

Determinants of Resident Participation in Rural Tourism Development under the Context of Tourism Scenario Innovation

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Abstract:

Within the broader framework of rural revitalization, tourism scenario innovation has emerged as a critical lever for enhancing the quality and efficiency of rural tourism. However, its effective implementation depends heavily on the depth of local residents' participation. Drawing on the Theory of Planned Behavior (TPB) and the Ladder of Citizen Participation, this study examines the mechanisms through which attitudes, subjective norms, and perceived behavioral control influence residents' willingness and level of participation. Empirical data were collected through field investigations and questionnaire surveys conducted across seven representative villages in Zhejiang Province. The findings provide a systematic explanation of how key psychological and social factors shape participation behaviors, offering practical pathways for activating endogenous development dynamics in rural communities.

Keywords:

Tourism Scenario Innovation; Rural Resident Participation; Ladder of Citizen Participation; Theory of Planned Behavior; Influencing Factors

1. Introduction

The 2025 policy agenda emphasizes the need to “activate endogenous rural development dynamics,” highlighting tourism scenario innovation as a key priority. However, current approaches to “scenario innovation” often remain confined to the transformation of physical spaces, while overlooking the central role of human agency. Rural tourism development continues to face persistent challenges, including industrial homogenization and a lack of diversity in tourism scenarios. At the same time, low levels of resident participation—coupled with limited opportunities for voicing opinions—undermine residents' rights and diminish their motivation to engage in tourism development, ultimately constraining overall development effectiveness. Moreover, existing research lacks a micro-level perspective on variations in resident participation, particularly in terms of systematically examining the underlying behavioral mechanisms.

Drawing on the Theory of Planned Behavior (TPB) and the Ladder of Citizen Participation, this study conducts field investigations and empirical analysis across seven representative villages in Zhejiang Province. Within the practical context of tourism scenario innovation, it focuses on identifying the key factors influenc-



ing resident participation. The findings aim to provide a theoretical foundation for enhancing resident engagement and promoting the sustainable development of rural tourism.

2. Literature Review and Theoretical Foundations

2.1 Literature Review

2.1.1 Mechanisms of Resident Participation: Influencing Factors

Building on Sherry Arnstein's Ladder of Citizen Participation, this study categorizes resident participation into four levels: full participation, high-level participation, tokenistic participation, and non-participation. In examining the mechanisms underlying resident participation, prior research has predominantly employed the Theory of Planned Behavior (TPB). This framework analyzes participation through three key dimensions—attitudes, subjective norms, and perceived behavioral control—and utilizes TPB-based measurement scales as core tools for assessing levels of community engagement. For example, Wang et al. (2017), drawing on both TPB and norm activation theory, demonstrate that behavioral attitudes, subjective norms, personal norms, and perceived behavioral control all exert positive effects on resident participation. Wu et al. (2023) further evaluate participation levels and influencing factors from three dimensions: cognition and attitudes, participation intention, and actual behavior. Building on TPB and the Ladder of Citizen Participation, Wang (2025) refines resident participation into multiple layers and constructs a multidimensional framework incorporating internal psychological factors, external situational factors, and individual characteristics, confirming the direct impact of internal psychological drivers on participation behavior. Based on these perspectives, the present study adopts a cognition-and-attitude-oriented approach, operationalizing resident participation through three dimensions—individual attitudes, subjective norms, and perceived behavioral control—to systematically examine the determinants of participation levels.

In summary, while existing studies have identified key factors influencing resident participation, they have largely overlooked empirical validation within the specific context of tourism scenario innovation. In particular, there remains a lack of targeted analysis examining how different types of tourism scenario innovation shape resident participation dynamics.

2.2 Theoretical Foundations

2.2.1 Theory of Planned Behavior

The Theory of Planned Behavior, proposed by Icek Ajzen as an extension of the Theory of Reasoned Action, is a core framework in social psychology for predicting and explaining intentional, goal-directed human behavior. The theory posits that behavioral intention is the most immediate predictor of whether an individual will perform a given behavior. In turn, behavioral intention is jointly determined by three factors: attitude, subjective norms, and perceived behavioral control. Specifically, attitude refers to an individual's positive or negative evaluation of performing a particular behavior. Subjective norms denote the perceived expectations or social pressure from significant others or relevant social groups regarding that behavior. Perceived behavioral control reflects an individual's subjective assessment of the ease or difficulty of performing the behavior,

capturing their perceived access to necessary resources, abilities, and opportunities. Together, these three dimensions provide a systematic framework for analyzing the psychological mechanisms underlying behavioral decision-making.

2.2.2 Resident Participation and the Ladder of Citizen Participation

Resident participation, in essence, represents a transformation from “passive beneficiaries” to “active co-creators.” It encompasses not only surface-level involvement—such as participation in tourism service provision—but also deeper engagement in decision-making processes and contributions to tourism scenario innovation. Given that resident participation is a multidimensional and abstract construct, this study draws on the Ladder of Citizen Participation proposed by Sherry Arnstein to classify participation into four distinct levels: full participation, high-level participation, tokenistic participation, and non-participation. This classification enables a more precise assessment of both the depth and effectiveness of participation. Full participation refers to situations in which residents hold dominant power and possess final decision-making authority in public affairs. High-level participation indicates the emergence of substantive collaboration between government and residents, with power gradually being devolved. Tokenistic participation occurs when residents’ opinions may be heard, but ultimate decision-making authority remains with the government. Non-participation describes scenarios in which participation is merely procedural, offering residents no real influence over outcomes. This framework provides a structured lens for evaluating the varying degrees of resident engagement and their implications for governance and development outcomes.

3. Research Hypotheses

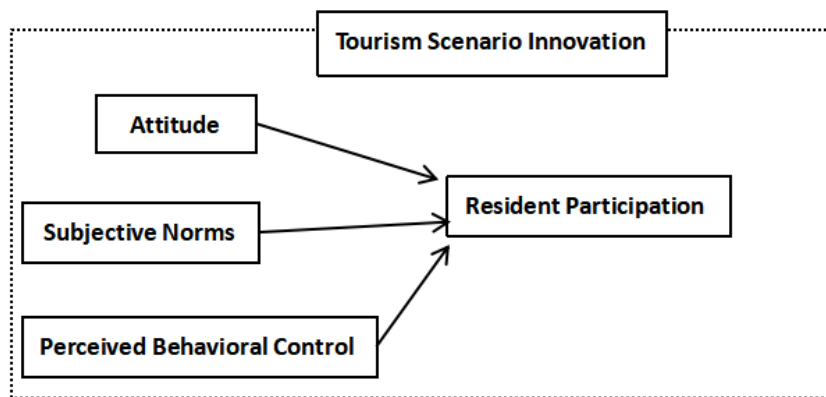


Figure 3-1. Conceptual Model

Building on the Ladder of Citizen Participation and the Theory of Planned Behavior, and taking into account the antecedent factors influencing the level of resident participation, this study further refines the relationships among key variables and proposes the following research hypotheses.

3.1 Determinants of Resident Participation

According to the Theory of Planned Behavior, individual behavioral decisions are shaped by latent factors including attitude, subjective norms, and perceived behavioral control. Prior research on eco-community de-

velopment has identified these three dimensions as the core determinants of resident participation (Wu et al., 2023). Similarly, studies in tourism communities have demonstrated a positive relationship between residents' perceived attitudes and their level of participation, with attitude exerting the most substantial influence (Zhao et al., 2014). Among these factors, attitude directly shapes residents' cognitive evaluations and willingness to engage in rural tourism activities, and its effect is generally stronger than that of the other dimensions. Based on this reasoning, the following hypotheses are proposed:

H1: Attitude has a positive effect on the level of resident participation.

H2: Subjective norms have a positive effect on the level of resident participation.

H3: Perceived behavioral control has a positive effect on the level of resident participation.

4. Research Methods

4.1 Sample Collection and Data Selection

As a national demonstration zone for “common prosperity,” Zhejiang Province has experienced rapid rural development and a proliferation of innovative tourism scenarios. This study selects three representative villages as case sites: Yudong Village in Gouxu Township, Kecheng District of Quzhou; Fengshan Village in Haiyan County; and Yong'an Village in Yuhang District of Hangzhou. The field survey was conducted in July 2025. A total of 451 questionnaires were distributed, of which 395 were returned. After excluding 53 invalid responses, 392 valid questionnaires were retained for analysis, yielding an effective response rate of 87.9%.

In terms of sample characteristics, the majority of respondents were general residents (57.5%), followed by tourism practitioners (32.6%), indicating a sample structure well aligned with the research objectives. Regarding age distribution, middle-aged and elderly respondents (aged 45 and above) accounted for 51.34% of the sample, reflecting the demographic reality of rural areas where younger labor forces often migrate to urban centers while older populations remain. In terms of educational background, 162 respondents had a primary school education and 186 had a junior high school education, accounting for 41.33% and 47.33% of the sample, respectively. This suggests that the educational attainment of the rural resident population remains relatively low.

4.2 Variable Measurement

This study employs well-established measurement scales developed by both domestic and international scholars. All English-language scales were adapted through a rigorous translation–back translation procedure to ensure linguistic and conceptual equivalence. A five-point Likert scale was used for all items, ranging from 1 (“does not apply at all”) to 5 (“fully applies”). It is important to note that all selected case villages are currently in an active phase of tourism scenario innovation. To enhance the rigor of the study, the questionnaire also included measures assessing residents' perceptions of local scenario innovation. In the model specification, attitude, subjective norms, and perceived behavioral control are incorporated as antecedent variables in the regression analysis. Additionally, specific items related to tourism scenario innovation are treated as exploratory variables to examine their triggering effects and underlying mechanisms in a more nuanced manner.

Table 1 Measurement Scale Design

Variable	Item Code	Measurement Item	Measurement indicators	Indicator Source
Resident Participation Level	Full Participation	6a	Participation in village meetings or community deliberation sessions	Community Participation Scale (CPS), Florin & Wan
		6d	Providing suggestions for local development	
	High-Level Participation	6b	Participation in decision-making processes of tourism projects	
	Token Participation	6c	Participation in actual tourism service work	
	Non-Participation	7	No participation in local village affairs	
		8a	I believe participating in local affairs is something I should do	
	Attitude	8b	Participation can bring me tangible benefits	
		8c	The process of participating in local affairs is enjoyable	
Determinants of Resident Participation		9a	Participating in local affairs makes me feel happy (note: item overlaps with attitude in original scale)	TPB Scale (Ajzen, 1991)
	Subjective Norms	9b	My neighbors or friends frequently participate in local development activities	
		9c	Village officials encourage residents to participate	
		10a	I have sufficient time to participate in local affairs	
	Perceived Behavioral Control	10b	I possess the knowledge and skills required to participate	
		10c	The channels for participation are convenient and accessible	
			5A1	
		5A2	Scene narratives convey rural history and collective memory	
Scenario Innovation	Memory-Imprint Type	5A3	I have participated in the reenactment of local festivals and customs	Yao Qi, 2023
		5A4	After reconstruction, traditional handicrafts are more richly displayed	
		5A5	Newly built facilities lack the historical character of the original village	
		5B1	Public space design facilitates residents' daily activities	
	Place-Dependence Type	5B2	Tourist areas are clearly separated from residential areas without interference	
		5B3	Scene transformation has enhanced community cohesion	
		5B4	I am satisfied with changes to village entrances and landmark buildings	
		5B5	New tourist facilities occupy residents' original activity spaces	

Variable	Item Code	Measurement Item	Measurement indicators	Indicator Source
Scenario Innovation	Project-Experience Type	5C1	I have opportunities to teach tourists local skills	Yao Qi, 2023
		5C2	Agricultural experience projects are interesting and easy to participate in	
		5C3	Interaction between tourists and residents enhances mutual understanding	
		5C4	The revenue distribution mechanism is fair and transparent	
		5C5	Activities are overly commercialized and lack local characteristics	
	Object-Based Type	5D1	Packaging of local agricultural products incorporates cultural storytelling	
		5D2	Local handicrafts are both aesthetically pleasing and practical	
		5D3	Selling my agricultural products through the platform increases income	
		5D4	Pricing is reasonable, though tourists may perceive it as high	
		5D5	Branded products enhance local visibility	

(1) Resident Participation Level. Measured using the Community Participation Scale (5 items). Cronbach's $\alpha = 0.83$, indicating good internal consistency.

Table 2. Reliability Analysis of Dependent Variable (M): Resident Participation Effect

Dimension	Number of Items	Cronbach's α	Standardized α	Average Inter-Item Correlation	Item/ α Ratio
Participation Effect	5	0.83	0.84	0.52	0.12

(2)Determinants of Resident Participation.

The determinants of resident participation were measured using a scale grounded in the Theory of Planned Behavior (TPB). Specifically, the construct was operationalized across three dimensions—attitude, subjective norms, and perceived behavioral control—comprising a total of nine items. The Cronbach's α coefficients for all three dimensions exceeded 0.70, indicating satisfactory internal consistency and reliability.

Table 3. Reliability and Validity Analysis

Dimension	Cronbach's α	AVE	CR
Attitude	0.87	0.63	0.87
Subjective Norms	0.81	0.48	0.81
Perceived Behavioral Control	0.85	0.6	0.86

5. Results Analysis

5.1 Exploratory Factor Analysis

Following reliability and validity testing, exploratory factor analysis (EFA) was conducted using SPSS 22.0 on the measurement items of the core research variables, including attitude, subjective norms, perceived

behavioral control, and resident participation. The results indicate that all items load clearly on their corresponding factors, demonstrating strong structural validity and meeting the requirements for subsequent confirmatory analysis.

Table 4. Total Variance Explained

Factor No.	Initial Eigenvalue	Initial Variance Explained (%)	Initial Cumulative (%)	Rotated Eigenvalue	Rotated Variance Explained (%)	Rotated Cumulative (%)
1	4.347	21.737	21.737	3.808	19.041	19.041
2	2.595	12.975	34.712	2.059	10.295	29.335
3	1.831	9.153	43.865	1.326	6.630	35.965
4	1.577	7.886	51.752	0.992	4.962	40.927
5	1.166	5.829	57.580	0.605	3.025	43.952
6	3.191	16.000	73.580	2.924	15.993	79.773

5.2 Confirmatory Factor Analysis

To validate the applicability of the Theory of Planned Behavior (TPB) scale in the context of rural tourism, confirmatory factor analysis (CFA) was conducted on the three latent constructs: attitude, subjective norms, and perceived behavioral control.

As shown in Table 5, the model demonstrates a good fit, with all fit indices falling within acceptable thresholds ($\chi^2/df = 2.34 < 3$, CFI = 0.94 > 0.90, TLI = 0.92 > 0.90, RMSEA = 0.06 < 0.08, SRMR = 0.05 < 0.08). In addition, all observed indicators load significantly on their respective latent factors ($p < 0.001$), indicating that the measurement items effectively capture the intended constructs.

Table 5. Model Fit Indices

Fit Index	Value	Recommended Threshold
χ^2/df	2.34	<3
CFI	0.94	>0.90
TLI	0.92	>0.90
RMSEA	0.06	<0.08
SRMR	0.05	<0.08

5.3 Differential Triggering Mechanisms of Scenario Innovation Types on Resident Participation

Regression analysis was conducted to examine the effects of different types of tourism scenario innovation on resident participation (i.e., their positive driving effects). The Bootstrap method (5,000 resamples) was employed to estimate the 95% confidence intervals of indirect effects.

Table 6. Regression Coefficients (Participation Effect Dimension)

Dimension	Scenario Type	Item/Path	B	S.E.	t	p	β
Participation Effect	Memory-Imprint Type	5A1	0.08	0.07	1.70	0.255	0.06
		5A3	0.15	0.07	2.70	0.034*	0.10
		5A4	0.07	0.06	1.17	0.242	0.05
		5A5	-0.05	0.05	-1.00	0.318	-0.04
	Place-Dependence Type	5B1	0.11	0.07	1.57	0.117	0.07
		5B3	0.18	0.08	2.25	0.025*	0.12
		5B4	0.08	0.06	1.33	0.185	0.05
		5B5	-0.04	0.05	-0.80	0.425	-0.03
	Project-Experience Type	5C2	0.07	0.07	2.00	0.046*	0.09
		5C4	0.22	0.08	2.75	0.006**	0.07
		5C5	-0.09	0.07	-1.29	0.198	-0.06
	Object-Based Type	5D1	0.12	0.07	1.71	0.088	0.08
		5D3	0.19	0.08	2.38	0.018*	0.12
		5D5	0.13	0.07	1.86	0.064	0.09
	Total Participation Score		0.35	0.12	2.92	0.004**	0.20

Note: ***, **, and * denote significance levels at 1%, 5%, and 10%, respectively.

Based on Table 6, the underlying mechanisms can be further interpreted as follows:

(1) Project-experience-based and object-based scenarios primarily activate the “attitude” factor ($B > 0.19$).

Among all significant items, 5C4 ($B = 0.22$) in project-experience scenarios and 5D3 ($B = 0.19$) in object-based scenarios exhibit the strongest driving effects. This indicates that when scenario design is directly linked to economic benefits, residents’ attitudinal motivation is maximally activated. In such contexts, enhancing participation requires the establishment of robust and tangible benefit-sharing mechanisms.

(2) Place-dependence scenarios primarily trigger “subjective norms.”

Item 5B3 ($B = 0.18$) serves as the core driver within this scenario type. This suggests that the social atmosphere embedded in shared public spaces—characteristic of “acquaintance societies”—creates implicit social pressure and conformity effects that encourage participation. In such settings, the leadership and demonstration effects of village officials and local elites are particularly effective in increasing participation.

(3) Memory-imprint scenarios primarily activate “perceived behavioral control.”

Item 5A3 ($B = 0.15$) significantly promotes participation. This implies that such scenarios lower the psychological threshold for engagement. Accordingly, providing simple and accessible cultural interpretation or training programs is likely to be especially effective in encouraging resident involvement.

5.4 Binary Logistic Regression Analysis of Factors Influencing Resident Participation

A binary logistic regression model was employed to examine the relationships between attitude, subjective norms, perceived behavioral control, and residents’ participation in local affairs. As shown in Table 7, the

overall model is statistically significant. The Hosmer–Lemeshow test yields $p = 0.60$ (> 0.05), indicating a good model fit. All three predictors exert significant positive effects on participation.

Table 7. Binary Logistic Regression Model Fit

Fit Index	value
-2 Log Likelihood	245.32
Cox & Snell R^2	0.18
Nagelkerke R^2	0.25
Hosmer-Lemeshow Test (p value)	0.60

Table 8. Binary Logistic Regression Coefficients

Variable	B	S.E.	Wald χ^2	p-value	OR	95% CI
Constant	-1.25	0.42	8.86	0.003	0.29	[0.13, 0.65]
Attitude	0.56	0.18	9.72	0.002	1.75	[1.23, 2.49]
Subjective Norms	0.38	0.16	5.64	0.018	1.46	[1.07, 2.00]
Perceived Behavioral Control	0.45	0.17	7.02	0.008	1.57	[1.12, 2.19]

Further insights from Table 8 are as follows:

(1) A one-standard-deviation increase in attitude raises the likelihood of participating in local affairs by 75% ($OR = 1.75$, $p = 0.002$). This indicates that the more positive residents' attitudes toward participation, the more likely they are to engage.

(2) A one-standard-deviation increase in subjective norms increases the likelihood of participation by 46% ($OR = 1.46$, $p = 0.018$). This suggests that stronger encouragement and support from family members, peers, and local officials significantly enhance participation.

(3) A one-standard-deviation increase in perceived behavioral control raises the likelihood of participation by 57% ($OR = 1.57$, $p = 0.008$). This implies that when residents perceive greater ease and capability in participating, they are more inclined to do so.

(4) Among the three predictors, attitude ($OR = 1.75$) exerts the strongest influence on participation, substantially exceeding subjective norms ($OR = 1.46$) and perceived behavioral control ($OR = 1.57$). This finding underscores that, in the context of tourism scenario innovation, residents' intrinsic recognition of the value of participation is the most critical driver for overcoming participation barriers.

This suggests that scenario innovation should not merely focus on providing physical spaces or experiential projects, but also on conveying clear and positive value signals regarding participation to residents. In comparison, external social pressures (subjective norms) and perceived capability (perceived behavioral control), while important, function more as supporting or moderating factors. Without a positive intrinsic attitude, reliance solely on administrative encouragement or skills training may have limited effectiveness in mobilizing participation.

Table 9. Summary of Research Findings

Path	Research Hypothesis	Result
Independent Variable → Dependent Variable	H1: Attitude has a positive effect on the level of resident participation.	Supported
	H2: Subjective norms have a positive effect on the level of resident participation.	Supported
	H3: Perceived behavioral control has a positive effect on the level of resident participation.	Supported

6. Conclusion

6.1 Research Findings

Grounded in the context of tourism scenario innovation, this study adopts the Theory of Planned Behavior (TPB) and the Ladder of Citizen Participation as its core theoretical frameworks. Based on a survey of 392 residents from three representative villages in Zhejiang Province—Yudong Village in Quzhou, Fengshan Village in Jiaxing, and Yong'an Village in Hangzhou—this study conducts an empirical analysis to provide evidence-based insights into how rural tourism can contribute to rural revitalization.

The main findings are as follows:

(1) From the perspective of TPB, attitude (i.e., residents' evaluation of tourism development), subjective norms (i.e., encouragement from family, peers, and village collectives), and perceived behavioral control (i.e., the alignment between available time/skills and participation requirements) all exert significant positive effects on resident participation. Among these, attitude ($OR = 1.75$) demonstrates the strongest effect and serves as the primary driver of proactive participation. While subjective norms and perceived behavioral control play comparatively supportive roles, they remain essential facilitators of resident engagement.

(2) The study further identifies a differentiated matching mechanism between scenario types and participation behavior. Specifically, project-experience-based and object-based scenarios primarily stimulate participation by activating attitudinal factors; place-dependent scenarios are more likely to trigger subjective norms; whereas memory-imprint scenarios tend to enhance perceived behavioral control.

6.2 Theoretical Contributions

This study contributes to the literature in several important ways. First, it extends the application of the Theory of Planned Behavior (TPB) to the domain of rural tourism development by constructing an integrated analytical framework of “scenario stimulus → psychological cognition → participation behavior.” This framework clarifies the dominant influencing factors across different types of tourism scenarios.

Second, by situating the analysis within the context of tourism scenario innovation, the study provides a more nuanced understanding of the psychological mechanisms underlying resident participation, thereby addressing the lack of micro-level explanatory perspectives in existing research.

6.3 Practical Implications

Drawing on the empirical findings, this study proposes actionable pathways to support the high-quality de-

velopment of rural tourism and the comprehensive revitalization of rural areas across three key dimensions:

First, strengthening cognitive guidance and benefit-linkage mechanisms is essential. Establishing transparent and visible benefit-sharing systems can effectively enhance residents' willingness to participate by aligning individual interests with collective development outcomes.

Second, building a more robust institutional framework for resident participation is critical. This can be achieved through tiered training programs, optimized scheduling of participation opportunities, and improved access channels, thereby lowering the barriers to engagement and enabling broader inclusion.

Third, fostering a socially embedded participation climate is necessary. Leveraging the leadership role of grassroots Party members, local cadres, and community elites can generate strong demonstration and spillover effects. At the same time, relying on kinship and neighborhood networks can help cultivate a trust-based, mutually supportive participation environment, ultimately forming a virtuous cycle of collective engagement.

6.4 Research Limitations and Future Directions

Although this study yields meaningful insights, several limitations should be acknowledged. First, the data are primarily derived from self-reported questionnaires, focusing on residents' subjective perceptions and psychological evaluations. While effective in capturing attitudes and perceived states, the lack of objective behavioral data (e.g., actual participation frequency or time investment) may introduce common method bias. Second, the sample is limited to representative villages in Zhejiang Province. As a demonstration region for common prosperity, residents in this area may exhibit higher levels of participation awareness and cognitive readiness than those in less-developed regions. Consequently, the generalizability of the findings requires further validation across diverse regional contexts. Third, although the study validates the core dimensions of the Theory of Planned Behavior, it does not fully explore heterogeneity across demographic groups (e.g., long-term residents vs. newcomers, different age cohorts). This limits the granularity of the explanatory power of the model.

Future research can extend this work in three directions. To begin with, methodological advancement is needed. Longitudinal designs or experimental approaches could be employed to dynamically track how psychological factors influence participation behavior over time, complemented by in-depth qualitative interviews to uncover underlying mechanisms. In addition, theoretical expansion would enrich the analytical framework. Incorporating contextual variables such as emotion and trust into the TPB model, or examining how digital governance environments moderate perceived behavioral control, could further refine the participation mechanism model. Finally, greater attention to group heterogeneity is warranted. Comparative analyses across populations with different resource endowments and cultural backgrounds could reveal distinct psychological pathways of participation, thereby providing a more nuanced empirical basis for designing targeted and differentiated policy interventions.

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