Table S1. Detailed measurements of all variables and literature sources.

Construct	Item	Source
Pro-environmental Destination Image (PEDI)	PEDI1: I have a good impression of Yucun Village in its green practices. PEDI2: I believe that Yucun Village has a better image than its competitors in its green practices. PEDI3: In my opinion, Yuncun Village has a good image in the minds of villagers for its green practices.	(Su et al., 2020; Zheng et al., 2022)
Resident Satisfaction (RS)	RS1: I feel satisfied with the overall conditions of Yucun Village. RS2: I feel satisfied with the future conditions of Yucun Village in the coming years. RS3: I feel Yucun Village as a desirable place to live.	(Su et al., 2018)
Resident Pride (RP)	RP1: I feel proud of the good life and work environment in Yucun Village. RP2: I feel proud that the tourism growth in Yucun Village improved villagers' living conditions. RP3: I feel proud that Yucun Village is the birthplace of the "Two Mountain" Theory. RP4: I feel proud that Yucun Village will have a great prospect in the future.	(Gouthier & Rhein, 2011; Liu & Teng, 2021)
Private-sphere ECB (PRECB)	PRECB1: At home, I reduce the amount of energy (e.g., water & electricity) I use. PRECB2: I recycle cans, bottles and papers. PRECB3: I buy products that are friendly to the environment (e.g., paper packaging).	(D'Arco & Marino, 2022)
Public-sphere ECB (PUECB)	PUECB1: I vote for a candidate or referendum that supports environmental protection. PUECB2: I keep the surrounding environment clean. PUECB3: I encourage people around me joining and donating to environmental organizations.	(D'Arco & Marino, 2022)