**Measurement items of variables**

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| --- | --- |
| **Constructs** | **Items** |
| **Attitudes to tourism** | I believe tourism generates positive benefits for Huangshan City. |
| I believe tourism is a good activity for Huangshan City. |
| I would like the tourism sector to continue to play a major role in Huangshan City. |
| I believe tourism should be actively encouraged in Huangshan City. |
| **Attitudes to tourists** | For me, the tourists who visit my region is pleasant. |
| For me, the tourists who visit my region is enjoyable. |
| For me, the tourists who visit my region is funny. |
| For me, the tourists who visit my region is positive. |
| **Host-tourist interaction** | I make friends with tourists. |
| My interaction with tourists is positive. |
| I like to interact with tourists. |
| **Community services** | Huangshan City has good job opportunities. |
| Huangshan City has effective government. |
| Huangshan City has good public transportation. |
| **Entertainment services** | Huangshan City has good restaurants. |
| Huangshan City has good nightlife. |
| Huangshan City is a good place for shopping. |
| **Social environment** | Huangshan City is a safe place to live. |
| Huangshan City is clean. |
| Huangshan people are friendly. |
| **Physical appearance** | Huangshan City has pleasant weather. |
| Huangshan City has attractive scenery. |
| Huangshan City has interesting historic sites. |
| Huangshan City has nice architecture. |
| **Pro-tourism behaviors** | I am willing to receive tourists as affable host and being more hospitable. |
| I am willing to protect the natural and environmental resources on which tourism depends. |
| I am willing to provide information to tourists and contribute to enhance their experience. |
| I am willing to do more to promote Huangshan City as tourist destinations. |
| **Chinese Traditionality** | When people are in dispute, they should ask the most senior person to decide who is right. |
| The best way to avoid mistakes is to follow the instructions of senior persons. |
| Before marriage, a woman should subordinate herself to her father, after marriage, to her husband. |
| The chief government official is like the head of a household, the citizen should obey his decisions on all state matters. |
| Children should respect those people who are respected by their parents. |