

Path of Enhancing the Sense of Gain Among Community Residents in Island Tourism Destinations in the Context of Culture and Tourism Integration: A Case Study of Weizhou Island

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Abstract Weizhou Island, located in Beihai, Guangxi Province, is recognized as the largest paleovolcanic island in China, characterized by its relatively young geological age. The development of island tourism has progressively established it as a significant tourist attraction within Beihai, transforming the area into a prominent leisure and tourism resort. As tourism on Weizhou Island continues to develop both in scope and in depth, it has increasingly influenced the sense of gain among the local community residents. Currently, in alignment with the strategic objective of achieving common prosperity, it is crucial to comprehend and enhance the sense of gain experienced by residents in island tourism destinations, as this is vital for the achievement of this overarching goal. Taking the residents of Weizhou Island in Beihai as the subjects, this paper constructs their sense of gain related to tourism, employing grounded theory. It posits that the residents' sense of gain comprises four primary dimensions: sense of economic gain, sense of social gain, sense of cultural gain, and sense of environmental gain. Additionally, the paper examines the factors that influence these dimensions. Based on this foundation, effective strategies are proposed to enhance the sense of gain among community residents in island tourism destinations, thereby promoting the sustainable development of island tourism.

Keywords Sense of gain, Island tourism, Weizhou Island, Beihai, Sustainable development

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As a major maritime country, China possesses a coastline that extends over 32,600 km and is home to more than 6,500 islands, each with an area exceeding 500 m². The country is abundant in resources related to its coastal zones and islands^[1]. Islands serve as a crucial foundation for the development of the marine economy, the assurance of coastal defense security, and the protection of maritime rights and interests^[2]. Driven by tourism, they have gradually evolved into significant tourist destinations that are highly favored by visitors, leading to the emergence of island tourism. Island tourism is contingent upon the unique characteristics of its regional space and fulfills the demands of tourists through the utilization of island-specific tourism resources^[3]. With the advancement of the economy and society, as well as the growing awareness of oceanic islands among people, the demand for island tourism among tourists is steadily increasing. Consequently, significant progress has been made in the field of island tourism. The advancement of island tourism not only fosters the economic growth of the islands, but also significantly influences the livelihoods and daily activities of the local communities residing on these islands. Community residents are the most direct and significant stakeholders in island

tourism. The influence of tourism development on their sense of gain will play a crucial role in the sustainable development of island tourism. The mobilization of residents in island communities to engage in tourism development is contingent upon an enhancement of their sense of gain. This improvement is essential for ensuring the positive development of island tourism, thereby facilitating its sustainable advancement.

Taking the residents of Weizhou Island in Beihai, Guangxi Province, as the primary research subjects, this study employs field surveys and in-depth interviews to analyze the residents' sense of gain, utilizing the analytical framework of grounded theory. Furthermore, it explores the impact of island tourism development on the residents' sense of gain, examines the influencing factors, and subsequently proposes strategies to enhance the sense of gain among the island's community residents.

1 Review of relevant literature

1.1 Sense of gain

In 2015, General Secretary Xi Jinping delivered a significant address at the 10th working meeting of the Central Leading Committee Group for Comprehensively Deepening Reform,

during which he introduced the term 'sense of gain' for the first time^[4]. In 2017, the report from the 19th National Congress of the Communist Party of China emphasized the importance of enhancing the people's sense of gain, happiness, and security, advocating for these elements to be more fulfilling, secure, and sustainable. The report presents the concepts of gain, happiness, and security as interconnected, reflecting a comprehensive understanding of the necessity to address the people's aspirations for an improved quality of life. This framework has emerged as a critical indicator of the quality of life for people and serves as a measure of the effectiveness of reform and development^[5]. The concept of sense of gain with Chinese cultural characteristics refers to a subjective experience that encompasses psychological satisfaction derived from objective acquisition. This concept is characterized by internal interdependence, comprehensiveness, sharing, and sustainability^[6]. With the increasing concern regarding the concept of the sense of gain, domestic scholars have commenced extensive exploration and in-depth research into its nature, which is primarily reflected across three dimensions. Firstly, the dimensions and measurement indicators of the sense of gain are analyzed, indicating that

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individuals' sense of gain can be categorized into three main dimensions: economic, political, and cultural^[7]. Secondly, the factors influencing the sense of gain are analyzed. As a subjective experience, the sense of gain is affected by various elements, including income disparity, social security systems, pertinent policies, and the living environment^[8]. Finally, the mechanism underlying the formation of the sense of gain is analyzed. It is emphasized that this mechanism operates as a closed-loop system, comprising five interconnected components: echo, participation, benefit, recognition, and motivation^[9]. The research conducted within the domestic academic community regarding the concept of the sense of gain has established a foundational understanding of its connotations. This groundwork has created favorable conditions for the application of the sense of gain in the field of tourism research.

1.2 Residents' sense of gain in tourist destinations

Residents in tourist destinations are primary stakeholders in the development of tourism and play a crucial role in shaping these destinations. The sense of gain experienced by residents in such areas encompasses the positive psychological experiences and subjective feelings of community residents as they engage in tourism development. This sense of gain arises from various factors, including increased economic income, interactions between hosts and guests, and the enhancement of spiritual and cultural life, etc.^[10]. The exploration of residents' sense of gain in tourist destinations has been extensively examined by relevant scholars, resulting in a substantial body of research findings. Xu Chunxiao et al.^[11] conducted a study on 10 ethnic and cultural tourism towns in Hunan, focusing on the impact of residents' sense of gain on their willingness to support tourism development. They identified three dimensions that constitute the sense of gain for residents in tourist destinations: the economic benefits derived from tourism, the social and cultural advantages associated with tourism, and the environmental gains resulting from tourism activities. Huang Heping et al.^[12] conducted a study on the sense of gain experienced by residents due to the development of rural tourism in ancient towns, specifically focusing on the case study sites of Zhujiajiao, Gangxi, and Zhoupu in Shanghai. They identified five dimensions that contribute to the residents' sense of gain during the tourism development process: industrial prosperity, ecological livability, effective governance, civilized township culture, and affluent living standards.

Previous research has established a theoretical

foundation for understanding the sense of gain experienced by residents in tourist destinations. However, the emergence of island tourism in China has resulted in a notable lack of scholarly attention regarding the sense of gain among residents in these specific locales. In particular, the dimensional composition of the sense of gain for community residents in island tourist destinations remains inadequately defined. This paper employs grounded theory to conduct in-depth interviews with residents. Furthermore, it systematically compares, summarizes, integrates, and refines the interview materials, ultimately developing an evaluation index system to assess residents' sense of gain in island tourist destinations influenced by tourism.

2 Case sites and data collection

2.1 Case sites

Weizhou Island, situated within Beihai City in Guangxi Province, is recognized as the largest island in Guangxi and the largest and youngest paleovolcanic island in China. Geographically, it is located in the central part of the Beibu Gulf in the Guangxi Zhuang Autonomous Region. The island is positioned 24 n miles from downtown Beihai in the north and 52 n miles from the Leizhou Peninsula in Guangdong Province in the east. It is bordered to the southeast by Xiyang Island, to the south by Hainan Island, and to the west by Vietnam, with the surrounding waters providing a natural separation. Weizhou Island measures 6.5 km in length from north to south and 6 km in width from east to west, encompassing a total area of 24.74 km² and reaching a maximum elevation of 79 m above sea level. The island was formed as a result of volcanic activity, with over 90% of its geological strata consisting of volcanic rocks. The population of Weizhou Island is approximately 15,000 individuals, with more than 80% identifying as Hakka^[13].

Weizhou Island boasts a diverse array of natural tourism attractions, including Crocodile Mountain Crater, Catholic Church Scenic Spot, Wucai Beach Scenic Spot, and Dishui Danping. Additionally, the island is home to significant cultural tourism sites that reflect Tanka, Hakka, and Mazu cultures, thereby enriching its tourism resources. A detailed overview of these specific tourism resources is presented in Table 1.

Weizhou Island possesses abundant tourism resources that have established a solid foundation for the advancement of island tourism. Following the implementation of COVID-19 management strategies aligned with measures for Class B infectious diseases, the domestic tourism market

has shown signs of gradual recovery. In the first quarter of 2023, Weizhou Island, located in Beihai, welcomed a record high of 518,900 tourists. Under the influence of tourism, Weizhou Island is committed to both expanding its outreach and enhancing its inbound initiatives. The island implements targeted investment promotion strategies and refines its cultural and tourism offerings, thereby encouraging a greater number of tourists to engage in slow travel experiences on Weizhou Island. The tourism brand established by Weizhou Island has effectively facilitated the rapid growth of the bed and breakfast (B&B) industry on the island. According to statistical data, B&Bs and hotels on Weizhou Island are predominantly located in the western region, whereas the eastern part of the island has a limited and dispersed number of B&B and inns. A total of 967 B&Bs have been registered on the island, with an overall investment of approximately 4 billion yuan and a total bed capacity nearing 28,000. This figure represents one-third of the total number of B&Bs in Beihai^[14]. The inaugural 20 Red Star Bed and Breakfast (Hotels) were awarded medals at the 2022 Weizhou Island Annual Performance Exhibition. The cultural development team of Weizhou Island has created over 80 derivative cultural and creative products inspired by the cartoon intellectual property of the Bryde's whale, incorporating various elements representative of the island^[15].

2.2 Data collection

To enhance the sense of gain experienced by residents in island tourism destinations amidst tourism development, our research team conducted three consecutive field surveys on Weizhou Island in Beihai City from April to June 2023. The data collection methods employed included online information gathering, participatory observation, and in-depth interviews. The initial phase of the research was conducted in April 2023, primarily through field pre-surveys and online data collection, aimed at comprehensively understanding the natural environment, tourism resources, infrastructure, and developmental status of Weizhou Island. The second phase of the research took place in May 2023. Following preliminary interviews and the organization of interview outlines based on participant feedback, a total of 21 in-depth interview samples were acquired through purposive sampling, as it was determined that informative and representative interviewees would facilitate a deeper understanding of the case. The third phase of the research was executed in June 2023, during which an additional five in-depth interview

samples were collected using purposive sampling to further enrich the previously gathered information, following a thorough collation, analysis, and reflection on the earlier data. In order to gain a comprehensive understanding of the research context, the research team conducted participatory observations to assess the enthusiasm of the island residents to engage in tourism. This approach allowed the team to directly experience the local residents' perceptions and behaviors regarding the impacts of tourism development. The semi-structured interview outline primarily encompassed the perceptions of local island residents regarding tourism development, their living conditions prior to the development of tourism, the changes in their families' living situations following tourism development, as well as the perspectives of residents on the influx of foreign tourists engaging in tourism activities on Weizhou Island and the sustainable development of tourism on the island. The interviews and on-site observations mutually reinforced one another throughout the duration of the study until the collection of pertinent material approached saturation.

The three surveys yielded a sample of 26 in-depth interviews, each lasting between 0.5 and 2 h, and all were recorded with the consent of the participants. Among the interviewees, 17 were male and 9 were female. The sample comprised 23 residents of the island and 3 foreign local operators. Specifically, the group included 2 island tourism managers, 14 direct employees in the tourism sector, 9 owners of

B&B establishments of varying grades, and one student. Overall, the interview samples were representative and provided substantial data. Detailed information is presented in Table 2.

The data collected, which included recorded interviews, web-based information, and field notes, were systematically stored in memos using Vivo 11 software for subsequent analysis. To ensure the privacy of the participants, each interviewee was assigned a code comprising serial number (NH+ interview serial number). The research data were analyzed employing thematic analysis.

3 Data analysis

3.1 Open coding

The audio recordings of the interviews conducted with the 26 participants were compiled and transcribed into the textual format necessary for the study. These documents were subjected to thorough reading, comparison, and analysis to identify and conceptualize elements of consistency and similarity within the textual materials. The coding and comparative revision process yielded 27 concepts derived from the coding and conceptualization of the original text. Subsequently, these concepts were categorized, culminating in a total of 11 fundamental categories. Examples of the concepts and categories extracted from the open coding are presented in Tables 3–4.

3.2 Spindle type coding

This paper employed the principles of open coding to classify and synthesize 26 fundamental

categories derived from the initial open coding. Ultimately, this analysis culminated in the identification of 11 distinct main categories, which encompass infrastructure, lifestyle, employment income, skill application, government concern, social stability, neighborhood relation, tourism environment, living environment, cultural construction, and cultural participation, as illustrated in Table 4.

3.3 Selective coding

Selective coding is a process that involves the construction of a narrative that integrates the main categories into a coherent series of stories. This approach ensures that all concepts and categories are interconnected around the core code^[5], facilitating the distillation of essential attributes and the development of a theoretical framework. This paper ultimately proposes four fundamental dimensions of the sense of gain experienced by residents of island tourism, achieved through the continuous processes of generalization, integration, and abstraction of the concepts and categories identified in the initial two stages. These dimensions include sense of economic gain, sense of social gain, sense of cultural gain, and sense of environmental gain (Table 4). Overall, the advancement of island tourism has resulted in various economic, social, environmental, and cultural improvements, contributing to the well-being and satisfaction of the island residents. Consequently, these individuals experience psychological fulfillment as a result of tourism development. From the perspective of the four core dimensions

Table 1 Distribution of tourism resources in Weizhou Island, Beihai, Guangxi

Main category	Subcategory	Resource type	Tourism product
Natural tourism resources	Geographical landscape resources	Volcanic type: volcanic landscape, volcanic rock landscape	Island sightseeing Island overland adventure Volcanic geology and geomorphology science education base
		Volcanic island type: rocky coast, gravel coast, coral coast	
		Volcanic island type: rocky coast, gravel coast, coral coast	
		Marine erosion landscape type: marine erosion cave, marine erosion ditch, marine erosion cliff, marine erosion column, marine erosion platform, marine erosion mushroom, etc.	
	Bay type: Zhuzai Island, Xieyang Island		
	Water landscape resources	Fine sea water quality	Beach, sea sports tour, fishing, sailing, diving, etc.
		Ocean hot spring	Ocean hot spring leisure holiday tour
	Biological tourism resources	Abundant tropical vegetation in the islands, with vegetation coverage rate exceeding 90%	
		Main cash crop: bananas	Building the brand for banana
		Wide variety of tropical and subtropical seafood specialties	Island speciality food leisure tour
		Four famous products: sea cucumber, abalone, shark fin, eel tripe	
		Specialty: red fish, grouper, mudskipper, cuttlefish and so on	
	Climate, sky, landscape	Subtropical monsoon climate, tropical marine climate	
Humanistic tourism resources	Religious culture	Catholic church	Western style wedding venue
	Hakka culture, island culture, Mazu culture	Sanpo Temple, Shengdan Temple, Mazu Temple	Festival activities, landscape design, architectural features
	Humanities and history	Tangweng platform	Eastern Shakespeare tourist attraction
	Market-oriented high-end conference, accommodation and leisure resort facilities	International brand hotels International conference facilities International standard golf course	International level high-end conference, vacation, leisure tourism destination

of residents' sense of gain, the development of tourism that enhances the sense of gain for island residents, such as improvements in traffic conditions, the development of tourism infrastructure, employment opportunities, and income, will subsequently lead to an increased demand for the sense of social gain. Consequently, as a government focused on policy-making and service delivery, it is imperative to develop suitable tourism development policies and enhance investment in security measures to ensure social stability. This approach will, in turn, augment the residents' sense of social gain derived from tourism development. Simultaneously, the enhancement of the tourism environment, coupled with the preservation of local traditional culture, has contributed to an increased sense of gain among the island residents for their environment and cultural heritage. This development has ultimately fostered a collective sense of gain among the residents of island tourist destinations.

4 Analysis of factors influencing residents' sense of gain for island tourist destinations

The sense of gain among residents of island tourist destinations is primarily characterized by four dimensions: sense of economic gain, sense of social gain, sense of cultural gain, and

sense of environmental gain. This perception is influenced by a range of factors throughout the tourism development process and is predominantly manifested in the following four aspects.

4.1 Impact of unique characteristics of island tourism

The rapid advancement of China's tourism industry has significantly contributed to the development of island tourism, which plays a crucial role in fostering the social and economic progress of the island, increasing the income of island residents, and enhancing their sense of economic gain. The unique characteristics of island tourism significantly influence tourist choices, as evidenced by several key factors. Firstly, geographical constraints result in most islands being located at considerable distances from the mainland, coupled with their limited land area and fragile ecosystems. These factors inherently affect the islands' capacity to accommodate tourists during the development of island tourism. Particularly during peak tourism seasons, the number of visitors must not exceed the environmental carrying capacity of the islands. This limitation consequently restricts tourist numbers, which in turn impacts the overall development of the tourism economy. Secondly, due to the considerable distance between the islands and the mainland,

transportation primarily relies on ferry services. The operation of these ferries is significantly influenced by adverse weather conditions. For instance, during typhoons and other severe weather events, round-trip ferry services may be suspended, thereby hindering the travel of tourists to and from the islands. This disruption has impacts for the development of the island tourism economy. Thirdly, island tourism is significantly influenced by seasonal variations. Compounded by the predominance of a limited range of tourism projects on the island, the situation has led to overcrowding during the summer and autumn months, resulting in instances where the number of tourists exceeds the island's carrying capacity. Such overcrowding adversely impacts the overall comfort of the tourist experience. Conversely, during the winter and spring months, the island experiences a marked decline in tourist numbers, leading to the underutilization of numerous tourism facilities. This seasonal disparity ultimately affects the economic efficiency of the tourism industry.

4.2 Impact of infrastructure development in island tourist destinations

The quality of infrastructure, whether positive or negative, significantly influences the development of tourism. Effective infrastructure development not only increases the accessibility of a destination and attracts a greater number of tourists, but also enhances the living conditions for local residents. This improvement contributes to an elevated sense of well-being among the residents, which, in turn, fosters a stronger identification with their social environment and enhances their sense of social gain. In recent years, Weizhou Island has significantly increased its capital investment in the construction of tourism infrastructure. Consequently, the island's tourism facilities have seen substantial improvements, and the overall tourism landscape has undergone notable transformations. However, despite these advancements, the island's tourism infrastructure development remains relatively underdeveloped and continues to exhibit weaknesses. When tourists visit the island, their primary modes of transportation are battery-operated vehicles and electric vehicles. However, the limited number of bus routes and the longer intervals between services can significantly impact the travel experience for tourists. Simultaneously, the installation of street lights and guide signs on the island is inadequate, which has emerged as a significant constraint for tourists visiting the area. While tourism infrastructure influences the experiences of tourists, it also plays a crucial

Table 2 Basic information for interview sample

No.	Gender	Age group	Identity
S01	Male	40–45	Supermarket owner
S02	Male	40–50	Scenic area catering
S03	Female	40–50	B&B owner 1
S04	Female	40–50	B&B owner 2
S05	Male	20–30	B&B owner 3
S06	Male	30–40	Barman
S07	Male	40–50	B&B owner 4
S08	Male	40–50	Scenic area catering
S09	Male	30–40	B&B owner 5
S10	Female	40–50	Scenic area catering (external)
S11	Male	30–40	Tourist traffic
S12	Male	40–50	Speciality sales (external)
S13	Male	30–40	Souvenir sales (external)
S14	Male	50–60	B&B owner (retired teacher) 6
S15	Male	40–50	B&B owner 7
S16	Male	30–40	B&B owner 8
S17	Male	40–50	Village branch secretary
S18	Female	30–40	Scenic area management member
S19	Female	40–50	Souvenir sales
S20	Female	30–40	B&B owner 9
S21	Male	30–40	Volunteer fireman
S22	Male	15–20	Student
S23	Female	40–50	Souvenir sales
S24	Female	40–50	Scenic area cleaner
S25	Male	40–50	Scenic area catering
S26	Female	40–50	Scenic area cleaner

role in the livelihoods and daily lives of local residents, thereby impacting their sense of social gain to a certain degree.

4.3 Impact of lagging environmental protection in island tourism

The growth of island tourism, coupled with the escalating popularity of Weizhou Island, has led to a significant increase in the number of tourists to the island. Consequently, the environmental issues associated with the island have become increasingly pronounced. For example, littering frequently occurs in specific locations, such as Wucai Beach and Shiluokou Beach on the island. Additionally, there are significant issues related to drainage and sewage management in Dishui Village and Nanwan Street. Simultaneously, the rise in the number of tourists, resulting from the advancement of tourism, has contributed to an increase in the volume of domestic waste and sewage. A portion of these wastes is discharged directly into the ocean without undergoing treatment, thereby causing pollution of marine waters. Furthermore, the rising demand for tourist accommodations in recent years has necessitated the construction of tourist B&Bs, which requires

a substantial quantity of building materials. These materials must be transported from Beihai to Weizhou Island, thereby escalating costs. To mitigate construction costs, the residents of the island utilize locally sourced materials, such as the extraction of volcanic rocks, the detonation of coral formations, and the removal of marine sediment. These practices have resulted in significant and potentially irreversible damage to the island’s ecological environment. Given the limited environmental carrying capacity of Weizhou Island and its fragile ecological system, insufficient attention to environmental protection during tourism development may adversely impact the sustainable development of tourism and the livelihoods of the island’s residents. This, in turn, could diminish the residents’ sense of environmental gain.

4.4 Impact of inadequate exploitation of cultural tourism resources

Weizhou Island possesses a rich historical legacy and has maintained a wealth of cultural resources, which encompass ancient cultural sites, historical neighborhoods, and folk traditions. However, the tourism development of these cultural resources, including ancient

relics, historic residences, and notable historical figures, remains inadequate. This is particularly evident in the limited depth and breadth of the integration between culture and tourism, which is further hindered by the absence of effective support mechanisms for this integration. On Weizhou Island, one can find the Sanpo Temple, which was constructed in the third year of the Qianlong reign during the Qing Dynasty. Additionally, the island is home to a catholic church, recognized as one of the four catholic churches of the Late Qing Dynasty, built in 1853. This church serves as a historical testament to the amalgamation of Chinese and Western cultures. In addition, Weizhou Island possesses a wealth of red cultural tourism resources. The island has developed a significant red history following the war and continues to preserve several sites associated with revolutionary struggles. Despite Weizhou Island’s abundance of cultural tourism resources and the significant advancements made in the integration of culture and tourism due to the influence of tourism, there remains a deficiency in the comprehensive exploration of its volcanic and geological cultural resources with global significance. For instance,

Table 3 Example of open coding for residents’ sense of gain in island tourist destinations

Original interview material	Conceptualization
After the advancement of tourism, there are now numerous ferry services operating to and from Weizhou Island, with a minimum of six trips per day. This development has significantly facilitated travel to the island compared to previous conditions.	Easy travelling
Following the development of tourism, supported by government initiatives, we undertook renovations of the vacant rooms in our residence, transforming them into B&B establishments. This venture has significantly increased our income compared to previous reliance on fishing as a primary source of livelihood. Currently, we primarily manage the B&B, and our financial situation remains stable. Consequently, our quality of life has improved, allowing for greater leisure time. This is evident in the evenings, when the community gathers to engage in square dancing together.	Operating tourist B&Bs, transforming lifestyles, enhancing incomes, participating in square dancing
Following the advancement of tourism, essential infrastructure such as water supply, electricity, and telecommunications has been significantly enhanced. Additionally, road construction on the island has progressed, with certain routes being developed into scenic tourist pathways. Many visitors now prefer to rent electric bicycles to leisurely explore the island. Concurrently, the government has implemented measures to safeguard the island’s overall environment, resulting in notable improvements to both the residential and tourist environments.	Enhancing tourism infrastructure and scenic routes for tourists, improving the living environment, optimizing the tourist experience
Historically, the development of tourism has been relatively positive, with a consistent influx of visitors on a daily basis. We have been involved in various tourism-related activities, including operating B&Bs and opening agritainment, which allowed us to provide additional services and generate a satisfactory income. However, in the past two years, the impact of the pandemic has led to a significant decline in tourist numbers, resulting in a corresponding decrease in our revenue. Fortunately, the situation has now improved with the easing of restrictions. During the recent Labour Day holiday, we experienced a substantial increase in tourist arrivals to the island, which provides us with hope.	Influence by external factors such as the epidemic, increased tourist arrivals, increased revenues and a sense of hope
Tourism on the island is significantly influenced by weather conditions. The occurrence of a typhoon can adversely affect the travel of tourists to and from the island in various ways, disrupting their travel plans. Additionally, such weather events can impact the operations of B&B establishments, leading to temporary cancellations of trips and accommodations due to the adverse effects of the weather.	Impact on travel experience to islands by weather conditions
With the advancement of the tourism, the government has provided training in fundamental tourism service skills, including room service and catering service. This initiative aims to equip individuals with the essential competencies necessary for participation in the tourism industry.	Government support for skill services, acquisition of competencies
The initiation of tourism development prompted village leaders to actively encourage community participation in this sector. They advocated for individuals with the necessary resources to establish B&B inns and catering services, to enhance local income. As a result, the quality of life for residents on the island has significantly improved compared to previous conditions.	Government support for tourism development, significant changes in life
Following the advancement of tourism, the number of visitors to the island has significantly increased. Consequently, the island has become considerably more vibrant than in the past. In response to this growth, the government has augmented its investment in security infrastructure to safeguard the personal and property security of tourists. As a result, social security has improved markedly and is expected to continue to enhance in the future.	Increased investment in security measures, enhancements to social security
The island has recently seen the establishment of numerous B&B inns, restaurants, and shops offering a variety of tourist souvenirs, including local specialties from Beihai. As the number of competitors increases, the market is expected to become more competitive. However, in order to maintain a healthy business environment and ensure profitability, it is essential to avoid price competition that could disrupt the market and be detrimental to all parties involved. Therefore, it is imperative that we engage in fair competition and foster a collaborative atmosphere among businesses.	Increased inter-industry competition, adherence to market rules, fair competition, harmonious co-existence
The national and local policies regarding tourism development are commendable, as they offer new opportunities for residents of the islands. Furthermore, the government has delivered exceptional services concerning the various formalities required for the advancement of tourism.	Effective tourism policy, efficient government services
In order to enhance the development of tourism, the government places significant emphasis on the preservation of the island’s cultural heritage, including its churches, as well as the creation of tourism brochures for the island.	Paying attention to cultural construction, creating tourism brochures

Table 4 Category development process

Basic categories (open coding)	Main category (spindle type coding)	Core attributes (selective coding)
Easy travelling, enhancing tourism infrastructure	Infrastructure	Sense of economic gain
Operating tourist B&Bs, transforming lifestyles, enhancing incomes	Lifestyle	
Expansion of economic revenue, rise in tourist numbers, increase in income	Employment income	Sense of social gain
Government support for skill services, acquisition of competencies	Skill application	
Government support for tourism development, efficient government service	Government concern	
Effective tourism policy, increased investment in security measures, enhancements to social security	Social stability	Sense of environmental gain
Increased inter-industry competition, adherence to market rules, fair competition, harmonious co-existence	Neighborhood relation	
Enhancing scenic routes for tourists, optimizing the tourist experience, island tourism influenced by weather conditions	Tourism environment	Sense of cultural gain
Improving the living environment	Living environment	
Paying attention to cultural construction, creating tourism brochures	Cultural construction	Sense of cultural gain
Participating in square dancing	Cultural participation	

the Volcano Geological National Park has not yet achieved the expected radiating effect of volcanic culture. Furthermore, there is an inadequate preservation and transmission of the island's historical heritage, particularly concerning the Hakka culture of Weizhou Island's inhabitants. The insufficient utilization of cultural tourism resources adversely affects the sense of cultural gain experienced by the island residents and has impacts on the preservation of both tourism and cultural heritage.

5 Paths to enhance the sense of gain for residents of island tourism destinations

5.1 Actively innovating tourism models to enrich residents' sense of economic gain

The residents' sense of economic gain serves as the foundation for all other forms of gain, and the economic impact of tourism directly influences this sense. Presently, as a result of tourism, the residents of Weizhou Island have experienced a notable enhancement in their economic income and employment opportunities. The unique characteristics of coastal tourism, which are significantly influenced by weather and seasonal variations, can lead to fluctuations in the income of community residents involved in this sector. Consequently, these income variations may impact their sense of economic gain. To mitigate the effects of this adverse factor, it is essential to actively innovate the tourism development model in order to ensure sufficient protection for the tourism income of local residents. The development of the 'Tourism +' model is of paramount importance. In the process of enhancing natural tourism on Weizhou Island, it is essential to thoroughly investigate the various tourism resources available on the island. Furthermore, there should be a proactive promotion of diverse

tourism models, including 'Tourism + Culture', 'Tourism + Sports', 'Tourism + Recreation', and 'Tourism + Ecology'. This approach aims to create tourism products that cater to the varied preferences of tourists, thereby enhancing the competitiveness and appeal of tourism on Weizhou Island. Ultimately, this strategy seeks to maximize the economic benefits for local residents during peak tourist seasons. Meanwhile, to address the issue of off-season tourism on the island, it is proposed that event festivals, such as mini-marathons and music festivals, can be organized to attract visitors. These initiatives could help Weizhou Island maintain a relatively stable customer base, thereby generating economic income for the local residents.

5.2 Optimizing government functions and increasing infrastructure development to increase the residents' sense of social gain

Infrastructure development serves as a crucial foundation for both the advancement of tourism and the essential livelihood of local residents. The enhancement of tourism on Weizhou Island has led to significant improvements in its infrastructure, resulting in increasingly optimized public services provided by the government. This progress has, to a certain extent, augmented the residents' sense of social gain. Currently, there exists a significant gap between the service capacity of Weizhou Island in areas such as healthcare, education, transportation, and other infrastructures, and the residents' aspirations for an improved quality of life. In addition to enhancing the transportation capacity for tourists traveling between Beihai and Weizhou Island, it is imperative to actively develop the island's internal transportation system and increase the frequency of tourist bus services. Currently, the transportation routes linking various attractions on the island have yet to be optimized, resulting in a reduced

number of trips. This situation adversely affects the accessibility for tourists and simultaneously impacts the travel experiences of local residents. Consequently, it is imperative to increase funding to enhance tourist transportation and transport routes on the island. This initiative aims to improve the convenience for tourists and the accessibility of tourist attractions, while also providing high-quality transportation conditions for local residents. Such improvements are expected to foster a greater sense of social gain among the local residents. It is necessary to improve medical facilities on the island, while enhancing the competencies and qualifications of healthcare practitioners. These advancements will not only ensure that tourists receive high-quality medical services but also enhance residents' sense of public service gain.

5.3 Protecting the ecological environment of the islands to enhance the residents' sense of environmental gain

A healthy ecological environment is a crucial prerequisite for the livelihoods and well-being of community residents in tourist areas, as well as a foundational element for the advancement of tourism. While the growth of tourism has enhanced residents' awareness regarding the significance of environmental protection, it has concurrently resulted in certain detrimental effects on the local environment, including an increase in domestic waste and wastewater. The development of island tourism relies significantly on the presence of clear waters, pristine beaches, and well-preserved natural resources. Consequently, it is imperative to prioritize the protection of the ecological environment during the tourism development process. This approach not only fosters an appreciation for the environment among residents living in island settings but also enhances their sense of gain in relation to the tourism environment. Firstly, the rational planning of tourism resources is

essential. In the development of island tourism, it is imperative to prioritize the protection of the ecological environment. This necessitates an initial focus on planning, the adoption of a scientific approach to development, and the adherence to the principle of balancing both protection and development. Furthermore, it is crucial to enhance the relevant management systems, establish a comprehensive and scientifically sound tourism mechanism, and ensure the sustainability of the environmental conditions at island tourism destinations. Secondly, it is essential to improve the environmental literacy of residents and to encourage environmental protection behaviors. Currently, due to the impact of tourism development, the environmental awareness among the majority of residents on the islands has increased, leading to a growing recognition of the significance of environmental protection for both tourism development and their own livelihoods. However, the limited educational background of the residents, coupled with their insufficient awareness of environmental protection, has resulted in a situation where the environmental consciousness of certain individuals remains unactualized. Hence, it is essential to implement regular public awareness and educational initiatives regarding environmental protection for community residents. This can be achieved by screening public education films on environmental conservation in prominent locations within the community, as well as in schools and tourist attractions. Such efforts aim to enhance residents' understanding of the detrimental effects of environmental degradation, thereby encouraging proactive behaviors in safeguarding the ecological environment. Through active participation in environmental protection practices, residents are likely to experience a sense of gain regarding the tourism environment.

5.4 Fully exploring cultural resources to enhance the residents' sense of cultural gain

Weizhou Island, located in Beihai, possesses distinctive marine cultural tourism resources, including volcanic landforms, sea erosion landscapes, and diverse biological vegetation. These features serve as significant attractions for tourists. As tourism development progresses, particularly within the framework of culture and tourism integration, it is imperative for Weizhou Island to thoroughly investigate its cultural resources. This exploration will facilitate the profound integration of culture and tourism, promote the high-quality development of tourism, and enhance residents' sense of cultural

gain, all while ensuring the sustainability of tourism development.

(1) Comprehensive exploration of the historical and cultural resources of Weizhou Island. Over four centuries ago, Tang Xianzu, a renowned dramatist of the Ming Dynasty, visited Weizhou Island and composed notable poems during his stay. The island is also home to a catholic church, recognized as one of the four major catholic churches in China during the late Qing Dynasty, as well as a Sanpo Temple, which embodies the coastal Mazu culture and is rich in miraculous legends, attracting devotees year-round. Leveraging these historical and cultural resources to develop tourism products centered on history and culture is likely to significantly enhance the appeal of Weizhou Island.

(2) Exploration of the red cultural resources of Weizhou Island. Weizhou Island possesses abundant red resources and boasts a long-standing history of red culture. The red heritage is deeply ingrained in the island's identity and is transmitted from one generation to the next. The island features several red tourism education bases, including a national defense education hall, a red theater, red sculptures, a red road, and an honesty road, among other elements. Additionally, the mountain wall of the scenic area is adorned with historical relics inscribed with phrases such as Long Live the Communist Party of China, Long Live Chairman Mao, highlighting the prominent themes of patriotism and national defense education.

(3) Active exploration of the folk culture of Weizhou Island. In the development of tourism, it is essential to not only preserve and effectively utilize the distinctive Hakka culture but also to showcase Guangxi's unique folklore. For instance, the traditional March 3 festival of the Zhuang people could be featured on Weizhou Island, leading to the establishment of the March 3 Weizhou Island Tourism and Culture Festival. This event could include a variety of activities that reflect the local folk culture, such as large-scale bamboo pole dancing, Tanka sea weddings, antiphonal singing of mountain songs, and the throwing of embroidered balls. Simultaneously, we will continue to develop the Weizhou Island Mazu Culture Tourism Festival, establishing a platform for external exchange on Weizhou Island. This initiative aims to promote the spirit of Mazu and preserve traditional culture, thereby fostering the sustainable and healthy development of tourism on Weizhou Island.

6 Conclusions

Island tourism, as an emerging segment

within the tourism industry, possesses distinctive tourism resources that are highly appealing to travelers in the market. To a significant degree, the development of tourism has enhanced both the living environment and the standard of living for residents of these islands. Consequently, this development has led to improvements and increased satisfaction across economic, social, environmental, and cultural dimensions. This study is grounded in the concept of sense of gain with Chinese characteristics and utilizes Weizhou Island in Beihai, Guangxi Province, as a case study. Taking the island's residents who benefit from tourism development as the primary subjects of analysis, this paper collected first-hand information through a combination of field surveys and in-depth interviews. Guided by grounded theory, this study identified four dimensions that constitute the sense of gain experienced by residents of tourism destinations on the island: economic, social, environmental, and cultural. The findings of the study indicate that the development of tourism must be reinforced and enhanced across four key dimensions: the implementation of innovative tourism development models, the construction of infrastructure, the protection of the environment, and the preservation of traditional culture. These improvements are essential for augmenting the overall sense of gain among residents of island communities. While this study offers valuable insights, it is not without its limitations. The article develops four dimensions of the overall sense of gain experienced by residents of island tourism destinations through grounded theory. However, it lacks a quantitative analysis component, which would provide a more comprehensive understanding of the findings. The integration of qualitative and quantitative methodologies represents a critical avenue for future research.

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systematic learning of teaching theories and methods for ideological and political education. In teaching process, they cannot effectively integrate ideological and political elements into professional teaching, which affects the effectiveness of curriculum ideological and political education. Therefore, it is necessary to strengthen the training on curriculum ideological and political teaching for teachers, improve their awareness and ability of ideological and political education, and enable them to better undertake the heavy responsibility of curriculum ideological and political education.

3.5 The practice teaching link needs to be further improved

Preliminary landscape design course must integrate theory and practice. In the process of teaching implementation, ideological and political education should be implanted into the teaching path of preliminary landscape design course, mainly by adding case teaching, discussion links and incorporating ideological and political elements into social hot issues^[5-6]. In the design of practical classes, emphasis is put on integrating ideological and political elements into all links. Students can experience the charm and value of landscape design through personal participation by organizing practical activities such as field visits and scheme design^[7]. In future teaching, it is necessary to further strengthen the construction and management of practical teaching links, and increase the quantity and quality of practical teaching bases. Further, it is necessary to improve the teaching staff for guiding practical teaching, build a more scientific

and reasonable evaluation system of practical teaching, and improve the quality and effect of practical teaching.

4 Conclusions

The reform of ideological and political education in preliminary landscape design course has achieved significant results in improving students' ideological and political literacy, transforming their professional learning attitude, and promoting their comprehensive ability development. However, there are also some problems and shortcomings. In future teaching, it is necessary to further strengthen the in-depth exploration and integration of ideological and political elements, enhance the innovation of teaching methods, and improve teachers' ability in curriculum ideological and political teaching. Also, it is necessary to improve practical teaching links, continuously optimize the teaching mode of curriculum ideological and political education, and improve the quality of talent cultivation, so as to make greater contributions to cultivating high-quality landscape professionals with social responsibility, innovative spirit, and practical ability. Meanwhile, this study also provides useful reference and inspiration for the reform of ideological and political education in other professional courses, hoping to promote the in-depth development of ideological and political education in university courses.

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