibit a significant level of discontentment towards the presence of tourists and the procedures involved in the growth of tourism. Tichaawa et al. (2021) examines the correlation between the development of tourism and the lack of trust in the local government. The findings reveal that the residents possess a profound understanding of the influence of tourists. Additionally, the study posits that the establishment of

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favorable associations between the residents and tourists necessitates mutual attitudes and conduct.

2.3 Tourism in Hainan Island

Hainan, being the most extensive island situated entirely within the tropical region of China, possesses abundant tourism resources, distinctive cultural traditions, and advantageous circumstances conducive to the growth of tourism (Hu, 2019). Islands are frequently favored by tourists, particularly those who are in search of picturesque shorelines and opportunities to engage in aquatic activities. Hainan Island, located in the southern region of China, is frequently likened to Hawaii due to its tropical climate and geographical features. As China's FTP, the development of eco-environmental protection and quality tourism on Hainan Island has been elevated to a national strategy (Yang et al., 2024; P. Zhang et al., 2022). With an area spanning 35,000 square kilometers, this location is a favored choice among Chinese tourists due to its favorable climatic conditions, pristine surroundings, sandy coastlines, and picturesque landscapes.

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It is important to note that a decade had passed since the implementation of the reform and open-door policy of China in 1978. In 1988, the island of Hainan was formally earmarked as one of the inaugural special economic regions within the nation (Weaver et al., 2023; Wong, 2021). The economy of the region has traditionally been dependent on the exploitation of natural resources and the delivery of services, given the comparatively limited size of its industrial sector. The Chinese government has exhibited a resolute and strategic objective of transforming the most extensive special

economic zone in China into a leading entity that integrates with the worldwide economic system (Wong, 2021).

On June 1, 2020, China declared a comprehensive strategy to transform the island into an FTP of global significance by 2050, following a sequence of planning discussions. The aforementioned is the twelfth FTP established within the country. However, it is the inaugural one to encompass an entire province. This unique characteristic enables the port to uphold its economic prowess and, in turn, its national influence, while also serving a pivotal function in the worldwide economy (Liu et al., 2024; Wong, 2021).

In the year 2021, the Hainan province witnessed an influx of 81.43 million tourists, both domestic and foreign, which accounted for a recovery rate of 97.5% compared to the figures recorded in 2019. This recovery rate was notably 32.5% higher than the national average. Furthermore, the province experienced a surge in total tourism revenue, amounting to CNY 138.434 billion, indicating a substantial increase of 30.9% in comparison to the revenue generated in 2019 (CEIC, 2024). This revenue growth surpassed the national average by a significant margin of 72.9 % (CEIC, 2024). The tourism industry in Hainan has shown promise for future development, despite being impacted by the pandemic. At present, the level of tourism consumption in Hainan is experiencing a positive trajectory of growth, accompanied by ongoing efforts to enhance its structural composition. The mean duration of stay per person in Hainan was recorded at 4.36 days, while the aggregate per capita expenditure on travel surpassed CNY4800 in 2021. Hainan Province witnessed a notable increase in the number of tourist attractions, reflecting a growth rate of 17.1%. Conversely, the total

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count of tourist hotels experienced a decline of 9.5%, resulting in a total of 778 establishments. On the other hand, the number of travel agencies in the province exhibited a significant rise of 20.3%, reaching a total of 723 entities (CEIC, 2024).

Tourism has emerged as a leading catalyst for the advancement of the contemporary service industry in Hainan Province. This phenomenon can be attributed to two key factors: firstly, Hainan's inherent suitability for tourism development, and secondly, the profound impact that tourism has had on the modern service industry. The number of individuals visiting Hainan for tourism purposes is consistently on the rise, with the growth in tourism revenue surpassing the increase in visitor numbers. Moreover, there is a gradual establishment of standardized and well-regulated market conditions within the tourism sector, accompanied by the emergence of novel tourism industries and products. The tourism revenue of Hainan Province in 2021 amounted to CNY 138.434 billion, reflecting a substantial year-on-year growth of 25.5% (CEIC, 2024).

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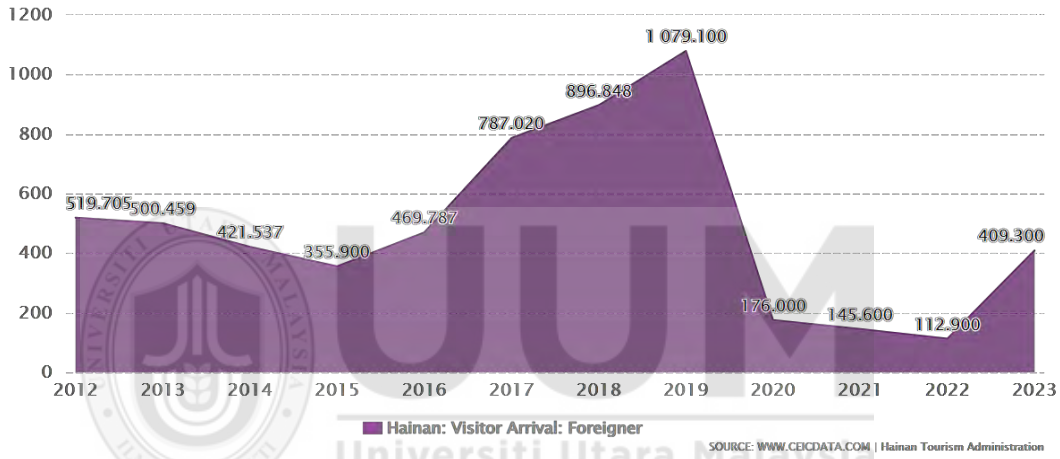
In the year 2019, the number of foreign visitor arrivals in Hainan amounted to 1.08 million individuals. The number of foreign visitors to Hainan experienced a significant growth from 0.09 million persons in 2000 to 1.08 million persons in 2019, with an average annual growth rate of 17.05%. In the year 2019, the recorded data reached its peak at 1,079,100 persons, representing the highest value ever recorded. The data on visitor arrivals in Hainan was reported to be 23,500 persons in March 2023. This data indicates a rise from the preceding figure of 11,800 persons for February 2023. In the year 2023, the recorded figure for the total number of foreigners was 409,300. This signifies an increase from the previous value of 112,900 persons recorded in the year 2022 (CEIC, 2024). The data on the influx of foreign visitors to

Hainan is updated yearly. The CEIC database remains actively updated with the latest data on foreign visitor arrivals as reported by Hainan (CEIC, 2024). The international visitor arrival data for Hainan is currently active in CEIC and is reported by the Hainan Tourism Administration. The data is classified within the Tourism Sector of China Premium Database from 2011 to 2023, specifically under Table 2.1.

Table 2.1

Hainan: Visitor Arrival: Foreigner



Source: www.ceicdata.com Hainan Tourism Administration

What is the cultural and tourism performance of Hainan, the tropical island in southern China, at the end of 2024? After a robust start, the province's tourism economy has seen a steady rise in 2024. Currently, preliminary statistics show that the island received 97.2 million visits last year, an increase of 8%. The number of inbound tourists from countries other than China doubled to one million. The direct contribution of tourism of CNY 204 billion, an increase of 12.5% over the previous year, is not unexpected given these statistics. The significant increase in inbound tourists demonstrates the strength of Hainan's tourism market (HICN, 2025).

The presence of international visitors can be interpreted as a sign that the community's tourist assets are being promoted more effectively to international tourism markets. Consequently, while choosing an appropriate tourism procedure and strategy, it is important to consider residents' attitudes towards the local community in order to create or improve a tourism destination's international competitiveness. Despite this positive recovery trend, critical challenges emerge that warrant urgent attention: first, the 2023 international visitor volume remains merely 37.9% of the 2019 pre-pandemic peak, reflecting a slow and incomplete recovery that risks impeding Hainan's FTP economic goals driven by tourism. Second, the rapid post-pandemic rebound of international tourism lacks targeted support for aligning tourist inflows with local community capacity, which has created latent tensions around residents' perceptual evaluations of tourism development in other FTP tourism hubs (Liu et al., 2024). Third, existing tourism strategies prioritize visitor volume expansion over the systematic integration of residents' psychological and perceptual factors, which are key elements shaping their acceptance of international tourists and central to this study. These unresolved challenges underscore the necessity of exploring how residents' perceptual and attitudinal factors influence their acceptance intention toward international tourists, a core focus of this research, to address the disconnect between tourism growth, FTP construction and community well-being.

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2.4 Community and Tourism

The concept of community is elusive. There are many different ways that people use the term "community." The terms "territory-free" and "territory-based" communities are two of the term's more popular usage (Kaufman, 1959). Generally speaking, the phrase "territory-free community" refers to certain kinds of social networks or

organizations. The term "business community" "farm community," "academic community, “Hispanic community," "prison community" and "Internet community" are a few examples of social networks or groupings (Ashworth, 2003; Ryan & Aicken, 2010). The phrase is also frequently used to refer to "territory-based communities," which is the meaning that is relevant to this study (Wilkinson, 2023). What then does a territory-based community consist of? Although there isn't a single, generally accepted definition, most sociological accounts of these communities highlight commonalities in territory, living conditions, collective actions, and a sense of shared identity (Kaufman 1959).

Therefore, the first thing that needs to be done is to practically define community. This study uses the term "community" to describe a set of shared practices centered on a certain location that enable its residents to show their identity while dealing with mundane problems. According to this interpretation, which is grounded in interactional theory, social contact is the most important part of any community (Kaufman 1959). Social contact is the glue that holds the four pillars of community together. At its core, social interaction is about building mutual identity, but it also (a) improves the quality of life in the immediate area, (b) establishes norms and expectations for group behavior, and (c) establishes boundaries around shared space. According to this viewpoint, social contact takes place in settings, and the community is location-oriented. So where is the "community" that we speak of? "Local society" is where the community search starts.

The community residing in a captivating tourism destination has faced considerable challenges in preserving its distinctiveness due to the repercussions of development.

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This phenomenon frequently arises due to an increase in tourist visits and migration. For instance, individuals who initially visit a location as tourists may later become residents in a developing tourism city (Ashworth, 2003; Ryan & Aicken, 2010). The community affected by growth in tourism must make informed decisions regarding their course of action, beyond the realms of growth and exposure, to adopt an appropriate, integrated, and collaborative approach to community growth and tourism (Cai et al., 2009; Musavengane & Kloppers, 2020).

The significance of getting involved with community decision-making and ensuring fair opportunities has been acknowledged by academics (Boluk, 2011; Ellis, 2005). The involvement of individuals and groups within society should not be regarded as a fleeting or informal endeavor (Daniel et al., 2003). Collective action is considered a prerequisite for various endeavors, including economic growth and efforts to change society (Flora, 1998).

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The level of community engagement with different initiatives is shaped by a variety of elements, such as socio-demographic features. socio-economic status, knowledge levels, underlying assumptions, political and local government support, decentralization efforts, interactions with project officials, consideration of the natural environment, past experiences with project interventions, and overall satisfaction with the project (EHGC, 2023). This multi-dimensional community engagement is a foundational driver for shaping a functional tourism community, which is a key prerequisite for reconciling local community stability and tourism growth in Hainan's FTP context. The continued existence of Hainan as an FTP is dependent upon the existence of a satisfactory tourism community and environment,

which directly impacts the degree to which residents and tourists are able to interact in a meaningful and sustained manner, a critical nexus between community dynamics and tourism sustainability explored in this research.

2.4.1 Positive Impacts

The examination of scholarly literature has shown that the assessment of the effects of tourism may be examined through several lenses, such as economic, social, cultural, and environmental viewpoints.

First, the positive economic influence of tourism has traditionally been widely acknowledged. Regarding the favorable economic implications of tourism, existing research indicates that tourism contributes to the enhancement of living standards (Eslami et al., 2019), stimulates investment (Nawaz & Hassan, 2016), and fosters business activity (Rasool et al., 2021). Numerous scholarly investigations (Khan et al., 2020; Ramkissoon & Nunkoo, 2011) have offered empirical substantiation for the moderating economic consequences associated with the tourism development cycle.

Tourism is widely regarded as one of the pioneering businesses in the province of Hainan, along with two other prominent industries. Hainan province is actively enhancing its tourism industry to foster community culture, community-based tourism, and sports consumption, and to facilitate the progress of the Hainan FTP. Efforts are being made to promote its growth. The moderate winter climate in Hainan provides favorable conditions for leisure vacations, rendering it a preferred destination for hosting sporting events and conferences.

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In recent years, the integration of sports and tourism, exhibition and tourism, and healthcare and tourism has emerged as prominent features within Hainan's tourism consumption industry. Hainan Island has been successful in attracting tourists through the organization of exhibitions (Peng, 2024). Additionally, the national pandemic outbreak in China has reached a stable state, leading to an increase in the number of individuals visiting Hainan for business meetings. Consequently, this has resulted in a surge in post-meeting consumption, particularly in the realm of duty-free shopping. During the past years, Hainan has been actively engaged in enhancing the development of tourism services and associated infrastructure, with an emphasis on enhancing the perception and standing of the area as a renowned tourism attraction. The role of government leadership in promoting the growth of local tourist communities is of particular significance, with a more favorable impact on Hainan, particularly in terms of infrastructure development and enhancing tourism service quality to establish distinctive tourism brands. (S. Wang et al., 2024).

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Additional policy benefits of Hainan FTP include the adoption of a zero-tariff policy for certain imported goods, facilitation of cross-border service trade services, implementation of a streamlined investment approval process, initiation of pilot reforms in cross-border securities investment and financing policies, expedited opening of the financial industry to foreign participation, and bolstering the capacity of financial services to support the real economy. The implementation of corporate credit class bonds, project revenue notes, and special bonds for housing leasing, among other financial instruments is advocated (Zhang & Zhao, 2024). To enhance the stability of cash flow in the tourism sector, it is recommended to consider implementing pilot securitization strategies. Additionally, promoting a more open

ship transportation policy and facilitating the exchange of data can contribute to the overall improvement of the industry. Furthermore, optimizing tax policies and further opening up industries to foreign participation can be beneficial in expanding opportunities for growth and development.

Second, there is existing evidence that substantiates the proposition that tourism has a beneficial social impact. Scholarly investigations have shown that the tourist sector has the capacity to augment diverse amenities, such as outdoor recreational facilities, parks, and road infrastructure. Consequently, this can alleviate congestion in venues such as theatres, cinemas, concerts, and sporting events (Lee et al., 2010).

Hainan FTP is strategically developing a novel competitive edge by leveraging its unique Hainan characteristics through collaborative efforts. For example, within the airline industry, notable developments include the implementation of the Hainan FTP shipping operation and management system, as well as the seafarer's management system. These initiatives have resulted in the relaxation of airspace control and route traffic rights restrictions, leading to the optimization of shipping routes (Liu, 2023; Shi, 2023). Furthermore, efforts have been made to incentivize increased capacity investment and the addition of route flights. The carrying out of a more liberalized air transport policy is proposed.

At the same time, it is recommended to facilitate the mutual opening of the third and fourth air traffic rights for carriers from both parties in bilateral air transport agreements, while also enhancing the air traffic rights framework essential for establishing an FTP in Hainan, including the incorporation of the fifth air traffic right,

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in alignment with China's comprehensive air transport policy. The initiation of a pilot programmed to grant the seventh air traffic rights in Hainan is encouraged (Liu, 2023). The proposal suggests granting permission to airlines from pertinent countries and regions to transport passengers and cargo through Hainan, with the final destination being third countries or regions. This proposal aims to establish a system for facilitating the seamless transit of international air passengers and their accompanying baggage. The expansion of international routes by the primary airlines operating in Hainan is advocated. The provision of bonded jet fuel for refueling purposes to both inbound and outbound flights in Hainan, among other relevant measures is permitted (Liu, 2023) .

Furthermore, a significant infrastructure initiative known as the Hainan FTP has undertaken the construction of Meilan Airport Phase II, which aims to rival the world's top airports. The primary objective is to establish a seamless and unrestricted flow of people and goods between the FTP and other regions, thereby establishing Meilan Airport as a crucial air gateway to the Hainan FTP. It is anticipated that Meilan Airport commenced operations by 2025, capable of accommodating an annual passenger volume of 35 million individuals and handling an annual cargo and mail capacity of 400,000 tones (EHGC, 2023). The aforementioned progress represents a pivotal milestone in the journey towards the actualization of the Hainan FTP and its associated objectives. The project aims to establish a streamlined global connection and position Hainan as a prominent regional aviation hub, facilitating travel and trade between the Pacific and Indian Oceans.

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Third, from an optimistic perspective, some have argued that tourism can help revive dying traditions by bringing them back into the spotlight for the benefit of tourists (Gao & Wu, 2017). Based on the research completed by Hritz and Ross (2010), the influence of the researcher further inferred that the variation in social relationships across different regions could be associated with factors such as residents' educational attainment, proficiency in communicating with tourists, and their perception of international tourists.

Furthermore, the adoption of convenient visa-free entry policies in Hainan has positive impacts of tourism on the community through boosting tourism vitality. An expansion of the visa-free entry mechanism for foreigners is proposed, wherein the current requirement of an invitation by travel agencies will be broadened to include self-declaration by foreigners or invitations extended by their respective organizations. The relaxation of restrictions pertaining to visa-free entry for foreign nationals is also proposed. Consequently, individuals are empowered to seek visa exemption for their admission into Hainan, including a range of objectives, commercial engagements, tourist endeavors, familial visits, medical consultations, participation in exhibits, and involvement in sports contests. The implementation of a regulation allowing international tourist groups aboard cruise ships to enjoy a visa-free period of 15 days has been enacted (Ye, 2023).

Lastly, an environmental perspective is considered in assessing the positive impacts of tourism on the community. Research on the environmental impact of tourism primarily examines aspects such as tourism development, stress, and preservation (Arabadzhyan et al., 2021; Butler, 2000). Certain persons claim that tourism has a

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beneficial impact through increasing awareness about the significance of environmental preservation within the community. The aforementioned objective is accomplished through presenting the inherent splendor of the environment to entice visitors, leading to a subsequent augmentation of financial resources allocated towards enhancing the ecological infrastructure of the host nation. (Jovanoviä & Ivana, 2016). Tourism is often acknowledged as an industry that has comparatively lower levels of pollution when compared to other industries, such as manufacturing. The industry listed above has a significant role in improving the visual attractiveness of the town and its surroundings (Maroudas et al., 2004; Stylidis et al., 2016).

To strengthen the regional board, Hainan Island adheres to ecological priorities, and green development, and promotes tourism, culture, sports, health care, pensions, and other deeply ingrained local community integration. As an example, Hainan Boao Le Cheng International Medical Tourism Advance Zone development, the promotion of cultural tourist industry parks, and the development of specialized tourism sectors are facilitated by the amount of assistance provided. Hainan Sanya's transformation into a major hub for cruise travel while building a cruise tourism pilot community to draw in foreign cruise ship registration is accelerated (EHGC, 2023). It also advances the creation of a pilot program for innovation and transformation in the yacht sector. The development of 5A-rated scenic areas and national resorts is encouraged.

2.4.2 Negative Impacts

First, Regarding the negative economic effects of tourism on the communtiy, scholarly research indicates that there is a discernible rise in property taxes attributable to tourism (Song et al., 2019). Additionally, the cost of goods and services

experiences an upward trend (Lan et al., 2021; Lindberg et al., 2001), and there is an observable escalation in land prices as well (Archer et al., 2012; Student et al., 2020).

Second, it's important to think about how tourism exerts negative social impacts on the community. According to studies, communities face a range of negative impacts, including traffic jams, overcrowding in public areas, and other social problems, when tourism is in its growth stage of development (Hall & Lew, 2009; Stumpf et al., 2022). Moreover, scholarly research has provided evidence indicating that tourism can have adverse effects on society, including the proliferation of social issues. Examples of illicit activities include begging, playing cards, trafficking in drugs, and smuggling. Additionally, tourism has been found to disrupt traditional societal structures and contribute to the deterioration of indigenous cultural practices (Warnholtz et al., 2022; Yu et al., 2011).

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Third, it is important to take into account the negative cultural impacts of tourism on the community. The topic has been a focus of academic discourse in the area of tourism studies. The entity in question may be classified as a "culture exploiter" on account of the adverse outcomes it produces (Morozova, 2016). Tourism has often faced criticism due to its impact on traditional cultural structures and behavioral patterns (Ndukauba, 2020).

Finally, a review of the negative environmental impacts of tourism on the community is presented. The focus of scholarly inquiry in this field mostly centers on the impacts of tourist expansion, stress, and conservation (Liu et al., 1987; Perry et al., 2020). On the other hand, there is a contrasting perspective that argues that tourism is associated

with environmental contamination, the depletion of natural resources, the deterioration of vegetation, and the reduction of animal populations, which inflicts tangible harm on the community's ecological living environment.

According to Kim et al. (2013), certain residents may worry that an influx of tourists will have a negative impact on their culture and social life. Firstly, the exponential growth of the industry of tourism and travel is poised to bring about significant changes to the destination in question. However, if this growth is not carefully managed and lacks proper planning, it may result in adverse environmental consequences and exacerbate socio-economic inequalities within the community. The primary stakeholders of tourism developments are the residents within the community. Secondly, a multitude of studies have been undertaken to investigate the importance of tourism's negative impacts on the community in connection with the advancement of tourism and the administration of destinations. When formulating tourism plans, it is customary for planners to take into account the nature of such negative impact and devise strategies for its effective management in order to achieve the most favorable results (Liu & Wall, 2006; Lopes et al., 2020). The lack of a well-defined framework for evaluating relevant factors in decision-making has been a subject of criticism by community planners towards tourism officials (Hall & Jenkins, 2004). Thirdly, regarding the adverse consequences of tourism on the community, empirical findings indicate that property taxes experience an upward trend due to tourism (Marjavaara, 2007). Additionally, the cost of goods and services exhibits an increase (Alegre & Pou, 2006), and there is a corresponding escalation in land prices (Archer et al., 2012).

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2.4.3 How Does Community Support Tourism?

Community support is crucial for tourism to flourish and be sustainable in Hainan. The tourism industry's long-term sustainability is contingent upon robust local community support, which encompasses a range of aspects such as commercial, socio-cultural, physiological, political, and economic factors. The significance of their contribution to the facilitation of tourism development initiatives in collaboration with governmental entities is crucial (Sotiriadis & Shen, 2017).

On the one hand, residents enhance the area's overall quality of life and have a significant impact on how tourists view it. Communities and residents can support tourism in several ways.

(1) **With friendliness and hospitality:** Residents can enhance visitors' experiences. Warm and welcoming surroundings help visitors feel more at ease, which in turn motivates them to explore and spend more time in the community (Kim et al., 2013).

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(2) **Promoting and preserving culture:** Communities can highlight the distinctive customs and cultural heritage they have. It is the responsibility of the residents to actively preserve and promote their festivals, customs, and handicrafts. This helps preserve the destination's authenticity in addition to drawing tourists (Williams & Lawson, 2001).

(3) **Taking part in community events:** Local festivals, events, and activities that appeal to both locals and visitors can be planned or participated in by residents. This promotes a feeling of community pride while also improving the overall visitor experience (Moghavvemi et al., 2021).

(4) **Information and Support for Visitors:** By giving visitors accurate information, residents can act as community ambassadors. Gaining a thorough understanding of the local services, transport, and attractions can improve the experience of visitors (Yu et al., 2018) .

(5) **Small Business Entrepreneurship:** Local businesses like cafés, restaurants, boutiques, and tour companies can be founded by residents or supported by them. This offers visitors a diverse range of authentic experiences, while simultaneously fostering economic growth within the community (Yu et al., 2018).

(6) **Preservation of the Environment:** It is imperative to adopt sustainable tourism practices, which encompass environmental conservation. Eco-friendly initiatives, like trash reduction, protecting natural habitats, and responsible tourism, are things that residents can get involved in and support (Moghavvemi et al., 2021).

(7) **Cooperation with Local Authorities:** residents can voice concerns, offer feedback on decisions pertaining to tourism, and assist in the creation of policies that promote sustainable tourism by working with local authorities and tourism boards (Moghavvemi et al., 2021).

(8) **Education and Awareness:** A positive attitude towards tourists can be fostered by informing locals about the value of tourism and its possible advantages. Workshops for the community, educational initiatives, and awareness campaigns can help accomplish this (Zielinski et al., 2020).

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(9) **Preservation of Natural Resources:** It is of the utmost importance to recognize the necessity of environmental protection for the continued viability of tourism. Community can take an active role in campaigns to protect the environment, uphold hygiene standards, and encourage ethical travel (Lian & Fiffy Hanisdah, 2021; Neto, 2003).

(10) **Positive Reviews and Word of Mouth:** Content residents can help promote their community as a travel destination by writing positive reviews. community endorsements and favorable reviews have a big impact on prospective tourists (Chen et al., 2018).

Supporting tourism in the community essentially entails working together to build a friendly, sustainable environment that benefits locals as well as tourists. There must be a harmonious relationship between tourism and the community. To achieve this, there must be a balance between the economic benefits of tourism and the protection of culture and the environment. This balance is particularly critical for Hainan, where tourism development is deeply intertwined with local cultural preservation and tropical ecological protection (Bai et al., 2025). Moreover, A community is a larger social group that shares traits, interests, or values, whereas a resident is an individual who lives in a specific location. Residents are often essential components of their communities; both shaping and being shaped by the social dynamics of the areas in which they reside.

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On the other hand, the government engages in an exploration of an innovative mode and emphasizes its unique characteristics. Currently, the evolution of the international tourist sector involves a diverse range of areas such as folklore, industry, creative arts, film and animation intellectual property. For Hainan's tourism development, it is imperative to adapt to local circumstances, emphasizing the unique characteristics of the region and focusing on industrialization and agglomeration (Bai et al., 2025). The adoption of this technique is important to effectively tackle the growing problem of uniformity in tourism. During the development phase, it is possible to engage in independent development. One possible approach to actively foster development includes the tripartite collaboration between the government, community, and residents (Wong et al., 2024). Additionally, the government works in conjunction with travel agencies, associations, and residents to further enhance development. Another avenue for development involves the engagement of foreign enterprises, associations, and residents. These various strategies can be employed to actively promote growth and progress (Gu et al., 2024).

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2.4.4 Why is Community Important to Support Tourism?

Kladou and Mavragani (2015) posited that the assessment of the present state of the destination is best determined by considering the viewpoint of the indigenous population, given their proximity to the area. Nevertheless, the outcomes of these studies have yielded incongruous findings. Hence, it is imperative to foster favorable attitudes among residents, as their endorsement of tourism activities is contingent upon their perception of the advantages derived from such endeavors (Higgins-Desbiolles, 2018; Sethy & Senapati, 2023; Terkenli, 2021). The Hainan community plays an essential part in providing support to tourists, and residents can derive

numerous advantages and financial gains from tourism, with economic growth being the most direct and prominent manifestation:

Tourism generates revenue for local enterprises, including hotels, restaurants, retail establishments, and tour agencies. The rise in tourist activity has led to an expansion of employment prospects for residents across different industries, such as hospitality, transportation, and retail. For instance, the creation and implementation of self-drive, and travel camp construction-related standards, in addition to efforts aimed at fostering the expansion of short-term rental services for hotels, B&Bs, and other tourism-related accommodations (T. Zhang et al., 2022). The types of Hainan tourism include scenic area development, original ecological culture village, ethnic style reliance, special industry-driven, modern rural display, agricultural tourism development, ecological environment demonstration, red tourism combined, and other forms (Stamm, 2017; Teng et al., 2021; Wei et al., 2021). For instance, the Penang Village located in Sanya City is close to renowned attractions and attracts a substantial number of tourists (Chen et al., 2023).

Consequently, it has the potential to become a prominent destination that relies heavily on scenic tourism. Similarly, the Benli Village situated in Haikou City boasts a significant abundance of revolutionary relics and remnants, making it an ideal candidate to facilitate the rise of tourism in rural areas with a focus on the color red. Lastly, the Caiqiao Village, found in Xinying Town, Lingao County, possesses abundant ecological tourism resources, making it suitable for the establishment of ecological health, leisure, and tourism initiatives, as well as supporting the growth of high-quality boutique bed and breakfast accommodations (T. Zhang et al., 2022).

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Beyond direct economic returns, cultural preservation and promotion constitute anther core value of community supported tourism as tourists visiting Hainan frequently desire genuine cultural encounters. This fosters the conservation and advancement of customary practices, fine arts, handicrafts, and culinary traditions within the indigenous community. The act of disseminating the customs and traditions of a community to visitors can facilitate a deeper understanding and appreciation of that community's cultural heritage among its members. The government's leadership is focused on planning for urban and rural tourists, making specific investments in infrastructure, and providing the right direction for the management and operation of urban and rural tourism to show the culture of tourism. On the other hand, the government assists in developing incentives for Hainan residents to operate urban and rural tourism projects with tax relief, small loans, subsidies, and other aspects of preferential and supportive while encouraging people and businesses to invest in urban or rural tourism projects by helping to create a relaxed investment environment (Tongyan et al., 2022).

In tandem with economic and cultural benefits, infrastructure development emerges as a critical byproduct of community supported tourism as the increase in the number of tourists requires the construction and improvement of infrastructure, including better roads, transportation systems, and public facilities. These advancements not only provide advantages for tourists but also improve the overall standard of living for residents. It is essential to prioritize planning in the establishment of tourist communities, whether they are situated in urban or rural areas. In this regard, government departments have developed the overall planning of urban and rural

tourism development following the overall development of regional tourism, integrated arrangements, reasonable development, urban and rural ecotourism infrastructure planning, basic farmland protection planning, transportation systems to town and village, and township construction planning combined with natural environmental protection, renewable energy, and other relevant policies and special measures at the same time (Tongyan et al., 2022).

Funds were invested to increase the building of regional infrastructure, encourage locals to actively develop family dining establishments, rural hotels, sightseeing and leisure farms, and other tourist reception facilities, and increase the economic added value of agricultural operations (Chen et al., 2023). Numerous variables need to be considered while developing a tourist project, including regional economic development, agricultural planning, tourism planning, cultural planning, etc (Fu et al., 2021). It is of the utmost importance to consider the disparities in natural and human resources at each location when planning tourist routes (Zhang et al., 2021).

A balanced and sustainable tourism model further requires the integration of environmental conservation into community participation as sustainable tourism practices in Hainan can contribute to environmental conservation efforts. By exhibiting the inherent splendor of the island to tourists, there is a heightened motivation to safeguard and maintain delicate ecosystems. Furthermore, the income derived from tourism can be allocated towards the funding of conservation initiatives. It is the imperative integrate of tourist growth with the establishment of beautiful cities and villages and the construction of civilized ecological villages. The concept of moderate use, protection, and emphasis is being discussed. The growth of tourism

in urban and rural Hainan is closely intertwined with its abundant natural resources, characterized by its picturesque landscapes of "green mountains and water". These valuable tourism assets serve as the foundation for the sustainable growth of the industry (Hu et al., 2023). To facilitate the long-term expansion of urban and rural tourism in Hainan, it is imperative to address the challenges of the region's environmental resources, cultural landscape, and ecological preservation (Ding et al., 2020). The prudent utilization and advancement of current urban and rural tourism assets, with a particular emphasis on historical edifices, residential structures, cultural artifacts, and other distinctive survey data, necessitates collaboration with communities and residents (Phuc & Nguyen, 2023). This collaborative approach is crucial for ensuring long-term sustainable development and implementing protective measures.

Complementing the above dimensions, cultural exchange and professional capacity building are also facilitated by community engagement with tourism as engaging with tourists offers locals the chance to engage in cultural exchange and acquire knowledge. Being exposed to various perspectives and ideas can promote increased tolerance, comprehension, and admiration for diversity within the community. The active participation of community and tourist groups in numerous aspects, such as promotion and publicity, standard creation, implementation and assessment, and talent development, has a substantial effect on the development of urban-rural tourism (Rosalina et al., 2021; Wikantiyoso et al., 2021). To improve the quality of service provided by experts in the tourist industry, it is advisable to form and foster the development of tourism associations. These organizations have the potential to make valuable contributions to the development of industry standards, the oversight and

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administration of tourist initiatives, and the education and preparation of a substantial workforce in the tourism sector (EHGC, 2023). Concurrently, in line with the efforts to promote tourist growth, the government has augmented its initiatives to provide training and education opportunities to those involved in the travel and tourism sector, practitioners, folk culture inheritors, and residents. This initiative aims to enhance their business standards and service concepts, ultimately fostering the robust and sustainable growth of tourism throughout the entire region.

Additionally, tourism creates a platform for local product promotion as it provides an opportunity for local artisans, farmers, and producers to exhibit local goods to tourists. This level of visibility can result in a surge in the desire for products that are produced within the local area, thereby enhancing the local economy and providing assistance to small enterprises.

Ultimately, the multifaceted benefits of tourism supported by the community converge to enhance community pride and identity, as a flourishing tourism sector has the potential to foster a strong sense of pride and identity among the Hainan community. When locals observe residents' homes from the perspective of grateful visitors, residents may cultivate a stronger sense of pride in their community. Overall, the expansion of tourism has the potential to exert a significant impact on the surrounding region. For tourism on the island to be successful, the support of the Hainan community is crucial, and then cooperation with the local government to promote the work to improve tourism income. By embracing tourism and actively engaging in its growth, residents can gain various advantages, both in terms of economy and culture, while simultaneously safeguarding the distinct identity of the

community. In addition to yielding positive effects such as bolstering local economies, generating new employment prospects, increasing tax revenues, fostering foreign exchange earnings, and generating income, among other benefits, some individuals hold the perspective that tourism can yield favorable economic, social, and cultural consequences. The concept, as supported by Mestanza-Ramón et al. (2020), indicates that the advancement of tourism can enhance favorable perceptions of the tourism industry. With Hainan's unique location on the map of China being surrounded by the ocean, it is typical for tourism to be sustainable in the long term when it enjoys the strong support of the community.

2.5 Trust

The examination of the idea of trust has been undertaken by several researchers, such as Huo et al. (2023), Rathbun (2011), and Noorderhaven (1996). Trust, as defined by these experts, refers to the inherent tendency of an individual to place confidence in and rely upon the disposition or willingness of the other parties to participate in mutually advantageous exchanges. Trust may be conceptualized as the subjective perception of reliability and goodwill that an individual or entity has towards another individual or entity, as noted by Ross (2004) and Tschannen-Moran and Hoy (2000). Detert et al. (2008) argue that trust is a cognitive and emotional condition in which a person is inclined to have faith in the behavioral intentions of another individual, with the expectation of cooperation in diverse circumstances. The notion of trust, which arises in reaction to limited information leading to uncertainty, has gained significant traction within the field of social sciences (Lingard et al., 2003). Furthermore, trust is defined by Kim and Tadisina (2007), Walterbusch et al. (2014), and Blomqvist (1997) as the inclination of a single person to have faith in and depend on the attitude or

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intention of another person to achieve mutual benefits within a relationship. Based on the research conducted by Chen and Dhillon (2003) and Laeequddin et al. (2012), trust can be conceptualized as the individual's subjective assessment of the reliability and goodwill exhibited by one party towards another party.

Trust is a multidimensional construct that functions as a foundational underpinning for intergroup interactions across social contexts (Pagliara et al., 2021; Williams & Baláž, 2021). In tourism research, it is widely categorized into two core types: resident trust and tourist trust (Cheunkamon et al., 2022; Jebbouri et al., 2022; Li et al., 2022; Poon & Koay, 2021; Tichaawa et al., 2023; Yanju et al., 2021), both of which are critical to the smooth operation of tourism ecosystems and sustainable development (Sujood et al., 2024). Trust addresses uncertainty inherent to tourism activities, effectively mitigates potential tensions between different stakeholders in the tourism sector, and serves as a key driver of positive relational outcomes that facilitate mutually beneficial exchanges between involved parties (Pagliara et al., 2021; Ramkissoon et al., 2025).

The focal point of inquiry is on the specificity that trust within the framework of the tourism sector. Trust is regularly conferred within certain areas and settings. The significance of this matter has particular importance within the domain of tourist research, as it is now undergoing the incorporation of constructs from well-established disciplines and the development of study frameworks to assess their suitability within distinct sectors of industry (Wang et al., 2014). This section explores the probable presence of several attributes linked to trust within the framework of the tourist sector. Within tourism, trust manifests in four primary relational contexts that

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cover all core stakeholder interactions (Bhat et al., 2022; Pagliara et al., 2021). Its core function of reducing uncertainty and promoting cooperation remains consistent across contexts, while its specific performance and impact vary slightly based on the involved parties (Sujood et al., 2024). Among these, the trust between local residents and tourists has emerged as a focal topic in community tourism studies, given its direct link to sustainable destination development (Huo et al., 2023; Ramkissoon et al., 2025).

It is imperative to recognize that within the domain of tourism, there are multiple trust contexts, which primarily involve four distinct types of relationships: (a) the relationships that exist between travelers as individuals and providers of tourism services; (b) how things work among different firms operating in the tourism industry; (c) The connection between tourists and the local population; (d) the interplay among visitors, tourist-related firms, the local population, and the government. Among these four contexts, the relationship between tourists and the local population (Context c) is the central focus of this study, as Hainan's positioning as an international tourism consumption center hinges on harmonious interactions between local residents and international tourists (Huo et al., 2023; Sujood et al., 2024). Moreover, Context d is also relevant to Hainan's scenario, as government-led tourism governance can either enhance or undermine residents' trust in international tourists (Bhat et al., 2022).

Trust can be demonstrated in many ways across distinct circumstances. For instance, the trust between tourists and tourism providers can influence how tourists react to uncertainties during the planning phase of their vacation or when faced with disorder or risks while on holiday. According to Von Lampe and Ole Johansen (2004), trust is

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established beyond the point of prediction, and the tourism industry, similar to all other aspects of existence, is characterized by unpredictability. Trust plays an especially vital role in community tourism contexts (Huo et al., 2023). Stronger resident trust in tourists contributes to more positive perceptions of tourism impacts and greater willingness to engage with visitors, while insufficient trust may lead to resident resistance and stakeholder conflicts (Bhat et al., 2022; Tichaawa et al., 2023). This critical role has been repeatedly confirmed in recent tourism scholarship, further validating trust's status as a core construct for understanding resident-tourist dynamics (Sujood et al., 2024; Ramkissoon et al., 2025).

The degree of trust, including dimensions such as trust in society, authority reliability, internet trust, and online awareness confidence has reached an unprecedented pinnacle. As per the study conducted by Kim (2012), trust can result in increased purchase intentions purchasing goods online settings. Jun et al. (2004) performed an investigation that confirmed that consumer trust in online purchasing has had a considerable influence on consumer behavior intentions, as well as on consumers' perceptions of online shopping. Furthermore, trust plays a crucial role in a swiftly developing situation marked by scientific ambiguity within the framework of the post-pandemic. Cairney and Wellstead (2021) conducted a study. Enterprises in the travel industry must devise effective tactics to retain their clientele. A fundamental approach is to establish and cultivate customer confidence and allegiance.

This study delineates the concept of trust among Hainan residents towards international tourists as the belief that nonnative visitors are expected to prioritize the welfare and well-being of the local population. and that the latter are inclined to place

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reliance on and embrace this notion to foster reciprocal engagement. For this study, trust is positioned as the first core keyword, given its centrality to understanding Hainan residents' acceptance intentions towards international tourists. This conceptualization fits Hainan's context as an international tourism consumption center, where harmonious interactions between residents and tourists are essential to sustainable development, and aligns with the core findings of relevant tourism trust research (Huo et al., 2023; Sujood et al., 2024).

2.6 Perceived Risk

The incorporation of uncertainty has been a pivotal factor in the development of risk theory. This progress has been furthered by the efforts of Menezes and Hanson (1970), who have expanded upon existing research by examining the commercial consequences associated with the partially proportional aversion to risk measure. The theory of risk is concerned with situations where probability may be determined based on specific and verifiable information, while uncertainty pertains to circumstances in which probabilities can only be derived from subjective and less reliable information (Moore, 2006). According to Reid and Ritchie (2011), risk theory posits that the presence of uncertainty in relation to objectives can have an impact on various aspects such as finance, social dynamics, environment, health, and safety. These effects can manifest at different levels, including strategic, organizational, and project-specific contexts. The notion of risk perception relates to the subjective judgement that is made of the potential risks linked to a consumer's contemplation of a certain buying choice (Mitchell, 1999).

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According to Bauer (1960)'s argument, a significant portion of consumer behavior can be classified as risky behavior. This is due to consumers' inability to accurately predict the outcomes of their purchases and the associated probabilities. As a result, consumers perceive a level of risk associated with their purchases, particularly in relation to potential negative outcomes. This perception of negative outcomes is what ultimately contributes to the overall perception of risk among consumers. The issue of risk is regarded as a significant concern for global tourists within the tourism sector, as stated by Kozak et al. (2007). Safety and security concerns may have a substantial influence on the decision-making process of travel in settings characterized by unclear risk, as individuals have an inherent inclination towards fulfilling their security needs (Beirman, 2002; Zhang et al., 2024). Furthermore, the intangible and non-physical attributes of tourism sometimes lead to greater amounts of incomplete in order risk that are subjectively experienced by visitors, as noted by Fuchs (2013).

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The notion of risk perception in the field of tourism refers to a people's evaluation of "behaviors that could potentially influence how they travel if the perceived hazards surpass tolerable thresholds" (Chew & Jahari, 2014). The possible hazards encompass a variety of areas, namely, mentally, physically, monetary in nature including related to health threats, which may arise from various sources such as accidents, acts of terrorism, natural calamities, political unrest, and pandemics. The study suggests that there is a perceived risk for Hainan residents in terms of contracting the coronavirus disease from foreign visitors post-COVID-19. The presence of foreign visitors is likely to increase the level of uncertainty and pose a potential public risk to the local residents. Additionally, foreign visitors may carry the risk of transmitting the coronavirus disease to the local residents. The present study defines perceived risk

within the broader context of the coronavirus disease as the uncertainty surrounding the risk of the disease that is perceived by residents of Hainan with the arrival of international visitors.

In recent decades, scholars in the field of tourism have directed their attention toward the examination of perceived risk and its consequential effects on tourism-related decision-making and the conduct of tourists (Seong & Hong, 2021). The scholarly literature has extensively discussed the financial implications of global epidemics on the tourist industry and their impact on individuals' aspirations to travel. The advent of serious infections has had a substantial effect on the tourism industry, as evidenced by studies conducted by Weber et al. (2016). Numerous scholars have conducted investigations on the health protective behaviors exhibited by tourists, including preventive behaviors (Chien et al., 2017), health-seeking behaviors while traveling (Huang et al., 2020), and non-pharmacological interventions for diseases (Herholz et al., 2013). The significance of risk perception in forecasting health behaviors has been acknowledged (Rosenstock, 1974). According to Rimal and Real (2003), there is a belief that individuals who have a perception of specific risks are more inclined to adopt precautionary behaviors related to health as a means of mitigating or avoiding possible health hazards.

The pandemic has elicited responses from numerous scholars to conduct research and studies on travel-related empirical studies over the past three years. The influence of objective risks on travelers' behavior is contingent upon their perception of said risks. Likewise, indigenous residents may encounter numerous hazards when accommodating international visitors, including potential breaches of confidentiality,

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safety concerns at tourist sites, and exposure to detrimental information that could negatively impact their well-being. If consumers perceive objective risks, then such risks are categorized as perceived risks. However, most existing studies frame perceived risk as a unidimensional construct in tourism research, with limited attention paid to its nuanced manifestations specific to the context among local residents of tourism destinations. Furthermore, few empirical investigations have explored how the risk perceived by residents interacts with key contextual factors in unique settings like Hainan, where tourism development and public health priorities intersect, leaving a critical gap for targeted exploration.

2.7 Underpinning Theory

2.7.1 Theory of Reasoned Action (TRA)

The TRA is a seminal and very important theoretical framework within the realm of social psychology, specifically focusing on the analysis of thinking behaviors. It was initially formulated by Fishbein (1967) to establish the TRA model, which comprises several key constructs such as attitude, subjective norm, actual behaviors, and behavioral intention, along with four primary factors. Fishbein and Ajzen introduced the TRA in 1975, which posits that individuals are rational and is primarily employed to examine the correlation between attitudes and personal conduct (Ajzen & Fishbein, 1975). The model posits that the influence of any given factor on an individual's behavioral intention is mediated solely through attitudes and subjective norms. These constructions pertain to an individual's favorable or unfavorable assessments of engaging in a certain behavior and their positive or negative evaluations of others performing said behaviors, respectively. Figure 2.1 depicts this relationship.

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In accordance with the theory, attitude is the primary determinant of individual behaviors. When individuals perceive a behavior as likely to yield positive outcomes, they are inclined to exhibit positive attitudes and may even undertake the behaviors. Conversely, when individuals perceive a behavior as likely to yield negative outcomes, their attitudes may be negative, and they may resist or abstain from the behaviors.

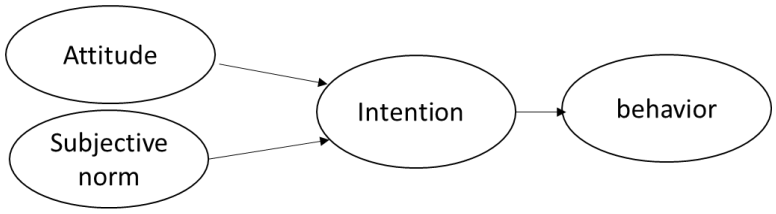

Figure 2.1 TRA Model

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The central tenet of the theory posits that conduct takes precedence over intention, wherein the person's intention is influenced by psychologically acceptable views, as postulated by Fishbein et al. (1980). According to Ajzen and Fishbein (1975), it is evident that individual attitudes and subjective norms exert a considerable influence on behavioral intentions. These intentions, in turn, directly affect real-world behaviors, provided that the individual possesses sufficient willpower. This implies that human behavior is rational and seeks to fulfill both personal desires and societal expectations (Chen & Hung, 2016). Attitude encompasses the cognitive and affective processes involved in perceiving and evaluating the execution of a certain behavior, as well as the following consequences (Kozak et al., 2007). The concept of attitude may be described as a psychological inclination that is shown via varying degrees of preference or aversion towards a certain object or thing, how a specific behavior is perceived and evaluated, taking into account the resulting outcome (Milfont & Duckitt, 2010; Verma & Sinha, 2018).

The aforementioned impressions are sometimes denoted as a "subjective norm." Subjective norms are a fundamental component in several decision-making theories, particularly social identity theory (Shih & Fang, 2006) and the theory of Planned Behavior by Ajzen (1985), the topic of discussion pertains to the notion of norm focus (Armitage et al., 1999). Subjective norms refer to the individual's perception of social pressures associated with participating in a certain behavior. The likelihood of doing the behavior is influenced by the extent to which others have favorable or unfavorable perceptions (Procter et al., 2019). The concept of intention was first conceptualized as the anticipation of an individual's conduct within a certain setting, and was measured by the probability of one's inclination to engage in a particular action (Ajzen & Fishbein, 1975). The phenomenon under consideration is subject to the influence of two distinct variables, namely, attitudes and subjective norms.

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Several studies in the tourism literature have shown clear connections between the concepts in the theoretical model and people's intentions to act (Agag & El-Masry, 2016; Han, 2021; Y. H. Kim et al., 2011; Ryu & Jang, 2006). Nevertheless, there have been fewer instances where this theoretical framework has been employed to elucidate the perspectives of residents (Chen & Raab, 2012; Lepp, 2007; Porras-Bueno et al., 2023; Song et al., 2022)

Therefore, the behavioral intentions of individuals in the tourism industry have been clarified by employing the constructs of the TRA, when combined with additional variables. Several factors that have contributed to an increase in explained variance are perceptions of tourism impacts (Nkemngu, 2015), past behavior (Ryu & Han,

2010b), environment-related variables (Zhao et al., 2022), motivation (Untaru et al., 2016), perceived uncertainty and risk (Bae & Chang, 2021), place the image or place attachment (Hong & Kim Ph D, 2019; Shen et al., 2019), potential benefits (Ngah et al., 2018), and destination image (Benslimane & Semaoune, 2021). In the Asian tourism context, TRA has been effectively applied to explain residents' acceptance of international tourism. Malaysian scholars confirmed that attitude and subjective norm derived from TRA are key predictors of local residents' willingness to accept international tourists, with cultural norms in Southeast Asia significantly strengthening the link between subjective norm and behavioral intention (Hashim et al., 2023). Moreover, a study on Chinese cross border tourism verified that TRA's core constructs have stronger explanatory power for intentions related to tourism among residents than TPB in the context of emerging tourism markets, providing solid theoretical support for applying TRA to Hainan's international tourism scenario (Xu et al., 2024). However, most existing studies treat TRA's core constructs (attitude, subjective norm, intention) as a fixed "black box" when combining them with auxiliary variables, with limited exploration of how each construct independently interacts with factors specific to the context like resident risk perception or destination development demands. Additionally, few studies have operationalized these TRA constructs specifically for Hainan residents' acceptance intention toward international visitors, resulting in a contextual gap for understanding rational intention formation in this unique tourism setting.

The current research attempts to provide a conceptualization of attitudes as the extent to which persons dwelling in Hainan exhibit positive or negative sentiments towards international visitors. Subjective norm refers to the extent to which individuals within

a community are affected by the viewpoints of their friends, members of the family, neighbors, coworkers, and other members of the community concerning tourism. Lastly, the concept of intention pertains to the extent to which those residing in a certain locality exhibit a positive attitude and willingness towards accommodating and embracing the presence of international tourists.

2.7.2 Theory of Planned Behavior (TPB)

TPB proposed by Ajzen in 1985, is widely regarded as the most accurate theoretical model for understanding the impacts of non-fully volitional control elements on behavior and has become a representative and commonly used theory of consumer behavior in recent years. The theory explores consumer behavior from a microscopic perspective based on an information processing perspective to help understand how individuals change their behavior patterns and considers individuals' behavior as the result of deliberate planning. The theory adds perceived behavior control as an independent variable on the basis of the theory of reasoned behavior, and further investigates the factors that influence individual behavior, as shown in Figure 2.2 in the model

According to Ajzen, attitudes are the value judgments that individuals place on behavior as "good or bad". Subjective norms pertain to an individual's perception of the social pressure they receive regarding their engagement or non-engagement in a particular behavior. The perception is shaped by the individual's conviction that they are disposed to engage in the behavior when they anticipate favorable results, and conversely, they are disinclined to do so when they anticipate unfavorable outcomes. While the importance of perceived behavioral control is significant in shaping people'

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intentions and behaviors, it is vital to note that it not only has a direct impact on individual behavior but also impacts behavior indirectly via intention.

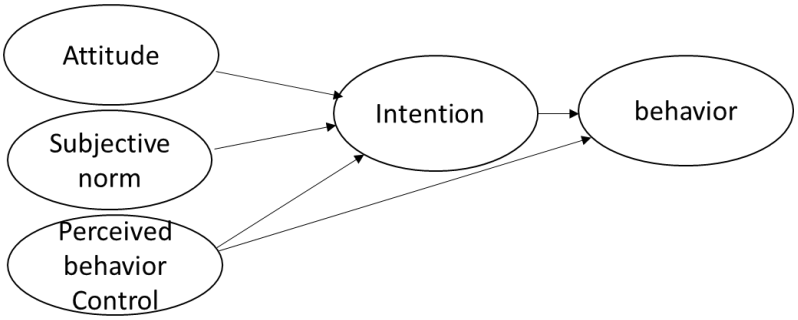

Figure 2.2 TPB Model

Regarding the TRA and TPB models, both of which seek to explicate and forecast human conduct, particularly in decision-making scenarios. Both theories involve the concepts of attitudes, subjective norms, and behavioral intentions, but the TPB includes an additional component: perceived behavior control (PBC). It is noteworthy that the selection between the TRA and TPB is contingent upon the particular research question, the behavior being examined, and the study's contextual factors. For the current research, TRA is prioritized over TPB for two targeted reasons. First, this study focuses on Hainan residents' acceptance intention toward international visitors, a construct rooted in social psychological evaluations (attitudes and subjective norms) rather than volitional behavioral control factors. The inclusion of PBC would introduce extraneous variables that divert attention from the core research gap of how factors specific to the context (e.g., perceived risk) interact with the constructs that form intention. Second, TRA's parsimonious framework aligns with the study's goal of establishing a clear, focused analytical model, which facilitates a more rigorous exploration of the hypothesized relationships without the complexity of additional constructs.

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2.7.3 Social Exchange Theory (Perceived Cost and Perceived Benefits)

The beginnings of Social Exchange Theory (SET) may be attributed to several academic fields, such as economics (Blau, 1964), anthropology (Levi-Strauss, 1969), social psychology (Chadwick-Jones, 1976), and behavioral psychology (Homans, 1974). The theoretical ideas or disciplines exhibit a prevalent and unwavering assumption of "utilitarianism" as noted by Ruggie (1998). From an economic perspective, social relationships are explicated by the comparative trade-offs between expenses and advantages that arise from interaction or exchange. According to Biran et al. (2004), the comparative analysis of the potential costs and benefits of a relationship is essential. The evaluation of costs and benefits involves subjective judgement through comparative processes that consider two types of potential outcomes, namely economic and socioemotional outcomes (Gomez–Mejia et al., 2014).

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Moreover, when analyzed through the lens of utilitarian economics, individuals can be perceived as rational actors who strive to optimize their material gains or utility. According to Turner (1991), the attainment of the optimum advantage may be achieved via engaging in trades or exchanges with other respondents within a marketplace that is competitive and free. Moreover, the utilitarianism principle posits that individuals engage in a rational evaluation of the advantages and disadvantages associated with a particular course of action, with the aim of optimizing material gains. Moreover, proponents of social exchange theory have reformulated this idea by proposing alternate assumptions. For example, According to Homans (1974), individuals do not aim to solely maximize profits, but rather strive to gain some form

of profit in social interactions with others. Furthermore, human beings exhibit a degree of irrationality, yet they engage in a cost-benefit analysis when engaging in social exchanges. Although humans do not possess complete information regarding all feasible options, they typically possess knowledge of certain alternatives that serve as a foundation for assessing the advantages and disadvantages. Furthermore, while humans do strive for material objectives in return, in addition, they engage in the utilization and exchange of intangible resources, such as emotions, conveniences, and symbolic representations (Turner, 1991).

The anthropologists working have recognized that social interactions include not just economical as well as materialistic transactions. However, they also encompass symbolic exchanges and social ties. The dynamics of exchange relationships are not solely attributable to psychological factors, but also serve as a manifestation of prevailing social structures. According to the social/structural model, the exchange of goods serves the purpose of fulfilling individuals' fundamental economic necessities, thereby reflecting their economic incentives. Thus, the theoretical perspective presented by Turner (1991) reflects the influence of sociocultural factors and dynamics. Anthropologists have posited that exchange theory pertains to the sustenance of exchange relationships owing to the potency of psychological requisites, as opposed to economic ones. The significance placed on symbolic interaction encompasses either the person's psychological procedures or the structures of integration into society. This particular viewpoint holds significant importance in elucidating the social conduct of human beings.

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The exchange theory principle, as viewed through the lens of behavioral psychology, posits that individuals are inclined towards seeking rewards and avoiding punishments, and therefore tend to make choices that maximize rewards and minimize negative consequences. According to Chadwick-Jones' study in 1976, the optimal outcome is achieved when there is a higher frequency of rewards and a lower frequency of punishments. Ekeh (1974) posits that economic benefits (utility) and costs are integrated with psychological rewards and punishments. Thus, the use of the concepts of reward and punishment serves to reinterpret the legacy of utilitarianism pertaining to exchange. Rewards are employed to reinforce or satiate the organism's needs, while punishments are utilized to deprive rewards or induce energy depletion to prevent suffering. Therefore, individuals exhibit behaviors with the aim of maximizing rewards and minimizing punishments. Furthermore, individuals tend to replicate actions that have demonstrated efficacy in prior experiences.

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According to Ekeh (1974), exchange researchers argue that the exchange interactions are founded upon a range of preconceptions. Individuals are driven by the prospect of achieving success and rely on their prior experiences to mitigate ambiguity when making determinations regarding potential future success. Furthermore, individuals tend to uphold a mutually beneficial exchange relationship. Furthermore, Homan (1991) posits a "plausibility claim" regarding individuals' psychological exchange behaviors. In accordance with the individual's statement, the higher the frequency of rewards provided to individuals for their actions, the greater the probability of them upholding an exchange relationship. The frequency of rewards positively correlates with the likelihood of individuals engaging in a particular behavior. Individuals who receive incentives based on their prior experiences and encounter a comparable

circumstance are prone to executing the same or comparable behaviors in the current context. Consequently, individuals are inclined to engage in an action when the outcome is perceived to hold greater value.

Furthermore, the concept of perceived benefit encompasses five distinct facets. The primary dimensions identified by Sheth et al. (1991) include social value, economic value, psychological value, emotional value, and the crucial aspect of realizations. The concept of cost is often seen as a motivator that may have negative effects, such as decreasing interest, inducing anxiety, and instilling dread (Eccles & Wigfield, 1995). Eccles and Wigfield (1995) present a comprehensive understanding of cost, encompassing multiple dimensions such as psychological cost, specifically stress, anxiety, negative effects, fear of failure, lost opportunities, perceived effort required for success, and boredom. Additionally, it also considers the cost associated with both success and failure (Lant & Montgomery, 1987). Eccles and Wigfield (1995) proposed a conceptual framework that identified three distinct dimensions of costs. Effort cost refers to the perceived level of effort required to achieve success in a given task. Opportunity cost refers to the trade-off made by forgoing alternative valued tasks in order to engage in the task at hand. Lastly, psychological cost refers to the perceived emotional and psychological burdens associated with participating in the task. The significance of perceived costs has also been recognized as a crucial aspect in comprehending the determinants of engagement and disengagement choices. Individuals or entities make about the negative aspects or sacrifices linked to a specific decision, action, or behavior. These costs are subjective and can include factors such as financial outlays, time, exertion, inconvenience, psychological distress, or foregone opportunities. Perceived costs play a role in decision-making by

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affecting the balance between the advantages and disadvantages of a particular course of action (Lequerica & Kortte, 2010; Suzuki, 2021).

In the tourism literature, several investigators have made efforts to use the theoretical frameworks and principles of SET to elucidate the conduct of residents, encompassing their viewpoints regarding the influence of tourism, and reactions to tourism advancement (Lindberg & Johnson, 1997; Qin et al., 2021; Weaver & Lawton, 2013). The present research endeavors to examine the evaluation process of local residents regarding the advantages and drawbacks of tourism expansion. The objective of this research is to examine if the perspective of inhabitants about the benefits of tourism outweighs the corresponding limitations, thereby motivating them to pursue tourism-related activities.

The authors Cavus and Tanrisevdi (2003) assert that efforts will be made to sustain connections with said individuals. A few scholarly surveys have elucidated that the backing of residents for forthcoming tourism expansion is contingent on their evaluation of the advantages and drawbacks of tourism (Chen, 2000). The assessment of costs and benefits by residents is subject to various subjective factors, this encompasses several factors, such as the likelihood of achieving economic benefits, the availability of tourist resources, and the community's beliefs and views regarding the surroundings. Consequently, after conducting a cost-benefit analysis and concluding that the association with tourists is advantageous, the inclination of indigenous inhabitants to endorse tourism expansion may escalate (Jurowski et al., 1997).

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For example, Jiang and Kim (2015) make a concise reference to the utilization of the use of SET as a theoretical framework to analyze the viewpoints of residents in relation to tourism. Researchers have reached the conclusion that there is a positive association between encouragement of future development and persons who possess a favorable impression of travel, whereas a negative correlation is observed between support for additional development and individuals who have a pessimistic viewpoint towards the tourist industry. The researchers concluded that there is evidence to suggest a positive association between the level of support and the desire for more progress. and the perception of a favorable impact of tourism, while a negative correlation was observed between the support for additional development and the perception of an unfavorable impact of tourism. According to Lawler and Thye (1999), the idea has been subject to comparison with an economic study of interaction, with a special emphasis on the trade and fair distribution of benefits and costs among tourists. The author further asserts that the fundamental premise of this transaction is to optimize benefits and drawbacks. Reduce the expenses associated with the residential experience. If residents can benefit without experiencing any negative consequences, they may be more inclined to engage with tourists.

Jurowski et al. (1997) attempted to elucidate the manner in which residents evaluate and harmonies the seven constituent elements, as well as the reasons why residents residing in the same locality may harbor divergent perceptions. Applying the tenets of SET in conjunction with a route model. The objective of this route model is to analyses the prospective economic benefits linked with the utilization of tourist resources. The present research aims to examine the impact of exchange variables, namely quirky attitudes and community affiliation, on the potential economic benefits

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and utilization of tourist resources among local residents. Additionally, the study in question investigates the role of trade variables on citizens' views of tourist impacts and their consequent support for tourism growth. The formulation of the principle was derived from the theoretical framework of the SET. The propensity of residents to participate in an exchange is contingent upon the extent to which the anticipated advantages surpass the perceived drawbacks. Gursoy and Kendall (2006) is cited.

Obradović and Stojanović (2022) posits that the objective of fostering and enticing tourism in a locality is to attain an outcome that effectively strikes a balance between the advantages and drawbacks for both the residents and visitors. The preceding discourse indicates that individuals residing in an area assess the impact of tourism through the lens of SET. Specifically, they gauge the anticipated advantages or drawbacks of tourism as a reciprocation for the services they render. Hence, it is postulated that residents who act as hosts aspire towards the advancement of tourism in their respective localities to fulfill their requisites, and to enhance the overall welfare of their communities. The authors of the empirical study analyze the communication factors mentioned earlier, which were discovered to have an impact on the perception of tourism impacts. Furthermore, the present study identified many characteristics that were seen to have both direct and indirect influences on the degree of support for the development of tourism. Therefore, the degree to which locals are inclined to engage in tourist trade, as determined by their views of the effects of tourism, is seen as a measure of endorsement for the advancement of tourism. The interaction between individuals is influenced by their subjective evaluations of the advantages and drawbacks associated with the exchange variables (Lorde et al., 2011; Nazneen et al., 2019). This theoretical study posits that residents will endeavor to

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uphold exchange relationships provided they perceive the benefits of the allocation to be positive and outweigh the associated costs, shortly thereafter the pandemic (Nazneen et al., 2019). If the benefits outweigh the costs, residents may be inclined to engage in reciprocal interactions with tourists.

The perceived negative impacts of tourism include traffic congestion, polluting the environment, raising local prices, and so on, Additionally, residents may face challenges in supporting tourism development. Prior research on the SET suggests that when residents have a negative perception of tourism impacts, they are less likely to engage in exchange and show less support for tourism development. Additionally, residents may not be welcoming enough toward tourists (Obradović & Stojanović, 2022). Particularly, respondents who are economically stable, young, and educated have a negative perception of the impacts of tourism (Lorde et al., 2011; Nazneen et al., 2019).

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This research investigates the perspectives of individuals residing in Hainan about their perceived costs and benefits. The main aim of this study is to examine the correlation between perceptions of tourism and their congruence with local requirements, as well as the potential beneficial effects that tourism can generate which aligns with the third research objective of the study. The impacts encompass the generation of supplementary tax revenue, the diversification of local tourism products and activities, the facilitation of cultural exchanges and services, the expansion of investment prospects, and the enhancement of public infrastructure and facilities. International tourists are widely regarded by the community as a valuable and highly esteemed addition. This study seeks to find out the extent to which these

perceptions correspond with the particular needs of the local community and the monetary impact of tourism on residents. This study specifically examines the ramifications of tourism on various aspects, including the rise in litter and pollution, the exacerbation of traffic congestion and parking challenges, the increase in local product prices, the excessive use of local heritage resources, and the escalation of conflicts between tourists and residents. Furthermore, the concept of perceived cost and benefit pertains to the residents' perception in Hainan regarding the direct and positive economic advantages and disadvantages arising from the existence of foreign tourists, such perceptions are conceptualized as critical antecedents of residents' acceptance intentions towards international tourists (Balouchi et al., 2017).

The predominant focus of scholarly investigation within the domain of tourism that employs social exchange theory has concentrated on the interaction or exchange inherent in tourism development, with the connection between residents and tourists being viewed as a consequence of this development. This research examines economic growth and socio-cultural benefits that result from the process of advancement, as perceived by the residents and additionally incorporates cost-related perceptions that may inform residents' attitudes and acceptance intentions toward tourism (Su et al., 2022).The sources cited in the text include works by Nawaz and Hassan (2016). A study on Malaysian coastal tourism applied SET to analyze residents' support for international tourism, finding that residents distinguish between environmental, economic, and cultural dimensions of costs and benefits, and each dimension independently affects their attitudes toward tourists (Ismail et al., 2022). Similarly, research on Hainan's coastal tourism development supplemented that local residents' perceived environmental costs (e.g., coastal pollution from tourism) and

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cultural benefits (e.g., cultural exchange opportunities) have opposing effects on their acceptance of international visitors, which verifies the applicability of SET's multi-dimensional cost-benefit analysis in Hainan's context (Zhang et al., 2023). However, most existing tourism studies applying SET treat perceived costs and perceived benefits as aggregated constructs, with limited exploration of how distinct dimensions of costs (e.g., environmental vs. socio-cultural) and benefits (e.g., economic vs. cultural) independently shape residents' acceptance intention toward international visitors. Additionally, few studies have empirically validated the SET framework in the post-pandemic context of Hainan, leaving a contextual gap in understanding how residents' cost-benefit evaluations influence their attitudes toward international tourist. Nonetheless, this particular research methodology falls short of providing a comprehensive depiction of the emotional dimensions of the interactions between residents and tourists. The reason for this is due to its primary emphasis on the outcomes of social phenomena and the progression thereof.

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2.8 Theoretical Framework

The fundamental objective of this study is to analyze the variables that impact Hainan residents' acceptance intention toward international tourist visitors. The independent factors are trust, perceived risk, perceived benefit & cost (social exchange theory), and subjective norm, with attitude acting as the factor that mediates in the study. The theoretical framework employed in this study is Figure 2.3:

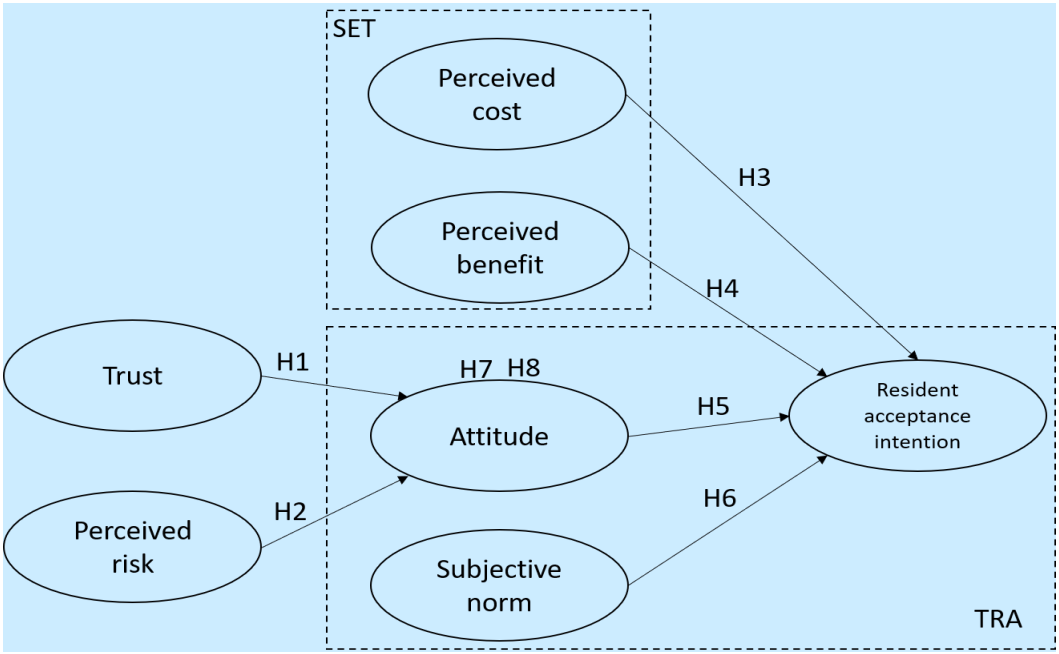

Figure 2.3 The Theoretical Model

The research framework development is underpinned by the SET and TRA theories. Fishbein (1967) developed the TRA model, which includes four main factors and several important constructs like attitude, subjective norm, actual behaviors, and behavioral intention. The validity of this (TRA) in the context of tourism has been demonstrated by research, as it has been noted that visitors' attitudes towards an activity are influenced by their perceptions of it, which in turn affects how they behave when engaging in the activity (Lee & Lina Kim, 2018).

Jiang and Kim (2015) provide a succinct mention of the application of SET as a conceptual framework for examining the perspectives of residents regarding tourism. According to the SET, the extent to which residents support tourism will be largely determined by the benefits they receive or anticipate receiving from it (Stylidis et al., 2014). Residents will support the notion of hosting a mega-event in their community

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if they believe the benefits will outweigh the costs, according to the SET (Bredvold & Skålén, 2016).

Tourists and residents of the area hold favorable attitudes towards tourism development and exhibit friendly behavior and conduct towards tourist resources and visitors. Andrews et al. (2014) emphasized how attitudes are affected by perceived risk. According to Sadiq et al. (2021), there is a beneficial relationship between trust and consumer attitudes regarding online purchases, which has a significant impact on the former.

For the current research, TRA is prioritized over TPB for two targeted reasons. First, this study focuses on Hainan residents' acceptance intention toward international visitors, a construct rooted in social psychological evaluations (attitudes and subjective norms) rather than volitional behavioral control factors. The inclusion of PBC would introduce extraneous variables that divert attention from the core research gap of how factors specific to the context (e.g., perceived risk) interact with the constructs that form intention. Second, TRA's parsimonious framework aligns with the study's goal of establishing a clear, focused analytical model, which facilitates a more rigorous exploration of the hypothesized relationships without the complexity of additional constructs.

This integrated theoretical framework, which combines TRA and SET, establishes a dual path mechanism for explaining residents' acceptance intention: on one hand, TRA's core constructs (attitude, subjective norm) capture the social psychological drivers of intention formation; on the other hand, SET's perceived costs and benefits

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serve as key antecedents shaping residents' attitudes toward international visitors. Notably, trust and perceived risk are incorporated as critical boundary conditions that moderate the relationships between SET constructs and attitude. This integration is strongly supported by tourism research. For instance, a cross study of ASEAN countries (including Malaysia, Thailand, and Vietnam) found that SET's perceptions of costs and benefits directly shape residents' attitudes, which then act as a bridge linking to TRA's behavioral intention, a logic that aligns perfectly with the dual path mechanism of this study (Lim et al., 2023). Moreover, Xu et al. (2024) further confirmed that in China's international tourism destinations, the interaction between TRA's subjective norm and SET's perceived benefits can significantly enhance residents' acceptance intention, which verifies the rationality of integrating the two theories in Hainan's tourism context. This framework not only addresses the fragmentation of existing tourism studies that isolate TRA or SET but also provides a clear theoretical basis for the subsequent research hypotheses, ensuring consistency between the model design and empirical testing.

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2.9 Hypothesis Development

This chapter provides an overview of the investigation's hypothesis, which seeks to develop a relational model using the theoretical structure employed in the present research. This study investigates the propensity among residents in Hainan to welcome tourists from nations other than their own.

2.9.1 Trust and Attitude

Some fields investigate human behaviors through the lens of the TRA. The aforementioned factors encompass societal concerns (Procter et al., 2019), and are

also commonly observed in consumer behaviors related to acquisition and utilization, among other areas. The sources cited in this text include the works of Loan and Quyen (2020) as well as Cheung and To (2021). An illustration of the subject matter could be the examination of consumer perceptions regarding the acquisition of social insurance, utilization of smart home devices, and procurement of environmentally sustainable products. A multitude of studies have been undertaken within the domain of health and medicine to postulate a theoretical framework for elucidating the correlation between the reduction of habitual behaviors and the concomitant rise in healthy behaviors. According to Parsons et al. (1997), the following finding emerged from the study: there exists a relationship between the behavioral goals of university students and engagement in health-related activities outside of the educational environment. The effect of attitudes, subjective norms, particularly experiences with culture, on the behavioral intentions of college students to participate in activities has been seen to be notably favorable. Harb et al. (2021) conducted research in the tourism industry, specifically investigating the intention of Chinese golfers to revisit. The propensity to engage in repeat visits is subject to the impact of golfers' evaluations of personnel demeanors, the distinctiveness of the destination, and their emotional connection to the place (Jeong et al., 2019).

Numerous academic studies have explored the correlation between trust and attitude, with some highlighting the positive impact of trust on consumer behaviors. For instance, Sadiq et al. (2021) conducted research on online trip purchases, with a specific focus on the pivotal role played by trust. Their findings indicate that trust significantly affects consumer attitudes toward online purchases, with a positive correlation between the two variables. Ng (2020) posited that trust among colleagues

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plays a pivotal role in influencing workers' propensity to engage in information-sharing activities. The connection between trusting colleagues and attitudes towards information sharing exhibits a positive correlation, indicating that as trust in colleagues grows, the influence of attitudes towards sharing information also intensifies.

In summary, this research establishes a favorable association between the amount of trust expressed by the residents of Hainan towards international visitors from other nations and the attitudes displayed towards them. Moreover, it is posited that enhancing residents' trust levels would augment their attitudes toward foreign tourists. Consequently, this particular research posits Hypothesis 1.

H1: Trust in international tourists positively influences residents' attitude

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2.9.2 Perceived Risk and Attitude

There exists a multitude of scholarly investigations pertaining to the correlation between perceived risk and attitudes, such as the research conducted by Andrews et al. (2014). This study examines the Australian populace's perspective on possessing health record, highlighting the impact of perceived risk on attitudes. According to Sadiq et al. (2021), the result of the study conducted on internet-based buying behaviors suggests that the perception of risk exerts a substantial influence on the formation of attitudes. Bae and Chang (2021) investigated the influence of people's perceived risk affecting their propensity to partake in non-invasive travel throughout the early phase of the global epidemic in Korea, for instance, specifically in March 2020. The study's results suggest that emotional risk perception had a

pivotal role in influencing attitudes towards non-contact travel within the specific environment under investigation, demonstrating a noteworthy and beneficial influence.

Relevant studies focused on tourism have consistently verified the direct negative linkage between perceived risk and stakeholders' attitudes, aligning with this study's core proposition: Yasami (2020) confirmed cross border travel health and safety risks directly weaken tourists' travel attitudes; Sukma, Dewi, and Putra (2022) found destination facility and financial risks exert significant negative impacts on tourists' attitudes in Bali; Fuchs, Alvarez, and Campo (2023) proved security risks in conflict ridden destinations directly foster negative tourism attitudes among visitors.

Based on the reviewed research, this study posits that attitudes, as defined within the parameters of this investigation, refer to the positive or negative impressions held by residents of Hainan towards foreign visitors. The subjective norm refers to the degree to which individuals in a community are affected by the opinions of their friends, neighbors, coworkers, relatives, and other community members when it comes to guests. In the context of this research, the term "intention" pertains to the degree of openness exhibited by residents regarding foreign tourists. It is posited that an escalation in the perceived risk among Hainan residents towards international tourists is likely to influence their overall attitude towards them. Specifically, a heightened perception of risk is anticipated to correspond with a more unfavorable resident attitude. Consequently, this particular research posits Hypothesis 2.

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H2: Perceived risk of international tourists negatively influences residents' attitude

2.9.3 Perceived Benefit, Perceived Costs and Resident Acceptance Intention

The relationship and favorable outcomes associated with perceived benefit and intention to adopt have been examined extensively in various scholarly investigations (Lee, 2009; Parsons et al., 1997). Perceived benefit is one of the variables that has been examined to elucidate the impact of consumer intention. Additional variables that have been investigated include perceived risk and trust (Kim et al., 2008). The examination of the perceived benefits of tourism upscaling on the condition of tourist areas has been found to have a notable influence on the intention to engage in conservation efforts. This underscores the significance of enhancing the condition benefits of tourist destinations (Ilhamalimy & Ali, 2021). According to Tian-Cole et al. (2002), the presence of perceived benefits has a favorable impact on both tourist satisfaction and tourists' behavioral intention in the context of research application. The assessment of the advantages experienced by visitors has considerable importance in shaping their overall satisfaction levels and subsequent behavioral intentions (Pandža Bajs, 2015). Numerous research projects have shown a correlation between performance expectations and effort expectations, which in turn exert an indirect impact on the intention to adopt a given innovation through the lens of perceived benefit.

A multitude of scholarly investigations have been conducted to explore the relationship between perceived cost and the desire to adopt, as well as the beneficial effects that arise from this link (Chong, 2013; Kuo & Yen, 2009). Perceived cost, perceived risk, and trust are among the variables that have been examined to elucidate

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the impact of intention, as explored by ÖZBEK et al. (2015). The examination of the perceived cost associated with upscaling has a notable influence on the intention to engage in conservation efforts, underscoring the significance of augmenting the condition cost (Currie et al., 2003). From a tourist perspective, Habibi and Rasoolimanesh (2021) noted that the perceived cost of a tour has an impact on both tour satisfaction and tourists' behavioral travel intention. While Ryu and Han (2010a) found that visitor's perceived cost substantially affects their overall pleasure and behavioral travel intentions. Extending this to the resident perspective, Rasoolimanesh et al. (2019) further revealed that the negative impact of perceived costs on residents' tourism acceptance intention may be weakened in destinations with long-term exposure to tourism-driven economic benefits, a contextual variation that informs the empirical analysis in this study.

Therefore, drawing upon the existing literature, the main aim of this research is to investigate the perceived benefits and drawbacks that residents of Hainan attribute to international tourists. The findings suggest that the perspective of residents in the local community about the benefits and drawbacks connected with overseas visitors has a positive influence on their intention to welcome them. Social Exchange Theory (SET) and previous studies have shown an inverse correlation between residents' perceived negative cost impacts and their endorsement of tourism development and tourist acceptance intention (Lin et al., 2017), Thus, drawing from both observed data and theoretical assumptions of the SET. Consequently, this particular research posits Hypothesis 3 and Hypothesis 4.

H3: Perceived cost negatively influences residents' acceptance intention.

H4: Perceived benefit positively influences residents' acceptance intention.

2.9.4 Attitude, Subjective Norm and Resident Acceptance Intention

Extensive research has been undertaken to examine the correlation and positive consequences of attitudes on the propensity for adoption. Nomi and Sabbir (2020) conducted a study to examine personal-level variables to clarify the changes in individuals' intentions to procure life insurance. The empirical extension and testing of the TRA is a valuable and productive methodological approach. Beaumont (2001) identified four key findings, one of which highlights the notable influence of attitudes on individuals' propensity to participate in responsible tourism and ensure its preservation. Furthermore, a study was conducted by Krajaechun and Praditbatuga (2019). The findings of the research indicate a significant correlation between the propensity to get insurance that is not life insurance and two variables: the degree of acceptance of the insurance terms, as well as the general attitudes towards the good or service being purchased. This association was determined using Pearson's correlation coefficient. a scholarly publication was authored by Nomi and Sabbir (2020). Based on the empirical evidence, it can be inferred that purchase intentions are mostly influenced by attitudes and subjective norms.

The investigation of alternative possibilities, the relationship between them, and the positive impact on the adoption of subjective norms and intentions has been a frequently studied area of academic inquiry. A scholarly work was published by Polat et al. (2021), the empirical literature has provided evidence that trust and adherence to social norms play a main role in shaping individuals' intentions to participate in air travel within the airline industry. These factors exert a direct influence on

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individuals' travel intentions, while also indirectly affect these intentions by reducing perceived risks associated with air travel. From Firouzbakht et al. (2021), the analysis's results suggest that there is a significant indirect influence on behavioral intentions, specifically in relation to the moderation of health beliefs and subjective norms. This is supported by a beta value of 0.35. The intention coefficient ($\beta = 0.626$) demonstrated a higher association with subjective norms. The current research investigates the impact of the pandemic on the intention of Hainan residents to welcome outside the country visitors, drawing upon the previously described body of literature. The level of acceptance of foreign tourists is significantly impacted by the attitude exhibited by local residents towards them, demonstrating a strong positive association amongst the level of optimism in individuals' attitudes and their degree for acceptance. The perceptions and opinions of local residents towards foreign visitors may be shaped by their social connections, and there is a direct correlation connecting the degree of impact from subjective norms and the amount of acceptance of international tourism. Consequently, this particular research posits Hypothesis 5 and Hypothesis 6.

H5: Attitude positively influences residents' acceptance intention.

H6: Subjective norm positively influences residents' acceptance intention.

2.9.5 Trust, Perceived Risk, Attitude and Resident Acceptance Intention

The body of scholarly works pertaining to the role of attitudes as mediating variables and their corresponding effects is extensive, as evidenced by Harb et al. (2021). The present research showed how attitudes served as the mediator in the relationship connecting subjective norms and the behavioral intentions of students. Um and Yoon

(2021) explored the potential for attitudes to mediate the correlation among visitors' perceived benefit and their intention to participate in environmentally conscious tourism.

Numerous extant studies have investigated the role of the mediator of attitudes in the relationship with trust and intention to be involved in travel. One such study is conducted by Shin et al. (2022), which examined the influence of the pandemic on individuals' travel choices and devised efficacious approaches to entice future travelers. This research introduces a comprehensive paradigm that elucidates the impacts of pandemic-related variables, restrictions, and attitudinal factors on individuals' travel choices. The findings indicate the particular determinants that influence travel choices, encompassing the decision to travel and the frequency of travel, in the context of a pandemic, as well as travel inclinations following a pandemic. The hyperlink involving trust and intention to travel is influenced by the mediating impact of reflecting attitude. Kasri and Ramli (2019) conducted a study on Muslim donations in Indonesia, the findings of the experiment indicated that attitudes had a mediator's function in establishing a connection between trust and the intention to contribute.

Furthermore, it has been observed that attitudes play a mediating role in the relationship between perceived risk and the intention to accept. For instance, in a study conducted by Shih and Fang (2006), the utilization of e-Government service was examined, and it was discovered that attitudes towards the use of the service acted as a mediator link perceived risk with the intention to accept. The study conducted by Andrews et al. (2014) revealed that the attitudes of individuals residing

in Australia towards personally controlled electronic health records (PCEHR) served as a mediating factor in the association between perceived risk and their intention to accept. Based on the literature presented above, it can be posited that resident's attitude towards foreign visitors act as a mediating factor between their levels of trust and their intention to accept them. Additionally, the attitudes of residents towards foreign tourists may also act as a mediator in connecting their perceived risk and acceptance intention. Consequently, this particular research posits Hypothesis 7 and Hypothesis 8.

H7: Attitude mediates the effect between trust and acceptance intention.

H8: Attitude mediates the effect between perceived risk and acceptance intention.

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Table 2.2

List of Research Objectives and Hypotheses:

Research Objective	**Hypotheses**
(1) To examine the mediating role of attitude and clarify its causal link and influence mechanism on the relationship between trust and residents' acceptance intention towards international tourists in Hainan.	H1: Trust in international tourists positively influences residents' attitude. H7: Attitude mediates the effect between trust and acceptance intention.
(2) To examine the mediating role of attitude and explore its specific mediating path on the relationship between perceived risk and residents'	H2: Perceived risk of international tourists negatively influences residents' attitude.

acceptance intention towards international tourists in Hainan.	H8: Attitude mediates the effect between perceived risk and acceptance intention.
(3) To examine the influences of perceived costs and perceived benefits as well as their specific action paths on residents' acceptance intention towards international tourists in Hainan.	H3: Perceived cost negatively influences residents' acceptance intention. H4: Perceived benefit positively influences residents' acceptance intention.
(4) To investigate the influence of attitude and confirm its specific extent and direction on residents' acceptance intention towards international tourists in Hainan.	H5: Attitude positively influences residents' acceptance intention.
(5) To identify the influence of subjective norms and confirm its specific extent and direction on residents' acceptance intention towards international tourists in Hainan.	H6: Subjective norm positively influences residents' acceptance intention

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2.10 Conclusion

While there is a growing corpus of study on the subject of emergency events and its implications for the tourist sector, previous studies have mostly concentrated on examining the effects of sudden incidents on the tourism business (Baum, 2019; Sigala, 2020). Numerous scholarly investigations have been dedicated to examining

the mechanisms involved in the recovery of destination image (Chemli et al., 2020) and aimed to estimate the potential changes and impacts that can be observed in tourist behavior (McGinlay et al., 2020). However, given that tourism serves as the primary economic driver for people in tourism areas, it is important for empirical research to examine the locals' acceptance intention or tolerance towards tourists, particularly in the context of recurring sudden incidents. The present research utilizes the theory of reasoned action (TRA) to construct a theoretical structural model of tourism in the context of emergency events, including locals' perceptions such as perceived risk and trust. According to SET, the notion of perceived behavior control in the TRA encompasses the perceived risk and perceived cost. The use of the TRA in examining inhabitants' desire to embrace tourism is of utmost importance in enhancing a complete conceptual structure of tourist tolerance.

Based on Social Exchange Theory (SET) (Blau, 1968, 1991; Ekeh, 1974; Homans, 1991). and Fishbein and Ajzen in 1967 Theory of Reasoned Action (Attitude, subjective norm, and behavioral intention), a framework for this study was proposed. This research focuses on the desire of Hainan residents to accept visitors as the primary variable of interest, serving as the dependent variable. The study examines many independent factors, including trust, perceived risk, perceived cost, perceived benefit and subjective norm. The mediating factor of attitude is used to investigate the underlying process by which various circumstances impact the intention of Hainan people to welcome visitors from abroad.

In conclusion, this chapter has provided an overview of the pertinent terminologies and theoretical foundations relevant to the present research investigation.

Additionally, it has put forward a framework and a set of hypotheses that will guide the study. The subsequent chapter presents an examination of the research approach, which is based on the suggested framework.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The methods of inquiry used in this study were employed for evaluating the research's hypotheses. The framework for the study and the investigation's problems are discussed at the beginning of the first part. Following that, all four of the hypotheses in this research are subjected to empirical testing. The next part focuses on those statistical techniques, namely structural equation modelling, that will be used in the present investigation. The third part will provide a description of the research design and the survey instrument used in the course of the research. The research will provide a clear definition of the study population, as well as outline the sampling and data collecting procedures used. Furthermore, this research will elaborate on the process of selecting the constructions, as well as the variables and scales used to assess each construct.

The next part will explain how measurement scales and survey instruments were refined through pretesting. The present analysis covers an examination of the prior to test sample, the methodology used for data collecting, as well as the obtained consequences. In conclusion, an examination of the measuring scales will now be undertaken to evaluate their reliability and validity. In this section, a clear definition

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of the research population outlined, will be given the sampling process described, and the techniques used for data collecting outlined. In addition, this part will cover the process of selecting the constructs for this research, as well as the variables and scales employed for evaluating each construct. The next part will explain how measurement scales and survey instruments were refined through pretesting. The present analysis involves a comprehensive examination of the prior test sample, the methodology used for data collecting, as well as the obtained outcomes. In conclusion, these measurement tools will now be examined for reliability and validity.

3.2 Research Design

The concept of "research design" refers to an organized structure of methods and techniques utilized by a researcher to successfully incorporate various components of a study, thereby enabling the effective resolution of the research problem (Sileyew, 2019). This particular resource provides valuable guidance on the process of conducting research using a specific methodology. Researchers frequently encounter a multitude of research inquiries that require a comprehensive examination, a task that can be achieved by employing a research design (Kelley et al., 2003).

Academic research endeavors include a diverse array of methodologies, including qualitative, quantitative, and mixed techniques approaches (Amaratunga et al., 2002). Fassinger and Morrow (2013) have underscored the differentiation between qualitative, quantitative, and mixed methods. The qualitative research method is utilized to examine the fundamental cause of the observed phenomenon. On the other hand, the quantitative research methodology seeks to clarify or determine the results

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of the interaction between variables. Moreover, the mixed methods approach incorporates a combination of quantitative and qualitative research methodologies. According to Strijker et al. (2020), the fundamental objective of the research design is to clarify and examine a particular research problem. Additionally, Williams (2007) emphasizes again that the study design integrates both qualitative and quantitative approaches to facilitate the gathering, analysis, and reporting of data.

This study employs a quantitative research design as its core approach which aligns with its core objective of examining the hypothesized relationships between residents' trust, perceived risk, perceived cost, perceived benefit, subjective norm, attitude and their acceptance intentions towards international tourists in Hainan. Quantitative research refers to a systematic approach employed by researchers to gather statistical data and derive meaningful insights that can be utilized for practical purposes (Shah & Corley, 2006). According to Kelle (2006), numerical data can offer a more comprehensive perspective for making informed business decisions. In this particular scenario, the utilization of the quantitative research method holds significant importance for this tourism acceptance empirical study. This is due to the fact that any deductions derived from numerical data and analysis conducted within the framework of the quantitative method possess practical value for exploring residents' tourism-related acceptance intentions (Lawshe, 1975). Furthermore, it is common practice in the social sciences research system to employ statistical methods, as described earlier, to gather quantitative data for research purposes (Blanche et al., 2006). Scholars and statisticians take a unique research approach. To accurately analyze specific quantitative phenomena, they introduce appropriate mathematical frameworks and theories as research tools (Mohajan, 2020).

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To contextualize statistical findings and achieve methodological triangulation, a small-scale qualitative supplementary component is incorporated as auxiliary support (without altering the study's core quantitative nature), addressing the methodological gap of single-method reliance in existing resident acceptance intention studies. Specifically, 10 Hainan residents interviewed in a semi-structured format during the pilot phase, focusing on the contextual nuances of core variables (e.g., specific manifestations of perceived cost and benefit towards international tourists) to better interpret and contextualize the subsequent quantitative regression results.

The objective of this study is to investigate the impact of seven variables via regression analysis. Thus, this study can be classified as both regression and causal in nature. In accordance with Creswell et al. (2008), regression analysis expands the scope of the analysis by incorporating predictions for a single dependent variable X from the values of one or more independent variables Y. A regression equation is presented for prediction. On the other hand, causal studies are employed to test the causal relationship between variables, such as examining the impact of core antecedent and mediating variables on Hainan residents' acceptance intentions towards international tourists as stated by (Arnold, 1982). The objective of this study is to investigate the attitude, and intention to accept international tourists held by Hainan residents. Therefore, the population can be defined as the entire group under study as specified by the study objectives (Lwanga et al., 1991). The population of this study is residents who live in Hainan.

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3.3 Designing a Questionnaire

This section provides an overview of the measurement procedures for each variable in the research. This study focuses on examining the factors that influence Hainan residents' acceptance intention of international tourist visitors. The research framework is based on a comprehensive literature review. The independent variables in this study include trust, perceived risk, perceived benefit, perceived cost, and subjective norms. Attitude is considered a mediating variable. The objective of this study is to examine how these various influences affect the acceptance intention of Hainan residents concerning international visitors. Under the theoretical reasoning and research framework outlined in Chapter 2, the operational variables are accompanied by their respective significant indicators.

The questionnaire instrument development followed a rigorous procedure to ensure its scientificity and applicability. All measurement items for the study's variables were adopted or adapted from well-established and validated scales in relevant tourism and social psychology studies. To fit the specific research context of Hainan residents' acceptance of international tourists, slight wording revisions were made to the original items, with the core conceptual meaning of each item fully preserved.

Two educators from the Department of Foreign Languages were assigned the responsibility of translating question items related to the production of English literature into the Chinese language. The process involved the translation of Chinese queries into English by two individuals pursuing doctoral degrees. These translations were then compared to the original text to ascertain their level of similarity. Following the development of the questionnaire, professionals specializing in the field of

hospitality and tourism conducted a thorough evaluation and made necessary amendments. The questionnaire encompassed a total of seven variables, comprising thirty-four individual items, and included appropriate citations.

The survey utilized in this research is structured into two primary parts. The first part encompasses fundamental personal details of individuals residing in Hainan province, such as gender, marital status, occupation, and educational background. The next part focuses on the perceptions of residents in Hainan province regarding the risk and trust associated with tourists, as well as their inclination to accept international tourists. This section is further divided into six variables, namely trust, perceived risk, perceived cost, perceived benefit, attitude, subjective norm, and residents' acceptance intention.

The study variable inquiries were assessed using a Likert scale consisting of seven points. The question measures were devised using a seven-point Likert scale, whereby respondents were asked to indicate their level of agreement or disagreement on a scale ranging from "1" representing strong disagreement to "7" representing strong agreement. There is a positive correlation between the score and the amount of agreement of the respondents with respect to the research factors. With increasing score, respondent agreement with study variables increases. The study conducted by Russell and Bobko (1992) revealed that the utilization of 5-point Likert scale questions was insufficient in gathering accurate data pertaining to moderator effects. Conversely, the incorporation of elements that closely resemble a continuous distribution led to a notable augmentation in effect sizes, as evidenced by the implementation of moderated regression analysis. Essentially, the 5-point items were

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found to be insufficient in capturing the nuanced levels of measurement that the respondents intended to express. Nunnally (1978) also advocated for the incorporation of scales that assess higher-order constructs, placing significant emphasis on the crucial role of reliability. The incorporation of supplementary scale steps leads to a significant and rapid improvement in reliability. Nevertheless, the efficacy of this enhancement plateaus at around 7 scale steps, as subsequent increases in scale steps yield marginal improvements in reliability beyond 11. Based on the research conducted by Preston and Colman (2000), it was observed that the reliability of respondent tests/retests was adversely affected when scales contained more than 10 options.

Lewis (1993) found that the use of 7-point scales resulted in stronger correlations compared to the outcomes obtained from t-tests. The findings of the study indicated that the 7-point item scale exhibited a higher level of performance when compared to alternative scales. According to the respondents, the utilization of seven-point items resulted in the attainment of the most precise and user-friendly direct ranking matches. The 5-point item scale demonstrated lower performance in comparison to the 7-point item scale across all criteria, particularly in regard to subjective opinions. The findings from two performed investigations indicated that there was no statistically significant difference in performance across any of the scales, including the seven-point verbal category scale, in relation to any of the criteria (Diefenbach et al., 1993).

3.3.1 Socio-demographic Background

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A research study's inclusion and exclusion criteria specify the traits and limitations that establish which people or situations should be included in the study and which ones should be excluded. By using these standards, it is ensured that the study sample is pertinent to the goals and research questions. Depending on the population being studied, the goals of the research, and the type of study, different inclusion and exclusion criteria may apply (Petersen et al., 2008). This study included seven variables, namely gender, age, marital status, location of residence, monthly income, occupation, and education level. An example of how the inclusion criteria for this study were expressed as follows:

Inclusion Criteria

1. Gender: Both males and females were eligible for participation.
2. Age: Respondents had to be between the ages of 18 and 65 to be eligible.
3. Marital Status: Respondents had to fall within a defined marital status category (e.g., married, single, divorced).
4. Place of residence: Individuals had to reside in the research-pertinent regions (Haikou, Sanya, Wenchang, Qionghai, Wanning and other key tourism areas of Hainan); respondents also had to demonstrate voluntary willingness to participate in the study.
5. Monthly Income: Respondents were required to have a monthly income within a specified range relevant to the local context.
6. Occupation: Inclusion was based on respondents belonging to a specific occupational category or industry related to Hainan’s local tourism context.
7. Education Level: Respondents had to have attained a defined level of education (e.g., high school diploma, bachelor's degree).

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To ensure the relevance, homogeneity and data quality of the research sample, corresponding exclusion criteria were formulated in alignment with the above inclusion criteria and the questionnaire design, as presented below:

Exclusion Criteria

1. Gender: No gender groups were excluded, consistent with the inclusive gender eligibility for participation.
2. Age: Respondents under 18 years old or over 65 years old were excluded, to match the targeted adult population with practical capacity for tourist interaction.
3. Marital Status: Respondents who failed to clearly report their marital status were excluded to ensure data completeness.
4. Place of residence: Temporary visitors to Hainan (non-permanent residents) and those residing outside the specified regions (Haikou, Sanya, Wenchang, Qionghai, Wanning and other key areas) were excluded; involuntary respondents were also excluded.
5. Monthly Income: Respondents who refused to disclose their monthly income or reported an income outside the specified range were excluded.
6. Occupation: Respondents working in occupational categories irrelevant to Hainan's local tourism-related scenarios and those who did not clearly specify their occupation were excluded.
7. Education Level: Respondents who did not attain the defined education level or could not provide clear information on their educational background were excluded.

Therefore, the primary objective of this research is to examine the inclination of residents to welcome foreign visitors. To do this, the first part of the questionnaire

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collects fundamental personal information, which includes seven variables as follows:

1. Gender: male and female, a total of 2 items.

2. Age: individuals younger than 20 years old, those aged between 21 and 40 years, people in the 41 - 60 age bracket, and those 61 years old and above.

3. Marital status: married and unmarried, a total of 2 items.

4. Place of residence: Haikou, Sanya, Wenchang, Qionghai, Wanning and 6 other items.

5. Monthly income: less than or equal to CNY 5,000, in the range of CNY 5,001 to 10,000, from CNY 10,001 to 20,000, and exceeding CNY 20,001, a total of 4 items.

6. Occupation: career unit/civil servant, staff members of state-owned enterprise, employees of foreign enterprises, social enterprise employee, businessman, student and other, a total of 7 items.

7. Education level: senior high school education and lower, associate degree or bachelor's degree, and postgraduate degree and higher, a total of three items.

3.3.2 Description of Research Variables

3.3.2.1 Independent Variable: Trust

This study references the research conducted by M.-J. Kim et al. (2011) and Lin et al. (2010) in regard to the development of trust. The selected questions were chosen based on the shared research focus, and were designed to measure the trust that residents have in international tourists. The selected items were related to the research objective in this study. The items have been altered in accordance with the specific focus of this study on the Hainan residents. M.-J. Kim et al. (2011) utilized three items

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to assess resident trust, with a composite construct reliability (CCR) of 0.789, while Lin et al. (2010) employed four items for the same purpose, the reliability of the scale, as measured by Cronbach's alpha, is 0.87. A compilation of five statements associated with the trust factors was adopted. The construct has been evaluated using a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). Table 3.1 displays the items used to evaluate trust in this study.

Table 3.1

Question Items of Trust Questionnaire

Trust	Data Source
1. I consider international tourists as people who can be trusted. 2. I consider international tourists as people who can be counted on to do what is right. 3. I consider international tourists as people who can be counted on to get the job done right. 4. I consider international tourists as people who are always reliable. 5. Overall, I think that international tourists are trustworthy to residents.	M.-J. Kim et al. (2011) and Lin et al. (2010)

Data source: Adapted from M.-J. Kim et al. (2011) and Lin et al. (2010)

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3.3.2.2 Independent Variable: Perceived Risk

The scale developed by Nazir et al. (2021) was used to measure perceived risks, consisting of eight items. The reliability of the scale, as measured by Cronbach's alpha, is 0.907. The measurement of perceived risks was conducted using a six-item scale developed by Choi et al. (2019), with a composite reliability (CR) of 0.95.

Each item was assessed using seven-point Likert-type scales, which are known for their high reliability and discriminant validity. The corrections were made utilizing a reference. A set of five inquiries was conducted, as evidenced in Table 3.2.

Table 3.2

Perceived Risk Questionnaire Question Items

Perceived Risk	Data Source
1. International tourists of post-COVID-19 pandemic to residents would be risky. 2. The arrival of international tourists is uncomfortable to residents. 3. For me, international tourists would add great uncertainty to residents. 4. International tourists expose an overall risk to residents. 5. On the whole, all things considered, international tourists are very risky to residents.	Nazir et al. (2021) and Choi et al. (2019)

Data source: Adapted from Nazir et al. (2021) and Choi et al. (2019)

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3.3.2.3 Independent Variable: Perceived Cost

This research paper references Zhu et al. (2017) to examine the perceived cost concerning residents' perceptions of tourism. The cost section analyses various variables. The Cronbach's alpha coefficient was 0.891, with a total of 6 items. The chosen questions were selected based on the standard research focus and were designed to measure the perceived cost that residents associate with international tourists. The construct received evaluation using a 7-point Likert scale. A set of five questions were developed, as displayed in Table 3.3.

Table 3.3

Perceived Cost Questionnaire Question Items

Perceived Cost	Data Source
1. I think international tourists cause more litter and pollution.	

Perceived Cost	Data Source
2. I think international tourists cause more traffic congestion and parking problems. 3. I think international tourists raise local product prices. 4. I think international tourists overuse the resources of local heritage. International tourists bring with them diseases from abroad. 5. I think international tourists increase conflicts between tourists and residents.	Zhu et al. (2017)

Data source: Adapted from Zhu et al. (2017)

3.3.2.4 Independent Variable: Perceived Benefit

The current study utilizes the research conducted by Yiu et al. (2007) and Upchurch and Teivane (2000) to substantiate the verification of perceived benefits. In fact, these references are employed in the section that relates to the benefits. The Yiu et al. (2007) scale, comprising of three items, was employed to assess perceived benefit. In the section on benefit service of the resident perceptions of tourism, Upchurch and Teivane (2000) developed 6 items. The Cronbach's alpha for these items is 0.847. The questions received a process of revision. Table 3.4 shows the creation of a set of four questions for this study.

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Table 3.4

Perceived Benefit Questionnaire Question Items

Perceived Benefit	Data Source
1. I think international tourists create more tax revenue. 2. I think international tourists contribute to the development of local tourism products, activities, cultural exchanges and services. 3. I think international tourists increase job opportunities and investment opportunities.	Yiu et al. (2007) and Upchurch and Teivane (2000)

Perceived Benefit	Data Source
4. I think international tourists improve public infrastructure and facilities.	

Data source: Adapted from Yiu et al. (2007) and Upchurch and Teivane (2000)

3.3.2.5 Independent Variable: Subjective Norms

Regarding the development of subjective norms, the chosen questions were selected based on the common research focus and were designed to assess the subjective norms that residents hold towards international tourists. This study's measurement model was associated with the items that were selected. This study examines the validation of subjective norms based on the research conducted by Megeirhi et al. (2020) and Erul et al. (2020). Megeirhi et al. (2020) reported a Cronbach's alpha coefficient of 0.865 for their five-item scale, while Erul et al. (2020) achieved a composite reliability (CR) of 0.94 for their three-item scale. Both studies utilized seven-point Likert-type scales, which are recognized for their strong reliability and ability to distinguish between different constructs. Table 3.5 demonstrates that a set of five questions was developed.

Table 3.5

Question Items of Subjective Norms Questionnaire

Subjective Norms	Data Source
1. Most of my friends think I should accept international tourists. 2. Most of my neighbors think I should accept international tourists. 3. Most of my co-workers think I should accept international tourists. 4. Most of my family members think I should accept international tourists. 5. Most of my local community members think I should accept international tourists.	Megeirhi et al. (2020) and Erul et al. (2020)

Data source: Adapted from Megeirhi et al. (2020) and Erul et al. (2020)

3.3.2.6 Mediating Variable: Attitude

This study references the research conducted by Shen and Shen (2021) and Mehrad and Mohammadi (2017) in order to establish the attitude construct. The present study utilizes the questionnaire developed by Mehrad and Mohammadi (2017), comprising three items. The Cronbach's alpha coefficient is 0.903. The study conducted by Shen and Shen (2021) yielded a total of three items. The study chose two questions out of the three items. The Cronbach's alpha coefficient for the questionnaire is 0.904, which signifies a strong level of internal consistency, in addition, the CR is 0.904. The questionnaire items were assessed using a seven-point Likert-type scale, known for its high reliability and capacity to differentiate between various response levels. Corrections were made through comparison. There was a total of five questions, listed in Table 3.6.

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Table 3.6

Question Items of Attitude Questionnaire

	Attitude	Data Source
	1. Having international tourists is compatible with my lifestyle. 2. International tourists are compatible with most residents' activities 3. Opening up services to international tourists is a wise idea 4. International tourists are beneficial to residents. 5. In general, it is pleasant to support the international tourist's tourism development here.	Shen and Shen (2021) and Mehrad and Mohammadi (2017)

Data source: Adapted from Shen and Shen (2021) & Mehrad and Mohammadi (2017)

3.3.2.7 Dependent Variable: Resident Acceptance Intention

This study connects to a concept of acceptance intention as examined by Çetinsöz and Ege (2013) in their research. Regardless of the original set of 4 questions, this study has chosen 3 questions to measure acceptance intention. The translation process involved making revisions, resulting in a Cronbach's alpha of 0.892.

This study refers to the term acceptance intention as evaluated by Erul and Woosnam (2022) in their research. Based on the original 5 questions, this study on acceptance intention used 2 questions. Given that the Cronbach's alpha coefficient of the questionnaire is 0.84, it shows strong internal consistency. Further, the CR is 0.85. The evaluation of each item was conducted using seven-point Likert-type scales, renowned for their exceptional reliability and ability to distinguish between different variables. A series of five questions was administered, illustrated in Table 3.7.

Table 3.7

Acceptance Intention Questionnaire Question Items:

	Acceptance Intention	**Data Source**
	1. Probability of accepting international tourists after COVID-19. 2. I will make an effort to accept international tourists in Hainan. 3. It is worthwhile to accept international tourists. 4. I offer my assistance to international tourists. 5. All things considered, international tourists are safe to complete acceptance.	Çetinsöz and Ege (2013) and Erul and Woosnam (2022)

Data source: Adapted from Çetinsöz and Ege (2013) and Erul and Woosnam (2022)

3.4 Sampling Method

In the context of quantitative data analysis, the selected portion of the total data obtained through surveys and extensive observations constitutes the sample. The concept might be conceptualized as a little unit of measurement that symbolizes factual information. This research included the participation of Hainan residents who were surveyed on their inclination to accept foreign tourists. The numerical value represents the total count of individuals within a certain geographic area or population group.

3.4.1 Sampling Procedure Stages

Regarding the research mentioned above, the methodology used for the collection of samples is referred to as sampling. Sampling holds a pivotal role in the majority of studies since it serves as the fundamental basis for almost all research endeavors. Sampling is defined as the deliberate and systematic process of picking a subset of individuals or elements from a larger population to observe and analyze their features, with the aim of making inferences about the overall population. Sampling may be described as the systematic method of picking a representative subset from a larger population using a variety of specialized sampling techniques. The collection of samples may be approached in several ways.

Prior to selecting the suitable probability sampling strategies, it is vital to possess knowledge about the steps included in probability sampling procedures. Typically, researchers must prioritize two crucial processes prior to method of selection, namely, defining the entirety of the population and the establishment of the sample frame. This research adopted sampling in clusters, with geographical clusters

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operationalized as six major tourism cities in Hainan. These clusters were purposively selected based on two core criteria: their tourism industry scale and the intensity of resident-international tourist interactions, which ensures the clusters are typical of Hainan's tourism-dominated regions and underpins the sample representativeness. The sampling procedure strictly followed the three-stage framework illustrated in Figure 3.1: commencing with the definition of the target population as all permanent residents of Hainan who have lived in the province for at least 1 year. Subsequent to this, the sampling frame was established by delimiting residents of the six selected tourism cities, which collectively cover over 65% of Hainan's resident population and 82% of its international tourist reception volume. The framework concluded with the selection of cluster sampling as the core technique, with questionnaires allocated proportionally to each cluster based on its resident population size. The research analyzes the information presented in Figure 3.1, which delineates this three-step sampling procedure.

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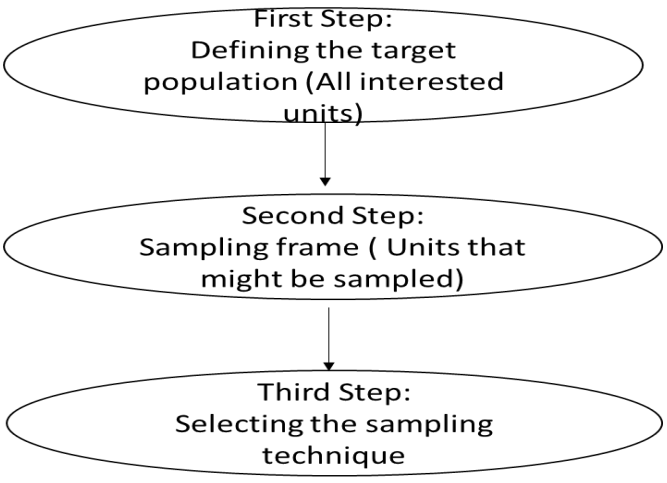

Figure 3.1: Sampling Procedure Stages

The population being studied is a collective of individuals or entities about whom researchers derive broad conclusions as a first step. Under specific conditions, one can obtain a sample from a population of people, which is also known as the "target population" on some occasions. All residents of Hainan will be considered as the study population. The six selected tourism cities collectively cover a substantial proportion of Hainan's total resident population and account for over 80% of the province's annual international tourist reception volume, a deliberate sampling design to ensure the sample can reliably represent Hainan's overall resident population. Choosing the sample frame in the following phase, a sampling frame is often used to provide an exhaustive list of sample units taken from a population. In this research, data will be gathered from citizens of six main Hainan tourism cities. Therefore, the sample frame consists of every person who lives in these six cities.

The selection of the sample comes in third. Sampling refers to the process of choosing a subset from an entire population. In a general sense, sampling in quantitative research design encompasses two main approaches: 1) Probability sampling and 2) non-probability sampling. Both of these approaches play a crucial role in conducting a sampling survey (Pedhazur & Pedhazur Schmelkin, 1991; Scheaffer et al., 2011). Probabilistic sampling, also referred to as random sampling, is a widely recognized method in research and statistical analysis. Sampling is generally a method of analysis that involves selecting just a few elements from a certain population to make inferences and generalizations about the entire group of people (Burger & Silima, 2006; Meredith, 1998). Sampling is a crucial technique used to enhance the accuracy of the data obtained. It is of great importance to ensure that the data collected is both valid and reliable, and to guarantee that the sample represents a true cross-section of

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the population. The current study's sample (residents of Hainan) collected from a defined drawing frame through a simple random sampling method.

3.4.2 Sample Size

The suggested structural model and assumptions in this work tested using structural equation modelling (SEM). The problem of sample size should be addressed since it is a crucial feature in any statistical study and its hypothesis testing is also a crucial element in defining the degree to which presently available model assessment approaches may be employed.

In this field of research, it is generally acknowledged that there is no objectively right size of sample, and a bigger sample size is consistently seen as more favorable. Nevertheless, within the context of SEM, it is deemed appropriate to get a minimum ratio of 5 respondents for every estimated parameter, as stated by Hatcher and Stepanski (1994). Additionally, it is considered more suitable to have a sample size of 10 responders for each dimension, as suggested by J. Hair et al. (1998). The requisite sample size is contingent upon many aspects, including the non-normality of the model, the size of the model, departures from normality, and the methodologies employed in the estimation process (J. Hair et al., 1998).

For instance, the ratio of respondents to parameters should be increased to 15 If the data violate multivariate normality in some way, then the number of respondents for each parameter should be increased. Hence, it is recommended that a sample size of 200 be deemed suitable for the prevalent estimating technique, maximum likelihood estimation (MLE).

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The evaluation of the adequacy of the final SEM was conducted by assessing its fit index. The calculation of the sample size is based on the findings and suggestions of prior research. Various scholarly investigations have shown a positive association between the size of the sample and the performance of model fit indices, including both incremental and absolute fit indices (Anderson & Gerbing, 1984; Bollen, 1989; Hu & Bentler, 1995). Therefore, assuming the latent variables are independent, the MLE technique demonstrates a generally steady number of models and fit indices, including Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Non-normed Fit Index (NNFI) and Comparative Fit Index (CFI), for sample sizes of 250 or larger.

Hence, to effectively attain the study's aims, using SEM would be deemed appropriate, provided that the required sample size is attained. Therefore, the minimum desired sample size for this survey is 300 if the sub-method is used.

Furthermore, probability sampling methods are widely regarded as the preferred approach in sampling methodology due to their ability to enhance the generalizability of study findings to the target population. By probability sampling, the developers mean that every member of the population has an equal probability of being chosen for the study. Further classifications of probability sampling include: 1) sampling by random chance, 2) random sampling, 3) sample stratification, 4) sampling in clusters 5) multiphase sampling, and 6) multistage sampling.

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In this investigation, sampling in clusters implemented: The process entails a dichotomous partitioning of the entire population into disparate groups or clusters. This is frequently achieved through the delineation of distinct geographical units, including villages, schools, wards, districts, and other comparable entities (Jones et al., 2014). Conducting surveys over a wide geographical region may provide significant advantages. The sample population includes all respondents within the cluster. In many cases, a larger sample size is required. When obtaining a representative sample of every element within dispersed populations proves impractical, cluster sampling emerges as an effective methodology for gathering data. Similar to stratified sampling, a cluster sample has greater efficacy when its constituents exhibit heterogeneity, in contrast to the homogeneity seen in stratified sampling. There are several benefits to cluster sampling, such as its ability to be cost-effective and efficient. However, it is not without its drawbacks, since it has a considerable potential for inaccuracies (Hanson et al., 2003).

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The research conducted in this study utilizes sampling in clusters based on the place of residence. Specifically, the study focuses on Hainan, which encompasses a total of 19 areas classified as urban, rural, or peri-urban. Hainan Province is composed of 4 prefecture-level cities: Haikou, where the provincial administrative center is located; Sanya, a popular tourist destination; Sansha, which administers a large sea area; and Danzhou, an important city for local development. Additionally, there exist fifteen county-level administrative units directly administered by the province. Specifically, this total comprises five county-level municipalities, four regular counties, and six autonomous regions at the county level. These county-level cities are Wuzhishan, Wenchang, Qionghai, Wanning, and Dongfang. The population of Hainan residents

in 2022 was recorded at 10,270,200 people in general (Weaver et al., 2023). This study focuses only on 6 major cities in Hainan that received a significant number of international tourists, because other areas or cities are receiving very few to almost no international tourists, and thus were not be included in this research. All of the population of these 6 main cities is the sampling frame of the study. The 6 main cities are Haikou, Sanya, Wenchang, Wanning, Qionghai, and Lingshui (Weaver et al., 2023). Therefore, the sample frame consists of every person who lives in these six cities. The sampling size was preset to meet two critical requirements: first, a minimum of 300 valid responses to satisfy the statistical demands of structural equation modeling analysis; second, an expected effective response rate of no less than 70%, which is the widely accepted threshold in tourism and social science research. Sample allocation across the six clusters was proportional to each city's resident population size, to rationalize the per-city sampling scale and ensure balanced representation across regions.

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The research group is targeted at local Hainan residents in general. Referring to the formula for determining sample size requirements as suggested by J. Hair et al. (1998), it is determined that an appropriate sample size of 384 is necessary to adequately represent the whole population of Hainan. This sample size is determined based on a mathematical probability score of 95% and an interval of confidence of 5%, as recommended on the survey system's homepage (https://www.surveysystem.com/sscalc.htm). The current analysis demonstrates the relationship among the in-proportion illustration of each group, as shown in Table 3.8.

Table 3.8

Population of Hainan's Main Tourist Cities

Number	Cities	Populations	Simple size
1	Haikou	2,880,000	187
2	Sanya	1,030,000	66
3	Wenchang	560,000	37
4	Wanning	550,000	36
5	Qionghai	530,000	34
6	Lingshui	370,000	24
Total			**384**

To elaborate on the proportional allocation shown in Table 3.8, the calculation steps and rationale are as follows:

The total sample size of 384 was determined using J. Hair et al.'s (1998) formula, based on a 95% confidence level and 5% margin of error, which also meets the minimum requirement of 300 valid responses for SEM analysis. To ensure proportional representation across regions, the sample was allocated to each of the six cities based on their resident population size.

First, the combined resident population of the six target cities (Haikou, Sanya, Wenchang, Wanning, Qionghai, Lingshui) was calculated as 2,880,000 + 1,030,000 + 560,000 + 550,000 + 530,000 + 370,000 = 5,920,000. Second, the 384 questionnaires were distributed proportionally to each city based on its share of the six-city total population. For example, Haikou's sample size was derived as

(2,880,000 / 5,920,000) × 384 ≈ 187, and the same proportional calculation was applied to the remaining cities to derive their respective sample sizes. Third, this proportional allocation ensures that cities with larger populations (e.g., Haikou) receive more questionnaires, aligning the sample structure with the actual population distribution of Hainan's key tourism cities and thereby enhancing the representativeness and generalizability of the findings.

3.5 Research Variables and Measurements

The primary objective of this research is to examine the structural associations encompassing trust, perceived risk, perceived benefit, perceived cost, and subjective norms. Attitude is regarded as a mediating variable. This study aims to examine the mechanism by which these factors influence the acceptance intention of international travelers among Hainan residents. In the context of the present model, the external constructions serve as determinants of the remaining latent variables within it. The endogenous structures refer to constructs that serve as either causal or outcome constructs within at least one structural connection (Hair et al., 1998).

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A structure, also known as a latent variable, is an abstract and unobservable idea that may alone be assessed via observable or measurable factors. The subject under consideration may alone be assessed by characteristics that are visible or quantifiable (Bollen, 1989). A measurement variable or scale is a collection of items that reveal the level of theoretical variables to measure structure (DeVellis & Thorpe, 2021). The development of measurement scales is predicated on the assumption that phenomena exist that cannot be evaluated directly based on theoretical principles or observations. Therefore, this particular technique of measuring enables the assignment of numerical

values to things or observable events that possess varying degrees of quality or attributes (Duncan, 1984).

3.6 The Measurements Used in this Study

The measuring scales used in this research were developed by conducting an in-depth review of pertinent literature, theoretical constructs, previous empirical studies, and their respective outcomes. Additionally, the scales were informed by careful observations of distinct symptoms and experiences associated with the phenomena under investigation. The following sections provide comprehensive explanations of the measuring scales and the items used for assessing all the components.

3.7 Data Collection

The development of data-collecting tools for each arm of the research was informed by existing scholarly literature and included questions from previously approved instruments. Regarding the relevant literature, this project aims to develop contextually appropriate questions and use a survey questionnaire as a data collection instrument. The present research uses a self-administered survey methodology.

To ensure the scientificity and traceability of data collection, respondents were approached through a targeted sampling strategy, with the specific process detailed as follows: first, the sample scope was determined per the research objects, with potential respondents screened for prior experience of contact with international tourists; second, eligible respondents were contacted via designated approaches across the six selected cities of the study; third, prior to questionnaire distribution, the research purpose, survey content, as well as principles of anonymity and voluntary

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participation were verbally explained to each potential respondent, with self-administered questionnaires only provided to those who expressed explicit consent; finally, respondents were guided to complete questionnaires on the spot, with immediate recycling to ensure the recovery rate.

3.7.1 Distribution of Survey Questionnaire

The purpose of this study is to visit six specific cities in Hainan province and use various methods to disseminate the surveys, hence facilitating the collection of completed questionnaires. Firstly, the respondents were selected by visiting sites with a high concentration of citizens, such as city parks, government officials, local shopping centers, and city food markets. Trained research assistants approached potential respondents on-site, provided a brief introduction to the study, and invited voluntary respondents. For the online survey, respondents were recruited via the Questionstar platform and local community groups, with a cover letter explaining the study purpose and confidentiality. The respondents were requested to thoroughly read and comprehend the questions presented in the questionnaire, and thereafter provide their responses within the designated areas provided. The respondents are required to provide answers to the questions individually. Secondly, data was collected via Questionstar, which is China's biggest questionnaire platform. Conduct a survey by disseminating online questionnaires to persons residing in six selected cities within the Hainan province. A selection of local residents in Hainan was issued a cover letter and questionnaire as part of the research process. Before gathering the core data for the research, a preliminary investigation was carried out to assess the measuring scale and questionnaire, aiming to enhance their simplicity and accessibility.

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3.7.2 Questionnaire for The Survey Pre-test

A preliminary measuring scale and survey instrument were developed a priori through a comprehensive evaluation of existing literature and in alignment with the research objectives. It is essential to translate survey questions from English to Chinese in order to make sure the survey is suitable for the target audience's language and culture. The questionnaire follows the Back-to-Back translation procedure developed by (Brislin, 1970), which is a widely used technique to preserve equivalency between the original and translated versions. To further ensure translation validity, the research team compared the back-translated English version with the original questionnaire to resolve semantic discrepancies, and incorporated feedback from expert reviewers to refine linguistic accuracy and cultural appropriateness. The specific translation steps are shown in Table3.9, as shown in Table 3.9, the research team, expert review panel, and validation committee involved in the translation process were assembled to ensure the rigour of the questionnaire development.

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Table 3.9

Questionnaire Translation Steps

1. Preparation	• Research Team: Assemble a team of translators fluent in both English and Chinese. Ideally, the team should include individuals with expertise in the subject matter of the questionnaire. Ideally, the team should comprise individuals knowledgeable about the topics covered in the questionnaire. • Content Understanding: Verify that the translation team has a complete understanding of the questionnaire's content, context, and goal. The original authors and the translators must communicate clearly.

2. Translation in Forward Motion	• First Translation: A translator begins by translating the Chinese version of the English questionnaire. This translator needs to be fluent in both languages and sensitive to subtle cultural differences. • Documentation: Keep a record of all difficulties encountered and choices made during the translation process, including any cultural nuances and word interpretations.
3. Expert Opinion	• Expert Review: Get the translated questionnaire examined by persons with relevant experience or expertise in the field. This makes any disparities or possible problems easier to find. • Feedback Integration: Use the expert review's input to improve the translation's accuracy and refinement.
4. Back-Translation	• Independent Back-Translation: The questionnaire is back-translated into English by a second translator who speaks Chinese and English well. To ensure independence, this person shouldn't have seen the original questionnaire. • Comparing: Examine the differences between the original English questionnaire and the back-translated version. Point out any inconsistencies or places where the meaning might have changed.

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5. Review by Committee	• Committee Discussion: Establish a translation review committee with subject matter experts and all participating translators. Talk about any differences you find between the back-translated and original versions. • Reconciliation: Take linguistic and cultural interpretations into account while reaching a consensus to resolve any differences.
6. Initial Testing	• Pilot Testing: Use a small sample of the intended audience to pretest the translated questionnaire. This makes it easier to spot any problems with comprehension, clarity, or cultural appropriateness. • Revision: Adjust the translated questionnaire as needed to improve it based on feedback from the pretest.
7. Completion	• Final Version: Produce the translated questionnaire's final draft, taking into account all changes and enhancements. • Documentation: Keep a record of every step of the translation process, including the final version and any modifications made during pretesting.
8. Verification	• Validation Studies: Depending on the size of the study, think about carrying out validation studies to evaluate the translated questionnaire's psychometric qualities and equivalency with the original.

In accordance with the above 8 steps, the questionnaires have been distributed to a sample of faculty members and doctoral students involved with the College of

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Tourism at Hainan University of China. The objective of this approach was to assess the need of modifications to the survey's design, which is structure, and language, as well as the requirement to provide clarification for all measurement items that were incomprehensible. The respondents in the research study were invited to provide their opinions and observations concerning the survey instrument that had been developed. This pilot testing step was designed to enhance the validity of the questionnaire by identifying ambiguous items and improving clarity, while internal consistency analysis of pilot data was conducted to ensure initial reliability. Respondents were also requested to provide feedback on the length of the questionnaire and the time taken to complete it, so that the research team could determine if the questions were clear and concise in meaning and if further improvements were needed. Subsequently, these ideas were taken into account throughout the process of revising the survey. Furthermore, revisions were made to the translations in Chinese and English. The research team consists of 3 bilingual researchers with expertise in tourism studies and cross-cultural communication. The expert review panel includes 2 Hainan university professors specializing in tourism research and 1 professional translator with experience in social science surveys, who validated the translation accuracy and content relevance of the questionnaire.

Afterward, with the first updated measuring scale and questionnaire, a series of focus group interviews were completed. A sample size of 10 individuals residing in Hainan was chosen from the framework of sampling to ascertain their comprehension of the questions along with any potential absences in the survey. Respondents were also requested to provide recommendations pertaining to the design, arrangement, and phrasing of the survey. The feedback provided by individuals was included into the

design and development of the initial questionnaire for the ongoing empirical research. This technique served to enhance the clarity and comprehensibility of the measuring scales and questionnaires. After confirming the measuring scale and questionnaire construction, the primary survey was sent to a randomly chosen group of Hainan residents in accordance with the established sampling process. Therefore, a total of questionnaires were mailed to the target population (i.e.,Hainan residents) for distribution to ensure the requisite sample size for this study.

3.8 Construct Validity and Reliability

Fundamental to the measurement of variables are the concepts of reliability and validity, which are crucial aspects to consider. Reliability refers to the extent of concordance among several measurements of a given variable. In this study, construct validity was ensured through a comprehensive literature review and expert validation of measurement items, while reliability was assessed via composite reliability and average variance extracted for each construct in the structural equation model. The measurement of variables must be reliable and valid to ensure that the data collected is accurate and consistent, and that the results are generalizable to the population being studied. The term "reliability" refers to the degree to which a measurement is devoid of random error and yields consistent outcomes over several trials (DeVellis, 1991). According to the study conducted by Kerlinger and Pedhazur (1973), dependability may be defined as the ratio between the variance that represents the real values and the overall variance of the data. Additionally, it is also the fraction of the variation attributed to measurement error in relation to the total variance acquired. The ratio of the error variance to the overall variance, as determined by the measuring device, is reduced by 1.00. Therefore, the dependability coefficient elucidates the

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extent to which the variability in a measurement scale may be attributed to measurement error. The reliability coefficient quantifies the proportion of variation in the measurement scale that may be attributed to true or. genuine factors.

Among the methods for reliability estimation of measurement scales are the test-retesting technique and internally consistent procedures (DeVellis, 1991; Zikmund, 1997). The test-retesting technique is used to assess the temporal stability of a scale. The split-half method is a statistical technique for the assessment of the internal consistency reliability of a measuring instrument. This approach involves dividing the measure into two equal portions and estimating the reliability index of the idea being measured. A frequently used measure for gauging reliability, internal consistency examines the coherence of individual factors within a scale through an analysis of the variance and covariance elements of the developed measure. It determines how strongly the items within a scale are interrelated.

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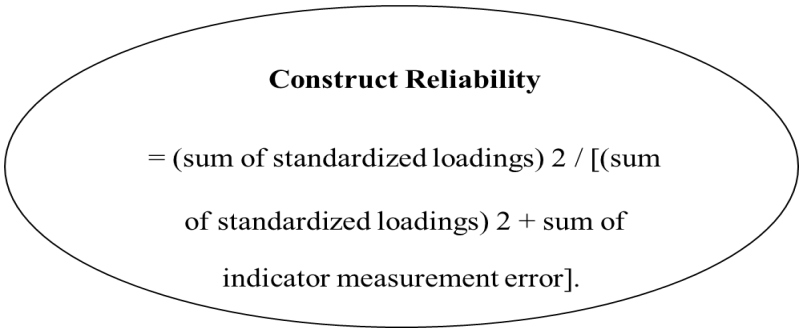
In addition, given that structural equation modelling was utilized as the statistical approach in this research, computing composite reliabilities became imperative to gauge the trustworthiness of the key measures for every construct embedded in the measurement model. The measurement of each construct in the model was conducted via the major measurements. This study uses AMOS-SEM in Research because without extensive programming experience can easily utilize AMOS thanks to its well-known graphical interface. AMOS and SPSS work together flawlessly, enabling to import of data straight into the SPSS environment and carrying out statistical analysis and SEM. It is more easily conceptualize and model their hypotheses thanks to the software's visual representation of the path diagram. AMOS generates extensive

output that makes it easier to understand the results. This includes fit indices, parameter estimates, and graphical representations. Finally, AMOS's extensive usage in both academia and industry, there is an abundance of support resources available, including user forums, documentation, and tutorials (Bollen, 1989b; Hair et al., 1998).

In accordance with Gable et al. (1993), a frequently used threshold for assessing the dependability of the composite construct is 0.70. Nevertheless, it is deemed acceptable to have values below 0.70 in cases when the investigation is of an exploratory nature. In the case of exploratory research, it is deemed appropriate for values below 0.70 as well. Variation extractions may be used as an alternate way for assessing construct dependability. These extractions provide an estimate of the total variation of the indicators that are able to be attributed to the prospective constructs. A greater variance indicates that the indicator accurately reflects the underlying construct's potential. As suggested by Hair et al. (1998), it is advisable to surpass the threshold of 0.50. Calculate AVE & CR based on the equations provided by Hair et al. (1998), The formulae used to calculate construct reliability and variance extracted are Figure 3.1.



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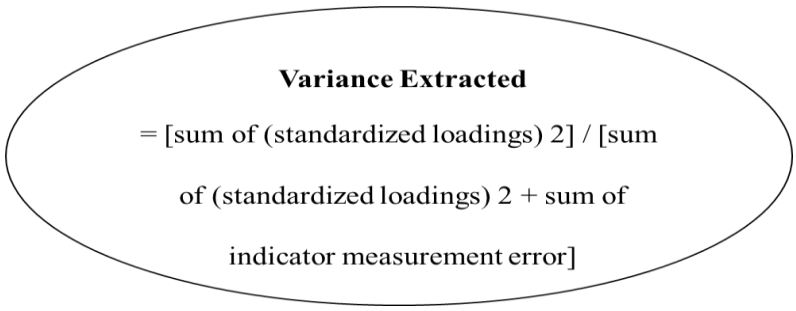

Figure 3.2 Construct Reliability and Variance Extracted Formulas

Validity encompasses the suitability, significance, and utility of certain deductions and interventions derived from test results. The study conducted by Gable and Wolf (1993) examined the relationship between test results and the subsequent conclusions and actions taken.

The degree of alignment between conceptions and indicators, as well as the extent to which the conceptual and operational definitions of measurement and indicators correspond to their intended measurements, is also taken into account. According to Rosenthal et al. (1994). Validity pertains to a scale's adequacy and ability to predict certain events or its association with measures of other constructions (DeVellis, 1991).

Construct validity is established by the use of many sorts of evidence. These categories of evidence include face and content validity, which assess the sufficiency of item sampling and the level of agreement among specialists. What criterion - related validity measures is how well a measure aligns with a criterion variable, and this is frequently evaluated based on the correlation between them. On the other hand, construct validity pertains to the measure's capacity to support a theoretical framework derived from a hypothesis. A measure's consistency with a criterion is

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often measured by how well they correlate, and its construct validity (the measure's capacity to support a set of relevant hypotheses derived from concept-based theory) (Bollen, 1989b; Devellis, 1991; Zikumund, 1998).

Within the realm of criteria-related validities, there exist two distinct forms of validity: predictive validity, which pertains to the criterion variable's manifestation, and contemporaneous validity, which pertains to the simultaneous presence of both the criterion and the measurement scale. In the context of construct validity, the literature (Hair et al., 1998; Hatcher, 1994) has recognized the significance of both convergent validity, which refers to the correlation between two measures that assess the same construct, and discriminant validity, which indicates the degree of difference between two conceptually similar constructs. Convergent validity pertains to the extent of concurrence among measurements of a particular construct, whereas discriminant validity concerns the extent to which a construct has distinctiveness from other constructs. Hence, it is important to evaluate the validity of the constructs to ensure their theoretical and empirical significance within the given theoretical frameworks.

The assessment of construct validity is often conducted using structural equations. Convergent validity was evaluated by the use of confirmatory factor analysis, which was employed to check the modeling procedure inside the measurement model. The assessment of convergent validity in the measurement model included the estimation of t-tests for factor loadings and the evaluation of their corresponding significance (Anderson & Gerbing, 1988; Bagozzi & Philips, 1982). Therefore, if the factor loadings of all indicators within a given construct are shown to be statistically significant, this provides evidence in favor of the convergent validity of the constructs.

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When evaluating discriminant validity, it is common to use Chi-square difference statistics to compare the fit of unconstrained and restricted models. When evaluating discriminant validity, we conducted an analysis by estimating unconstrained and restricted models for every pair of constructs. According to Anderson and Gerbing (1988) and Bagozzi and Philips (1982), the following references are cited.

To assess discriminant validity, the construct correlation parameter was set to 1.0, Subsequently, the Chi-square difference between unconstrained and constrained models was employed for analysis. The first model had a notably diminished Chi-square statistic value, suggesting that a more optimal model would have entailed the absence of any restrictions. An improved approach would include considering the two constructs as distinct variables. Consequently, the demonstration of discriminant validity was undertaken. The detailed numerical results of reliability and validity tests, including composite reliability values, average variance extracted, and factor loading significance, are presented in Chapter 4 with full reporting of statistical outcomes.

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3.9 Data Analysis

While exploratory factor analysis primarily examines validity, the definitive assessment of measurement should be conducted using Confirmatory Factor Analysis (CFA) with the SEM technique. The present study employed a three-stage approach to data analysis, which includes Descriptive Statistics, Measurement Model Validation, and SEM Analysis.

3.9.1 Descriptive Statistics

It involves the utilization of statistical analysis to examine demographic variables and determine the mean and standard deviation of each construct. This technique aims to provide insights into the level of concentration of each variable for descriptive purposes. The analysis is intended to show the basic distribution characteristics of the sample (residents in Hainan) and the central tendency and dispersion degree of core research constructs (including trust, perceived risk, perceived cost, perceived benefit, attitude, subjective norm, and resident acceptance intentions towards international tourists) in the theoretical model, laying a foundational basis for subsequent statistical analyses.

3.9.2 Measurement Model Validation

A two-stage evaluation technique was used to evaluate both the framework and the structurally framework, as provided by Anderson and Gerbing (1988). Furthermore, the verification of the items' dependability was conducted by the use of a CFA. The previously mentioned techniques encompass confirmatory reliability analysis, which evaluates the internal consistency of individual variables, as well as convergent and discriminant validity. These statistics and analyses are designed to show the reliability and validity of the research measurement tools, verifying whether the questionnaire items can accurately and stably measure constructs related to Hainan residents' acceptance of international tourists, to ensure the scientificity of follow-up structural analyses.

3.9.3 Structural Equation Model (SEM) Analysis

Based on Hair et al. (2010), it is important to conduct a series of tests in order to evaluate the sufficiency of the model and afterwards validate the hypotheses related

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to the study's framework. The analytical framework comprises analysis of factors, path evaluation, and mediating effects evaluation. This analysis is to show the rationality of the study's theoretical framework, the significance of the path relationships between variables (including the effects of trust, perceived risk, perceived cost, perceived benefit, attitude, and subjective norm on Hainan residents' acceptance intentions towards international tourists as proposed in H1–H8), and to examine the mediating role of attitude, so as to verify or falsify the proposed research hypotheses.

3.9.4 Analyze Mediation

The process of analyzing mediation entails determining how an independent variable indirectly affects a dependent variable by way of one or more mediators, or intervening variables (MacKinnon et al., 2007). A popular method for analyzing mediation is the causal steps approach, though there are other approaches as well (Imai et al., 2010). The causal steps approach can be used to analyze mediation shown in Table 3.10.

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Table 3.10
List of Mediation:

1. Create Meaningful Connections	Verify that there are meaningful correlations between the following before testing mediation: • X → Y, the Independent Variable, and the Dependent Variable, • X → M, the Independent Variable and Mediator • M → Y, the mediator, and the dependent variable

2.Evaluate Total Effect (c)	Using a regress of the dependent variable (Y) on the independent variable (X) omitting the mediator (M), compute the total effect (c). This is the overall impact of X on Y. Y= cX+e
3. Evaluate the Direct Impact (c'):	Regress the dependent variable (Y) on the independent variable (X) and the mediator (M) to find the direct effect (c′). This shows how X directly affects Y when the mediator is taken into account. Y= c′X+bM+e′
4. Evaluate Mediation Effect:	Multiply the relationship coefficient between M and Y (c″) by the relationship coefficient between X and M (b) to determine the mediation effect. In mediation, b×c
5.Evaluate the Importance of the Mediation:	To ascertain the significance of the mediation effect, run a statistical test. The Sobel test, causal mediation analysis, and bootstrapping are examples of popular techniques. Bootstrapping: To obtain a distribution of the indirect effect, bootstrap resampling entails taking repeated samples from the dataset. The mediation effect is deemed significant if zero appears in the confidence interval.

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6. Interpret Findings:	• Analyze the outcomes: • There is a direct effect of X on Y if the total effect (c) is significant. • Even after taking the mediator into account, X has a direct impact on Y if the direct effect (c′) is significant. • There is proof of either partial or complete mediation if the mediation effect is substantial.
An illustrative output	• Effect Total (c): $p < 0.05$, $c = 0.30$ • Direct Impact (c'): $p < 0.05$, $c' = 0.20$ • Mediating Effect: $p < 0.05$, $b \times c'' = 0.10$.

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To clarify the notation in Table 3.10, in the context of this study, X represents the antecedent variables (trust, perceived risk, perceived cost, perceived benefit, subjective norm), M denotes the mediating variable (attitude towards international tourists), and Y refers to the dependent variable (Hainan residents' acceptance intentions towards international tourists). The total effect (c) reflects the overall impact of X on Y, while the direct effect (c') represents the impact of X on Y after controlling for the mediator M. The mediation effect is calculated as the product of the coefficient between X and M (b) and the coefficient between M and Y (c'), i.e., b×c'. Both a total effect (c) and a direct effect (c′) are evident in this case, but the significant mediation effect indicates that M is only partially mediating the relationship between X and Y.

3.10 Conclusion

This chapter is dedicated to describing the research methodologies utilized during the investigation. The investigation's concerns and conceptual framework are originally presented. The present study provides a description of the statistical approaches used, namely, structural equation modelling. Following this, the methodology of the study and questionnaires are explicated, which includes the study the population, sample processes, as well as data collecting methodologies. With this, the discussion centers on the measuring instruments and constructs, which is then followed by an elucidation of the pretest and its corresponding methods. Reliability and validity of measurement tools are at the center of the discussion.

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CHAPTER FOUR

RESEARCH FINDINGS AND ANALYSIS

4.1 Introduction

In this chapter, the objective is to analyze the gathered questionnaire data set descriptively through SPSS 25.0. Furthermore, the conceptual model underwent validation along with analysis through the utilization of AMOS-SEM structural equation modeling analysis. This analysis aimed to examine the hypotheses outlined in the preceding section and ultimately derive conclusions from the findings of the research. The present chapter presents analytical procedures that were developed to evaluate the validity and the reliability of the measurement variables. The primary objective is to initially assess the appropriateness of each measure in elucidating the research variables. Ultimately, this dissertation aims to validate the hypotheses by analyzing the interrelationships among the research variables, thereby elucidating the connections between variables.

4.2 Analysis of Survey Response

The current research aimed to empirically examine the previously discussed framework regarding the intention of Hainan residents to accept foreign tourists. To achieve this objective, a questionnaire was developed and administered through

online surveys and offline interviews conducted between February 10, 2024 and June 15, 2024. The online questionnaire survey utilized the Questionnaire Star website, a reputable online survey platform in China. The survey information was disseminated through various channels such as relevant emails, QQ, WeChat, and other platforms. It has been sent out to family members, colleagues, schoolmates, friends, and their social networks. Additionally, Hainan residents in the six targeted cities were invited to participate in the online survey. Furthermore, offline questionnaire interviews were conducted in six cities, wherein local connections were invited to accompany those conducting the studies. These interviews took place in spots where city residents gathered, as well as in local commercial shopping malls, among other locations, to collect paper questionnaires. To ensure the questionnaire's quality and accountability, it was intentionally distributed to Hainan residents of various genders, income levels, age levels, and positions. As a whole, the respondents in this study encompassed a diverse range among people and an adequate population size, thereby creating an appropriately accurate representation of the sample.

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Following a distribution period of over two months, the online survey yielded a total of 388 questionnaires. Out of these, 388 were successfully recovered, 35 were determined to be invalid, and 353 were regarded as valid. Similarly, the offline interviews yielded 100 questionnaires, 93 were recovered, 4 were regarded as invalid, and 89 were deemed valid. The total number of received questionnaires was 481, with 442 being valid after the removal of invalid ones, with the method of receipt being both online and offline. A total of 481 questionnaires were given out. 481 people returned them. These people gave the questionnaires online or in person. 90.7% of

the total number of distributions consisted of valid questionnaires. Please examine Table 4.1.

Table 4.1
Distribution and Retrieval Statistics for Questionnaires

Form of Distribution	Number of Questionnaires	Conducted Surveys	Returned Rate%	Valid Surveys	Valid Rate%
Offline Questionnaires	100	93	93%	89	89%
Online Questionnaires	388	388	100%	353	91%
Total	**488**	**481**	**98.6%**	**442**	**90.6%**

MacCallum et al. (1999) recommended that the sample size be increased at least five times the number of items to be sampled. In this study, the proportion of the size of the sample to the number of questions in the sample is 13, exceeding the requirement of the sample size. As a result, in brief, the sample matches the statistically significant criteria and effectively answers the research targets.

4.3 Response Rate

The information gathered for the research was obtained from residents of Hainan, China. Based on the total of 481 have been received, only 442 were considered valid. In total the response rate was 92% (referring to Table 4.2). Following the examination of the returned responses, only one questionnaire was discovered to be incomplete (Van Selm & Jankowski, 2006). According to Morley et al. (2002), prior research has indicated a recommended threshold of around 35-40 percent for the response rate. Therefore, the number of usable questionnaires that remained was 442. This study

demonstrates a response rate of 92 percent, demonstrating that it has successfully obtained a precise population of respondents who had attended the selected event. Subsequently, the investigation advanced by conducting a nonresponse bias test, performing data analysis, and testing hypotheses. The survey response rate for each distribution main cities are presented in Table 4.2.

Table 4.2

Survey Response Rate of Main Cities

Distribution Cities	**No. of distributed questionnaires**	**Returned Usable questionnaires**	**Response rate** **%**
Haikou	205	190	93
Sanya	128	102	80
Wenchang	39	37	95
Qionghai	35	34	97
Lingshui	38	36	95
Wanning	37	34	92
others	9	9	100
Total	**481**	**442**	**92**

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4.4 Demographic Profile of Respondents

The following part displays a frequency distribution of the demographic information of the respondents obtained from the data collection technique. The data had been gathered through a questionnaire survey. The present study employed SPSS 25.0 technology to analyze descriptive statistics.

The survey encompassed six fundamental variables, particularly gender, marital status, residential location, monthly income, profession, and educational qualification.

The characteristics of the collected samples have been identified by analyzing the sample size, frequency, and percentage of descriptive indicators. To assess the influence of the dimensions in the model, the independent samples test and one-way ANOVA were applied to validate various degrees of the sample description factors. Table 4.3 reveals the results.

Table 4.3

Analysis of the Sample Description Indicator

Demographic	**Particular**	**Value**	**Frequency**	**Valid Percent（%）**	**CumPercen**
Gender	Male	1	202	45.70	45.70
	Female	2	240	53.69	100.00
		Total	**442**	**100.0**	
Age	Aged under 20	1	44	9.95	9.95
	Aged 21-40	2	289	65.38	75.34
	Aged 41-60	3	92	20.81	96.15
	Aged 61 and over	4	17	3.85	100.00
		Total	**442**	**100.0**	
Marital status	Married	1	261	59.00	59.00
	Unmarried	2	181	41.00	100.00
		Total	**442**	**100.0**	
Place of residence	Haikou	1	190	42.99	42.99
	Sanya	2	102	23.08	66.06
	Wenchang	3	37	8.37	74.43
	Qionghai	4	34	7.69	82.13
	Wangning	5	36	8.14	90.27
	Lingshui	6	34	7.69	97.96
	Others	7	9	2.04	100.00

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		Total	**442**	**100.0**	
Monthly income	5,000 below CNY	1	278	62.90	62.90
	5,001-10,000 CNY	2	102	23.10	86.00
	10,001-20,000 CNY	3	34	7.70	93.70
	20,001 above CNY	4	28	6.30	100.00
		Total	**442**	**100.0**	
Occupation	Staff of public institution/civil servant,	1	50	11.30	11.30
	state-owned enterprise employee,	2	23	5.20	16.50
	foreign enterprise employee,	3	30	6.80	23.30
	social enterprise	4	82	18.60	41.90
	employee, businessman,	5	8	1.80	43.70
	student	6	82	18.60	62.20
	others	7	167	37.80	100.00
		Total	**442**	**100.0**	
Education Level	High school and below	1	132	29.90	29.90
	A bachelor's degree or a college degree	2	268	60.60	90.50
	postgraduate and above	3	42	9.50	100.00
		Total	**442**	**100.0**	

The above examination reveals the statistical attributes of the demographic variables, which accurately represent the distribution of the respondents in the survey in question.

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4.4.1 The Gender Ratio

The statistical results shown in Table 4.2 indicate that out of the valid samples obtained, there were 202 male respondents, representing 45.70% of the total respondents, and 240 female respondents, covering 53.69% of the total respondents. The majority of studies indicate that women exhibit higher levels of engagement compared to men in their involvement in research pertaining to the inclination of Hainan residents to accept international tourists associated with the FTP on Hainan Island. Furthermore, the research includes quite a few respondents from tourism hotels, with women being more highly represented than men. The differences between the genders seen in the results of this study are in line with what is happening at the moment in Hainan, China.

4.4.2 Structural Age Distribution

The respondents are distributed across various age groups, with the largest percentage falling under the 20-year-old age bracket. This group accounts for 9.95% of the total number of responses. The result is followed by the 21-40 years age group, with 289 respondents representing 65.38% of all respondents. The 41-60 years age group has 92 people in particular, accounting for 20.81% of the total. Furthermore, the 61 years or older age group has 17 people in particular, accounting for 3.85% of the total. In consideration of the survey's findings, it is revealed that the age range of the respondents encompasses individuals residing in the independent Hainanese society, specifically those aged between 21 and 60.

4.4.3 Marital Status

Among the respondents in this survey, the majority of the people interviewed were married, N = 261 (59%), and the respondents were unmarried, N = 181 (41%), The data follow the current situation of marriages of residents in Hainan, China.

4.4.4 Place of Residence

The respondents were mostly from Haikou, according to the survey, with a total of 190 respondents (42.91%). The remaining respondents were from Sanya, Wenchang, Wanning, Qionghai, Lingshui, and other cities. The respective percentages were as follows: N = 102 (24.08%), N = 37 (8.37%), N = 36 (8.14%), N = 34 (7.69%), N = 34 (7.69%), and N = 9 (2.04%). This study mainly concentrated on six significant cities in Hainan that have experienced an impressive intake of international tourists. Other regions or cities that have received low to insignificant international tourist intake excluded from this research. Therefore, the study covers the entire population of these six primary cities as the sampling frame. The sample size is determined based on the recorded population of 10,270,200 people who lived in Hainan in 2022, which accurately reflects the current situation of residents in Hainan, China.

4.4.5 Structure of Monthly Income

In the present study, the majority (N = 278, 62.90%) had a monthly salary of less than CNY 5,000, while 23.10% indicated a monthly salary ranging from CNY 5,001 to CNY 10,000. Additionally, 7.7% indicated a monthly salary exceeding CNY 10,001 to CNY 20,000, while 6.3% reported an income exceeding CNY 20,000. This aligns with the present conditions of residents of cities in Hainan, China, who have various amounts of monthly income.

4.4.6 Structure of Position

Among the respondents, many were employed in occupations other than those listed, social enterprise employees and students are equal, N = 82 people (18.60%), but others, N = 167 (37.80%). The data reveals that freelance are a large collective, embracing various job roles, which corresponds to the actual composition of the Hainanese population.

4.4.7 Level of Education

The respondents in this study represented 29.90% of the population with high school education, the majority were educated to bachelor or graduate level, N = 268 (60.60%) , and 9.50% with postgraduate or higher. Research examining the inclination of Hainan residents to accept international tourists usually demands strong scientific expertise and theoretical bases. The results match what is known from the current version of the study, which essentially focuses on people with a better education. In short, it is people with a more advanced education who are primarily responsible for Hainan's acceptance of international tourists. This demographic possesses not only the capacity to embrace diverse foreign cultures, but also a specific economic foundation, which, when combined with the city's prospective economic growth, contributes to the enhanced relevance of cultural dissemination within these groups.

4.5 Statistical Analysis of Question Items

As presented in Table 4.5, the aggregate count of eligible questionnaires amounted to 442, indicated as N = 442. These questionnaires were scored on a scale ranging from a minimum of 1 to a maximum of 7. All of the scores were in the range of 1 to 7, showing that there were no errors in the construction of the variables. Mean scores

that met the criteria of no score > 6 or < 2 ranged from 4.14 to 5.42. This indicates that all of the items in the questionnaire had the power to make distinctions among different responses.

Through the analysis of skewness and kurtosis for individual questions revealed that the distribution of the skewness values was -0.98 ~ 0.63 and the distribution of the kurtosis values was -1.02 ~ 0.16, which met the criteria of an average skewness value of < 2 and an average kurtosis value of < 7 (Doane & Seward, 2011). This was an indication of a normal distribution of the study data. The largest mean score for the INTQ4 was 5.42 and the smallest mean score for the PRQ5 was 4.14, which implies that respondents were most likely to agree with the INTQ4 and less likely to agree with the PRQ5 (Table 4.4). The degree of variation among respondents was consistent for each item, with standard deviations ranging from 1.44 to 1.74.

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Table 4.4

Question and Answer Analysis Table

Item	N	Mean	Std Dev	Kurtosis	Skewness	Minimum	Maximum
INTQ1	442	5.11	1.56	-0.789	-0.084	1	7
INTQ2	442	5.31	1.44	-0.947	0.558	1	7
INTQ3	442	5.32	1.53	-0.915	0.212	1	7
INTQ4	442	5.42	1.49	-1.064	0.63	1	7
INTQ5	442	5.24	1.48	-0.811	0.185	1	7
PBQ1	442	5.30	1.50	-1.01	0.47	1	7
PBQ2	442	5.05	1.54	-0.79	-0.05	1	7
PBQ3	442	5.20	1.54	-0.94	0.38	1	7

PBQ4	442	5.25	1.45	-0.94	0.55	1	7
PCQ1	442	4.92	1.62	0.01	-0.87	1	7
PCQ2	442	4.69	1.68	-0.53	-0.62	1	7
PCQ3	442	4.86	1.62	-0.09	-0.84	1	7
PCQ4	442	4.63	1.65	-0.40	-0.60	1	7
PCQ5	442	5.30	1.67	0.16	-0.98	1	7
PRQ1	442	5.14	1.69	-1.02	0.16	1	7
PRQ2	442	4.36	1.63	-0.36	-0.59	1	7
PRQ3	442	4.71	1.68	-0.67	-0.40	1	7
PRQ4	442	4.57	1.67	-0.61	-0.49	1	7
PRQ5	442	4.14	1.74	0.22	-0.90	1	7
TRU1	442	4.71	1.50	-0.51	-0.30	1	7
TRU2	442	4.72	1.52	-0.52	-0.35	1	7
TRU3	442	4.61	1.54	-0.46	-0.39	1	7
TRU4	442	4.57	1.51	-0.33	-0.45	1	7
TRU5	442	4.60	1.49	-0.42	-0.34	1	7
ATT1	442	4.99	1.47	-0.73	-0.07	1	7
ATT2	442	4.81	1.51	-0.60	-0.29	1	7
ATT3	442	5.03	1.49	-0.74	-0.02	1	7
ATT4	442	5.03	1.49	-0.74	0.02	1	7
ATT5	442	5.10	1.48	-0.76	0.04	1	7
SN1	442	4.92	1.47	-0.64	-0.14	1	7
SN2	442	4.82	1.47	-0.53	-0.28	1	7

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SN3	442	4.92	1.49	-0.67	-0.16	1	7
SN4	442	4.82	1.52	-0.60	-0.28	1	7
SN5	442	4.79	1.50	-0.51	-0.35	1	7

Note: INTQ = Resident Acceptance Intention; PBQ = Perceived Benefit; PCQ = Perceived Cost; PRQ = Perceived Risk; TRU = Trust; ATT = Attitude; SN = Subjective Norm.

4.6 AMOS-SEM Structural Equation Modeling Analysis

An extensively deployed software package for SEM is AMOS (Analysis of Moment Structures). SEM is a statistical method employed to examine and estimate causal connections between variables. The AMOS software offers a user-friendly interface that facilitates the specification and estimation of structural equation models. Additionally, it provides a range of tools that enable the evaluation and modification of these models. Anderson and Gerbing (1988) state that the assessment of both the measurement and structural models is an integral part of a comprehensive support vector machine SEM evaluation.

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4.6.1 Assessment of the Measurement Model

Once the measurement model has successfully passed the goodness-of-fit test, a thorough assessment of the SEM models can be conducted. CFA is a method of statistical analysis that is part of estimating the measurement model within SEM. Based on the two-step modeling proposed by (Kline, 2011), the researchers conducted a meticulous assessment and refinement of the CFA measurement model. An approximate estimation approach was employed to estimate the measurement model. The variables that were obtained in this study comprised the factor loading standardized, the composite reliability, the square multiple correlations (SMC), and

the average variance extracted (AVE) (Table 4.5). Variables such as standardized factor loadings, composite reliability scores, squared multiple correlations (SMC), and average variance extracted (AVE) were derived, all of which are detailed in Table 4.5.

(Chin, 1998) suggests that standardized factor loadings should be at least 0.60 to be considered adequate. Nevertheless, values surpassing 0.70 are more desirable for achieving better outcomes. There are a limited number of researchers who have proposed using factor loadings of less than 0.45 for standardized questions as an indication of a problem of measurement failure (J. F. Hair et al., 1998).

Put simply, the scope of the question is excessively wide-ranging and would be better eliminated (Hooper et al., 2008). It has been determined by other researchers that the factor loading standardized for each variable of interest has to exceed 0.50, the composite reliability has to exceed 0.60, and the AVE has to exceed 0.50 (Nunnally & Bernstein, 1994). These provide evidence that the measuring model is going to exhibit a good converged validation.

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4.6.2 Reliability and Validity Analysis

The standardized factor loadings, which varied, ranged from 0.475 to 0.956, are shown in Table 4.6. This indicates that each item exhibited topic reliability. The constructs were assessed using composite reliability (CR) as a measure of reliability. Due to their suitability for analyzing data in structural equation models, CR values perform a similar purpose to Cronbach's alpha.

The reliability range of the composite values for each construct was observed to be between 0.9181 and 0.9794. According to prior research, it has been indicated that the reliability of the composite is more than 0.7. Consequently, all constructs in this study have satisfied the requirements for satisfactory internal consistency. The values of the AVE exhibited a distribution ranging from 0.7008 to 0.9048. The presence of AVE ranges exceeding 0.5 indicates strong convergent validity for each construct, as supported by previous studies (Fornell and Larcker, 1981; Hair et al., 1998).

Table 4.5
Analysis of Measurement Pattern Results

Construct	**Item**	**Significance of Estimated Parameters**				**Item Reliability**		**Construct Reliability**	**CV**
		Unstd.	**S.E.**	**Unstd./S.E.**	**p-value**	**Std.**	**SMC**	**CR**	**AVE**
Resident acceptance intention	I1	1				0.913	0.827	0.9606	0.8299
	I2	0.918	0.029	31.915	0	0.907	0.831		
	I3	0.981	0.03	32.399	0	0.912	0.823		
	I4	0.949	0.029	32.176	0	0.91	0.833		
	I5	0.948	0.029	32.514	0	0.913	0.833		
Perceived benefit	PB1	1				0.909	0.84	0.9523	0.8332
	PB2	1.078	0.033	32.543	0	0.922	0.817		

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	PB3	1.06	0.034	30.776	0	0.904	0.851		
	PB4	1.045	0.033	31.94	0	0.916	0.826		
Perceived risk	PR1	1				0.835	0.554	0.9289	0.7239
	PR2	1.028	0.041	24.802	0	0.893	0.79		
	PR3	1.018	0.042	24.309	0	0.883	0.78		
	PR4	0.994	0.04	24.579	0	0.889	0.798		
	PR5	0.866	0.047	18.516	0	0.745	0.698		
Perceived cost	PC1	1				0.475	0.837	0.9181	0.7008
	PC2	1.815	0.171	10.582	0	0.872	0.8		
	PC3	1.917	0.177	10.84	0	0.939	0.883		
	PC4	1.886	0.177	10.674	0	0.894	0.76		
	PC5	1.872	0.174	10.754	0	0.915	0.226		
Trust	TRU1	1				0.954	0.831	0.9688	0.8614
	TRU2	0.984	0.025	40.144	0	0.928	0.855		
	TRU3	0.993	0.026	38.797	0	0.921	0.847		
	TRU4	0.985	0.025	39.49	0	0.925	0.861		
	TRU5	0.959	0.026	37.334	0	0.912	0.909		
Attitude	AT1	1				0.873	0.879	0.9588	0.8234
	AT2	1.083	0.036	30.477		0.861	0.863		
	AT3	1.074	0.036	30.171	0	0.933	0.87		
	AT4	1.077	0.035	30.854	0	0.929	0.742		

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	AT5	1.083	0.036	30.477	0	0.938	0.762		
Subjective norms	SN1	1				0.953	0.913	0.9794	0.9048
	SN2	0.973	0.022	43.543	0	0.943	0.914		
	SN3	0.97	0.021	46.686	0	0.956	0.889		
	SN4	0.971	0.021	46.542	0	0.955	0.908		
	SN5	0.989	0.022	45.025	0	0.949	0.901		

Note. Unstd.: Unstandardized factor loadings; Std: Standardized factor loadings; SMC: Square Multiple Correlations; CR: Composite Reliability; CV: Convergence Validity; AVE: Average Variance Extracted.

4.6.3 Discriminant Validity

According to Fornell and Larcker (1981), it is recommended that one should take into account the association with construct correlation and convergent validity when assessing discriminant validity. Hence, it was proposed that the square root of the average variance extracted (AVE) for each construct should exceed its correlation with other constructs. The model used in this study shows that discriminant validity is in place. As can be seen in Table 4.6, the mean square of the AVE for each construct on the diagonal exceeds the off-diagonal correlation coefficient. Therefore, there is good discriminant validity for each construct in the study.

Table 4.6

Differentiating Measurement Model Validity

	AVE	INTQ	PBQ	PRQ	PCQ	TRU	ATT	SN
INTQ	0.8299	**0.9110**						
PBQ	0.8332	0.875	**0.9128**					

PRQ	0.7239	-0.928	-0.836	**0.8508**				
PCQ	0.7008	0.062	0.082	-0.055	**0.8371**			
TRU	0.8614	0.834	0.781	-0.812	0.091	**0.9281**		
ATT	0.8234	0.944	0.833	-0.973	0.062	0.855	**0.9074**	
SN	0.9048	0.863	0.787	-0.874	0.088	0.841	0.875	**0.9512**

Note: INTQ = Resident Acceptance Intention; PBQ = Perceived Benefit; PRQ = Perceived Risk; PCQ = Perceived Cost; TRU = Trust; ATT = Attitude; SN = Subjective Norm;

4.6.4. Structural Model Evaluation

The analysis of the structural model was conducted by implementing the great likelihood estimation method. The analysis results encompass the evaluation of the model's goodness of fit, a test of the significance of the proposed studies' hypotheses, and an explanation of the variance. The main proposition of the SEM is that the sample matrix of covariance is equal to the model matrix of covariance. Nevertheless, Due to the nature of SEM as a large-sample analysis technique, the p-values may be slightly below 0.05. This leads to an incorrect rejection of the model hypothesis and a conclusion that the test is flawed. According to Schumacker and Lomax (2010), as well as Kline (2011), The sole reliance on the p-value when assessing model fit is not recommended. Instead, a range of measures of goodness of fit should be considered as criteria for evaluating adequacy within the statistical modelling framework. The application of metrics of fit to a sample of 194 global research publications was conducted by Jackson et al. (2009), serving as a framework for the implementation of model fit analysis. The 9 most commonly used metrics for fit were revealed by the study. A full listing of these indicators.

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4.6.4.1 DF, MLχ2, chi-square

Within the framework of SEM, the acronym "DF" denotes the concept of statistical degrees of freedom. In a statistical model, the degrees of freedom represent the number of independent data points that can be utilized to estimate parameters or test hypotheses (Dimitrov, 2010). "DF" is determined by subtracting the number of observed moments (covariances and variances) from the number of estimated model parameters. More precisely, DF is calculated by subtracting the number of estimated parameters from the number of observed moments (Dimitrov, 2010).

“MLχ2” stands for "Maximum Likelihood Chi-Square". The measurement is employed to evaluate the adequacy of an SEM when the model is estimated utilizing the maximum likelihood (ML) technique (Dimitrov, 2010). The chi-square statistic (χ^2) is a measure of the difference between the observed covariance matrix and the model-implied covariance matrix (Fornell & Larcker, 1981). The quantification pertains to the degree of fit between the specified model and the observed data. A lower chi-square value signifies a stronger internal consistency between the model and the observed data (Fornell & Larcker, 1981). MLχ^2 is accompanied by degrees of freedom (DF), which indicates the quantity of independent data points that can be used to estimate parameters in the model. DF is computed by subtracting the number of observed moments (covariances and variances) from the number of estimated parameters in the model.

4.6.4.2 Root Mean Square Error of Approximation (RMSEA)

RMSEA is a metric that quantifies the degree to which a model, usually a structural equation model, accurately represents the observed data. The difference between the

implied and observed covariance matrices is evaluated by the assessment, with the complexity of the model and the number of estimated parameters being taken into account. RMSEA is highly advantageous as it accounts for model complexity by imposing penalties on excessively intricate models (Rigdon, 1996). A stronger alignment between the model and the observed data is signified by a lower RMSEA value. RMSEA values of less than 0.05 typically point to a strong fit, values between 0.05 and 0.08 suggest a satisfactory fit, and values above 0.1 indicate a weak fit (Kenny et al., 2015). Nevertheless, the extent of interpretation can differ based on the specific circumstances and intricacy of the model.

4.6.4.3 Standardized Root Mean Square Residual (SRMR)

SRMR is a measure of goodness-of-fit frequently used in SEM. Similar to RMSEA, SRMR assesses the disparity between the observed covariance matrix and the covariance matrix estimated by the model. However, the SRMR exhibits a distinct focus and interpretation in contrast to the RMSEA (Hsu et al., 2015).

A decrease in SRMR values signifies an improved alignment between the model and the observed data. Typically, SRMR values which are below 0.08 are regarded as suggestive of a satisfactory fit (Sharma et al., 2005). However, the precise threshold for determining an acceptable fit may differ based on the specific context and intricacy of the model.

4.6.4.4 Tucker Lewis Coefficient (Non-normed Fit Index)

The Tucker-Lewis Index (TLI), alternatively referred to as the Non-Normed Fit Index (NNFI), is a statistical metric employed in the field of SEM to assess the degree of fit

between variables (West et al., 2012). The assessment of the sufficiency of a designated model is conducted through a comparison with a baseline model, commonly a null or independent model.

TLI values span from 0 to 1, with higher values denoting superior fit. A TLI value approaching 1 indicates that the specified model exhibits a strong fit to the data compared to the baseline model (West et al., 2012) The determination of an acceptable TLI value lacks a universally accepted threshold, however, values exceeding 0.90 are commonly regarded as indicative of a satisfactory fit (West et al., 2012). Nevertheless, the interpretation should also take into account the analysis's context and the distinct attributes of the model and data.

4.6.4.5 CFI, GFI & AGFI

The Comparative Fit Index (CFI), Goodness of Fit Index (GFI), and Adjusted Goodness of Fit Index (AGFI) are commonly employed metrics for assessing the adequacy of model fit within the context of SEM (Fan et al., 1999). Similar to the TLI (NNFI), CFI, GFI, and AGFI evaluate the adequacy of the model by comparing it to a baseline model to determine its fit to the data.

The range of values for CFI, GFI and AGFI are from 0 to 1, where higher values are indicative of a stronger fit (Yadama & Pandey, 1995). A CFI, GFI and AGFI value in close proximity to 1 indicates that the designated model exhibits a strong fit to the data in comparison to the baseline model (Yadama & Pandey, 1995).

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Although there is no universally accepted threshold for determining an acceptable CFI, GFI and AGFI value, values exceeding 0.90 are commonly regarded as indicative of a satisfactory fit (MacCallum & Hong, 1997). Nevertheless, it is imperative to take into account the contextual factors surrounding the analysis, as well as the unique attributes of the model and data.

According to the analysis of the relevant indicators, a generally lower value of χ 2 is considered preferable. Nevertheless, due to the high sensitivity of χ 2 to the size of the sample, χ2/df is used in this study as a means of reducing uncertainty and facilitating the evaluation process. Optimally, the result obtained is less than 0.08 and either CFI > 0.90 or RMSEA lower than 0.08. The fit of the model satisfies the criterion outlined in Table 4.7, indicating that the fit of the model can be considered satisfactory.

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Table 4.7
Model Fit Criteria and the Test Results

Model Fit	**Criteria**	**Model Fit of the Research Model**
MLχ2	The small the better	1414.111
DF	The large the better	511.000
Normed Chi-sqr (χ2/DF)	1<χ2/DF<3	2.767
RMSEA	<0.08	0.063
SRMR	<0.08	0.027
TLI (NNFI)	>0.9	0.953
CFI	>0.9	0.957

GFI	>0.9	0.834
AGFI	>0.9	0.806

Note: RMSEA: Root Mean Square Error of Approximation; SRMR: Standardized Root Mean Square Residual; TLI (NNFI): Tucker Lewis Coefficient (Non-normed Fit Index); CFI: Comparative Fit Index; GFI: Goodness of Fit Index; AGFI: Adjusted Goodness of Fit Index.

4.7. Path Analysis

This study aims to conduct a path coefficient test and estimate the predictive power of the structural model. This study aims to examine the overall impact, individual mediation impact, and sequential mediation impact of the model. Additionally, it seeks to evaluate the research hypotheses in Chapter 3 through empirical analysis.

4.7.1 Regression Coefficient

In this research model (as shown in Table 4.8), the correlation results between the variables are as follows: Perceived benefit (PBQ) (b is 0.295, p less than 0.001), attitude (ATT) (b is 0.704, p less than 0.001), and subjective norm (SN) (b is 0.088, p less than 0.05) influence positively residents' acceptance intention (INTQ). Perceived cost (PCQ) (b is -0.015, p is 0.649) negatively affects residents' INTQ. Trust (TRU) (b is 0.172, p less than 0.001) positively influences ATT. Perceived risk (PRQ) (b is -0.723, p less than 0.001) strongly negatively influences ATT. The power of the PBQ, the ATT, the PCQ, and the SN to explain this was 91.9%. The predictive power of the PRQ and the TRU in the explained ATT was 95.9%. Consequently, All of these hypotheses were supported, except for perceived cost (p = 0.649), due to if the p-value is higher than the level of significance, then the alternative hypothesis is rejected, and the original hypothesis is accepted (Andrade, 2019; Halsey, 2019).

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Table 4.8

Regression coefficient

DV	IV	Unstd	S.E.	Unstd./S.E.	*p*-value	Std.	R^2
INTQ	PBQ	.295	.040	7.420	0.000	0.274	0.919
	ATT	.704	.057	12.392	0.000	0.638	
	PCQ	-.015	.032	-.456	0.649	-0.008	
	SN	.088	.040	2.205	0.027	0.090	
ATT	PRQ	-.723	.040	-17.977	0.000	-0.818	0.959
	TRU	.172	.029	5.891	0.000	0.191	

Note: INTQ = Resident Acceptance Intention; PBQ = Perceived Benefit; ATT = Attitude; PCQ = Perceived Cost; SN = Subjective Norm; PRQ = Perceived Risk; TRU = Trust

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To provide deeper theoretical and methodological reflection on key findings, first, the non-significant effect of perceived cost (PCQ, β = -0.015, p = 0.649, Table 4.8) can be contextualized within Hainan's status as a mature international tourism destination. Drawing on SET, residents' long-term exposure to tourism-driven economic benefits (e.g., employment, infrastructure improvements) has likely reduced their sensitivity to incremental costs such as price inflation or environmental congestion. Methodologically, this insignificance may also reflect the scale's focus on economic costs, while underrepresenting non-economic dimensions (e.g., cultural disruption) that might be more salient to Hainan residents. Second, the unusually high negative coefficient for perceived risk (PRQ, β = -0.723, p < 0.001, Table 4.8) merits critical reflection. Theoretically, this aligns with the heightened salience of risk in international tourism contexts, where residents may associate inbound visitors with threats to local cultural identity and community stability. Contextually, the survey was

conducted during a period of heightened global health awareness, which likely amplified residents' concerns about potential public health risks associated with international visitors. Methodologically, the strong effect may also stem from the scale's inclusion of items capturing both health and cultural risks, which collectively contributed to the high negative loading. To integrate tables and figures more directly into the interpretation, all relationships discussed are explicitly linked to Table 4.8, which provides the regression coefficients and significance levels for each path. This alignment ensures that statistical results are immediately contextualized within theoretical and practical insights, enhancing the flow of analysis.

4.7.2 The Proposed Conceptual Model

The proposed conceptual model is the most important credential used to test whether the hypothesis is valid or not, AMOS-SEM will standardize the raw data when it is executed, so the values of the path coefficients analyzed by the software are the standardized results, and the standardization operation is unable to compute the standard error unless it utilizes Bootstrapping (Henseler et al., 2009). The results of the structural represents the proposed conceptual model are shown in Figure 4.1. Analysis results for the correlation paths.

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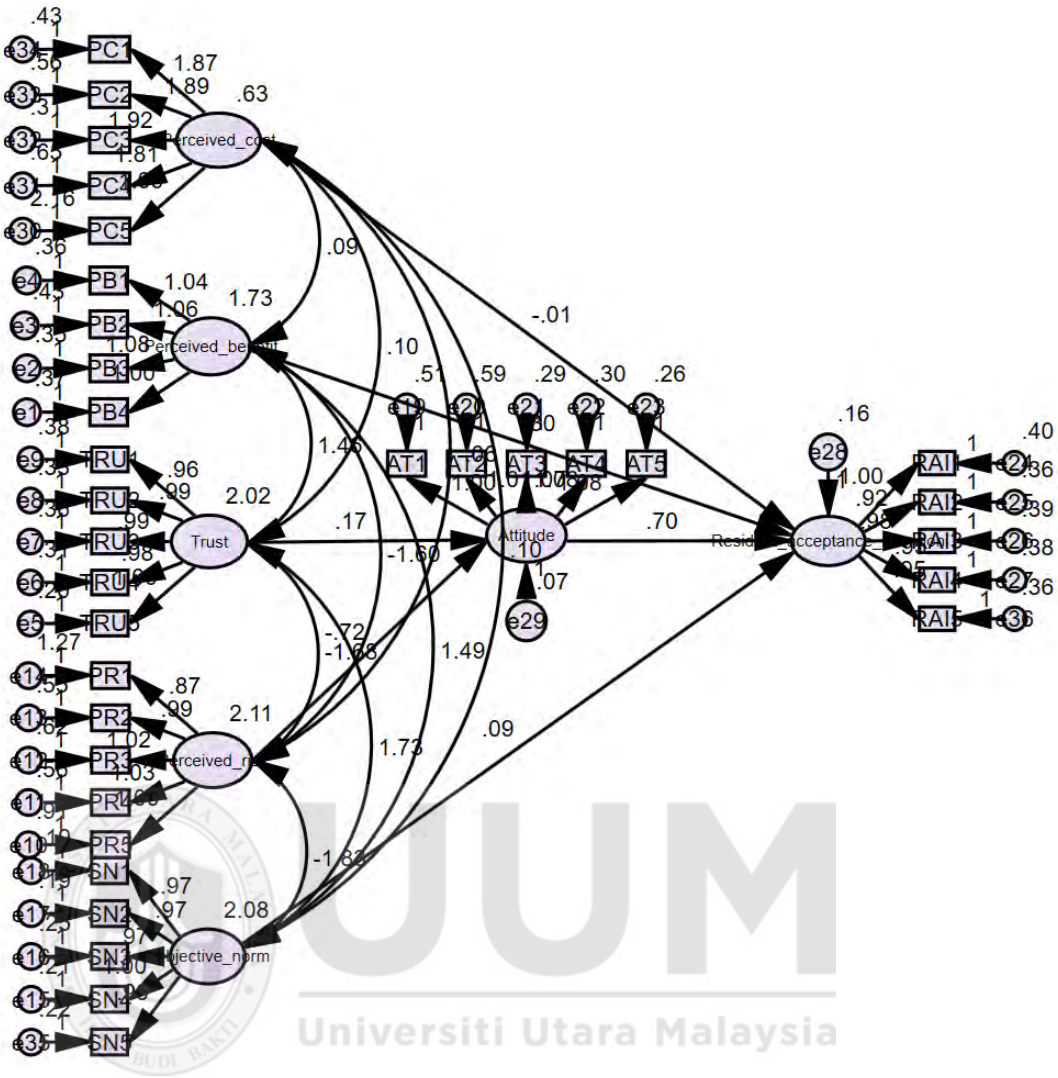

Figure 4.1 Statistical model diagram

Note: TRU = Trust; PR = Perceived Risk; PB = Perceived Benefit; PC = Perceived Cost; AT = Attitude; SN = Subjective Norm; RAI = Resident Acceptance Intention

4.8. Analysis of Mediation Effect

According to the research model, if a variable 'Me' is both an independent variable 'x' and a dependent variable 'y', i.e. 'x' affects 'y' via 'Me', then 'Me' is said to be a mediator variable. Mediators are causal (endogenous) variables that are more closely related to the dependent variable than to the predictor variable. Mediation is the influence of an independent variable on a dependent variable through a mediator. This mediating variable is used to examine the indirect effect, which can be assessed

through various tests such as the causal step mediating effect test, the indirect effect coefficient product test, and the indirect effect bootstrapping test.

4.8.1 Mediating Effect Test

The predominant test for assessing mediation effects is the causal step method introduced by Baron and Kenny (1986). This method systematically examines the significance of the path regression coefficients a and b in a sequential manner. If the regression coefficients a and b exhibit statistical significance, and the direct effect c' is close to zero, it can be inferred that Me serves as a mediator between X and Y. The causal step method is a statistical technique employed to assess the significance of line regression coefficients a and b.

The causal step approach has two limitations: the test has low statistical power (Fritz & MacKinnon, 2007; MacKinnon et al., 2007; West et al., 2012) and there is no ability to test for indirect effects quantitatively. Figure 4.2 displays the intermediary model schematic diagram.

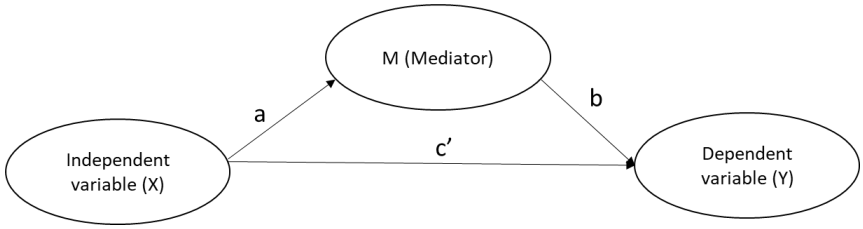

Figure 4.2: Intermediary Model Schematic Diagram

4.8.2 Indirect Effect Coefficient Test

If the existence of an indirect effect is to be tested, but not inferred from a significance analysis of a set of regression analyses, then the product of the coefficient's method,

or Sobel's z test, is to be used (Sobel, 1982, 1986). Sobel's z-test is the most common method for doing mediated effects.

Sobel's z test entails calculating the unstandardized regression coefficients between two paths with their standard errors (Preacher & Hayes, 2004) , and the ratio of path a, path b, and the standard error is used to test the "null hypothesis: the indirect effect is equal to 0."

Although Sobel's z test is often used, it is primarily intended to supplement, not replace, Baron and Kenny's method. However, Sobel's z-test has a major disadvantage in that it requires indirect effects to be consistent with the assumption of normative allocation. According to the results of different scholars, the sampling distribution of indirect effects is skewed and asymmetric with non-zero kurtosis (Bollen & Stine, 1990; Stone & Sobel, 1990) , which means that $z > 1.96$ may not necessarily mean that the indirect effects are significant at the 95% confidence level.

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4.8.3 Indirect Effect Bootstrapping Test

In some studies of indirect effects, it has been suggested that bootstrapping is more statistically powerful than causal and product of coefficients methods for testing indirect effects (MacKinnon et al., 2004; Williams & MacKinnon, 2008). A significant benefit of the bootstrapping approach is that it does not necessitate the indirect effects to conform to the normal sampling distribution, in contrast to the approach of the coefficient methodology (e.g., the B-K method).

Bootstrapping is a statistical method of repeated sampling that uses a draw-and-put-

back method for the original sample. Once a sample has been generated, the product of a*b is estimated once. Hayes (2009) suggests that this process should be repeated at least 1,000 times and preferably 5,000 times. If we repeat the process 5000 times, there will be 5000 estimates of the indirect effect (a*b), and these 5000 estimates of the indirect effect will form their sampling allocation, and therefore generate standard errors and confidence intervals for the indirect effect. Statistical test power can be used to produce confidence intervals for indirect effects when bootstrapping is employed, with bias-corrected bootstrapping being a prime example (Briggs, 2006; Williams & MacKinnon, 2008) .

Bootstrapping using resampling regression was used to generate the statistical confidence interval for the indirect effect. According to Table 4.9, the indirect impact of perceived risk on residents' acceptance intention has a p-value of $p \geq 0.05$, and the bias-corrected confidence interval, which spans from -10.105 to -1.275, contains the value 0. This indicates that the indirect effect is not significant. Overall, the confidence interval for the indirect effect of trust → resident acceptance intention is not 0 [0.296 to 1.576], which indicates that the indirect effect is established and represents the mediating effect.

Table 4.9
Analysis of Indirect Effects of Intermediary Models

Effect	**Point Estimate**	**Product of Coefficients**	**Bootstrap 1000 Times**
			Bias-corrected 95%

		S.E.	Z-value	P-value	Lower Bound	Upper Bound
Indirect effect						
PRQ→INTQ	-2.396	1.688		0.0000	-10.105	-1.275
TRU→INTQ	0.523	0.275		0.0000	0.296	1.576

Note: TRU = Trust; PRQ = Perceived Risk; INTQ = Resident Acceptance Intention

4.9 Summary

In this chapter, through the variables of Perceived Risk, Trust, Perceived Benefit, Perceived Cost, Attitude, and Subjective Norm integrated into a research framework, the study analyzed the mechanism of the influence of different influences on the acceptance intention of the residents and analyzed the collected data by using SPSS25.0 and AMOS-SEM. This chapter provides an overview of the data analysis process, which consists of two distinct phases: an initial phase and hypothesis testing utilizing SEM-AMOS. In the initial phase, the data underwent analysis utilizing SPSS 25.0 to identify outliers and missing values before employing AMOS. The demographic profiles of the respondents were also presented in this section.

The following phase of the data analysis involved conducting hypothesis testing utilizing SEM-AMOS. For the evaluation of the constructs' reliability, composite reliability (CR) was put into use. The assessment of each scale using CR values serves a similar purpose to Cronbach's alpha. When the average variance extracted (AVE) ranges exceed 0.5, it signifies robust convergent validity for each construct. During this phase, the accuracy of each individual construct was examined using

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Confirmatory Factor Analysis (CFA), which served as a framework for conducting an analysis of the fit of the model.

The 9 most frequently used measurements for assessing fit adequacy were identified from the data of the research, namely RMSEA, SRMR, TLI (NNFI), CFI, GFI, AGFI, and so on. This analysis also involved conducting a path coefficient test to estimate the structural model's predictive capability. This was done to assess the model's comprehensive influence, including the impact of individual and sequential mediation.

The eight hypotheses in this chapter, including the following, are corroborated by the findings of the all-encompassing model relationship route review displayed earlier:

(1) The hypotheses hold in the direct or negative effect.
(2) Every theory regarding the mediating effects is true.
(3) All of the hypotheses hold when considering the overall effect except one hypothesis (Perceived Cost) due to the p-value of 0.649.

The theoretical model presented in this paper as a whole is validated by the above results. Table 4.10 provides a summary of the hypothesis testing outcomes.

Table 4.10
Results of Hypothesis Testing

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	Research Hypothesis	Test Results
	H1：Trust in international tourists positively influences residents' attitude	Support
	H2： Perceived risk of international tourists negatively influences residents' attitude	Support
	H3：Perceived cost negatively influences residents' acceptance intention.	Not Support
	H4： Perceived benefit positively influences residents' acceptance intention.	Support
	H5：Attitude positively influences residents' acceptance intention.	Support
	H6：Subjective norm positively influences residents' acceptance intention.	Support
	H7：Attitude mediates the effect between trust and acceptance intention.	Support
	H8：Attitude mediates the effect between perceived risk and acceptance intention.	Support

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CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In the final chapter, the study reaches its conclusions. This chapter also provides discussions, conclusions along with their implications, and recommendations. These are categorized into three parts: (1) Discussions; (2) Conclusions with Implications; and (3) Recommendations. To meet the research objectives and address its concerns, the main conclusions of the study are presented after the previous conclusions.

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The objective of this study is to ascertain the correlation between the variables that impact the intention of residents to accept foreign tourists. Additionally, this study explores the mediating effects on attitudes towards the residents' acceptance intentions, by identifying of relationship directly. The findings of this study indicate that attitude performs a significant role in assessing and enhancing the acceptance of foreign tourists intention among residents.

Moreover, the subsequent section also examines the theoretical and practical implications of the study. The concluding section of this chapter centers on the findings and suggestions for future research.

5.2 Discussion of Structural Model Results and Implications

This study examines the key factors that influence the acceptance intention of foreign tourists among Hainan residents. It is grounded in the theory of reasoned action and social exchange theory as well as combines the variables of "perceived benefit," "perceived cost," and "trust," with "perceived risk," and uses "attitude" as a mediating variable. The study then proposes a research model and related hypotheses. The data collected through questionnaires was subjected to analysis using SEM to examine the model and validate the hypotheses. The examination outcomes and subsequent analysis delve deeper into the interpretations derived from the empirical data, as well as the managerial implications of these analyses for government organizations, the tourism and hotel industry, and associated enterprises.

This study's primary objective is to explore the acceptance intention of Hainan residents towards foreign tourists within the framework of the Hainan FTP. Additionally, it seeks to examine the impact of Hainan residents' perceived benefits and costs on their acceptance intention, while also taking into account the influence of perceived risk and trust variables. The main results are outlined as follows:

5.2.1 The Effects of Trust on Hainan Residents' Attitudes

The standardized regression coefficient for trust in this study is 0.172 ($p<0.001$), which validates a significant positive direct correlation between trust and the attitudes of Hainan residents towards foreign tourists. This discovery implies that trust plays a crucial role in forecasting residents' attitudes toward international tourists and further exerts an indirect impact on their acceptance intention via the mediating variable of attitude, consistent with the theoretical framework integrating SET and TRA.

The results of this study accord with the findings of Ng (2020), who demonstrated a positive correlation between interpersonal trust and positive attitudes toward information sharing in a sample of 148 individuals. Sadiq et al. (2021) have identified trust as an important factor in online travel transactions, emphasizing that trust functions as a core antecedent variable in shaping consumers' attitudes toward tourism-related decision-making. The alignment of the present findings with Hypothesis 1 (H1) provides empirical support for the proposed theoretical model, rather than merely a reasonable conclusion. The present study investigates how residents' perceived trust in international tourists affects their attitude toward this group, and it is important to note that the level of trust shown by residents serves as a direct indicator of their attitude towards foreign tourists. When residents display a hospitable attitude towards international tourists, it naturally improves the overall tourism experience for the tourists and may in turn enhance the sustainability of Hainan's international tourism industry.

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5.2.2. The Effects of Perceived Risk on Hainan Residents' Attitudes

The standardized regression coefficient of -0.818 reveals a strong negative correlation between the perception of risk and attitude among the residents of Hainan. The coefficient value of -0.818 is close to -1, demonstrating that perceived risk and attitude exhibit a significant negative connection. As the level of perceived risk increases, there is a strong change in attitude among the residents of Hainan. The results of this study align with the findings of Yasami (2020), Sukma et al. (2022), Fuchs et al. (2023), Andrews et al. (2014) and Sadiq et al. (2021), indicating that perceived risk has a large and negative effect on attitudes. According to Bae and

Chang (2021), perceived risk is the main variable in accounting for air travel intentions during a public health emergency. Contextually, this strong negative effect in Hainan can be attributed to two key factors: first, as a mature international tourism destination with a post-pandemic recovery focus, residents' risk perceptions are amplified by concerns over both public health and cultural disruption from international visitors; second, the scale used in this study captured both health and cultural risk items, which collectively contributed to the high negative loading, as noted in Chapter 4's regression analysis. This extends prior research by highlighting the dual nature of risk perception in island tourism contexts. In summary, the study's findings align with prior research.

The findings indicate that Hainan residents with a greater perception of risk related to a specific situation, event, or decision are more likely to be skeptical of international tourists, and residents tend to hold more unfavorable attitudes towards them. This suggests that they might exhibit a greater degree of caution, doubt, or uncertainty when it comes to participating in activities or behaviors that they consider to be risky. Comprehending this inverse correlation is essential for policymakers, businesses, and researchers. The statement implies that to reduce the perceived risk or enhance the attitudes towards specific international activities in Hainan, the primary focus should be on diminishing or resolving the factors that contribute to the perceived risk. This may entail enhancing security procedures, delivering additional information or education to assuage worries, or developing global tourism strategies that encourage trust and assurance among residents, particularly in the post-pandemic era. Consistent with the theoretical underpinnings identified by Yasami (2020), Sukma et al. (2022) and Fuchs et al. (2023) who emphasized risk mitigation as a core

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driver of positive resident attitudes toward tourism these practical measures directly target the dual health and cultural risk concerns identified in this study. For Hainan specifically, this could involve targeted communication campaigns by the Hainan Provincial Department of Culture and Tourism to clarify inbound visitor health protocols, as well as community workshops to foster cultural exchange and reduce misperceptions about international tourists. In summary, the significant negative standardized regression coefficient highlights the need to address perceived risk to promote positive attitudes and behaviors among the residents of Hainan.

5.2.3 The Effects of Perceived Costs on Residents' Acceptance Intention

The statement in question shows that the perceived cost does have a negative effect on residents' acceptance intention, as evidenced by the standardized regression coefficient of -0.008. The findings of this study are consistent with the research conducted by ÎZBEK et al. (2015), which also examined the influence of intention on perceived cost as one of the variables. and the intention to engage in conservation efforts is affected by the perceived cost associated with upscaling, indicating the importance of increasing the condition cost (Currie et al., 2003). The study conducted by Habibi and Rasoolimanesh (2021) found that the perceived cost of a tour has an influence on both Tour Satisfaction and tourists' acceptance intentions. In the research they conducted, Ryu and Han (2010a) discovered that the perceived cost of visitors has a substantial effect in affecting their overall pleasure and acceptance intentions and Lin et al. (2017) found that the perceived cost of visitors negatively influences their overall satisfaction and travel intentions. Complementary evidence from resident centric tourism studies (Rasoolimanesh et al., 2019) supports this weak

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negative association between perceived cost and residents' acceptance intentions, aligning with the non-significant result of the present study.

Based on the measurement results, the p-value is 0.649, if the p-value is higher than the level of significance, then the alternative hypothesis is rejected, and the original hypothesis is accepted (Andrade, 2019; Halsey, 2019). There are multiple factors of influence between the perceived cost of Hainan residents on the acceptance intention of foreign tourists and other positive factors of interference. This non-significant effect of perceived cost aligns with SET, as Hainan residents' long-term exposure to economic benefits driven by tourism, such as stable employment in hospitality, improved local infrastructure, and rising household incomes, has reduced their sensitivity to incremental costs like price inflation or environmental congestion, as discussed in Chapter 4. Methodologically, this insignificance may also reflect the scale's focus on economic costs, while underrepresenting non-economic dimensions (e.g., cultural disruption) that might be more salient to Hainan's ethnically diverse communities.

It can be said that the acceptance intention of foreign tourists by Hainan residents may be more affected by other positive factors, such as economic benefits: local tourism consumption brought by foreign tourists may bring direct or indirect economic benefits for residents. Cultural exchanges: Relationships with foreign tourists can facilitate diverse cultural experiences and exchanges, fostering a greater acceptance among Hainan residents towards foreign visitors. Social Identity: The expansion of global tourism can potentially strengthen the sense of pride among Hainan residents in their local community and culture, while also developing a more hospitable attitude

towards foreign tourists. This finding underscores the need for future research to develop a more comprehensive perceived cost scale that incorporates both economic and non-economic dimensions, particularly for Hainan's unique context as a FTP and international tourism island. This understanding enables the customization of approaches that effectively tackle residents' concerns while optimizing the advantages of tourism for all parties involved.

5.2.4 The Effects of Perceived Benefit on Resident's Acceptance Intention

This matches the findings reported by Kim et al. (2008) and Pandža Bajs (2015). Whereas these studies primarily focus on consumer behavioral intentions, the present research verifies the positive impact of perceived benefits on residents' acceptance intention toward international tourists, a core dependent variable in the integrated SET-TRA model. The results confirm the favorable impact of perceived benefits on consumer intentions. Furthermore, the analysis of the perceived benefits of expanding tourism on the state of tourist destinations has been observed to impact the intention to participate in conservation efforts significantly. The importance of improving the condition benefits of tourist destinations is emphasized by Ilhamalimy and Ali (2021) and Tian-Cole et al. (2002). Consistent with resident centric tourism literature (e.g., Rasoolimanesh et al., 2019), this positive association underscores that residents perceived economic and socio-cultural benefits from tourism directly drive their acceptance intention to international visitors.

Therefore, as evidenced by the standardized regression coefficient of 0.274, it can be observed that Hainan residents commonly tend to accept the intentions of tourists based on their pursuit of economic value and perceived benefits. Ultimately, ensuring

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a successful economic recovery is crucial for the daily economic well-being of all residents. It is reasonable to prioritize the perceived benefits, particularly given the geographic situation of Hainan and the Chinese authorities' focus on the national tourism market, as tourism is important to the local economic base.

The occurrence can be ascribed to various factors originating from the residents, such as hospitality, cultural exchanges, local recommendations, or the general atmosphere established by the residents. The hospitable and accommodating nature of Hainan residents has a positive impact on tourists, leading them to perceive their experience as advantageous and pleasurable. Consequently, tourists are more likely to embrace these benefits. The positive interaction between residents and international tourists has the potential to greatly impact the overall tourism experience and well-being.

5.2.5 The Theory of Reasoned Action Verification

The findings of this study match with the research performed by Beaumont (2001), revealing that the empirical expansion and validation of the TRA is a valuable and fruitful methodological strategy. The results of this study are in line with Nomi and Sabbir's (2020) findings showing the importance of attitudes and subjective norms on purchase intention. The findings of this study are consistent with the research studied by Firouzbakht et al. (2021), which examined the positive relationship between subjective norms and intentions. This link was found to be supported by a beta coefficient of 0.35. The coefficient of intention ($\beta = 0.626$) exhibited a stronger correlation with subjective norms. The results of this study correlate with the existing hypothesis, indicating that attitude (b is 0.704, p less than 0.001) and subjective norm

(b is 0.088, p is 0.027) have a significant impact on residents' intention for acceptance, leading to a consistent conclusion.

Attitude was identified as the most significant factor for tourists' acceptance intention in this study. A standardized Regression Coefficient of 0.638 suggests a strong positive relationship between Hainan residents' attitudes and international tourists' acceptance intention. Attitude refers to the overall evaluation or feeling a person has towards a particular object or situation, in this case, likely towards the destination or the tourism experience being considered. In simpler terms, as attitude becomes more positive, acceptance intention also tends to increase significantly among international tourists. The coefficient's significance indicates that the relationship observed between attitude and acceptance intention is not due to chance but is likely a genuine finding. In other words, the impact of attitude on acceptance intention is statistically significant, implying that it's not merely incidental but rather a meaningful factor in understanding Hainan residents' behavior. these results imply that fostering a positive attitude among international tourists towards a destination or tourism experience can significantly enhance their intention to accept or embrace it. This underscores the importance for tourism marketers and policymakers to focus on strategies that cultivate positive perceptions and feelings towards their offerings, as it can ultimately drive tourists' decisions to visit and engage with them.

Overall, based on the TRA, the research affirms the relationship regarding the effects of attitude, subjective norms, and intention. It shows that subjective norms positively influence the acceptance intention of tourists by Hainan residents. The findings show that residents of Hainan exhibit a higher level of adherence to resident norms and

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actively engage in cooperation with various national and governmental efforts. Additionally, they demonstrate an intense dependence on the laws and regulations of regional governments to shape their intentions toward accepting tourists. This includes factors such as workplace environment, community behavior, and the impact of being surrounded by home and close relatives and colleagues.

5.2.6 The Mediating Roles of Attitudes Between Trust and Acceptance Intention

The results of this study concur with the research of Kasri and Ramli (2019), the research, as the experiment demonstrated that attitudes served as a mediator in forming the connection between trust and the intention to contribute. Notably, Kasri and Ramli (2019) focused on community contribution intentions in a general social context, whereas the present study contextualizes the trust attitude intention chain within residents' acceptance of international tourists in a tourism dependent destination (Hainan FTP), a setting that introduces unique economic and cultural contingencies absent in their framework. The present study's results align with the research conducted by Shin et al. (2022), which demonstrates how the relationship between trust and intention to travel is influenced by the mediating effect of reflective attitude. A critical distinction here is that Shin et al. (2022) examined tourists' travel intentions driven by trust in tourism services, whereas this study shifts the analytical focus to residents' acceptance intentions, a perspective that fills a notable gap in tourism mediation literature, which has historically centred on tourist behaviour rather than resident responses.

The findings of the research show that the level of trust exhibited by Hainan residents towards various facets of the tourism sector, including the tourism industry, travel

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agencies, and those traveling themselves, positively influences their attitudes toward foreign tourists. The study demonstrates how much trust among Hainan residents has a positive impact on their attitudes towards tourism. There exists a positive correlation between the quantity of trust and the attitude toward foreign tourists, whereas an opposite relationship is observed between the quantity of trust and the attitude toward foreign tourists.

The data provides additional evidence that the attitudes of Hainan residents have a significant impact on their intention to accept foreign tourists. There exists a positive correlation between favorable attitudes and increased acceptance of foreign tourists, whereas unfavorable attitudes may result in reduced acceptance of foreign tourists. Through the evaluation of attitudes as a mediator between trust and acceptance intentions, this study offers valuable insights into the mental processes underlying residents' acceptance of tourists. This understanding has the potential to offer valuable perspectives on the development of tactics that seek to build trust of tourism for the residents in Hainan, cultivate a positive attitude towards tourism, and ultimately enhance the community's acceptance of international visitors.

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5.2.7 The Mediating Roles of Attitudes Between Perceived Risk and Acceptance Intention

These results of the current study fit in with the research conducted by Shih and Fang (2006), which revealed that attitudes towards the utilization of the service acted as a mediator connecting perceived risk with the acceptance intention. This study's findings line up with the research conducted by Andrews et al. (2014), which performed attitude as a mediator in the relationship between perceived risk and

acceptance intention. A key contextual differentiation emerges here: Shih and Fang (2006) and Andrews et al. (2014) focused on consumer acceptance of services and goods, whereas this study applies the perceived risk attitude intention mediation model to residents' acceptance intention toward international tourists in Hainan's FTP setting, addressing a gap in research on resident intention focused on tourism.

The results of the research demonstrate that attitude plays a mediating role in the connection between perceived risk and acceptance intention. This study shows the reality of a significant intention process that impacts the decision-making process of Hainan residents about their acceptance of tourism. This finding can be understood in the following manner:

The concept of perceived risk refers to the extent to which residents perceive potential dangers associated with tourism activities, including environmental degradation, cultural erosion, and economic instability. In the context of this study, attitude refers to the thorough evaluations, emotions, and viewpoints of residents towards tourism. The perception of risk is among the various factors that influence it. Acceptance Intention pertains to the residents' attitude or intention to embrace tourists in Hainan. For instance, if residents perceive a higher degree of risk linked to tourism activities, they may create unfavorable attitudes towards tourism, resulting in a reduced intention to accept it. On the other hand, if residents hold a lower view of risk or exhibit favorable attitudes towards tourism despite the presence of perceived risks, they may exhibit an elevated willingness towards accepting foreign tourists.

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Comprehending the mediator's role of attitude offers a valuable understanding of the basic factors that influence residents' acceptance intention. This highlights the significance of acknowledging residents' perceptions of risk and building favorable attitudes towards tourism through the establishment of suitable management strategies and effective communication efforts. The Hainan Government and managers may seek to enhance community encouragement and promote sustainable tourism development by considering and addressing these factors.

5.3 External Leads and Cognition Evaluations

5.3.1 The Effects of Trust on Hainan Residents 'Attitudes

The empirical results of this study show that the positive relationship between Hainan residents' trust level and their attitudes towards foreign tourists holds notable management implications. Specifically, targeted efforts to foster trust among residents can directly shape their welcoming attitudes towards foreign tourists, which in turn enhances the overall travel experience of tourists in Hainan's FTP context. Following this implication, three actionable management strategies are proposed below:

Community Engagement and Education: Establish and implement initiatives to actively involve local Hainan communities, aiming to enhance residents' awareness of tourism's role in the local economy. These initiatives should clarify the tangible benefits of welcoming international tourists and illustrate how residents' favorable attitudes can drive the sustainable expansion of the tourism sector.

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Cultural Exchange Programmes: Launch cultural exchange activities to facilitate direct interaction between residents and international tourists, thereby fostering mutual understanding and respect. Potential initiatives in Hainan include cultural festivals, language exchange sessions, foreign language training courses, and homestay activities that are currently underutilized but hold great potential for bridging cultural gaps.

Communicating Openly: Promote a culture of transparent communication between tourism authorities and residents regarding tourism policies, planning, and project developments. Trust can be significantly strengthened by involving residents in the decision-making process and timely addressing their concerns about environmental impacts and cultural preservation, which are key anxiety points for local communities.

Community Benefits: It is essential to implement strategies that ensure local communities in Hainan gain direct, tangible benefits from tourism activities. These measures can include revenue-sharing schemes tied to tourism projects, targeted job creation for local residents, and investment in community infrastructure (e.g., public facilities, healthcare services) that elevates the quality of life for locals.

Quality of Tourism Services: It is critical to deliver high-standard tourism services that address the needs and expectations of both residents and international tourists. Positive interactions between residents and tourists, which are rooted in efficient and respectful service provision, can further strengthen residents' welcoming attitudes towards visitors.

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Sustainability and Respect for Local Environment: To mitigate negative impacts on Hainan's ecosystem and local communities, sustainable tourism practices must be prioritized. This involves advocating for responsible tourism behaviors that respect local customs, traditions, and natural resources (e.g., limiting over-tourism in ecologically sensitive areas, promoting cultural heritage protection). By implementing these strategies, Hainan's tourism authorities can build residents' trust in tourism development, improve their perceptions of foreign tourists, and foster a more harmonious and pleasant tourism environment, with the ultimate effect of enhancing the overall reputation of Hainan as a tourism destination.

This finding aligns with the conclusion of Rasoolimanesh et al. (2019) that trust serves as a foundational predictor of residents' positive attitudes toward tourism. However, unlike their general focus on community tourism, this study contextualizes the trust-attitude link in Hainan's FTP, where international tourism plays a pivotal role in economic development, while highlighting the need for strategies that balance economic gains with local well-being.

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5.3.2. The effects of perceived risk on Hainan residents' attitudes

The examination findings, which reveal a low level of perceived risk among residents in Hainan, have significant implications for managing and improving the overall international tourism experience. This is particularly relevant in the context of sustainable tourism development in Hainan FTP, where international tourist flows are expanding rapidly.

Risk Communication and Management: Create and implement targeted strategies to efficiently communicate information to residents regarding the safety protocols and protective measures implemented for tourists. Emphasizing the effectiveness of these risk-mitigation measures, rather than just the low risk level, may successfully alleviate residents' concerns and build trust among them about the security of accommodating international visitors.

Safeguarding Quality: It is necessary to highlight the significance of maintaining higher standards of quality and safety within Hainan's tourism infrastructure, accommodation, and services. By prioritizing the delivery of positive and secure experiences for tourists, it is expected that residents' attitudes towards hosting foreign tourists will remain consistently favourable, as their confidence in tourism management is reinforced.

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Community Engagement: Engage with local communities to gain insight into their specific concerns and effectively address any challenges associated with tourism development. To encourage an atmosphere of ownership and collaboration, it is fundamental to promote the active engagement of residents in decision-making processes and systematically collect and respond to their feedback on tourism initiatives.

Cultural Awareness: To avoid potential conflicts and misunderstandings, it is important to increase cultural sensitivity and promote respect for local customs and traditions among tourists. It is imperative to promote a culture of respectful engagement between tourists and the local community and environment, thereby

encouraging positive interactions and fostering mutual understanding. In particular, special attention should be paid to the unique cultural beliefs of ethnic minorities in Hainan, such as the Li and Miao groups, through targeted tourist education campaigns.

Save the Environment: Emphasize the significance of environmental preservation and the adoption of sustainable tourism practices for both local inhabitants and visitors. Showcasing Hainan's natural beauty and wildlife through eco-friendly tourism projects (e.g., guided nature reserves tours, zero-waste scenic spots) has the potential to foster a greater inclination among residents to endorse tourism development initiatives that prioritize the preservation of the environment.

Training and Capacity Building: Offer training and capacity building initiatives for people engaged in the tourism sector, to enhance their expertise and cultural competence. The provision of essential tools and resources to local communities has the potential to improve the tourism experience for all stakeholders, creating a win-win situation where both residents and tourists benefit from sustainable tourism growth.

Through the implementation of these management implications, tourism authorities in Hainan can cultivate a hospitable disposition among residents towards international tourists, while continuously addressing perceived risks and advancing the cause of sustainable tourism growth in the area. This finding echoes the argument of Sadiq et al. (2021) that perceived risk has exerts a significant negative impact on residents ’attitudes toward tourism. However, unlike their study on urban tourism destinations, this research focuses on Hainan, a coastal FTP reliant on international

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tourism, highlighting that risk management must integrate both environmental protection and ethnic cultural preservation to sustain residents' support.

5.3.3 The Effects of Perceived Cost on Residents' Acceptance Intention

According to the findings, the impact of perceived cost on Hainan residents' acceptance intention exhibits a weak negative correlation, as indicated by the standardized regression coefficient of -0.047, though this effect lacks strong statistical significance. However, understanding the complexities of residents' viewpoints on tourism-related costs can still be beneficial for destination management and marketing strategies in Hainan FTP. Given these insights, the management implications are as follows:

Cost Management and Communication: While the impact of perceived cost may be small, it remains necessary to efficiently manage and communicate the expenses associated with tourism. Destination management organizations must prioritize the provision of transparent information about pricing, value, and benefits to both residents and international visitors. Proactively disclosing how tourism revenue is allocated to local public welfare (e.g., infrastructure upgrades, education subsidies) can decrease residents' concerns regarding costs and promote a positive perception of tourism development.

Value Proposition Improvement: The significance of unique tourism experiences in Hainan should be emphasized for both residents and tourists. Highlighting the distinctive scenic spots, ethnic cultural experiences (e.g., Li minority weaving workshops, Miao festivals), and long-term economic benefits of visiting the

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destination can assist in rationalizing tourism-related costs and encouraging acceptance among residents.

Community Engagement and Benefits: Ensure that tourism development efforts actively contribute to the welfare of local communities in Hainan. Develop active engagement with residents to learn about their concerns and preferences regarding tourism, and aim towards delivering concrete advantages such as local job opportunities, targeted enhancements in community infrastructure, and inclusive advancements in regional economic growth. When residents perceive tangible benefits of tourism, they are more willing to support and welcome international tourists.

Marketing Strategies: Design marketing strategies that highlight the favorable attributes of visiting Hainan, while addressing concerns regarding financial implications. Customize communication to emphasize cost-effective travel options, seasonal discounts, and exclusive promotions to appeal to responsible travelers. Employ digital marketing channels and social media platforms to widen the target demographic and effectively advertise the destination's value-for-money propositions.

Sustainable Tourism Development: Incorporate sustainability principles into tourism development strategies in Hainan. The promotion of responsible tourism practices that aim at reducing negative impacts on the environment, local culture, and communities, while simultaneously optimizing shared economic advantages, is of paramount importance. The implementation of sustainable tourism development has the potential to enhance the overall tourism experience and generate lasting

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acceptance from residents. By taking into account these management implications, destination management organizations in Hainan can strive to foster a hospitable attitude among residents towards international tourists, while simultaneously addressing apprehensions about perceived costs and upgrading the overall tourism experiences within this region.

This finding is partially consistent with the research of Habibi and Rasoolimanesh (2021), who argued that perceived cost exerts a negligible impact on residents' tourism acceptance in mature destinations. However, unlike their focus on inland cultural attractions, this study illustrates that in Hainan, a coastal FTP oriented toward international tourism, even weak perceived cost concerns need targeted responses to maintain residents' support for tourism internationalization.

5.3.4 The Effects of Perceived Benefit on Residents' Acceptance Intention

The provided statement suggests that there is a positive relationship between perceived benefit and acceptance intention among residents of Hainan, as supported by the standardized regression coefficient of 0.439. Moreover, it means that if residents exhibit a hospitable demeanor towards international tourists, it will naturally enhance the overall tourism experience. The management implications can be gathered from these insights as follows:

Emphasize and Enhance Perceived Benefits: The primary objective of destination management organizations should be to emphasize and enhance the perceived benefits of tourism for the residents of Hainan. This might include the facilitation of economic prospects, creating cultural interchange, generating employment

opportunities, advancing infrastructure, and enhancing overall well-being. By showcasing the beneficial effects of tourism on the lives of residents, the likelihood of increasing acceptance intention is likely to continue to increase.

Community Engagement and Participation: Collaborate with the local communities in Hainan to actively engage them in the process of planning and making decisions related to tourism. Promote and develop the active engagement of residents in endeavors that contribute to the expansion of tourism advantages, encompassing cultural events, community tourism initiatives, and sustainable development endeavors. The inclusion of residents in the process of tourism development is expected to have a positive impact on their acceptance intention.

Education and Awareness: Implement educational and awareness initiatives aimed at spreading information to residents regarding the potential advantages of tourism and the significance of embracing international visitors. It is imperative to underscore the tangible economic, social, and cultural impacts that tourism can bestow upon local communities in Hainan, such as job creation in the hospitality sector, infrastructure upgrades, and the revitalization of ethnic cultural heritage. By enhancing knowledge and comprehension, residents are more inclined to cultivate a hospitable approach toward foreign tourists.

Quality of Tourism Experience: Ensure that the tourism experience in Hainan fulfills the residents' expectations in terms of excellence, sincerity, and environmental responsibility. To optimize the visitor experience, it is imperative to allocate resources towards the development of high-quality, context-specific infrastructure, services,

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and attractions that concurrently uphold local culture and environment (e.g., eco-friendly scenic spot facilities, Li ethnic-style homestays with authentic cultural experiences). A favorable tourism encounter serves to strengthen the hospitable disposition of residents towards tourists and builds an attraction for return trips.

Cultural Exchange and Integration: Enhance cultural interchange and integration between residents and travelers to promote mutual knowledge and enthusiasm. Promote social engagement by organizing targeted cultural events, homestay programs, and community-driven tourism projects, such as Hainan folk art exhibitions co-hosted by residents and tourists, and agricultural tourism experiences that showcase local tropical crop cultivation. By cultivating interpersonal connections and establishing emotional bonds, residents are more likely to treat international tourists as highly regarded guests rather than mere visitors.

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Sustainable Tourism Development: To optimize long-term benefits, it is imperative to prioritize sustainable tourism practices that seek to reduce adverse effects on the environment, culture, and community. Participate in sustainable tourism development that maintains Hainan's beautiful natural landscapes and cultural legacy for the benefit of future generations, including initiatives like limiting visitor numbers in ecologically fragile areas and promoting zero-waste tourism operations. Environmentally friendly tourism serves to augment a complete tourism encounter and strengthen the favorable dispositions of residents towards tourism. These efforts cultivate a hospitable disposition among residents towards international tourists, as well as optimize the perceived benefits offered by tourism and improve the overall tourism experience in Hainan. Destination management organizations may

implement these management implications to drive sustainable tourism growth in Hainan FTP.

This finding aligns with the conclusion of Ilhamalimy and Ali (2021) that positive tourism experiences and cultural integration are key drivers of residents' hospitality. However, unlike their study on domestic tourism destinations, this research highlights that in Hainan, a FTP focused on international tourism, sustainability must be embedded into every aspect of cultural exchange to maintain residents' long-term support.

5.3.5 The Effects of Subjective Norm on Residents' Attitudes

The statement suggests that there is a positive relationship between attitude and subjective norm with residents' acceptance intention towards tourism. Additionally, it indicates that fostering an open-door policy towards foreign tourists contributes to an enhanced overall tourism experience. The management implications can be derived from those mentioned insights.

Promotion of Positive Attitudes: It is recommended that destination management organizations adopt strategies aimed at cultivating favorable attitudes towards tourism among the residents of Hainan. Possible strategies for promoting tourism and developing a sense of pride in welcoming visitors may encompass educational programs, cultural exchange programs, and community engagement initiatives.

Social Norms and Peer Influence: Acknowledge the significance of subjective norms in influencing residents' acceptance intention towards tourism. Promote the

adoption of positive social norms by presenting instances of residents who actively participate in the reception of tourists and derive advantages from opportunities associated with tourism. Utilizing the power of peer influence can facilitate the process of normalizing inclusive behaviors within the community.

Community Participation and Ownership: Facilitate the active engagement of local communities in Hainan in the processes of tourism planning and development. To ensure the inclusion of residents in decision-making forums, advisory boards, and community-based tourism initiatives, it is imperative to actively engage them and give due consideration to their voices and perspectives. By developing a feeling of possession, residents can promote and actively participate in the overall tourism experience. Establishing resident-led tourism advisory communities in key destinations like Sanya and Haikou, for example, can ensure local needs are prioritized in development plans.

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Cultural Sensitivity and Respect: Emphasize the importance of cultural sensitivity and respect for local customs and traditions in interactions between residents and tourists. Provide cultural awareness training for tourism stakeholders to promote understanding and appreciation of cultural differences. Encourage tourists to engage respectfully with the local community, thereby enhancing mutual respect and positive interactions. Training programs can focus on Hainan-specific etiquette, such as protocols for participating in Li minority “March Third” festivals and respecting traditional agricultural practices.

Quality of Visitor Experience: Prioritize the delivery of high-quality tourism experiences that meet the needs and expectations of both residents and foreign tourists. Invest in tourism infrastructure, hospitality services, and visitor attractions that enhance satisfaction and enjoyment. A positive visitor experience reinforces residents' welcoming attitudes and encourages repeat visitation. Upgrading eco-friendly transportation links between coastal resorts and inland cultural villages, and standardizing multilingual service training for local vendors, can directly elevate the overall visitor experience.

Communication and Collaboration: Foster open communication and collaboration between tourism stakeholders, residents, and local authorities. Establish channels for feedback and dialogue to address concerns, share information, and collaborate on solutions that benefit the community as a whole. Transparent communication builds trust and strengthens relationships, leading to a more positive overall tourism experience. Launching a bilingual monthly newsletter and a dedicated feedback hotline for residents to voice tourism-related concerns can improve transparency and collaborative problem-solving.

Sustainable Tourism Development: Integrate principles of sustainability into tourism planning and development efforts. Promote responsible tourism practices that minimize negative environmental and social impacts while maximizing economic benefits. Sustainable tourism development ensures the long-term viability of tourism in Hainan and enhances the overall visitor experience for residents and tourists alike. Implementing a “green tourism certification” for hotels and attractions that meet energy-saving and waste-reduction standards, and limiting visitor numbers in

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ecologically sensitive areas like Wuzhishan National Nature Reserve, can embed sustainability into daily operations.

By implementing these management implications, destination management organizations in Hainan can work towards fostering a welcoming attitude among residents towards foreign tourists, leveraging positive attitudes and subjective norms to enhance the overall tourism experience in the region.

This finding aligns with the conclusion of Firouzbakht et al. (2021) that subjective norm is a critical predictor of residents' tourism acceptance intentions. This research highlights that in Hainan, a coastal FTP oriented toward international tourism, subjective norm must be cultivated through community participation and cultural respect to sustain long-term resident support.

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5.3.6 The Mediating Roles of Attitudes Between Trust and Acceptance Intention

This statement suggests that Hainan residents' attitudes toward foreign tourists mediate the relationship between trust and acceptance intentions. Data analysis insights based on these validations give insights into management practices. The prioritization of tourism trust among Hainan residents should be a key focus for destination management organizations in Hainan FTP, where international tourism trust is pivotal to long-term development. Transparent communication, active involvement of the community, and initiatives aimed at addressing residents' concerns and fostering confidence in the tourism industry may be necessary. For instance, regularly publishing tourism revenue allocation reports (e.g., percentages used for

rural road upgrades and public medical subsidies) and hosting quarterly resident-tourism enterprise dialogue forums can directly enhance trust transparency.

Analyze the impact of residents' attitudes towards foreign tourists on their intention to accept them. Positive attitudes can be shaped by Hainan-specific cultural exchange programs, targeted education campaigns, and tangible tourism benefits to the community. Examples include co-hosted Li ethnic weaving workshops for residents and tourists, and preferential policies for locals to access newly developed tourism facilities (e.g., discounted tickets to international-themed resorts). Collaboration in establishing trust in strategies for the development of tourism. Elucidate how trust among residents, tourists, and tourism stakeholders fosters a favorable and enduring tourism milieu. Building a tripartite trust mechanism, such as resident satisfaction surveys for tourism services, tourist feedback channels for cultural respect, and stakeholder accountability systems, can solidify mutual trust.

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Allocate resources towards initiatives that foster respect, learning, and collaboration. Investing in multilingual cultural exchange centers in key cities like Sanya and Qionghai, and supporting resident-led tourism volunteer teams, can bridge trust gaps through direct interaction. Through the implementation of these management implications, destination management organizations in Hainan can strive to cultivate a hospitable disposition among residents towards international tourists. This can be achieved by capitalizing on the mediating influence of attitude between trust and acceptance intention, thereby enhancing the overall tourism experience within the local area.

This finding aligns with the conclusion of Shin et al. (2022) that attitudes play a mediating role between trust and tourism acceptance. However, unlike their focus on domestic community tourism, this research highlights that in Hainan, a FTP oriented toward international tourism, attitude-mediated trust must be anchored in tangible local benefits and cross-cultural interaction to reinforce residents' acceptance intention.

5.3.7 The Mediating Roles of Attitudes Between Perceived Risk and Acceptance Intention

The statement suggests that Hainan residents' attitudes toward foreign tourists mediate the relationship between perceived risk and acceptance intentions. Based on these mediators' checking data, the management revelation further emphasizes the interplay between several variables, particularly critical in Hainan FTP's international tourism development, where risk perception mitigation directly impacts residents' support for global tourist flows.

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Destination management organizations in Hainan should effectively oversee and reduce perceived tourism risks. This might involve implementing targeted safety protocols tailored to Hainan's tourism characteristics, obtaining precise local risk data, and mitigating security, health, and environmental potential hazards. For example, establishing multilingual emergency response teams in coastal resorts (e.g., Sanya, Lingshui), conducting regular health and safety audits for tourism facilities, and setting up ecological risk early warning systems in ecotourism areas (e.g., Yanoda Rainforest) can directly alleviate residents' risk concerns.

The attitudes of residents towards foreign tourists have an impact on their intention to accept them. Positive attitudes can be shaped by Hainan-specific cultural exchange programs, targeted education campaigns, and tangible tourism benefits to the community. Examples include organizing “tourism benefit sharing sessions” to showcase how risk-managed tourism contributes to local employment (e.g., hotel service jobs, ethnic cultural performance opportunities) and launching cultural adaptation workshops for residents to understand international tourists’ customs, reducing intercultural misunderstanding risks.

Fostering a hospitable atmosphere among residents has the potential to enhance the reception of international tourists. Efforts aimed at fostering tourism trust among residents of Hainan should highlight the importance of transparent communication, active involvement of the community, and proactive measures to tackle residents' issues and enhance trust in the tourism sector. For instance, publishing monthly risk management bulletins (e.g., tourist flow control measures, epidemic prevention updates) and inviting residents to participate in tourism risk assessment committees can strengthen trust through participation and information transparency.

Trust-building initiatives enhance tourism and positively influence residents' attitudes towards tourism as mentioned. To enhance the overall tourism experience in Hainan, destination management organizations can implement these management implications to encourage an open mind among residents towards foreign tourists. This can be achieved by leveraging the mediating role of attitude between perceived risk and acceptance intention, turning risk mitigation into positive attitude cultivation, and further translating into sustainable acceptance of international tourism.

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This finding aligns with the conclusion of Andrews et al. (2014) that attitudes mediate the relationship between perceived risk and tourism acceptance. This research highlights that in Hainan, a coastal FTP oriented toward international tourism, attitude-mediated risk management must integrate ecological protection, cross-cultural adaptation, and local benefit sharing to effectively enhance residents' acceptance intention.

5.4 Substantive Recommendation

The results of this study could potentially contribute worthwhile inspirations and knowledge to stakeholders across the sectors of local authorities, tourism, and small, medium to large hospitality and catering industries. The study's findings contributed to the formulation of the following recommendations:

Firstly, this study reveals that the residents of Hainan showed a high level of attitude and acceptance towards tourists. Hence, one can assert that the local government has achieved considerable success in fostering and enlightening residents regarding their attitudes and receptiveness towards international tourists. Consequently, it is advisable to persist in the promotion and education of tourists in a hospitable manner.

Secondly, as indicated by this study, the perceived benefit exerts a favorable and substantial impact on the residents' intention to accept tourists. Thus, regional authorities, tourism, hospitality, catering, and other relevant sectors should take action.

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(1) A range of rational and effective strategies can be implemented to improve decision-making and utilization of advantageous products or services by tourists. For instance, the influence of the product brand and the attachment to the destination. Additionally, it is crucial to consistently standardize and enhance tourism support facilities to offer tourists more welcome as well as higher qualified experience of tourism in the local residents' areas.

(2) Efficiently developing different categories of experience-oriented consumer services, accurately positioning individualized travel goods, expanding the range of creative tourism consumer products, adapting to changing needs of the market for tourism services, implementing integration of sales and advertising to strategically place messages to stimulate tourist spending and continue to attract foreign tourists based on their preferences.

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(3) By thoroughly understanding the requirements of both residents and international visitors, we offer comprehensive and expert hands-on training programs to residents, thereby improving their accessibility.

Notably, Hainan’s inbound tourist volume reached 1.44 million in 2019 (the pre-pandemic peak) and recovered to 1 million in 2024, yet has not yet surpassed the 2019 level (see Chapter 2, Section 2.3). With the stabilization of the post-pandemic environment and the advancement of Hainan FTP’s opening-up policies, inbound tourism is projected to grow steadily over the next five years (2025-2030) and is expected to exceed the 2019 peak. Against this backdrop, authorities could develop targeted benefit-sharing initiatives, such as linking village collective economic

development with international tourism operations, to ensure residents can tangibly share the gains from the anticipated growth in inbound tourism, thereby further enhancing their perceived benefits and acceptance intentions.

Thirdly, a significant revelation of the research is that the perception of risk exerts a direct impact on attitudes, although with a limited size. The data indicates that residents of Hainan exhibit a decreased sense of being ignored by visitors. This suggests that the local government has effectively implemented thorough measures of protection, a range of safety services, and a system of safety with security, thereby ensuring a peaceful and contented living and working environment for the local population. Consequently, foreign tourists perceive a low level of risk. It is advisable to consistently uphold benign precautionary measures and ensure the availability of local safety and security services. These measures are thought to be the cause for the residents' comfort and openness to accommodate tourists. This approach can be further aligned with Hainan's FTP high-quality tourism development orientation, to sustain the positive resident attitude amid the growing inbound tourist volume.

Fourthly, a significant finding of the research indicates that the perceived cost has a direct negative effect on attitudes, although with a limited size. However, 85% of those who participated have a monthly income below RMB 10,000. The data indicates that residents of Hainan exhibit a lower opinion of the cost associated with rejection by foreign tourists. The overall attitudes of residents towards tourism in Hainan are influenced by their perceptions of the costs associated with hosting foreign tourists. Several variables could account for the limited impact of this influence:

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(1) Residents may place greater importance on factors other than cost when shaping their overall attitudes towards tourism, resulting in a diminished effect size for perceived cost. These factors may include economic opportunities or cultural exchange. The perceived benefits have the potential to partially offset the negative effects of perceived costs, leading to a relatively minor overall negative impact on attitudes. The cultural norms and values in Hainan can influence the residents' attitudes toward tourism. The residents generally hold a favorable perspective on hospitality and the act of welcoming guests, which may help alleviate the adverse impact of perceived costs on attitudes towards tourism.

(2) The characteristics of the study's sample, including demographic factors and prior experiences with tourism, could potentially impact the size of the association between perceived cost and attitudes. The presence of diverse sample characteristics could perhaps account for the observed small effect size. The local authorities or tourism stakeholders in Hainan should adopt mitigation strategies to effectively address the concerns of residents regarding perceived costs. For instance, governmental entities may allocate resources towards enhancing infrastructure, implementing regulatory measures to mitigate adverse effects, or advocating for the adoption of responsible tourism strategies. The implementation of these initiatives has the potential to reduce residents' worries regarding expenses, thereby moderating the overall negative impacts on attitudes.

In general, the impact of perceived cost on attitudes towards tourism among Hainan residents is showed to be negative. However, the impact is relatively minor in

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magnitude, indicating that other factors may exert a more substantial influence on residents' overall attitudes and perceptions towards tourism in Hainan.

5.5 Limitations

The focus of this study is primarily on the residents of Hainan, with a specific emphasis on sampling from the six main cities in Hainan Province. For instance, the residents of Haikou, Sanya, Wenchang, Qionghai, Linshui, and Wanning. The study findings indicate that the sampling target of Haikou City has a relatively high data amount of 42.99%. However, there may be imbalances among the data from different selected cities, and the selection of districts does not encompass the whole of the province of Hainan, including certain counties, towns, villages, etc. There is no all-round coverage.

Furthermore, the categories covering subjects beyond college and university education constituted an overall proportion of 70.10%. There exists a positive correlation between the level of education attained and the ability to adapt flexibly to various emergencies, as well as the propensity to easily accommodate foreign tourists.

(1) The observation that a significant proportion of the respondents possess a college or university education suggests that the sample is likely comprised of people who have attained comparatively advanced levels of education. The potential impact of higher education levels on persons' perceptions, attitudes, and behaviors towards tourism is significant, as it is likely to be associated with increased exposure to a wide range of perspectives and the development of critical thinking abilities.

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(2) This group exhibits a greater proportion of people who are either overrepresented or underrepresented in comparison to the overall population, which may impact the applicability of the study's results. The data report may only provide a partial representation of opinions or intentions given by persons who have a low level of knowledge and education.

(3) There is a possibility of potential bias in the composition of the subjects, depending on how the sample was recruited or selected. The study attracted respondents from university campuses or online platforms commonly used by educated individuals, potentially leading to sample bias.

Moreover, it is possible to expand the scope of each variable to accommodate circumstances where the variables within the construct design are limited in scope. One potential methodology involves the classification of perceived risk, with safety standard operating procedure (SOP) specifications being examined as a distinct category.

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5.6 Future Studies

The primary focus of this study pertains to the residents of Hainan. However, it is suggested that future research endeavors may explore the intentions of residents residing in other Chinese parts or foreign nations, with particular emphasis on tourist destinations. Gaining a deeper comprehension of the future residents' intention in different nations to embrace foreign visitors would be advantageous.

By expanding the research scope to encompass residents of various regions in China or foreign countries, with a specific focus on tourist destinations, numerous potential areas for future investigation can be explored. The dependent variable in this study is the intention, and there are potential future research directions as a sample. Additional variables can be further investigated in the future.

Cross-cultural comparative studies: Explore the acceptance intentions of residents in various regions of China or other countries, it is recommended to undertake comparative studies. Analyze the various factors that impact the intention to accept something, such as attitudes, perceptions of risk, trust, and perceived benefits, in different cultural settings. This study would yield significant findings regarding the cultural disparities and commonalities in the attitudes among regional residents toward international tourists.

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Extended-term studies: Conduct longitudinal studies to track changes in residents' acceptance intentions over time. Monitor shifts in attitudes, perceptions, and behaviors towards tourism as destinations evolve and undergo development. Longitudinal studies can provide insights into the dynamics of resident-tourist interactions and the impact of various factors on acceptance intention over time.

Segmentation Studies: Explore segmentation approaches to identify distinct groups within resident populations based on their acceptance intentions towards foreign tourists. Investigate demographic, psychographic, and behavioral characteristics that differentiate segments and influence their attitudes and behaviors toward tourism.

Segment-specific strategies can be developed to address the unique needs and preferences of different resident groups.

Qualitative Research: Conduct qualitative research, such as in-depth interviews or focus group discussions, to gain deeper insights into the underlying motivations, perceptions, and experiences shaping residents' acceptance intentions towards foreign tourists. Qualitative approaches can provide a rich, contextualized understanding of resident perspectives and shed light on nuanced factors influencing acceptance intention.

Policy and Intervention Studies: Explore the effectiveness of policy interventions and interventions aimed at promoting positive resident attitudes and acceptance intentions towards tourism. Evaluate the impact of community engagement initiatives, education campaigns, incentives, and regulatory measures on resident perceptions and behaviors towards tourism. Identify best practices and lessons learned for informing future policy development and implementation.

Sustainability Studies: Investigate the relationship between residents' acceptance intentions towards tourism and sustainable tourism development. Examine how environmental, social, and economic sustainability considerations influence resident attitudes and behaviors towards tourism. Explore strategies for promoting responsible tourism practices and fostering community support for sustainable tourism initiatives.

Technology and Innovation Studies: Explore the role of technology and innovation in shaping resident-tourist interactions and acceptance intentions towards tourism.

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Investigate the impact of digital platforms, smart tourism initiatives, and technological advancements on resident perceptions, behaviors, and experiences related to tourism. Identify opportunities for leveraging technology to enhance community engagement, communication, and collaboration in tourism destinations.

In overall, carrying out future research that specifically examines the acceptance intentions of residents towards foreign tourists can enhance our comprehension of the complex relationships that underlie interactions between residents and tourists. along with consequently, can provide valuable insights for developing effective strategies aimed at fostering sustainable and inclusive tourism development within culturally diverse environments.

5.7 Conclusions

The objective of this study was to investigate the primary determinants that impact the acceptance intention of foreign tourists within the population of Hainan. Analysis was conducted on the data obtained from questionnaires using SEM to examine the model and verify the hypotheses. This research makes a substantial contribution to the existing body of literature by offering empirical data and managerial implications for government organizations, the tourism and hotel industry, as well as associated enterprises.

In terms of research methodology, this study is a quantitative approach to fulfil the objectives of the study. The regression analysis method used to test each hypothesis of the study. It can be seen that the results of the study support almost all of the proposed hypotheses, please refer to the summary results in Chapter 4 of this research,

which, at a glance, achieve the objectives specified in this research and show that various motivational factors have a positive and significant impact on Hainan residents' acceptance intention of foreign tourists. In addition, the results of this study contribute to the relevant tourism and management literature by identifying the relationship between the variables "perceived benefits", "perceived costs", "trust" and "perceived risks" in term of the theory of reasoned action and the theory of social exchange, as well as the innovative use of "attitudes" as a mediating variable, which narrows the gap in the research.

The study employed quantitative methodologies to accomplish the research objectives. The research hypotheses were tested using regression analysis. The findings of this study provide substantial support for the majority of the hypotheses and align with the study's objectives. These results demonstrate that the different motivational factors exert positive and statistically significant influences on the acceptance intention of foreign tourists among Hainan residents. Furthermore, the results of this study make a valuable contribution to the existing body of literature by addressing a research gap. Specifically, the study examines the relationship between the variables of perceived benefits, perceived costs, trust, and perceived risks within the framework of the theory of reasoned action and the theory of social exchange. Additionally, the study introduces the concept of attitude as a mediating variable, thereby enhancing our understanding of this relationship.

More specifically, this research extends SET by revealing that in the context of Hainan as a mature international tourism island and FTP, residents' long-term exposure to tourism-driven economic benefits has mitigated their sensitivity to

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perceived costs (β=-0.008, p=0.649), a finding that enriches the contextual applicability of SET in post-pandemic tourism contexts. Moreover, the identification of a strong negative effect of perceived risk (β=-0.818), driven by both health and cultural concerns, fills a gap in the literature on resident acceptance of international tourists in island destinations.

The results of this study offer valuable insights for various stakeholders, including the Hainan government, policymakers, tourism and hotel executives, and academic researchers in the fields of entrepreneurship, hospitality management, and strategic management. These findings highlight the importance of identifying and addressing factors that can improve the performance of the tourism industry. Although the study has made notable contributions, it is important to acknowledge its limitations. These limitations present several possibilities for future research to investigate additional variables that may influence the intention of residents to accept Hainan, China.

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Ultimately, this research contributes both theoretical and practical significance to the existing body of knowledge in the field of tourism. The primary aim was accomplished using the empirical results, which indicate that the disposition of Hainan residents towards international tourists acts as a mediator in the relationship between trust and acceptance intention. To translate these findings into actionable practice, stakeholders should prioritize three core strategies: sustaining transparent communication on visitor health and security to mitigate risk perceptions, expanding tourism benefit-sharing mechanisms to reinforce the cost-benefit equilibrium, and fostering cultural exchange to reduce misperceptions between residents and international tourists. The research data strongly advocates for residents to place

direct trust in foreign tourists and emphasizes the importance of providing exceptional tourism services that surpass the expectations and demands of both residents and international visitors. Facilitating favorable experiences for tourists will enhance residents' welcoming dispositions towards them.

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APPENDICES

Appendix A - Questionnaires (English Version)

Ghazali Shafie
Graduate School
of Government

Universiti Utara Malaysia

Instrument Survey of Residents' Acceptance Intentions Towards International Tourists in Hainan, China: The Mediating Roles of Attitudes

Dear Reader:

I want to thank you for taking the time to participate in this survey and for your help and support. This survey's goal is to find out how welcoming the people of Hainan are to international visitors, no personal information about the investigation's results will be made available to the public; alternatively, they will only be used for academic research, which will be the estimated time of one month to finish answering the questionnaire. I appreciate you taking the time to answer since I really value your expert opinion and it will be crucial to how this research turns out. Once again, please accept my thanks for taking the time to respond. I send our best wishes for a happy and successful life.

Best Regards

Evely Zhou (Hongxia)
PhD Candidate
First Supervisor: Associate Professor Johan Afendi Ibrahim
Second Supervisor: Dr Ahmad Edwin Mohamed
Ghazali Shafle Graduate School of Government
Universiti Utara Malaysia

Appendix B - Questionnaires (Chinese Version)

Ghazali Shafie
Graduate School
of Government
Universiti Utara Malaysia

影响中国海南居民对接受国际游客意愿的因素调查：态度的中介作用

您好：

首先感谢您的协助与配合，拨冗填答这份问卷，本问卷目的在于尤其大疫情后，了解影响海南居民接受国际游客意愿的因素调查，研究所获得之结果仅用于学术研究，预计一月内完成问卷回答。感谢您抽出时间回答我的问题，绝不对外披露个人资料，本问卷采不记名方式，请您安心填写。您的宝贵意见将是本研究的成败关键，再次感谢您拨冗作答。

敬祝您顺心愉快, 事业有成！

在读博士生：周红霞敬上

博士生导师：Johan Afendi Ibrahim 教授

Ahmad Edwin Mohamed 教授

马来西亚北方大学博士论文研究

Acceptance Intention

Please tick the relevant item □ based on your individual preferences	Strongly disagree	Disagree	Slightly disagree	Neutral	Somewhat agree	Agree	Strongly Agree
1. Probability of accepting international tourists after COVID-19.	□	□	□	□	□	□	□
2. I will make an effort to accept international tourists in Hainan.	□	□	□	□	□	□	□
3. It is worthwhile to accept international tourists.	□	□	□	□	□	□	□
4. I offer my assistance to international tourists.	□	□	□	□	□	□	□
5. All things considered, international tourists are safe to complete acceptance.	□	□	□	□	□	□	□

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接受意愿 (Acceptance Intention)

请依照您个人的实际感受在适当的□打勾。	非常不同意	不同意	稍微不同意	普通	稍微同意	同意	非常同意
1. 大疫情后我尽可能接受国际来旅游的游客。	□	□	□	□	□	□	□
2. 我努力接受国际来旅游的游客。	□	□	□	□	□	□	□
3. 国际来旅游的游客是值得接受的。	□	□	□	□	□	□	□
4. 我能为国际来旅游的游客提供帮助。	□	□	□	□	□	□	□
5. 综合考量，国际来旅游的游客是安全的，我完全接受。	□	□	□	□	□	□	□

Perceived Benefits

Please tick the relevant item □ based on your individual preferences	Strongly disagree	Disagree	Slightly disagree	Neutral	Somewhat agree	Agree	Strongly Agree
1. I think international tourists create more tax revenue.	□	□	□	□	□	□	□
2. I think international tourists offer a wider range of local tourism products, activities, cultural exchanges and services.	□	□	□	□	□	□	□
3. I think international tourists increase job opportunities and investment opportunities.	□	□	□	□	□	□	□
4. I think international tourists improve public infrastructure and facilities.	□	□	□	□	□	□	□

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感知利益 (Perceived Benefit)

请依照您个人的实际感受在适当的□打勾。	非常不同意	不同意	稍微不同意	普通	稍微同意	同意	非常同意
1. 我认为国际游客创造了更多的税收。	□	□	□	□	□	□	□
2. 我认为国际游客能提供更多的当地旅游产品、活动、文化交流和服务。	□	□	□	□	□	□	□
3. 我认为国际游客增加了就业机会和投资机会。	□	□	□	□	□	□	□
4. 我认为国际游客改善了公共基础设施和设备。	□	□	□	□	□	□	□

Perceived Cost

Please tick the relevant item □ based on your individual preferences	Strongly disagree	Disagree	Slightly disagree	Neutral	Somewhat agree	Agree	Strongly Agree
1. I think international tourists cause more litter and pollution.	□	□	□	□	□	□	□
2. I think international tourists cause more traffic congestion and parking problems.	□	□	□	□	□	□	□
3. I think international tourists raise local product prices.	□	□	□	□	□	□	□
4. I think international tourists overuse the resources of local heritage.	□	□	□	□	□	□	□
5. I think international tourists increase conflicts between tourists and residents.	□	□	□	□	□	□	□

感知成本(Perceived Cost)

请依照您个人的实际感受在适当的□打勾。	非常不同意	不同意	稍微不同意	普通	稍微同意	同意	非常同意
1. 我认为国际游客会造成更多的垃圾和污染。	□	□	□	□	□	□	□
2. 我认为国际游客会造成更多的交通拥堵和停车问题。	□	□	□	□	□	□	□
3. 我认为国际游客会抬高当地产品价格。	□	□	□	□	□	□	□
4. 我认为国际游客过度使用了本地遗产资源。	□	□	□	□	□	□	□
5. 我认为国际游客增加了游客与居民之间的冲突。	□	□	□	□	□	□	□

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Perceived Risk

Please tick the relevant item □ based on your individual preferences	Strongly disagree	Disagree	Slightly disagree	Neutral	Somewhat agree	Agree	Strongly Agree
1. International tourists of post-COVID-19 pandemic to residents would be risky.	□	□	□	□	□	□	□
2. The arrival of international tourists is uncomfortable to residents.	□	□	□	□	□	□	□
3. For me, international tourists would add great uncertainty to residents	□	□	□	□	□	□	□
4. International tourists expose an overall risk to residents.	□	□	□	□	□	□	□
5. On the whole, all things considered, international tourists are very risky to residents	□	□	□	□	□	□	□

感知风险(Perceived Risk)

请依照您个人的实际感受在适当的□打勾。	非常不同意	不同意	稍微不同意	普通	稍微同意	同意	非常同意
1. 疫情后国际游客可能会有外来风险。	□	□	□	□	□	□	□
2. 国际游客的到访是有些让当地居民不舒服的。	□	□	□	□	□	□	□
3. 对我来说，国际游客将增加巨大的不确定性风险。	□	□	□	□	□	□	□
4. 国际游客对当地居民有整体公开风险。	□	□	□	□	□	□	□
5. 总的来说，综合考虑各种因素，国际游客对本地居民是非常危险的。	□	□	□	□	□	□	□

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Trust，TRU

Please tick the relevant item □ based on your individual preferences	Strongly disagree	Disagree	Slightly disagree	Neutral	Somewhat agree	Agree	Strongly Agree
1. I consider international tourists as people who can be trusted	□	□	□	□	□	□	□
2. I consider international tourists as people who can be counted on to do what is right.	□	□	□	□	□	□	□
3. I consider international tourists as people who can be counted on to get the job done right.	□	□	□	□	□	□	□
4. I consider international tourists as people who are always reliable.	□	□	□	□	□	□	□
5. Overall, I think that international tourists are trustworthy to residents.	□	□	□	□	□	□	□

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信任(Trust，TRU)

请依照您个人的实际感受在适当的□打勾。	非常不同意	不同意	稍微不同意	普通	稍微同意	同意	非常同意
1. 我认为国际游客是可以信任的。	□	□	□	□	□	□	□
2. 我认为国际游客对本地居民会是好的。	□	□	□	□	□	□	□
3. 我认为国际游客会做正确的事。	□	□	□	□	□	□	□
4. 我认为国际游客总是可信靠的。	□	□	□	□	□	□	□
5. 总体而言,我认为国际游客对我来说是值得信赖的。	□	□	□	□	□	□	□

Attitude

Please tick the relevant item □ based on your individual preferences	Strongly disagree	Disagree	Slightly disagree	Neutral	Somewhat agree	Agree	Strongly Agree
1. Having international tourists is compatible with my lifestyle.	□	□	□	□	□	□	□
2. International tourists are compatible with most resident activities.	□	□	□	□	□	□	□
3. Opening services to international tourists is a wise idea.	□	□	□	□	□	□	□
4. International tourists are beneficial to residents.	□	□	□	□	□	□	□
5. In general, it is pleasant to support the international tourists tourism development here.	□	□	□	□	□	□	□

态度(Attitude)

请依照您个人的实际感受在适当的□打勾。	非常不同意	不同意	稍微不同意	普通	稍微同意	同意	非常同意
1. 有国际游客是符合我们正常的生活方式。	□	□	□	□	□	□	□
2. 国际游客兼容大多数本地居民的活动。	□	□	□	□	□	□	□
3. 开放国际游客服务是一个明智的想法。	□	□	□	□	□	□	□
4. 国际游客对本地居民是有益的。	□	□	□	□	□	□	□
5. 总的来说，我是欢迎支持本地国际游客的发展。	□	□	□	□	□	□	□

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Subjective Norm

Please tick the relevant item □ based on your individual preferences	Strongly disagree	Disagree	Slightly disagree	Neutral	Somewhat agree	Agree	Strongly Agree
1. Most of my friends think I should accept international tourists	□	□	□	□	□	□	□
2. Most of my neighbors think I should accept international tourists.	□	□	□	□	□	□	□
3. Most of my co-workers think I should accept international tourists.	□	□	□	□	□	□	□
4. Most of my family members think I should accept international tourists	□	□	□	□	□	□	□
5. Most of my local community members think I should accept international tourists.	□	□	□	□	□	□	□

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主观规范(Subjective Norm)

请依照您个人的实际感受在适当的□打勾。	非常不同意	不同意	稍微不同意	普通	稍微同意	同意	非常同意
1. 我的大多数朋友认为应该接受国际游客。	□	□	□	□	□	□	□
2. 我的大多数邻居认为应该接受国际游客。	□	□	□	□	□	□	□
3. 我的大多数同事认为应该接受国际游客。	□	□	□	□	□	□	□
4. 我的大多数家人认为应该接受国际游客。	□	□	□	□	□	□	□
5. 我的大多数本地社区居民接受国际游客。	□	□	□	□	□	□	□

Basic Information

1.Gender (1)☐Male (2)☐Female

2. Age (1)☐Under 20 years (2)☐21-40 years (3)☐41-60 years

(4)☐61 years and over

3.Marital Status (1)☐Married (2)☐Unmarried

4.Place of residence (1)☐Haikou (2)☐Sanya (3)☐Wenchang (4)☐Wanning

(5)☐Qionghai (6)☐Lingshui (7)☐Others

5.Monthly payment (1)☐5,000 below RMB (2)☐5,001-10,000 RMB

(3)☐10,001-20,000 RMB (4)☐20,001 above RMB

6.Occupation (1)☐Civil Servant (2)☐State-owned enterprise staff

(3)☐Foreign enterprise staff (4)☐Social enterprise staff

(5)☐Businessman (6)☐Students (7)☐Others

7.Education Level (1)☐Diploma or Lower (2)☐Bachelor Degree

(3)☐Master Degree or Higher

【This concludes the questionnaire. Please review your responses for any mistakes. Thank you for your participation.】

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基本资料 Basic Information

1.性别: (1)□男 (2)□女

2.年龄: (1)□20 岁以下 (2)□21-40 岁 (3)□41-60 岁

(4)□61 岁以上

3.婚姻: (1)□已婚 (2)□未婚

4.居民地: (1)□海口 (2)□三亚 (3)□文昌 (4)□万宁

(5)□琼海 (6)□陵水 (7)□其他

5.月收入: (1)□5,000 以下 (2)□5,001-10,000 (3)□10,001-20,000

(4)□20,001 以上

6.职业: (1)□事业单位/公务员 (2)□国企员工 (3)□外企员工

(4)□社会企业员工 (5)□商人 (6)□学生 (7)□其他

7.教育程度: (1)□高中及以下 (2)□本科及专科 (3)□研究生及以上

【问卷到此结束，请您检查是否有漏答的条目，再次表示感谢！】

Appendix C Summary of Measurement Scales for All Variables

Variable Type	Variable Name	Number of Items	Source of Scale (reference)	Adaptation Note for Hainan Context
Independent Variable	Trust	5	M.-J. Kim et al. (2011) and Lin et al. (2010)	1. I consider international tourists as people who can be trusted. 2. I consider international tourists as people who can be counted on to do what is right. 3. I consider international tourists as people who can be counted on to get the job done right. 4. I consider international tourists as people who are always reliable. 5. Overall, I think that international tourists are trustworthy to residents.

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Independent Variable	Perceived Risk	5	Nazir et al. (2021) and Choi et al. (2019)	1. International tourists of postCOVID-19 pandemic to residents would be risky. 2. The arrival of international tourists is uncomfortable to residents. 3. For me, international tourists would add great uncertainty to residents. 4. International tourists expose an overall risk to residents. 5. On the whole, all things considered, international tourists are very risky to residents.
Independent Variable	Perceived Cost	5	Zhu et al. (2017)	1. I think international tourists cause more litter and pollution. 2. I think international tourists cause more traffic congestion and parking problems. 3. I think international tourists raise local product prices. 4. I think international tourists overuse the resources of local heritage. International tourists bring with them

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				diseases from abroad. 5. I think international tourists increase conflicts between tourists and residents.
Independent Variable	Perceived Benefit	4	Yiu et al. (2007) and Upchurch and Teivane (2000)	1. I think international tourists create more tax revenue. 2. I think international tourists contribute to the development of local tourism products, activities, cultural exchanges and services. 3. I think international tourists increase job opportunities and investment opportunities. 4. I think international tourists improve public infrastructure and facilities.
Independent Variable	Subjective Norm	5	Megeirhi et al. (2020) and Erul et al. (2020)	1. Most of my friends think I should accept international tourists. 2. Most of my neighbors think I should accept international tourists. 3. Most of my co-workers think I should accept international tourists.

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				4. Most of my family members think I should accept international tourists. 5. Most of my local community members think I should accept international tourists.
Mediating variable	Attitude	5	Shen and Shen (2021) and Mehrad and Mohammadi (2017)	1. Having international tourists is compatible with my lifestyle. 2. International tourists are compatible with most residents' activities 3. Opening up services to international tourists is a wise idea 4. International tourists are beneficial to residents. 5. In general, it is pleasant to support the international tourist's tourism development here.
Dependent variable	Resident Acceptance Intention	5	Çetinsöz and Ege (2013) and Erul and Woosnam (2022)	1. Probability of accepting international tourists after COVID19. 2. I will make an effort to accept international tourists in Hainan. 3. It is worthwhile to

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				accept international tourists. 4. I offer my assistance to international tourists. 5. All things considered, international tourists are safe to complete acceptance.

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